



possibilities

The 2008 Electrolux Design Lab competition, dealt with creating something for 2-3 years out and would reflect the Internet generation's core interests and concerns like mobility, convenience, time, materials, personalization, entertaining, technology, and sustainability. 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. Basically, I was designing for me and my peers. The process began, as it always does, with research. Gathering copious amounts of statistical data, as well as, conducting multiple real world ethnographies and observations, I began to really understand the target market.

The days following the research phase were filled with paper and ink as I began to flood the pages of my sketchbook with as many unique concepts as I could. Ideas were developed ranging from pen coffee warmers, to iTunes oven timers, to leftover containers that would tweet when about to expire. I presented all of the concepts to a group of fellow Industrial Design students who selected the concept that recycled old junk mail into paper plates.

