

## CONTEST LAUNCH: “DIAMART LUXURY DESIGN” ON DESALL.COM



Verona, 24th July 2020

**DiamArt Luxury Design** is the title of the *open innovation* project launched by **DiamArt** in collaboration with the international platform and community **Desall.com**. The main character of the project is **DiamArt®** – Micro Diamond Surfaces – a surface made of 0,15 mm micro diamonds, unique in its own genre and revolutionary for its cutting-edge technology. An innovative product, born out of a long experience and vast knowledge in the micro diamond world, analysed and acknowledged by the Istituto Gemmologico Italiano (Italian Gemmological Institute) as a precious material.

In particular, the objective of the contest is the research of **new products** or **collections designed for the luxury market**, characterised by the presence of decorative inserts or precious details realised with the **innovative Micro Diamonds DiamArt material**, by involving in the process different expertises and profiles, inviting the whole international community of creatives on the dedicated webpage on **Desall.com**

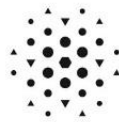
Thanks to the public mode of the *contest*, DiamArt intends to find new applications for the innovative surface made of micro diamonds within **five different product typologies – jewellery, furniture items, interior decoration, fashion accessories, clothing items** - while opening the call to the interpretation of the same values of exclusiveness and elegance, specifically belonging to the luxury sector, by a heterogeneous international community and so embracing the full potential of *open innovation*.

After the projects collection phase, the contest includes a *Community vote* phase aimed at receiving a preliminary feedback from the market on the potential of the projects presented.

**Participation is free and open** to any profile, aged 18 years or above, upon registration on <https://desall.com/Signup>

**www.diamart.com**

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DiamArt è un brand di Ferdiam S.r.l. – Viale del Lavoro, 2 37023 Grezzana (VR)  
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# DiamArt®

Micro Diamond Surfaces

The final deadline for presenting the projects is **Tuesday 10<sup>th</sup> November 2020 by 1.59PM UTC**; projects must be sent through the dedicated page on the Desall platform: <https://bit.ly/DiamArt>

The full-text of the brief is published on the Desall platform at the following link: <https://bit.ly/DiamArt>

## INFO AND CONTACTS

For any enquiries on the *contest* topics or modality, please write to [contest@desall.com](mailto:contest@desall.com) or call **+39.0422.162.69.15**

### DiamArt

DiamArt is the story of a travel started as a dream and turned into reality thanks to the interweaving of passion, craftsmanship and industrial technology. A young company with deep roots. An ever-evolving process that sees passion and determination entwined with each other. A world that stems from the ideas, courage and genius of Isidoro Ferrari who has been working in the stone industry and in the sector of diamond tools for more than 50 years. Curious, visionary, creative, he's the soul of this adventure. His pioneering spirit constantly keeps pushing him towards new goals. After years of studying micro-diamonds, leading to the creation of what we like to call an extensive library with thousands of formulations, the recent idea of micro-diamonds surfaces also came into being.

Today DiamArt is a Made in Italy excellence that brings a paramount value into the Luxury sector, combining the Italian craftsmanship know-how with sophisticated industrial technologies. A unique product in the international scene.

[www.diamart.com](http://www.diamart.com)

### DiamArt: the micro diamonds surface

DiamArt is a surface made of micro diamonds with a diameter of 0.15 millimetres, which can be applied to rigid, semi-rigid or flexible materials.

DiamArt was the first company to introduce the unique, revolutionary concept of micro diamond surfaces, going beyond the conventional idea of a diamond as a single stone and the current limitations of jewellery, which allow the setting of diamonds with a minimum diameter of 0.8 mm.

Every operation demands precision and time, and the human factor is an essential part of the process. In this production process the value of experience and craftsmanship is enormous and, linked with innovative technology, it inseparably combines creativity, knowledge of materials, artisan skill and advanced technology. All this gives our products characteristics that cannot be replicated.

The result of this innovative technical process is a sheet or plate which can be engraved using water jet or laser cutters to create customized shapes.

These can become beautiful details for application in the fashion, design, automotive or luxury sectors to embellish accessories, artworks and designer objects.

Significant is the approval by IGI - Italian Gemmological Institute - of our method of calculation of the carat per sqcm. This collaboration confirmed DiamArt as a precious material.

DiamArt has created a new philosophy in which the micro diamond is front and centre.

DiamArt is the execution of an idea which did not exist; it is the possibility of caressing diamonds wherever your imagination desires to place them.

### Desall

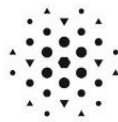
Desall.com is an open innovation platform dedicated to design and innovation, that offers to companies a participatory design tool involving in the creative process an international community coming from all over the world. To date Desall gathers more than 130000 creatives from over 210 countries and has collaborated with international brands like Luxottica, Whirlpool, Electrolux, ALESSI, Enel, Leroy Merlin, KINDER, Barilla, illy, Chicco, Mondadori and many more.

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# DiamArt®

Micro Diamond Surfaces

Thanks for the contamination of different cultural backgrounds and creative industries, the Desall community is able to provide high-quality project solutions for every product development phase requested by the client, from concept to product design, from naming to packaging.

[www.desall.com](http://www.desall.com)

## TIMELINE

Upload phase: 15<sup>th</sup> July 2020 – 10<sup>th</sup> November 2020

Community vote: 10<sup>th</sup> November 2020 – 24<sup>th</sup> November 2020

Winner announcement: approximately by the end of December 2020

## REFERENCE

- Official contest page: <https://bit.ly/DiamArt> (at this link you can find the PDF of the brief available for download, both in the Italian and English versions).
- For additional promotional materials, press contacts, other enquiries on the project please write to [jacopo@desall.com](mailto:jacopo@desall.com) or call +39.0422.162.69.15

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