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**Electrolux**

**Press release**

Stockholm, October 15, 2014

## Electrolux Announces Design Lab 2014 Finalists

**In the future, salad could be made to taste like potato chips, towels cleaned in seconds and fashion created at home from plastic bottles, according to three of the finalists in the Electrolux Design Lab competition. The global student design competition this year received over 1,700 submissions offering solutions to Culinary Enjoyment, Fabric Care and Air Purification in the future home environments. The winner of the competition will be chosen from the top six finalists after presenting their concepts to a jury in Paris on November 12, 2014.**

Six talented design students from around the world will impress the jury with their innovations; a cleaning towel hanger by **Leobardo Armenta from Mexico**, an air purifier resembling a lotus flower by **Fulden Dehneli from Turkey**, a cone shaped flying air cleaner by **Michał Pośpiech from Poland**, smart kitchenware recreating tastes by **Sorina Răsteanu from Romania**, a nature inspired virtual grocery shopping experience by **Pan Wang from China / UK** and a fashion appliance turning plastic bottles into clothes by **Kovács Apor from Hungary**. See the finalist concepts come to life in videos at [electroluxdesignlab.com](http://electroluxdesignlab.com) and [youtube.com/user/electrolux](http://youtube.com/user/electrolux)

**Lars Erikson, head of Electrolux Design and the Design Lab jury** says: "For this year's global design competition, we asked students to submit concepts based on our theme 'Creating Healthy Homes'. In the end, we selected six finalists out of 1,700 entries. The finalists' concepts are truly innovative and offer new ideas on how we might be living our lives in the future, whether it's eating healthier or being more sustainable."

### **Jury and awards for 2014**

Lars Erikson will be joined by two other jury members to choose the winner of Electrolux Design Lab 2014; creative advisor at H&M Margareta van den Bosch and Chief Executive at SVID, Swedish Industrial Design Foundation, Robin Edman.

First prize will be awarded to the student that the judging panel highlights as having created a ground-breaking design solution of the future. This student will receive 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. The student whose concept receives the most public votes online will be named the winner of the People's Choice Award and will receive a prize of 1,000 Euros. This vote has now ended and the winner will be announced at the final event in Electric, Paris, France.

Read more about the Design Lab 2014 finalists and see the videos at [electroluxdesignlab.com](http://electroluxdesignlab.com)  
You can also see the finalist videos at the Electrolux YouTube channel: [youtube.com/user/electrolux](http://youtube.com/user/electrolux)  
Hi-res images of the finalist concepts can be found at Flickr: [flickr.com/photos/electrolux-design-lab](http://flickr.com/photos/electrolux-design-lab)



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## **Electrolux Design Lab 2014 Top 6 finalists**

### **Air Purification concepts:**

1. [UrbanCone](#) by Michał Pośpiech from Poland
2. [Lotus](#) by Fulden Dehneli from Turkey

### **Culinary Enjoyment concepts:**

3. [Set To Mimic](#) by Sorina Răsteanu from Romania
4. [FUTURE HUNTER-GATHERER](#) by Pan Wang from China / UK

### **Fabric Care concepts:**

5. [PETE](#) by Kovács Apor from Hungary
6. [Pure Towel](#) by Leobardo Armenta from Mexico

For further information, please contact: Electrolux Press Hotline, +46 8 657 65 07.

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 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/>