

# THE KITCHEN RE-IMAGINED

INTERIOR DESIGN & ELECTROLUX ICON<sup>®</sup>  
KITCHEN DESIGN COMPETITION

RE-IMAGINE A KITCHEN FOR A CHANCE TO WIN  
NATIONAL EXPOSURE, CASH AND PRIZES

INTERIOR  
DESIGN

Electrolux | ICON<sup>®</sup>

## RECOGNIZED THROUGHOUT EUROPE AS THE GOLD STANDARD OF APPLIANCES,

Electrolux appliances have been used in fine European homes and restaurants for more than 80 years. With 120 designers at five design centers on five continents, Electrolux appliances feature a truly unique design and quality that have set the standard in the appliance industry. Among these products is the prestigious Molteni brand, a name chosen by some of the world's greatest chefs, who expect the ultimate in cooking performance.

From professional to home appliances, consumer insight is the foundation of all product development at Electrolux. On the basis of countless interviews and visits to households, Electrolux has identified global social trends and consumer needs for which new products can be tailored. Understanding

how consumers think, feel and act when they use household appliances enables development work to be more accurate. This legacy of identifying – and then fulfilling – consumer needs through great design and superior performance is what sets Electrolux apart from other appliance brands.



“The products, colors, textures and materials we have around us are not things we have - they are a description of who we are as individuals. Our household appliances play an important role in this.”

- HENRIK OTTO, HEAD OF GLOBAL DESIGN, THE ELECTROLUX GROUP



**NO LIMITS TO THE IMAGINATION.  
THIS YEAR, ELECTROLUX CHALLENGES  
MEMBERS OF THE ARCHITECT & DESIGN  
COMMUNITY TO RE-IMAGINE A KITCHEN**

that they have seen, worked on or would like to work on for the opportunity to win up to \$50,000 in cash and prizes. The grand prize winner will also receive national exposure in *Interior Design* magazine.

To enter, submit photography or renderings of the existing kitchen and renderings of the re-imagined kitchen, using Electrolux ICON® appliances as your inspiration. A special recognition for Green Innovation will be bestowed upon the submission that features the most innovative eco-friendly applications and treatments.

**DEADLINE: OCTOBER 17, 2011**

# PANEL OF JUDGES



## CINDY ALLEN

Cindy Allen has been with *Interior Design*® since 1996 and was named editor in chief in 2001. During her editorship, the magazine has boasted increased circulation and has won numerous design awards. A self-proclaimed design junkie, Allen brings unbridled passion to the pages of the magazine each month.

She offers not only a unique view into design, but also personal connections to the leaders in the industry.



## GREGORY DUFNER & DANIEL HEIGHES WISMER

Dufner Heighes is a full-service interior design and licensed architecture practice established in New York City in 1999. While espousing a modern design philosophy, they use natural materials, texture, color, light, proportion and flow to create highly

personal environments that always remember a project's history, location and function. [www.dufnerheighes.com](http://www.dufnerheighes.com)



## SUSAN SERRA

Susan Serra, CKD, CAPS, President of Bornholm Kitchen, has owned and operated a kitchen design firm on Long Island, NY for 20 years. Susan is an award winning designer and her work has been produced and published nationwide on a frequent basis since 1995. Susan's blog, The Kitchen Designer,

[www.thekitchendesigner.org](http://www.thekitchendesigner.org), since 2007, is the #1 blog authored by a professional kitchen designer. Susan's new collection of cabinetry, Bornholm Kitchen, debuts in Spring, 2011.



## HENRIK OTTO

Henrik Otto serves as Senior Vice President of Global Design at Electrolux, headquartered in Sweden. Leading 120 designers at eight design studios in seven countries, Otto oversees and directs the design process to

keep Electrolux at the forefront of the appliance, floor care and professional categories.



## JAMES & HAYES SLADE

In 2002, Hayes and James Slade founded Slade Architecture seeking to focus on architecture and design across scales and program types. They bring a multi-faceted background to their practice of architecture and design, informed by their combined experience of living and working in New York,

London, Sao Paulo, Bogota and Rome. Their work has been widely recognized in over 200 publications and with awards, including *Interior Design* Best of Year, AIA awards and NYC Public Design Commission Award for Design Excellence. [www.sladearch.com](http://www.sladearch.com)

“Like so many things in life design can be better the second time around. And so we challenge designers to do just that. Take designs completed or still pinned up on the walls—and re-imagine them by pushing the boundaries and expanding the notions of what it means to design today's modern kitchen.”

— CINDY ALLEN, *INTERIOR DESIGN* EDITOR IN CHIEF

# ENTRY FORM

All entries must be received by **MONDAY, OCTOBER 17, 2011, by 5 pm EST**

NAME			
COMPANY NAME		OCCUPATION	
ADDRESS			
CITY	STATE	ZIP	COUNTRY
PHONE		EMAIL ADDRESS	
SIGNATURE			DATE

## SEND COMPLETED ENTRY FORM AND BINDER TO

Interior Design®

**ATTN: Electrolux ICON® Kitchen Design Contest**

360 Park Avenue South, 17th floor | New York, NY 10010

For questions or more information, contact 646.805.0287

Download additional entry forms at [www.InteriorDesign.net](http://www.InteriorDesign.net)

## INTERIOR DESIGN & ELECTROLUX ICON® KITCHEN DESIGN COMPETITION OFFICIAL CONTEST RULES

**1. Eligibility.** NO PURCHASE NECESSARY. Subject to the additional limitations below, the Interior Design and Electrolux Kitchen Design Competition (the "Contest") is open only to legal residents of the continental United States, who at the time of entry are at least of majority age in their state of residence ( 19 in Alabama and Nebraska, 21 in Mississippi; 18 in all other states and the District of Columbia and who are practicing architects or designers or students earning a degree in architecture or design. Employees of Sandow Media, LLC, ("Sponsor"), Electrolux Home Products, Inc ("Electrolux"), and the employees of each of their respective affiliated companies, subsidiaries, advertising or promotional agencies, and other agents, involved with this contest and the immediate family members of, and any persons domiciled with, any such employees, are not eligible to enter or win. For purposes of the Contest, "immediate family members" means a participant's spouse, children, siblings, grand parents and grand children. Contest is void in ALASKA AND HAWAII and where prohibited by law and is subject to all applicable federal, state and local laws.

**2. How to Enter and Participate.** The Contest will begin at 12:01 a.m. (Eastern Daylight Savings Time) on March 29, 2011 and all entries must be received at the address specified in the Official Entry Form by 5:00 p.m. (Eastern Daylight Savings Time) on October 17, 2011 (the "Contest Period"). To enter, fill out the Official Entry Form published in Interior Design magazine or available at [www.InteriorDesign.net](http://www.InteriorDesign.net) and send it to the specified address, together with all required materials complying with all of the specifications in the accompanying "Call for Entries," for receipt during the Contest Period. Multiple entries are permitted, although a participant is only eligible to receive a single prize. Sponsor will not be responsible for incomplete, lost, late, misdirected, postage due, mutilated or illegible entries. Sponsor reserves the right to disqualify any entries by persons determined to be tampering with or abusing any aspect of the Contest. All entries become the property of Sponsor and will not be acknowledged or returned.

**3. Entry Requirements and Judging.** All submissions must include: a concept description of the kitchen (250 words)[max], list of materials and sources, model numbers of Electrolux ICON® appliances used, floor plan with dimensions and elevations, a minimum of three 8.5"x11" view points of the kitchen, all renderings should also be included on a CD in high resolution (tif/jpg) format, complete entry form signed by applicant and all materials labeled on back with designer/firm name. Additional requirements for entry are as follows: rendering must include a minimum of five Electrolux ICON® appliances and the entry must be exclusive to this competition and may not have been or be submitted to other contests. The entries will be judged by an esteemed panel of judges based equally on the following criteria: how thoughtfully and boldly the kitchen is designed, visual appeal, creativity, elements and principals of kitchen design and innovative integration of appliances.

**4. Prizes.** A total of three prizes (the "Prizes") will be awarded, as detailed in the accompanying "Call for Entries." The Prize winners will be selected by a panel of judges, as described in the "Call for Entries," provided that Sponsor reserves the right to modify the constitution of such panel in its sole discretion. The estimated retail value of the 1st Place Prize is U.S. \$45,000 (\$20,000 in cash, approximately \$15,000 worth of appliances & \$10,000 worth of cabinetry). The estimated retail value of the 2nd Place Prize is U.S. \$10,000 (approximately \$10,000 worth of appliances). The estimated retail value of the 3rd Place Prize is U.S. \$5,000 (approximately \$5,000 worth of appliances). Electrolux will only fulfill the prize in the continental United States, including Washington DC (the "Territory"). Prizes do not include installation. Winners will be solely responsible for all installation costs and removal of old appliances, except where prohibited by law. Selection of appliances will be made by the Prize Winners up to the maximum retail values set forth above.

**5. Winner Notification and Acceptance.** The Prize winners will be notified on or about November 29, 2011. Limit one prize per person. Winners may waive their right to receive prizes. Prizes are non assignable and nontransferable. Sponsor will not award cash in lieu of appliances. No substitutions are allowed, except that non cash Prizes (or portions thereof) are subject to availability and Sponsor reserves the right to substitute Prizes of equal or greater value therefore in the event an offered prize is unavailable. Winners are solely responsible for payment of any taxes on Prizes. Winners will receive a 1099 form for the value of Prizes actually awarded. Each Prize will be delivered to the winner, in calendar year 2012, at the United States address specified on the winner's entry form or to such other address within the United States specified in writing by the winner. Winners may be required to complete an affidavit of eligibility, and a liability and publicity release (except where prohibited by law) which must be returned within ten (10) days of date of postmark if delivered by mail, or within ten (10) days of receipt, if delivered by hand. Failure to sign and return the affidavit or release within ten (10) days, or to comply with any term or condition of these Contest Rules, may result in a winner's disqualification and the forfeiture of his or her interest in the Prize, and an alternate winner may be selected. The Prize winner must execute and return any release that Sponsor may require before the prize will be awarded. Except where prohibited, the acceptance of any Prize in the Contest constitutes the winner's irrevocable consent to the publication or other use of his or her name, biographical information and likeness in any media for any commercial or promotional purpose, without limitation or further compensation.

**6. Intellectual Property.** By entering the Contest, each participant attests that the entry is original and that the concepts depicted in his or her entry package were created and are owned solely by him or her. Any development, designs, processes, works of authorship, techniques, methods, know how, concepts, writings or other material produced or composed in my entry package (collectively "Material") shall become the property of Electrolux and shall be deemed to be works made for hire. In the event that the Material is deemed not to be a work for hire for any reason, each participant hereby assigns to Electrolux or its designee all right, title and interest therein, and agrees to execute any documentation requested by Electrolux to effectuate such assignment. In the event that a participant desires to utilize any of the Material on his or her own behalf, he or she shall obtain the prior written approval of Electrolux to utilize such Material. Any such permitted use of the Material shall bear a notice that it is utilized with the permission of Electrolux.

**7. Disclaimers.** By entering, participants acknowledge and agree that Sandow Media, LLC, Electrolux and all of their respective affiliates and advertising, production, and promotional agencies, and the owners, officers, directors, employees, agents and representatives of each (collectively, the "Contest Entities"), will not be liable for losses or injuries of any kind resulting from the acceptance, possession, use and/or misuse of the Prize, tampering or other unauthorized human or technical intervention, typographical, printing, mailing or distribution errors, or any malfunctions of any telephone or computer network, computer Internet system, web site, computer dating mechanism, computer equipment, software, or any combination thereof, or for any entries that are late (including delayed data transmissions), garbled, incomplete, misdirected, lost, forged, illegible, or otherwise not in compliance with these Contest Rules, whether or not such losses or injuries are caused by negligent acts or omissions of the Contest Entities, or any of them. THE CONTEST ENTITIES HEREBY DISCLAIM ALL REPRESENTATIONS AND WARRANTIES, EXPRESS OR IMPLIED, WITH RESPECT TO ANY PRIZES AWARDED IN CONNECTION WITH THE CONTEST, INCLUDING, WITHOUT LIMITATION, WARRANTIES OF MERCHANTABILITY OR FITNESS FOR A PARTICULAR PURPOSE.

By entering, participants further agree that the Contest Entities are not responsible or liable for any injury or damage to any participant's or third person's computer and/or its contents, related to or resulting from the Contest, including, without limitation, injury or damage caused by computer viruses or bugs. Sponsor reserves the right to terminate, suspend or modify the Contest if, at its sole discretion, it determines that for any reason the Contest is not capable of running as originally planned, or fraud, technical or human errors, printing, or distribution errors, or any other unanticipated causes or occurrences, have compromised the fairness or integrity of the Contest.

**8. Sponsor.** This Contest is sponsored by Sandow Media LLC. Sponsor's decisions regarding the selection of winners and all other aspects of the Contest shall be final and binding in all respects. If you have any questions regarding this Contest or for a complete list of Contest winners, please contact Yasmin Spiro by email at [yspiro@interiordesign.net](mailto:yspiro@interiordesign.net) or at Interior Design Magazine, 360 Park Avenue South, 17th Floor, New York, NY 10010-1710.

## PRIZE DETAIL

**1ST PLACE:** \$20,000 CASH + Electrolux ICON® appliances worth \$15,000 + \$10,000 worth of cabinetry by GD Cucine and a featured spread in the January 2012 issue of *Interior Design*

**2ND PLACE:** Electrolux ICON® appliances worth \$10,000

**3RD PLACE:** Electrolux ICON® appliances worth \$5,000

## JUDGING CRITERIA

ENTRIES WILL BE JUDGED BY OUR ESTEEMED PANEL ON THE FOLLOWING CRITERIA:

- How thoughtfully and boldly the kitchen is designed
- Visual appeal
- Creativity
- Elements and principles of kitchen design
- Innovative integration of Electrolux ICON® appliances
- Multiple submissions are allowed, though entrant is only eligible for either 1st, 2nd or 3rd place

To view appliances, visit [www.electroluxicon.com](http://www.electroluxicon.com)

## REQUIREMENTS

- Rendering must include a minimum of five Electrolux ICON® appliances
- Design must incorporate elements typically found in kitchen (but not limited to)

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

- Concept description of kitchen (250 words maximum)
- Photography or rendering of the kitchen or design used for inspiration
- List of materials and sources
- Model numbers of Electrolux ICON® appliances used
- Floor plan with dimensions and elevations
- A minimum of three 8 ½" x 11" viewpoints of the room
- All renderings should also be included on CD in high resolution tif/jpeg format included in pocket of binder
- Completed entry form in binder, signed by applicant
- All materials must be labeled on back with designer/firm name







**COMBINING DISCRIMINATING  
STYLING, GRACEFULLY CURVED  
HANDLES AND INTUITIVE**

**DESIGN,** Electrolux ICON® designer series appliances are as smart and functional as they are elegant. Electrolux ICON® professional series appliances conspire to make you the culinary master of all you create with a bold look, expertly designed and exquisitely appointed.

The line of ranges, wall ovens, warmer drawers, cooktops, high speed ovens, range hoods, refrigerators, ice makers, wine storage and dishwashers is uniquely crafted for those who are serious about a luxurious cooking experience.



DON'T MISS THE CHANCE TO RE-IMAGINE A KITCHEN.

THE INNOVATIVE DESIGN,  
EUROPEAN HERITAGE  
AND INTUITIVE PERFORMANCE

of the all-stainless Electrolux ICON® Professional Series and Designer Series appliances can help you design the kitchen that is not only the center of the home, but also the center of attention. Since its 2004 North American debut, the popularity of Electrolux ICON® has been fueled by industry accolades from prestigious design authorities and institutions that herald its sleek, sophisticated appearance and superior performance.

INTERIOR  
DESIGN

Electrolux | ICON®