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## Press release

Stockholm, June 30, 2014

### **Electrolux Design Lab announces Top 35 semi-finalists**

**Electrolux Design Lab has entered its next stage, revealing the Top 35 finalists from over 1,700 entries in the 2014 competition. The futuristic concepts submitted by design students from all over the world come under the banner of this year's theme, 'Creating Healthy Homes'.**

The trends in this year's competition present smart and thought-provoking design solutions for healthy home environments of the future. The theme incorporates three focus areas: Air Purification, Culinary Enjoyment and Fabric Care.

"This year's Electrolux Design Lab semi-finalists have created visionary concepts that are prime examples of what you might see in the home of the future," says Lars Erikson, Head of Electrolux Group Design and head of the competition jury. "They focus on connectivity, biomimicry, robotics, wearable tech, recycling and reusing materials, all promoting healthy, sustainable lifestyles at home - virtually in some cases. Overall, the concepts make our busy everyday lives more efficient and our choices more sustainable for a greener planet."

View all the semi-finalist submissions on the [Design Lab website](#), or read more in the attached pdf.

The global design competition, which Electrolux has been running for 12 years, is conducted in stages, allowing entrants to develop their concepts throughout the process. The 35 semi-finalists now face the final brief of the competition in August followed by a public vote online to determine the winner of the People's Choice Award, who receives a prize of 1,000 Euros.

Six finalists will be selected by Electrolux experts in October and invited to the awards gala to be held in November. The winner receives 5,000 Euros and a six-month paid internship at an Electrolux global design centre; second prize is 3,000 Euros and third prize is 2,000 Euros.

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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>.