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Press release

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Ten Years of Design Innovation in Clean Air

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

The focus on natural air for this year's Electrolux Design Lab competition theme has been sparked by the desire for cleaner and healthier indoor air quality. The quality of air in our homes can switch the ambience of a room and is an invisible way of influencing our daily wellbeing. Throughout the 10 year history of Design Lab we have seen some examples of innovative and inspiring air cleaning concepts.

Stefano Marzano, Chief Design Officer at Electrolux, explains the rising interest in healthy indoor air; "The climate we live in is constantly changing; changes in the air quality of urban environments create challenges and so consumers are looking for their indoor space to be a sanctuary from the suburban outdoors. Healthier air quality is a core factor for consumers, affecting personal health and appearance. Importantly for consumers, the potential to bring 'fresh country air' to the city could completely transform the atmosphere within their home."

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 Natural Air, Effortless Cleaning and Social Cooking. Below we have selected examples highlighting some of the most varied examples of clean living appliances.

Aeroball (2012): Jan Ankiersztajn, Poland

The winner of the 2012 Design Lab competition is a revolutionary way to improve the air quality within the spaces that we live. *Aeroball* is a collection of luminescent, hovering balls that can filter and fragrance the air in a room. When filtration is not enough, *Aeroball* also comes in scented varieties. The glowing shell of the sphere absorbs light during the day and radiates at night, a delicate indoor firefly always working to improve the air that we breathe. They float using helium and drift down to the ground when they are ready to be changed.



Foliage (2010): Rami Santala, Finland

Foliage works in much the same way as an ordinary plant that can be placed on a window ledge within the living space. However, instead of oxygen and sugar *Foliage* produces clean and cool air using solar energy. The beautiful and delicate concept also has the ability to transform its shape and surface area by itself.



Nature Wind (2007): Bae Won-Ho, South Korea

Nature Wind is a window-mounted, solar-powered appliance that uses a series of filters to refresh and sanitise household air. The solar-powered fan blows fresh outdoor air through a bamboo charcoal filter, a water filter and finally through a phytoncide filter. Phytoncides are natural antibiotic substances that plants use to protect themselves from harmful insects and microorganisms.





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GAIA Root (2010): Ankit Kumar, India

This concept is a self-sustaining, wall mounted 'personal ecosystem' that creates energy from a living wall of plants providing air circulation, air purification and temperature control abilities. Envisaged as a personal touch of green, the wall units are modular so can be fitted in to homes and apartments of different sizes as required, providing individualised clean air whilst taking up minimum space.



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 15th 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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Electrolux is a global leader in household appliances and appliances for professional use, selling more than 40 million products to customers in more than 150 markets every year. The company focuses on innovative solutions 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, cookers, air-conditioners and small appliances such as vacuum cleaners sold under esteemed brands like Electrolux, AEG, Eureka and Frigidaire. In 2011 Electrolux had sales of SEK 102 billion and 58,000 employees. For more information go to www.electrolux.com/press and www.electrolux.com/news.