

Press Release

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Electrolux Design Lab competition 2006 promotes healthy eating habits

Design students from around the world created inspiring household appliance solutions for food preservation and storage that promote healthier eating habits for 2016.

Electrolux selected nine Design Lab finalists in this year's fourth edition of the global competition. An internationally-renowned jury will judge the household appliance entries in Barcelona and select one winner, which will be announced at a press conference on December 1, 2006.

The design students come from leading universities in Mexico, USA, Brazil, Thailand, Germany, Turkey, Singapore, UK and China (finalists' names and universities on page 2). The names of the products are Nutry Print, Fit Snack Joy, Hotpod, Vessto, Organic Cook, Vege, Nevale, Hydrosphere and SpiceHood.

The Electrolux Design Lab challenges students to meet the highest international standards in future appliance design, bringing together the creativity of promising design students from around the world. Submissions have come from students in 37 countries.

With obesity as one of the greatest public health challenges of the 21st century, this year's Design Lab 2006 entries encourage healthier eating habits by enhancing availability and creating easier access to healthy food at home.

"Electrolux has a long history of generating pioneering and award winning designs and innovations. Design Lab takes one step into the future and allows Electrolux to seek new solutions that create wow-effects," says Electrolux Design Director, Henrik Otto. "There are many students around the world with fresh ideas on how we can design household appliances for the future, and this competition gives Electrolux the opportunity to spot young, talented designers."

A jury of internationally-renowned members from the design community will judge the final entries and select one winner based on the following criteria: design, innovation, functionality, and aesthetics.

Jury members include the two world leading designers Humberto Campana and Fernando Campana, chef Tetsuya Wakuda, NASA Space Architect Constance Adams, and Electrolux Design Director, Henrik Otto.

Finalists of the Design Lab 2006 competition are:

- Eduardo Altamirano Segovia (Universidad La Salle, Mexico)
- Jonathan Assaraf (Savannah College of Art and Design, USA)
- Clayton Tolomiotti Resende (School Positivo University Center, Brazil)
- Teeravit Hanharutaiwan (King Mongkut's Institute of Technology Ladkrabang, Thailand)
- Christian Jung (HFG Pforzheim, Germany)
- Metin Kaplan (Istanbul Technical University, Turkey)
- Brian Chuan Chai Law (National University of Singapore, Singapore)
- Kleber Puchaski (Royal College of Art, UK)
- Yirong Yang (Southern Yangtze University School of Design, China)

In 2005, the Design Lab award went to Airwash (Singapore), a waterless washing unit that uses negative ions, compressed air and deodorants to clean clothes, while featuring an intuitive, ecological and sleek design.

More details on the Electrolux Design Lab, at www.electrolux.com/designlab or Electrolux Media Hotline +46 8 657 65 07.

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, Zanussi, Eureka and Frigidaire. In 2005, Electrolux had sales of SEK 100 billion and 57,000 employees. For more information, visit <http://www.electrolux.com/press>.