

Electrolux Design Lab 2011 - Details & Trends

Electrolux Design Lab 2011 Brief in full

Electrolux Design Lab 2011 invites industrial design students to create home appliances that consider intelligent mobility. Your ideas will shape how people prepare and store food, clean and do their dishes, both within and beyond the home. In particular we seek a design concept that will offer personalisation and inspires users whilst utilising existing technology to offer support and guidance.

Additionally, and in keeping with the heritage of Electrolux, your concepts should reflect Scandinavian Design values - being sensitive to the environment, providing intuitive ease of use and aesthetic appeal.

Prize

1st prize:	Six-month paid internship at an Electrolux global design centre and 5'000 Euros.
2 nd Prize:	3'000 Euros
3 rd Prize:	2'000 Euros

Key dates

Final Submission date 23:59, Sunday 1st May 2011

Final to be held in Autumn 2011 – location and exact date to be determined early 2011

Format

Electrolux Design Lab is open to Industrial Design Students and recent Industrial Design Graduates (graduation taking place in 2010 or anytime after) that have not started working in the field. The field is 'restricted' in this manner as the first prize entails a work placement of six-months that requires industrial design capabilities and the prize is not split e.g. the cash prize can not be awarded independently without the six month work placement.

From all submissions 25 'semi-finalists' are selected and should be announced in June 2011. From 25 semi-finalists eight finalists are selected to attend a live event to present their concepts to a jury panel of design experts. The eight finalists should be announced in July.

Intelligent Mobility Trends: Time - Convenience - Control - Independence

Time & Flexibility

With changing household structures and longer working hours the demands and constraints upon people's time can be considerable. As society has become more mobile, the pattern of routine activities has become more dispersed. Technology, and especially mobility, makes daily routines more flexible.

Source: <http://www.transport.uwe.ac.uk/research/projects/futures-teleworking.asp>

Intuitive, Products and Services

With the development of new technologies, brands are increasingly offering intuitive support to consumers. As examples: Amazon.com suggests new titles, releases and products that fit previous buying patterns. General Motors has a real time support system that warns drivers about potential dangers from other vehicles. The system tracks an individual vehicle location and speed and exchanges the detail with other vehicles on the road. Source: *Electrolux Thinking Ahead Report 2009*

Electrolux are already active in this field now offering an oven that can be controlled via a mobile device – pre-heating can be initiated on the way home saving time and providing control for the user.

In addition to a remote controlled oven, the Electrolux Infinity I-Kitchen refrigerator features a 480×800 pixel touch-screen that enables you to control functions, search for tips and recipes on the net, access a calendar, reminders, notes, contacts and photos in a clean user-interface. Both solutions empower the user by offering greater control, freedom and inspiration.

Smart Control

Consumers now can control all of the home's systems while at home or away. The result is smart, real-time control over virtually every mechanism in the house.

The goal of this interconnected Web of actions is a smarter, more energy efficient home tailored to the homeowner's lifestyle."

Source: *Ben Arnold, Consumer Electronics Association, 2010*

DLNA is a collaborative project between 245 consumer technology brands working together to help devices talk to one another – needed to create the home of the future. Electrolux are already trialling this technology in Italy within a smart grid project.

Source: *Electrolux Thinking Ahead Report, 2009*

"Among suggested benefits that could be offered by smart homes are improved energy efficiency (and lower electrical bills), improved security, "upgradeable" home appliances, on-demand video programming, and safety mechanisms"

Source: *Smart Home Concepts, Alladi Venkatesh Ph.D*