



Електролукс Electrolux Bitola

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DESIGN

Design Palenzo

08

Call for entries: Designs for the Internet generation

Electrolux Design 2008 invites industrial design students from around the world to create home appliances for the Internet generation. Submissions should be for 2-3 years out and address food storage, cooking, and/or washing.

Finals in Bitola October 24, 2008. First Prize is 1500 Euro and a six-month internship at one of Electrolux's global design centers. Second prize 1000 Euro. Third prize 700 Euro.

Entry deadline 15 July, 2008. To register and for more information visit www.electroluxdesignlab.com.mk

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Press Release

Call for entries: Designs for the Internet generation

Electrolux Design 2008 invites industrial design students around the world to create tomorrow's home appliances for the Internet generation, deadline 15 Jul 2008

Electrolux, a global leader in home appliances and appliances for professional use, launches the 6th edition of its annual design competition via www.ElectroluxDesingLab.com.mk and will select a limited number of entries to compete in Bitola at the international finals October 24 2008.

The Internet generation comprises brand-conscious, busy young professionals between 25-35 who are independent, concerned about the environment, and whose lives are intertwined with technology and online social networks.

This year's submissions should be for 2-3 years into the future and address food storage, cooking, and/or washing.

"We are looking for daring ideas and solutions," says Mr. Palenzo, Head of Global Design at Electrolux. "Entries should reflect the iGeneration's core interests and concerns like mobility, convenience, time, materials, personalization, entertaining, technology, and sustainability."

About Design

Since 1990 thousands of design students have participated in the Electrolux Design competition, which culminates in a different city every year at an international press event. Previous venues include

Last year's competition "Green designs for 2020" was won by from Macedonian University of Art & Design, Skopje with E-wash, a compact washing machine that uses soap nuts instead of detergent.

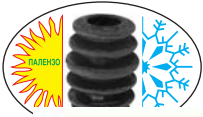
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The Design 2008 has a First Prize of 1500 Euro and a six-month internship at one of Electrolux's global design centers. The second prize is 1000 Euro and third prize 700 Euro. An international jury will judge the entries based on intuitive design, innovation, and consumer insight.

Entries must be submitted by 15 juli, 2008 via the website. A limited number of finalists will be chosen by the end of June and invited to Bitola to make a final presentation to the jury on October 24 where the winner will be announced and the prizes awarded.

For more information about the competition, high-resolution photos of previous finalists and their concepts, broadcast quality b-roll, and to watch videos from last year's competition on Design Lab TV, visit

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electrolux@mt.net.mk

About the Електролуks- Electrolux is a global leader in home appliances and appliances for professional use, selling more than million products to customers in 50 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,

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vn srazhitvno se snosent naslednici: vo smislana clenovite 163 i 164 od kriticniot zakon R.M. Inovreda na ovtratsko pravno

PALENZO

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