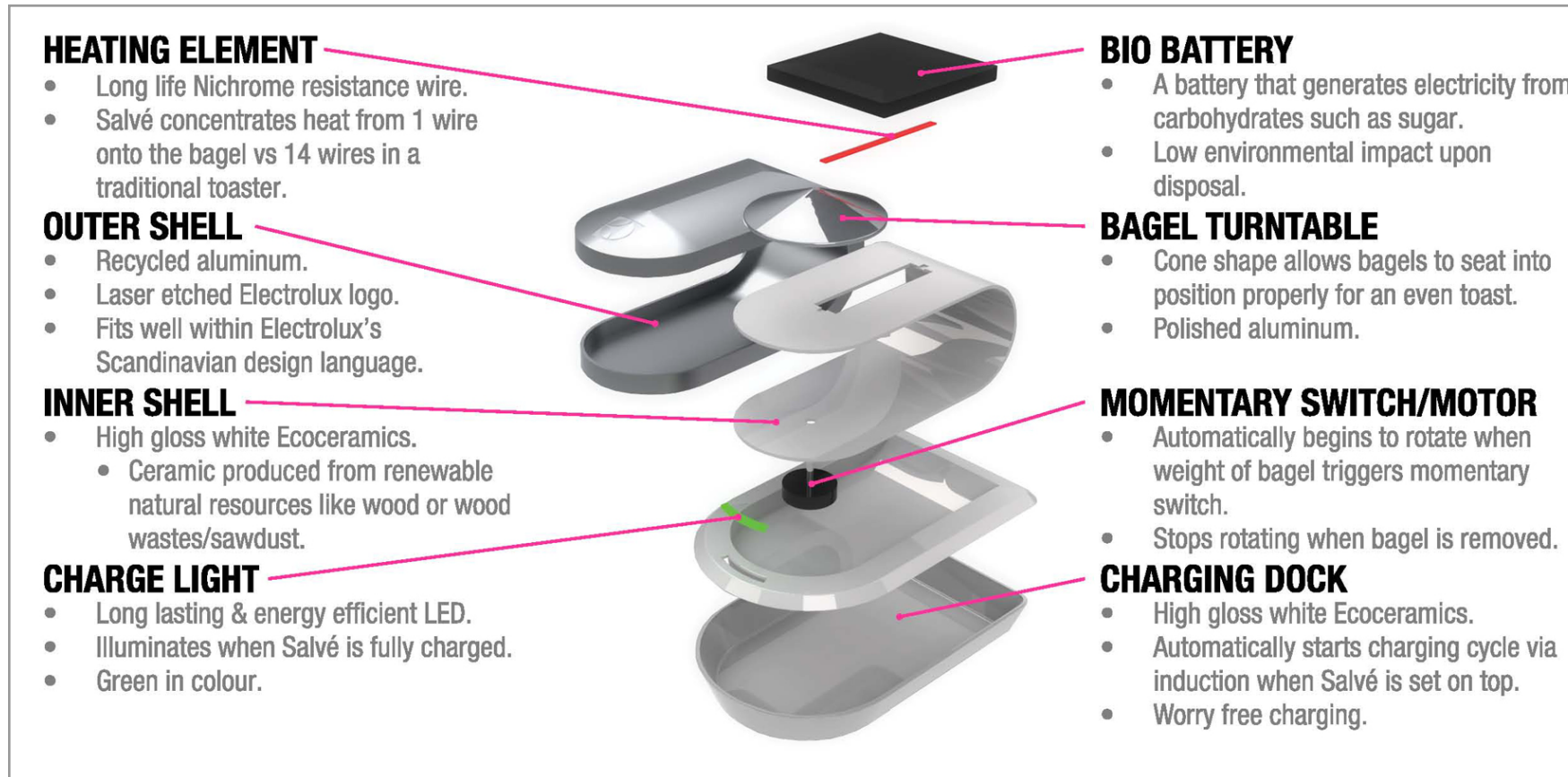


SALVÉ BAGEL TOASTER

Materials, Components & Use Cycle



Electrolux Design Lab is an annual global design competition open to industrial design students who are invited to present innovative ideas for household appliances of the future. Electrolux Design Lab 2011 asked industrial design students to create home appliances that considered the theme 'intelligent mobility'. In particular Electrolux sought after a design concept that offered personalization and inspired users whilst utilizing existing technology to offer support and guidance. Additionally, and in keeping with the heritage of Electrolux, concepts should reflect Scandinavian Design values; being sensitive to the environment, providing intuitive ease of use and aesthetic appeal.

Kent Madden was among the top 8 finalists in the world and was the first Canadian in history to compete in the finals.

