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**Electrolux**

## Press release

Brussels, February 18<sup>th</sup>, 2013

### Ten Years of Design Innovation in Cleaning

Electrolux Design Lab releases insight into ten years' of innovative cleaning concepts

**The focus on Effortless Cleaning for this year's Design Lab competition theme has been sparked by a world with increasing space constraints and consumers having to adapt to living in more compact apartments. Throughout the 10 year history of Design Lab we have seen the development of innovative concepts that aid cleaning in the home.**

Stefano Marzano, Chief Design Officer at Electrolux describes this year's competition theme; "As our urban homes become more compact and integrated, room for cleaning appliances is significantly reduced and which requires smart and visually inspiring design solution. Time saving concepts are also desired by consumers more than ever and so making the laborious daily cleaning tasks easier should be at the forefront of thinking and creation for designers."

It is a decade since Electrolux launched its breakthrough Design Lab competition and in that time, the consumer landscape has evolved significantly with an unparalleled wave of new trends. The theme for this year's Electrolux Design Lab competition has been inspired by a growing trend in 'urbanisation', as an increasing number of consumers shift from living in open rural locations into densely populated and smaller urban spaces. There are three categories that are born out of this overarching trend; these include Effortless Cleaning, Natural Air and Social Cooking. Below we have selected examples highlighting some of the most varied examples in cleaning appliances.

#### **Dust Mate (2005): Sebastian Alberdi and Gustavo Maggio, Spain**

*Dust Mate* looks like a pair of sports shoes, except where shoes normally track dirt throughout the home, *Dust Mate* shoes have been transformed into cleaning apparatus. As you walk, the base each shoe collects the dust on the floor. This concept successfully combines an innovative and compact vacuum engine, with strong, flexible materials to provide a unique and strainless experience for the user. The concept could be simply defined as "cleaning whilst living", as cleaning becomes an unconscious by-product of everyday life.



#### **Eclipse vacuum cleaner (2005): Erik Andershed, Australia**

The design philosophy behind the *Eclipse* was to remove many of the current problems associated with vacuum cleaners. The *Eclipse* incorporates sensor-controlled navigation, which allows it to automatically move around obstacles. This unique feature enables the cleaning solution to follow you around as you clean.



#### **E-wash (winner 2007): Levente Szabó, Hungary**

*E-Wash* is a compact washing machine with a regular wash load capacity that uses soap nuts instead of regular detergents. The inspiration for *E-Wash* came from the polluting effect of both the washing process and the production of the detergent. The soap nut is a natural plant and as such is eco-friendly. Furthermore, the size has been radically reduced to fit into a small living space, while not compromising on wash load capacity.





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**Naturewash (2009): Zhenpeng Li, China**

*Naturewash* is a waterless washing machine that uses negative ions to wash nano-coated fabrics. Horizontal in shape, the washing machine has three touch-screen settings: clean clothes, grass scent and flower scent. A user can lie or sit on *Naturewash* to clean or refresh the clothes they are wearing. In order to obtain a more thorough clean, clothes can also be placed flat on the washer.



**Renew (2009): Louis Filosa, USA**

*Renew* is a smart steamer that refreshes and cleans clothes. With two steam blades, *Renew* "blasts" garments clean. An infrared scanner and radio frequency identification gather information about a garment from specifically designed clothing tags. *Renew* is safe to use and disables the steamer if an unidentified object is detected. An OLED touch screen allows interaction; *Renew* conserves space and is made of recycled aluminum and glass.



**Bifoliate (2009): Toma Brundzaite, Lithuania**

*Bifoliate* is a space-saving, wall-mounted double dishwasher, which allows the user to put dirty dishes in one compartment and use the other as a shelf for clean dishes. *Bifoliate* was inspired by the fact that putting clean dishes from the dishwasher away in the cupboard is often a tedious job. *Bifoliate* uses ultrasonic wave technology to clean, making it more efficient and eco-friendly than today's dishwashers.



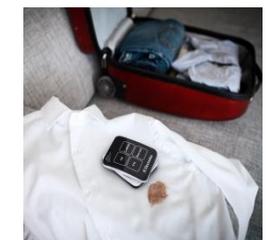
**Robo TAPcleaner (2011): Gyu Ha Choi, South Korea**

*Robo TAP* is a smart evolution of the robotic vacuum cleaner used to target an exact area for cleaning. It allows the user to precision steer the robot vac to a specific location simply by tapping the floor with a foot. An IPS system aligned with a simple remote control is attached to the shoe or slipper of the user. Two taps on a dirty spot directs the *Robo TAP* to the precise area for cleaning. Two more taps will cancel the order and three taps returns the vacuum cleaner to its automatic program.



**The Spot Cleaner (winner 2011): Adrian Mankovecky, Slovakia**

Whether you are a keen back packer or a frequent business traveler you will be won over by this small portable cleaner. The *Spot Cleaner* stays true to its name and allows the user to clean specific spots, without having to use a full size washing machine. Firstly separate the two components, place on either side of the garment and choose the suitable cleaning program. Negative ions and steam refresh clothing and remove stains. Powered with a sugar crystal battery, you can use it practically anywhere in the world.



**About Electrolux Design Lab**

Established in 2003, Electrolux Design Lab is an annual global design competition open to undergraduate and graduate design students world-wide. In 2012, Design Lab celebrated ten years of encouraging and facilitating young designers in the pursuit of innovative concepts for our future homes. The deadline for this year's submissions is 15<sup>th</sup> March 2013 and the winner of the competition will be chosen at a final event in front of a jury of professionals in October 2013. First prize is 5,000 euros and a six-month paid internship at an Electrolux global design centre. Second prize is 3,000 euros, third prize of 2,000 euros and a People's Choice award of 1,000 euros will be given to the submission with most online votes.

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