

# DESIGN LAB

Electrolux Design Lab  
BRIEF 2013



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# ELECTROLUX DESIGN LAB 2013

Electrolux Design Lab is a global competition that sees design graduates and undergraduates enter innovative concepts for future households. In 2013 we welcome the 11<sup>th</sup> year of Electrolux Design Lab. This year the competition is inspired by the transformation happening in our daily living environment with the theme 'Inspired Urban Living'.

## Jury decision

Electrolux Design Lab prizes:

First prize € 5 000  
and 6 months paid internship at Electrolux

Second prize € 3 000

Third prize € 2 000

## Online voting

People's Choice € 1 000



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# NEW IN 2013

## MORE POSSIBILITIES

The entry can be a product, accessory, consumable or service.

## STRONG ONLINE EMPHASIS

Best submissions will be published online and can be promoted in social media.

## CONCEPT DEVELOPMENT

Make it to the next round and continue developing your concept.

## RECEIVE FEEDBACK

Electrolux professionals will give feedback to the best ideas.

Submission deadline 15<sup>th</sup> March 2013



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# DESIGN LAB THEME 2013

## Inspired Urban Living

The direction for this year's Electrolux Design Lab competition stems from a growing driver in 'urbanisation', as an increasing number of the population shift from living in open rural locations into densely populated areas.

The city of tomorrow is short on space, busy and compact. Living areas are smaller; there is less storage but the home still needs to be the epicentre of entertaining and culinary enjoyment. As such we need to have the necessary tools available to adapt our daily lives, so we can comfortably live and fit within this new model. Therefore, this year we would like you to explore one of the following three areas and design an innovative product, accessory, consumable or service that would be seen as a break through within the sector:

**Social Cooking / Natural Air / Effortless Cleaning**



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# SOCIAL COOKING

Entertaining within the home is a popular way to spend time with our friends and family. The rise in cooking as a pastime offers self expression for many living in urban spaces, and projects towards a true culinary experience. We look to create deeper, shared and more social culinary experiences, whilst bringing enjoyment to friends and family members and eating healthier, high quality food.

With tightening schedules and challenging lifestyles, how can design overcome problems with shortage of entertaining space and preparation time, whilst allowing us to live a healthier lifestyle?



# NATURAL AIR

Indoor air quality can switch the ambience of a room and is an invisible way of influencing our daily wellbeing. The climate we live in is changing yearly; pollution is a growing problem and our indoor space should be a sanctuary from the suburban outdoors. Healthier air quality is a core factor and can effect personal health and appearance. The potential to bring 'fresh country air' to the city could change the atmosphere within the home.

What design solution could be created to ensure we have the best quality air within the home, whilst also supporting aesthetic values?



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# EFFORTLESS CLEANING

As time is precious in our chaotic schedules, time saving concepts are needed more than ever – removal of laborious daily cleaning tasks should be at the forefront of thinking and creation. Not only this, as our urban homes become more compact and integrated, there is no room for daily necessities of a clean living environment. Vacuum cleaners and bins require space to camouflage, alongside a need for concepts that can clean different and constantly changing surfaces, materials and garments.

What new adaptable offerings can be designed for compact, streamlined and easy cleaning solutions within urban cities of the future?



# SUBMISSION PROCESS

To enter the competition, submit a description of a concept idea and a visual sketch of the concept. At each stage of the competition the best entries will receive feedback and will be chosen by Electrolux professionals to go through to the next stage. The best submissions will be placed online in March after which they may be promoted in social media. People's Choice voting will start in May.

## Submission stages:

Deadline 15th March	1 Stage: Submit a Concept Idea and a Sketch
May	2 Stage: Concept Development
June	3 Stage: Visual Development
August	4 Stage: Tech Specs and Sustainability
October	5 Stage: Design Lab Final Event

To read more about the submission and selection process and the competition rules, please visit [electrolux.com/electroluxdesignlab](http://electrolux.com/electroluxdesignlab)



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# THE JUDGING CRITERIA

The Electrolux Design Lab panel will focus on the following key criteria when looking at your design:

- Does the design truly answer the brief?
- Does it encompass intuitive design?
- Is it innovative?
- Has it been based on consumer insight?
- Is the concept aesthetically pleasing?



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# FURTHER INFORMATION

The deadline for the first stage submission for Electrolux Design Lab 2013 is **15<sup>th</sup> March.**

Best of luck with your submission.

**For further information, please visit:**

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

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