



Thinking of you  
**Electrolux**

Stockholm, February 5, 2013

## Ten Years of Design Innovation in Cooking

### Electrolux Design Lab releases insight into ten years' of innovative culinary concepts

The focus on social cooking for this year's Electrolux Design Lab competition theme has been sparked by the rising trend of cooking as a pastime as entertaining within the home is an increasingly popular way to spend time with our friends and family. Throughout the 10 year history of Design Lab we have seen the development of innovative concepts that aid the cooking experience.

Stefano Marzano, Chief Design Officer at Electrolux, comments on the rise of the social cooking trend; "For people living in urban environments, preparing food has become less of a daily household chore and more of a way for self-expression, creativity and cherished time spent with their loved ones. There is rising interest in the combination of looking to create deeper, shared and more social culinary experiences, with bringing enjoyment to friends and family members, whilst also eating healthier, high quality food."

It is a decade since Electrolux launched its breakthrough Design Lab competition and in that time, the consumer landscape has evolved significantly with an unparalleled wave of new trends. The theme for this year's Electrolux Design Lab competition has been inspired by a growing trend in 'urbanisation', as an increasing number of consumers shift from living in open rural locations into densely populated and smaller urban spaces. There are three categories that are born out of this overarching trend; these include Effortless Cleaning, Natural Air and Social Cooking. Below we have selected examples highlighting some of the most varied examples in cooking appliances.

#### **Hwa-Seok (2005): Ki hoon Yoo, South Korea**

*Hwa-Seok*, which means flaming stone in Korean, is a stone cooker that operates and is regulated through electromagnetic induction. The concept blends the tradition of stone cooking with modern technology, to create a brand new, innovative cooking method. Roast vegetables, beans or meat, or remove the stones and use them to heat water or soup or even cook meat from the inside.



#### **HydroSphere (2006): Kleber Puchaski, UK**

*HydroSphere* is a transparent, clear sphere 42 centimeters high that allows consumers to grow their own herbs, small fruits and vegetables in their kitchen. Built from polycarbonate, *HydroSphere* allows consumers to follow the growth process to table. Powered by a solar panel, this concept is self-sustaining, taking its energy directly from nature and transferring it to the internal light system. A central growth lamp automatically sets the right temperature and light levels to encourage active and healthy results.



#### **The Snail (2010): Peter Alwin, India**

The winner of the 2011 Design Lab competition, *TheSnail*, is a portable heating and cooking device based on magnetic induction processes. The concept has been designed to stick directly onto a pot, pan, or mug to heat the contents, reducing the amount of space required for conventional cooking and adding portability to the process. Powered by a high density sugar crystal battery, *TheSnail* converts energy from the sugar, heating up a coil to conduct the magnetic induction process to the utensil. Integrated sensors can automatically adjust the time and temperature while a simple touch sensitive display with interface helps to monitor the process.





Thinking of you  
**Electrolux**

#### **The Mobile Induction Plate (2011): Tommi Moilanen, Finland**

This smart induction hot plate is a compact solution for those constantly on the go. The concept is controlled by a smart phone app and can be easily hung on the wall when charging the battery after usage. The smart-phone app is designed to be used with intelligent food packaging where NFC-tags provide instructions on how to heat the food properly. The smart-phone app also comes with a memory that intuitively remembers how you previously cooked.



#### **Smoobo Blender (2011): Roseanne de Bruin, New Zealand**

*Smoobo* is a blender that uses kinetic energy to combine cooking with enjoyment. Simply open the blender, put the ingredients inside and bounce. Each bounce activates the kinetic batteries, which in turn power the rotary blades to create a perfectly blended smoothie that can be enjoyed by opening the pouring cap.



#### **Tastee (2012): Christopher Holm-Hansen, Denmark**

*Tastee* is a taste indicator, which can be used during the cooking process to assist the chef in bringing out the flavours of their dish. The concept matches the shape and size of a regular spoon, however through receptors based on the human taste bud, the *Tastee* tells you what you need, what you don't and maybe even something you would never imagine.



#### **Impress Fridge (2012): Ben de la Roche, New Zealand**

*Impress* is a refrigerator which completely transforms the way we refrigerate. *Impress* is a refrigeration wall that holds your food and drinks for you, out in the open and not behind closed doors. The concept uses less power when there are fewer items pressed into it and does not refrigerate at all when there is nothing in it. *Impress* can help you to waste less food and space while saving more money.



#### **About Electrolux Design Lab**

Established in 2003, Electrolux Design Lab is an annual global design competition open to undergraduate and graduate design students world-wide. In 2012, Design Lab celebrated ten years of encouraging and facilitating young designers in the pursuit of innovative concepts for our future homes. The deadline for this year's submissions is 15<sup>th</sup> March 2013 and the winner of the competition will be chosen at a final event in front of a jury of professionals in October 2013. First prize is 5,000 euro and a six-month paid internship at an Electrolux global design centre. Second prize is 3,000 euro, third prize of 2,000 euro and a People's Choice award of 1,000 euro will be given to the submission with most online votes.

For media enquiries, please contact: [designlab@electrolux.se](mailto:designlab@electrolux.se)



*Thinking of you*  
**Electrolux**

**Learn more about Design Lab in Electrolux social media channels:**

Design Lab blog:  
[electrolux.com/electroluxdesignlab](http://electrolux.com/electroluxdesignlab)

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

Twitter: [twitter.com/Electrolux](https://twitter.com/Electrolux)

Flickr: [flickr.com/photos/electrolux-design-lab](https://flickr.com/photos/electrolux-design-lab)

Pinterest: [pinterest.com/electrolux](https://pinterest.com/electrolux)

Electrolux is a global leader in household appliances and appliances for professional use, selling more than 40 million products to customers in more than 150 markets every year. The company focuses on innovative solutions that are thoughtfully designed, based on extensive consumer insight, to meet the real needs of consumers and professionals. Electrolux products include refrigerators, dishwashers, washing machines, cookers, air-conditioners and small appliances such as vacuum cleaners sold under esteemed brands like Electrolux, AEG, Eureka and Frigidaire. For more information go to [www.electrolux.com/press](http://www.electrolux.com/press) and [www.electrolux.com/news](http://www.electrolux.com/news).