

Press Release
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Bloom winner of Electrolux Design Lab 2015

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Out of over 1,500 competition submissions, one concept, Bloom by Jordan Lee Martin of the United Kingdom, has been announced as the winner of Electrolux Design Lab 2015. The winner was selected by an expert jury in front of a live audience comprising 200 international media, bloggers and Electrolux partners at the Kattilahalli Venue in Helsinki, Finland.

Bloom is a concept that bridges the gap between digital and practical education by encouraging good kitchen habits in a fun way.

“Based on real needs and clever use of existing technology, this aesthetically pleasing concept has potential for multiple use, which will inspire, teach and interact with kids both emotionally, digitally and physically”, said Lars Erikson, Senior Vice President Design at Electrolux and Head of Jury.

The second prize was awarded Airshield, a baby stroller that creates a pure and clean microclimate, by Dominykas Budinas of Lithuania. The jury’s motivation was: “Based on an unfortunate, urgent need, utilizing available technology, this is a concept which has immediate market potential, contributing to healthier infants. This product could potentially save lives.”

Third prize went to QH, an air purifier and hula hoop in one, by Jeongbeen Seo of South Korea. The jury’s motivation was: “Taking an iconic product and bringing it into the 21st century, this concept applies timeless design of high aesthetic quality to produce an inspiring and intriguing object.”

The People’s Choice Award went to Weaver by Larissa Trindade from Brazil after receiving over 4,300 public votes on the Design Lab website.

Watch the winning concepts come to life in video at www.electroluxdesignlab.com and www.youtube.com/electrolux

The theme for Electrolux Design Lab 2015 was “Healthy Happy Kids” as the competition looked for innovative ideas for products, accessories, consumables and services in three focus areas: Cooking, Fabric Care and Air Purification.

The competition process

Over 1,500 submissions from over 56 countries around the world were received this year. The competition was conducted in three stages: top 100, top 35 and the final six where the concepts were evaluated by Electrolux experts. The public could also influence the competition by voting for their favorite idea. The students focused on different areas throughout the process; submitting an idea and a sketch, concept development, visual development, functionality development and the final event presentation.

The Design Lab 2015 finalist jury, comprising Lars Erikson, Senior Vice President and Head of Design at Electrolux, Hanna Harris, Programme Director of Helsinki Design Week and Fredrik Magnusson, Design Entrepreneur and CEO of Roder Innovation, selected the winner from the six finalists.

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 the 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 their 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 finalists of Design Lab 2015 were:

- **Voris** - a robot that teaches kids the importance of taking care of their clothes by **Martha Fabiola García Bustos of Mexico**
- **Q.H[Quadruple H]** - an air purifier and hula hoop in one by **Jeongbeen Seo of South Korea**
- **Future Classroom** - an interactive and self-sustaining kitchen for educational use by **Tobias Tsamisis of Hungary/Germany**
- **Air Shield** - a baby stroller that creates a pure and clean microclimate by **Dominykas Budinas of Lithuania**
- **Bloom** - bridges the gap between digital and practical education by encouraging good kitchen habits in a fun way by **Jordan Lee Martin of the United Kingdom**
- **Plato** - a robot toy that helps you take care of your child by **Mary Pilyugina of Russia**

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

Follow the discussions using hashtag **#DesignLab2015** and **#final6**

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.