

## Press Release

Stockholm, October 13, 2005

### **3040 design students from 88 countries compete for the Electrolux Design Lab Award 2005**

(ELUX)The design competition, Electrolux Design Lab, has attracted a total of 3,040 design students from 88 countries around the world. The contest, entering its third consecutive year, is designed to encourage students from around the world to design household appliances for the future.

In this third edition, the Electrolux Design Laboratory is seeking solutions for the home of 2020. The entries will be judged based on their design and innovation in terms of both functional and technological aspects, with a strong focus on solutions for real problems in everyday life. The winner will be announced at an event in Stockholm on November 14<sup>th</sup> 2005.

This year's line-up of jury members include:

- Paola Antonelli, curator in the Department of Architecture and Design at The Museum of Modern Art in New York
- Johnny Grey, a leading and influential kitchen designer
- Ilse Crawford, founder of the British Elle Decoration and Bare magazine
- Mark Armstrong, Managing Director of Blue Sky Creative in Australia
- Raul Pires, head of exterior design for Bentley
- Henrik Otto is Senior Vice-President of Global Design at Electrolux
- Cathy Huang, Industrial Designer, China

Registered participants are primarily students of industrial design and architecture, but also interior design, graphic design, interactive design and fashion.

Further details and information: please consult our website

<http://designlab.electrolux.com>

or Project Manager Margaretha Finnstedt Möller +46 70 678 6158

**The Electrolux Group** is the world's largest producer of powered appliances for kitchen, cleaning and outdoor use, such as refrigerators, washing machines, cookers, vacuum cleaners, chainsaws, lawn mowers, and garden tractors. Every year, customers in more than 150 countries buy more than 55 million Electrolux Group products for both consumer and professional use sold under famous brands such as AEG, Electrolux, Zanussi, Frigidaire, Eureka and Husqvarna. In 2004, Electrolux had sales of SEK 121 billion and 72,000 employees.



**The Electrolux Group. The world's No.1 choice.**

**CONTACT ELECTROLUX**

**ADDRESS**

S:t Göransgatan 143  
105 45 Stockholm

**MEDIA HOTLINE**

08-657 65 07

**FAX**

08-738 74 61

**E-MAIL**

[press@electrolux.com](mailto:press@electrolux.com)

**INTERNET**

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