

# DESIGN LAB

## IN 2013:

go beyond products,  
develop the concept  
during different stages, get  
feedback from professionals  
and gain more social  
media spread

## Inspired Urban Living

Electrolux Design Lab 2013 invites design students and recent industrial design graduates (2012) to draw inspiration from a growing driver of 'urbanisation', as an increasing number of the population shift from living in open rural locations into densely populated areas. Explore one of the following three areas:

### Social Cooking



### Natural Air



### Effortless Cleaning



Submit an idea and a sketch by **15<sup>th</sup> March** and you may have the chance to win a six-month paid internship at an Electrolux global design centre and 5000€.  
The final event gala is in October 2013.

More details:  
[electrolux.com/electroluxdesignlab](http://electrolux.com/electroluxdesignlab)



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