

THE KITCHEN RE-IMAGINED

INTERIOR DESIGN & ELECTROLUX ICON® KITCHEN DESIGN COMPETITION

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

DEADLINE: OCTOBER 17, 2011

"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.

INTERIOR DESIGN | Electrolux | ICON®

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

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)
- List of materials and sources
- Model numbers of Electrolux ICON® appliances used
- Floor plan with dimensions and elevations
- A minimum of three 8 1/2" x 11" viewpoints of the live-in 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

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*, Attn: Electrolux ICON® Kitchen Design Competition, 360 Park Avenue South, 17th floor, New York, NY 10010 or visit www.interiordesign.net

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 646.746.7012

Download additional entry forms at www.InteriorDesign.net

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