

DESIGN LAB

JOIN ELECTROLUX FOR THE ELECTROLUX DESIGN LAB FINAL
 AS A PART OF ROOM HOME INTELLIGENCE CONFERENCE
 7TH SEP 2011 AT BUSINESS DESIGN CENTRE LONDON
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Thinking of you


Electrolux Design Lab 2011 Finals & Seminar Programme 7th September 2011, Room Home Intelligence Conference Business Design Centre, London.

09:00 – 09:15	Welcome & Introduction to Design Lab – Moderator/Host	11:50 – 13:10	Electrolux Design Lab: In the second of two sessions four global design students present home appliances of the future. The winner will receive a six month paid work placement at Electrolux and 5,000 Euro's
09:15 – 09:40	Sensory Aspects of Design Evolution Henrik Otto, Senior Vice President of Global Design at Electrolux An increasing focus on the visual and virtual within new and emerging technologies has created a longing for the visceral and authentic. Henrik Otto explores product design that not only addresses all of our senses but also embraces state of the art technology.	11:50 – 12:10 12:10 – 12:30 12:30 – 12:50	Student Presentation: Ribbon, by Enzo Kocak, Australia. Student Presentation: Salvé Bagel Toaster, by Kent Madden, Canada. Student Presentation: Smoobo Blender, Roseanne de Bruin, New Zealand. Student Presentation: Sous-vide Cell Cooker, Adam Miklosi, Hungary.
09:40 – 11:00	Electrolux Design Lab: In the first of two sessions four of eight global design students present home appliances of the future. The winner will receive a six month paid work placement at Electrolux and 5,000 Euro's	12:50 – 13:10 13:10 – 14:30 14:30 – 14:55	LUNCH Designing the Ultimate Customer Experience Neil Gannon, Director of Marketing Expertise, Electrolux The Electrolux Cube is a revolutionary culinary experience that integrates Michelin Starred chefs, and Scandinavian design at magnificent locations. Neil Gannon explains the ambitions, learning and success of a unique customer experience that saw Electrolux put a restaurant on the Arc de Triomphe in Brussels.
09:40 – 10:00	Student presentation: Robo TAP Cleaner, Gyu Ha Choi, South Korea.	14:55 – 15:20	Understanding the World Through the Eyes of the Future Consumer Lars Hygrell, Electrolux VP Global Brand Management, explains how consumer demand is met through the application of a global Insight & Innovation programme.
10:00 – 10:20	Student Presentation: Mobile Induction Heat Plate, Tommi Moilanen, Finland.	15:20 – 15:30	Electrolux Design Lab Presentation Summaries A quick recap of the finalist entries in the 2011 Electrolux Design Lab challenge.
10:20 – 10:40	Student Presentation: Onda Portable Microwave, Matthew Schwartz, USA.	15:30 – 16:20	Panel Discussion The Electrolux jury panel of expert designers Henrik Otto, Cecilie Manz, Hayes and James Slade discuss a number of issues addressing the future of design.
10:40 – 11:00	Student Presentation: Portable Spot Cleaner, Adrian Mankovecky, Slovakia.	16:20 – 17:00	Award Ceremony The winner of the Electrolux Design Lab 2011 competition is announced.
11:00 – 11:25	A History of Firsts - Thomas Johansson, Design Director, Electrolux Thomas Johansson shows how consumer insight, innovation and environmental awareness have enabled Electrolux to be an industry leader for more than 90 years.		
11:25 – 11:50	Intelligent Mobility for the Urban Era Adam Szczepanowski, Design Manager, Electrolux Increased urbanization, mobility and consumers that require greater quality products have created new challenges for designers. Adam Szczepanowski demonstrates how global awareness can create products with consumer appeal.		