

Press Release

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Announcing top 100 submissions in Electrolux Design Lab 2015 competition

Stockholm, Sweden, May 6, 2015

Electrolux today revealed the 100 concepts that made it through to the first stage of the Design Lab 2015 competition. The top 100 entries came from across 33 countries. The 5 countries with the most submissions in the top 100 were; South Korea, Czech Republic, Hungary, Chile and Lithuania. All concepts are now published on www.electroluxdesignlab.com. The public can influence the competition by voting for their favourite idea as the five most popular concepts from the public vote will be directly qualified to the next stage of 35 semi-finalists.

In 2015 – its 13th year – Electrolux Design Lab received more than 1,500 submissions from over 60 countries. The theme for this year is “Healthy Happy Kids” and the competition looks for innovative ideas for products, accessories, consumables and services in three focus areas: Cooking, Fabric Care and Air Purification.

Lars Erikson, Senior Vice President Design at Electrolux and Head of the Design Lab Jury: “Design Lab is very important to Electrolux as it fuels our innovation processes with new ideas and brings inspiration of future homes to the consumers. Every year I am impressed by the creativity and the bold visions we see from the students. It is a tough but extremely rewarding job for our experts to go through 1,500 entries. I want to congratulate the students who made it to the top 100 and give a big thank you to everyone who participated in Electrolux Design Lab 2015.”

Next Stage

Out of the top 100 submissions 35 will be brought forward to the semi-final stage. Five of those will be automatically qualified by public vote while the other 30 will be selected by Electrolux experts. The 35 semi-finalists will be announced on June 8.

About Electrolux Design Lab 2015

The purpose of Electrolux Design Lab is to stimulate and activate design students globally by inviting them to present new ideas for future household environments. Supporting Electrolux commitment to lead the evolution of home appliances, the competition fuels new ideas and inspiration for innovation and offers an opportunity to reach the best emerging talent.

First prize in the competition is a six-month paid internship at an Electrolux global design center. Half of the winners in previous years have continued to work for Electrolux after this internship period. The winner receives 10,000 euros, second prize is 6,000 euros and third prize is 4,000 euros. The competition also hands out a People’s Choice award with 2,000 euros for the concept which collects the most online votes.

The students will develop their concepts throughout the competition, post and share new content and write a development blog. They will receive feedback from experts at Electrolux during the selection process. The winner of the competition will be chosen by a jury of renowned design professionals in October of 2015.

Learn more about Design Lab in Electrolux social media channels:

Design Lab web site: www.electroluxdesignlab.com

Electrolux Facebook page: facebook.com/electrolux

Twitter: twitter.com/Electrolux

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

Follow the discussions using hashtags **#DesignLab2015** and **#best100**

Countries and number of concepts in Electrolux Design Lab 2015 top 100:

South Korea	8
Czech Rep	7
Hungary	7
Chile	5
Lithuania	5
Poland	5
Spain	5
UK	5
Mexico	4
Netherlands	4
Portugal	4
Brazil	3
China	3
Colombia	3
Indonesia	3
Italy	3
Slovakia	3
Argentina	2
Finland	2
Malaysia	2
Romania	2
Russia	2
Sweden	2
United States	2
France	1
India	1
Iran	1
New Zealand	1
Peru	1
Philippines	1
Taiwan	1
Turkey	1
Ukraine	1

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 2014 Electrolux had sales of SEK 112 billion and 60,000 employees. For more information go to www.electroluxgroup.com.