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Electrolux

Electrolux announces Design Lab 2015 theme, doubles prize

Stockholm, 7th January, 2015

Electrolux today announced the theme for its popular global design competition that annually receives more than 1,700 submissions from over 60 countries. In 2015 – its 13th year – the Electrolux Design Lab competition is looking for innovative ideas under the theme of Healthy Happy Kids. This year there is even more reason to join the competition, as the cash prizes have been doubled with the winner now receiving 10 000 Euros and a six-month paid internship at Electrolux.

Lars Erikson, Senior Vice President Design at Electrolux and Head of the Design Lab Jury, launches this year's competition: "Electrolux Design Lab is an exciting competition that drives innovation, spurs creativity and gives us a look into the future of home appliances. It also allows us to connect and collaborate with young, talented designers from around the world who want to make a difference. For 2015, children are at the heart of Design Lab with the theme "Healthy Happy Kids". We're looking for new solutions and bold ideas that will help improve the everyday lives of families with kids. I'm excited about this new challenge and look forward to receiving all the creative ideas... Let the competition begin!"

Awards prizes doubled in 2015

Electrolux Design Lab offers design students a platform to showcase their work to the world and has led directly to jobs and business opportunities in the design field for many of the contestants over the years. First prize in the competition is a six-month paid internship at an Electrolux global design center. Half of the winners in previous years have continued to work for Electrolux after this internship period. Additionally, the competition hands out cash prizes, which this year have been increased significantly. The winner now receives 10,000 Euros, second prize is 6,000 Euros and third prize is 4,000 Euros. The competition also hands out a People's Choice award with 2,000 Euros for the concept which collects the most online votes.

Online competition leading to global recognition

The competition seeks ideas for products, accessories, consumables and services in three focus areas: Cooking, Fabric Care and Air Purification. Taking part in the competition is simple; the participants should submit a description of an idea, a visual sketch illustrating the idea as well as a description of the consumer benefits of their idea. The competition opens for entries March 4 and the submission deadline for the competition is April 8, 2015. More about the competition and brief can be found at the [Design Lab web site](#).

The best submissions are published on the Design Lab web site and can be promoted in social media thus offering the students an opportunity to reach a global audience. Conducting the competition in stages enables further engagement; the students will develop their concepts throughout the competition, post and share new content and write a development blog. They will receive feedback from experts at Electrolux during the selection process. The winner of the competition will be chosen by a jury of world renowned professionals in end of 2015.

For media enquiries, please contact: designlab@electrolux.se

Learn more about Design Lab in Electrolux social media channels:

Design Lab web site: electroluxdesignlab.com

Electrolux Facebook page: [facebook.com/ElectroluxAppliances](https://www.facebook.com/ElectroluxAppliances)

Twitter: twitter.com/Electrolux



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Electrolux is a global leader in home appliances, based on deep consumer insight and developed in close collaboration with professional users. We offer thoughtfully designed, innovative solutions for households and businesses, with products such as refrigerators, dishwashers, washing machines, cookers, vacuum cleaners, air conditioners and small domestic appliances. Under esteemed brands including Electrolux, AEG, Zanussi, Frigidaire and Electrolux Grand Cuisine, the Group sells more than 50 million products to customers in more than 150 markets every year. In 2013 Electrolux had sales of SEK 109 billion and 61,000 employees. For more information go to <http://group.electrolux.com>.