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**Electrolux**

## Press release

Stockholm, November 20, 2013

### **Electrolux Design Lab 2014 seeks ideas for creating healthy homes**

**The popular global design competition that this year received over 1,700 submissions from over 60 countries is now launching the theme for 2014. In its 12th year, the Electrolux Design Lab competition addresses the issues of health and sustainability under the theme of Creating Healthy Homes.**

Electrolux Design Lab 2014 calls on design students worldwide to compete for a six-month paid internship and a prize of 5,000 Euros by submitting innovative design ideas for future home environments. This year's theme, Creating Healthy Homes, asks how we in the future can enjoy healthy well-being, live in pleasant environments and take care of ourselves and others in a way that is creative, sustainable and effortless.

"Homes become more important as the challenges in the urban environment grow and as a result we want our homes to be the center of relaxation and peace of mind. Design Lab is one way for Electrolux to build an innovation culture. In 2014 we are looking forward to receiving creative ideas on the theme Creating Healthy Homes, to help shape the future of people's everyday lives into a positive direction and present propositions that envision healthy and sustainable lifestyles," said Stefano Marzano, Chief Design Officer of Electrolux.

The competition seeks ideas for products, accessories, consumables and services in three focus areas: Culinary Enjoyment, 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. The competition opens for entries March 1 and the submission deadline for the competition is April 6, 2014. More about the competition and brief can be found at the [Design Lab web site](#).

#### **Online competition leading to global recognition**

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 as well as 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.

#### **Awards and opportunities**

Electrolux Design Lab gives young, talented designers 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. Half of the previous years' winners have continued to work for Electrolux after their internship period. The first prize of the competition is a six-month paid internship at an Electrolux global design center and 5,000 Euros. A second prize of 3,000 Euros and third prize of 2,000 Euros are also available and the public favorite chosen by online votes will be awarded with 1,000 Euros.

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

Design Lab web site: [electroluxdesignlab.com](http://electroluxdesignlab.com) .

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

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)

Instagram: [instagram.com/electrolux](https://instagram.com/electrolux)



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Electrolux is a global leader in household appliances and appliances for professional use, selling more than 50 million products to customers in more than 150 markets every year. The company makes thoughtfully designed, innovative solutions based on extensive consumer research, meeting the desires of today's consumers and professionals. Electrolux products include refrigerators, dishwashers, washing machines, cookers, air conditioners and small appliances such as vacuum cleaners, all sold under esteemed brands like Electrolux, AEG, Zanussi and Frigidaire. In 2012 Electrolux had sales of SEK 110 billion and about 61,000 employees. For more information go to <http://group.electrolux.com>.