

DESIGN LAB

Brief 2014



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Design Lab Theme 2014

Creating Healthy Homes

Electrolux Design Lab is a global competition that sees design graduates and undergraduates enter innovative concepts for future households. In 2014 we welcome the 12th year of Electrolux Design Lab. This year the competition addresses the issues of health and sustainability under the theme of **Creating Healthy Homes**.

Electrolux Design Lab prizes:

Jury decision

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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The scope of the competition

What to expect when entering

Wide spectrum

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

Concept development

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

Strong online emphasis

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

Receive feedback

Electrolux professionals will give feedback to the best ideas.

Submission deadline 6th April 2014

Design Lab Theme 2014

Creating Healthy Homes

In 2014 Electrolux Design Lab continues the expedition to the future visions of urban lifestyles. We draw inspiration from the desire to build a tomorrow that is sustainable and enjoyable as we focus on searching new ways of creating healthy lifestyles to our future homes.

The Direction

We want our homes to be the centre of relaxation and peace of mind. In 2014 we ask how can we in the future enjoy healthy well-being, live in pleasant environments and take care of ourselves and others in a way that is creative, sustainable and effortless?

Electrolux Design Lab is searching ideas for products, accessories, consumables and services for **Creating Healthy Homes** in three focus areas:

Culinary Enjoyment / Fabric Care / Air Purification

Creating Healthy Homes

Culinary Enjoyment

Cooking and preparing food can be a form of relaxation and safe haven in a hectic urban society, a chance to stop and enjoy the moment with all your senses. To get the most out of the dining experiences, people are becoming more interested in what they are eating, where the food is from as well as how the food looks on the plate in front of them. The need to connect with food tells about our desire to take better care of ourselves, eat healthier meals and ingredients of better quality, thus also reflecting how food has become a form of self-expression.

Design challenge: Which inspiring and motivating solutions within culinary enjoyment can be designed to support the desire for healthier lifestyles in future homes?



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Fabric Care

Our interest in style together with the increasing concern for the environment lead us to seek for aesthetic solutions to make our homes look good in a way that does not create unnecessary burden to the environment. Sustainable and stylish solutions ensure that people can design their homes to support their personal taste and lifestyle in a long lasting way. We are looking for a good balance between creative, high quality fabric care and effective time management as well as design solutions that do not use extensive amounts of natural resources, waste water or electricity. This enables us to maintain the style and quality of the variety of garments we wish to delight us day after day, without burdening the environment or having the need to constantly update our wardrobe and linen or throw them away.

Design challenge: How can design solutions within fabric care offer support to the desire for sustainable, stylish and well managed homes?



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Air Purification

Good air quality in our homes can transform our living environments into energizing spaces or relaxing sanctuaries, taking care of our wellbeing in an effortless way. An active home life with a variety of house routines requires support to the different aspects of our lives; such as cooking, entertaining, sleeping, as well as care taking of children and pets. This means also having flexible and innovative air quality management solutions. Affecting our physical wellbeing and our mood, creative air purifying solutions can provide us means for a calm, safe place to enjoy our everyday lives and at the same time feed our desire for enhanced experiences.

Design challenge: How can air purifying be designed in a way that enhances the quality of the different activities in our living environments and addresses specific needs?



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Future of urbanization

Estimations in future urban environments

67%

World population will be urban by 2050

75

Years, global life expectancy by 2045

4.9 B

Middle class consumers by 2030

30

Megacities by 2025

26M

Single households in UK by 2020

90 M/Yr

Middle class growth by 2030

These figures are from the Thinking Ahead research made by Electrolux.



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Sustainability challenges

Estimations in resource constraints

33%

increase of total global energy consumption from 2010 to 2035

1.3 bn

tons of food is lost or wasted every year

50%

of the world's population will be living in areas of high water stress by 2030

80%

of current energy use is based on non-renewable sources

60M

organic and inorganic substances registered with the chemical abstracts service

70%

of global energy-related greenhouse gas emissions are generated by cities

These figures are from the Thinking Ahead research made by Electrolux.



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How to enter the competition

What to submit

Submit a description of an idea, a visual sketch illustrating the idea and a description of the consumer benefits. The competition opens for entries March 1 and the submission deadline for the competition is April 6 2014.

The best entries are placed online in the beginning of May allowing them instant global recognition. Electrolux professionals will evaluate the concepts and give feedback. We accept entries from all design students (and 2013 graduates), not only industrial design students.

More information about the submission stages will be provided later on the [Design Lab web site.](#)



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The criteria

How the submissions are judged

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?

Join the competition!

And find out more...

The deadline for the first stage submission for Electrolux Design Lab 2013 is **6th April 2014.**

Good luck with your submission!

Learn more about Design Lab in Electrolux social media channels:

Design Lab web site: <http://electroluxdesignlab.com/en/>

Electrolux Facebook page: <facebook.com/ElectroluxAppliances>

Twitter: <twitter.com/Electrolux>

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

Pinterest: <pinterest.com/electrolux>

Instagram: <Instagram.com/electrolux>

To read more about the submission and selection process and the competition rules, please visit electroluxdesignlab.com

