

Press Release
For further information,
please contact:

Electrolux Press Hotline
+46 8 657 65 07

The 35 semi-finalists of Electrolux Design Lab 2015 revealed

Stockholm, Sweden, 8 June, 2015

Electrolux today announced the 35 semi-finalists of the Design Lab 2015 competition. 5 of the submissions were qualified by public vote and 30 were selected by Electrolux experts from the previous stage of 100 concepts. All concepts are now published on www.electroluxdesignlab.com.

In 2015 – its 13th year – the theme of the competition 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.

Thomas Johansson, Design Director and one of the Electrolux experts comments: “The semi-finalist concepts of Design Lab 2015 are original, innovative and thought provoking. The students have now received expert feedback and a new brief to further develop their ideas. As always it will be very exciting to follow this process online and engage in a conversation with the semi-finalists. In previous years we have seen good ideas turn in to great consumer propositions.”

Next Stage

Based on the next stage concept development 6 finalists will be chosen by the Electrolux experts. The 6 finalists will be revealed on www.electroluxdesignlab.com on September 15th.

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 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 2015.

For media enquiries, please contact: designlab@electrolux.se

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

AB Electrolux
St. Göransgatan 143
SE—105 45 Stockholm
Sweden
+46 8 738 60 00 ^{phone}

www.electrolux.com

Vat No: SE6630000098901
Reg No: 556009—4178

Follow the discussions using hashtags **#DesignLab2015** and **#top35**

Country/concept in Electrolux Design Lab 2015 Top 35 are:

- Argentina, Pure Life
- Brazil, Echodream
- Brazil, Weaver
- Chile, Bioprinter
- Colombia, GUT
- Czech Republic, Chavua
- Czech Republic, ButtonLab
- Finland, Fum-e
- France, Flows
- Hungary, Magic Wand
- Hungary, The Classroom of the Future
- India, HP+
- Indonesia, Imaginarium
- Italy, Foody
- South Korea, Q.H
- South Korea, Uggla
- South Korea, Sleep-D
- Lithuania, Air-Shield
- Lithuania, BUD
- Lithuania, Airy Leaf
- Mexico, VORIS
- Peru, Magic Sphere
- Poland, Kitchen Wizard
- Poland, Cleanspire
- Portugal, Symbiosis
- Romania, YoYoAir
- Russia, Plato
- Sweden, Electrolux Engage
- Slovakia, Floud
- Spain, KickAir
- Taiwan, Shake Your Air
- Turkey, Dorian
- Ukraine, LINK
- United Kingdom, Electrolux Hub
- United Kingdom, Bloom

Number of Design Lab 2015 concepts in Top 35 per country

- | | |
|------------------|---|
| - Lithuania | 3 |
| - South Korea | 3 |
| - Brazil | 2 |
| - Czech Republic | 2 |
| - Hungary | 2 |
| - Poland | 2 |
| - United Kingdom | 2 |

One concept from each of Argentina, Chile, Colombia, Finland, France, India, Indonesia, Italy, Mexico, Peru, Romania, Russia, Sweden, Slovakia, Spain, Taiwan, Turkey & Ukraine

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.