

DESIGN LAB

ELECTROLUX DESIGN LAB

# BRIEF 2012



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# BACKGROUND

# DESIGN LAB

- 2012 is the 10 years anniversary of Electrolux Design Lab
- The competition is open to graduate and undergraduate design students worldwide
- 10 Finalists are selected by the Electrolux Design Team
- An international jury selects the winners at a final event
  - First prize € 5000 and 6 months paid internship at Electrolux Design
  - Second prize € 3000
  - Third prize € 2000
- Finalist concepts are exposed globally



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# FORMAT

# DESIGN LAB

- From the total number of contributions there will be a selection of nominees, among the nominees we will select 25 semi-finalists who will compete for 10 places in the final event
- The selection will be based on adherence to the brief and the aesthetic and conceptual qualities of the contribution
- The finalists will gain worldwide publicity and several of the previous winners are today employed by Electrolux



# JUDGING CRITERIA

## DESIGN LAB

- A jury of high-level designers and experts, including Henrik Otto SVP Design Electrolux will judge entries based on intuitive design, innovation and consumer insight
- Before submitting your design ask yourself:
  - Is it daring, and truly innovative?
  - Are the aesthetic qualities good enough?
  - Is it something you believe in, rather than something you think we expect?
  - Is the concept based on consumer insight?
  - Does it truly respond to the brief?





2012 BRIEF  
DESIGN  
EXPERIENCE



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# DESIGN EXPERIENCE

- As demonstrated in the Cube by Electrolux, the world of professional cooking is all about the experience. It's not about achieving the perfect inner temperature of a steak for the sake of science or performance. It's about designing the best possible experience for your guests. The creative force behind the experience is the merger of intuitive and innovative appliances, the creativity of the chef and carefully selected high quality ingredients.
- We challenge design students to draw inspiration from professional experience creators (chefs, architects, interior designers, hotels etc.) to design home appliances that will provide a fuller sensory experience. It might be through state of the art technology or it might be through a clever blend of textures and surfaces.



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# BRIEF BACKGROUND INSIGHTS

- We sense the world
  - It's by using our senses we decipher, judge and control the world around us. It's by touching, smelling and seeing something we can tell if it is real or not. In today's information society we tend to experience much of the world by proxy, in front of a computer, iPad or smart phone. What we experience isn't the real world. We're mimicking the real world, or creating a virtual world.
- The visual is just one of many human senses:
  - Human beings have a multitude of senses. In addition to the traditionally recognized five senses we might consider other senses like pain, balance, and acceleration. What constitutes a sense is a matter of some debate. What if we could incorporate our other senses into design? Could we smell who's calling? Or feel what's on TV?



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# BRIEF BACKGROUND INSIGHTS

- Experience is luxury
  - Vacations and travelling are the most common experiences people shop for. But as consumer interpretations of what luxury is change, services and experiences closer to home become popular
- The Heart of the Home
  - Dining and enjoying food has always taken place in the home, but not necessarily in the kitchen itself which may have been more adapted to practical functions. But the modern kitchen is a place for socializing where we share experiences with our friends and family



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# BRIEF BACKGROUND INSIGHTS

- Consumers want professional performance
  - Consumers today want products that can provide end results on par with professional equipment. Consumers are ready to pay double or triple price for the same football shoes as Lionel Messi or the same kitchen knife as Jaimie Oliver uses.
- Quest for authenticity
  - As our digital lives "layer" on top of our physical world and we spend more time online; a new-found appreciation emerges for authentic experiences and interactions



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DEADLINE FOR SUBMISSIONS

**1ST JUNE 2012**



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