

Electrolux Announce Design Lab 2010 Jury

August 12, 2010

Four designers appointed to select Electrolux Design Lab 2010 winner at live final event, 100% Design, London 23rd September.

The winner of the 2010 Electrolux Design Lab competition will need to impress four of the most respected designers working in the field today: Ineke Hans, founder of design office INEKEHANS/ARNHEM; Benjamin Hubert, (Design of the year, British Design awards 2010); Jon Marshall, Studio Director at BarberOsgerby; and Henrik Otto, Senior Vice President of Global Design at Electrolux, will assess eight finalists as they present their compact living concepts, live in London, 23rd September at 100% Design, Earls Court.(www.100percentdesign.co.uk)

Electrolux Design Lab 2010 Global Finalists www.electrolux.com/designlab

The theme of the 2010 EDL contest challenged students to create innovative solutions for the homes of 2050, when 74 % of the world will live in an urban environment. From 1,300+ entries, the final eight designers are drawn from across the globe (Australia, China, USA, India, Iran, Russia, France and Sweden). The jury will consider intuitive design, innovation and consumer insight when awarding the first prize of a six-month paid internship at an Electrolux global design centre and 5,000 Euros. A second prize of 3,000 Euros and third prize of 2,000 Euros are also on offer.

The Electrolux Design Lab Jury Panel in Detail:

Benjamin Hubert: www.benjaminhubert.co.uk

Born in the UK in 1984, Benjamin Hubert studied Industrial Design and Technology at Loughborough University and graduated in 2006. Benjamin's London based studio was founded shortly afterwards in 2007 and specialises in industrial design across furniture and lighting sectors. Benjamin has received a number of prestigious awards including: Design of the year (British Design awards 2010) Best Product (100% design/Blueprint awards 2009) Homes and Gardens Young designer (Design Classic awards 2010) and EDIDA International Young Designer of the year 2010.

Ineke Hans: www.inekehans.com

Dutch designer Ineke Hans graduated from the RCA in London (1995). In 1998, following 2 years at Habitat, Ineke founded her own studio; INEKEHANS/ARNHEM. From here, Ineke works with a small team on 3d projects (furniture, jewellery and architectural projects) as one-offs, limited editions or mass produced items. Ineke's work centres around pictograms and archetypes that are clear and almost graphical. This has evolved by combining design disciplines, the impulses of sculptor and the industrial experience needed for commercial life. The emphasis is on intelligent use of materials and techniques, innovation and connecting human habits, functionality, poetry and historical contexts. Clients include Royal VKB, Cappellini, Offecct, Ahrend and Lensvelt.



Henrik Otto www.electrolux.com

Henrik Otto is the Senior Vice President of Global Design at Electrolux. He joined Electrolux in 2004 and heads up a team of some 150 design professionals working at the company's design centers in Sweden, the United States, Brazil, Italy, Singapore, and Australia. His approach focuses on the company's "Thoughtful Design" strategy, which is based on developing and applying consumer insights into all aspects of a product's design: its functionality, usability, visual appearance, and more. Electrolux has won numerous leading design awards, including several red dot and iF design awards.

Jon Marshall www.barberosgerby.com

Jon was born in 1970 in Dorchester, Dorset and graduated from the Royal College of Art in 1996 with a masters degree in industrial design. He has previously worked at internationally acclaimed design studios Pentagram London and Ross Lovegrove. Jon joined BarberOsgerby and Universal Design Studio (www.universaldesignstudio.com) in 2003 and has developed some of BarberOsgerby's most iconic pieces such as the Hula Stool, De La Warr Pavilion Chair, Tab Lamp and Iris tables. Jon also directs projects for clients such as Levis, Coca Cola, Sony and Panasonic. He brings with him over 14 years expertise in industrial design.

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. This year over 1,300 entries were submitted from students in 50 countries. For more information and press materials visit www.electrolux.com/designlab.

About the Electrolux Group 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 2009, Electrolux had sales of SEK 109 billion and 51,000 employees. For more information, visit www.electrolux.com/press and www.electrolux.com/news. (*Source: UN).

ELECTROLUX DESIGN LAB 2010 - The 2nd Space Age Fact Sheet

(as presented in Electrolux Thinking Ahead Global Trend Report 2009)

In 2010 the global urban population is predicted to be 3.5 billion by 2050 it is expected that this will be 6.4 billion people (74% of the world population) Source: UN

The majority of urbanisation until 2025 will likely be concentrated to the developing world. The number of urban dwellers in the developing world will increase by 50.5% between 2007 & 2025

Megacities have 10m+ inhabitants in 2007 there were 19 Megacities. By 2025 it is predicted there will be 27 Megacities (Asia = 16, Africa = 3, Europe = 2, North America = 2, Latin America = 4)

The world's largest city by 2025 is expected to be Tokyo with 36m inhabitants.

If, as now predicted, the global pop. grows to 9bn+ by 2050 and if we want to leave a buffer for the preservation of biodiversity, we need to find ways for the average person to live well on less than half the current > global average footprint.

Worldwide 30-40% of all primary energy is taken up by buildings (source UNEP). As an example of the need to change way of life in the city to create a sustainable future, people living in Stockholm, Sweden need to decrease their energy consumption by 60% between 2000 & 2050 (Source: Mattias Höijer, Royal Institute of Technology in Stockholm)

As cities become more heavily populated the need to find interior design solutions that decrease people's living space.

Urban sprawl (unplanned urban development) creates negative social & environmental impact e.g. increased energy consumption, segregation and increased infrastructure costs. To manage this, the car will be de-emphasised, more will be made of building projects (making the most of space, keeping housing closer together and offering a variety of size/cost options to diversify communities)

Cities may create problems they also contain solutions. According to the UNFPA the potential benefits of urbanization outweigh the disadvantages but the challenge lies in exploiting the possibilities.