

# Design Lab '09

## Press Release

Stockholm, Sweden, January 22, 2009

### Call for entries: Designs for the next 90 years

**The Electrolux Design Lab 2009 global design competition invites undergraduate and graduate industrial design students around the world to submit their innovative home appliance ideas for the next 90 years, deadline May 31.**

Electrolux, a global leader in home appliances and appliances for professional use, this year celebrates its 90-year anniversary with its Design Lab theme: "Designs for the next 90 years".

The brief for the competition's 7<sup>th</sup> edition is to create thoughtfully-designed home appliances that will shape how people prepare and store food, wash clothes, and do dishes over the next nine decades.

The design ideas should address key consumer insights such as being adaptive to time and space, provide learning and allow for individualization.

"We're looking for really daring ideas and solutions," says Henrik Otto, Sr VP of Global Design at Electrolux who explains more about the competition in his "[Call for entries](#)" video.

A limited number of finalists will be invited to participate in the final event in London September 24, 2009, to present their entries to a jury of high-level designers and experts. The jury will review the entries based on intuitive design, innovation and consumer insight and then select a winner.

The Design Lab 2009 has a First Prize of 5,000 Euro and a six-month paid internship at one of the Electrolux global design centers. The second prize is 3,000 Euro and third prize 2,000 Euro.

"Working with young, talented designers provides inspiration for future products and solutions," adds Otto. "It also helps Electrolux spot the hottest, new talent out there."

Entry deadline is May 31, 2009. Students may enter one entry via the Design Lab website at [www.electrolux.com/design](http://www.electrolux.com/design).

*Thinking of you*  
 **Electrolux**

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## About Electrolux Design Lab

Established in 2003, Electrolux Design Lab is an annual global design competition open to undergraduate and graduate industrial design students who are invited to present innovative ideas for household appliances of the future. Over the years, Design Lab has received thousands of entries from students in more than 100 countries.

Design Lab has led directly to jobs and business opportunities in the design field for many of the contestants. Three finalists are currently employed in one of the Electrolux Global Design centers and last year's winner is doing his 6-month internship. Others have gone on to found successful design businesses.

The competition has had different themes and culminates in a new city every year at an international press event. Previous themes and venues include: Designs for the Internet generation, Zurich, 2008; Green designs, Paris, 2007; Designs for healthy eating, Barcelona, 2006; Designs of the future, Stockholm, 2005; Designs of the future, New York, 2004; User-driven solutions, Budapest, 2003.

Last year's competition "Designs for the Internet generation" was won by Stefan Buchberger from Vienna University of Applied Arts Austria with Flatshare, a modular fridge solution for shared living spaces.

For more information and press materials visit [www.electrolux.com/designlab](http://www.electrolux.com/designlab). Media inquiries contact: Frédérique Pirenne, +46 8 738 6493, [designlab@electrolux.se](mailto:designlab@electrolux.se).

**Electrolux** is a global leader in home appliances and appliances for professional use, selling more than 40 million products to customers in 150 countries every year. The company focuses on innovations that are thoughtfully designed, based on extensive consumer insight, to meet the real needs of consumers and professionals. Electrolux products include refrigerators, dishwashers, washing machines, vacuum cleaners and cookers sold under esteemed brands such as Electrolux, AEG-Electrolux, Eureka and Frigidaire. In 2007, Electrolux had sales of SEK 105 billion and 57,000 employees. For more information, visit <http://www.electrolux.com/press>.

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