



"Most consumers use fashion design, interior design, electronics and cars to express their way of life. Why should household appliances be an exception?"

- Henrik Otto, Head of Global Design, The Electrolux Group

\$110,000 KITCHEN DESIGN COMPETITION

This year, Electrolux challenges members of the architecture & design community to present innovative, thoughtful concepts of a kitchen that meets the changing needs of today's modern family for a chance to win up to \$75,000 in cash and prizes. The grand prize winner will also receive national exposure in *Interior Design* magazine.

To enter, submit a rendering of a kitchen design for a modern family, using Electrolux ICON™ appliances as your inspiration.

DEADLINE OCTOBER 17, 2008

 **Electrolux** | **ICON**
**INTERIOR
DESIGN**

CALL FOR ENTRIES

PRIZE DETAIL

1st Place \$50,000 cash + Electrolux ICON™ appliances worth \$25,000 and a featured spread in the July 2009 issue of *Interior Design*®

2nd Place Electrolux ICON™ appliances worth \$25,000

3rd Place Electrolux ICON™ appliances worth \$10,000

PANEL OF JUDGES

CINDY ALLEN, Editor in Chief, *Interior Design*

HENRIK OTTO, Head of Global Design, The Electrolux Group

LAURA BOHN, Founder, Laura Bohn Design Associates

JACKIE NAYLOR, Founder, Jackie Naylor Interiors

CALVIN TSAO, Principal, Tsao & McKown Architects

JUDGING CRITERIA

Entries will be judged by our esteemed panel on the following criteria:

- How thoughtfully and boldly the kitchen meets the needs of the modern family
- Visual appeal
- Creativity
- Elements and principles of kitchen design
- Innovative integration of appliances

REQUIREMENTS

- Kitchen design must be 20' x 30' in dimension
- Rendering must include a minimum of five Electrolux ICON™ appliances
- Budget is limited to \$100,000, including all materials required for installation
- Entry is exclusive to this competition and may not be submitted to other contests

To view appliances, visit www.electroluxicon.com

ENTRY PACKAGE

All submissions must include the following: (Please send a separate binder for each submission)

- Concept description of kitchen (250 words maximum)
- List of materials and sources
- Model numbers of Electrolux ICON™ appliances used
- Floorplan with dimensions and elevations
- A minimum of three 8.5" x 11" viewpoints of the kitchen
- All renderings should also be included on CD in high resolution tif/jpeg format, and included in pocket of binder
- Completed entry form in binder, signed by applicant
- All materials must be labeled on back with designer/firm name

NO PURCHASE NECESSARY. Void where prohibited. Entry is subject to complete contest rules. For complete rules, please send request with your name and address to Interior Design magazine, Attn: Electrolux ICON™ Kitchen Design Competition, 360 Park Avenue South, 17th floor, New York, NY 10010 or visit www.interiordesign.net

OFFICIAL ENTRY FORM All entries must be received by Friday, OCTOBER 17, 2008 at 5pm EDT

NAME

COMPANY NAME

OCCUPATION

ADDRESS

CITY

STATE

ZIP

COUNTRY

PHONE

E-MAIL ADDRESS

SIGNATURE

DATE

SEND COMPLETED ENTRY FORM AND BINDER TO

Interior Design® Magazine, Attn: Electrolux ICON™ Kitchen Design Competition, 360 Park Avenue South, 17th floor, New York, NY 10010 Download additional entry forms at www.InteriorDesign.net