



Thinking of you
Electrolux

Press release

Stockholm, May 7, 2014

Electrolux Design Lab Top 100+ are online

Innovative ideas from 43 countries around the world for the households of the future are now presented on the Electrolux Design Lab website www.electroluxdesignlab.com. The public has until May 16 to influence the competition by voting for their favorite idea.

The 100+ best ideas out of more than 1,700 submissions have been selected by experts from Electrolux to compete for participation in the next stage in the global design competition. The main prize is 5,000 Euros and a six-month paid internship at an Electrolux global design center. The theme for 2014 is Creating Healthy Homes with three focus areas, Culinary Enjoyment, Fabric Care and Air Purification.

"We are excited to open up the voting to the public and our employees around the world," says Lars Erikson, Electrolux Head of Group Design. "We received some really innovative, visually inspiring concepts based on this year's theme. They range from appliances to smart accessories to holistic concepts, and support consumers in living a healthy, sustainable lifestyle."

The competition is conducted in stages, allowing the applicants to develop their concept throughout the process. After the voting ends May 16, the decision for the Top 70+ will be announced May 19. Ten of the ideas receiving the most votes will have direct access to the next stage and the rest are chosen by the team of Electrolux experts.

Global recognition, prizes and an internship to be won

Once the finalists have been selected, the student whose concept receives the most public votes will be named the winner of the People's Choice Award and will receive a prize of 1,000 Euros. First prize will be awarded to a student that the judging panel considers has created a ground-breaking design solution for the future. This student will receive 5,000 Euros and a six-month paid internship at an Electrolux global design center. Second prize is 3,000 Euros and third prize is 2,000 Euros.

Design Lab stages:

Submit a concept idea and a sketch, 6th April
Stage 1: Top 100+ & voting, May
Stage 2: Top 70+ & new brief, May
Stage 3: Top 35 & new brief, July and August
Stage 4: Finalists and Final Event, November

Learn more about Design Lab in Electrolux social media channels:

Design Lab website for information and submissions: www.electroluxdesignlab.com

YouTube: youtube.com/user/Electrolux

Facebook: facebook.com/Electrolux

Twitter: twitter.com/Electrolux

Flickr: flickr.com/photos/electrolux-design-lab

Pinterest: pinterest.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>.