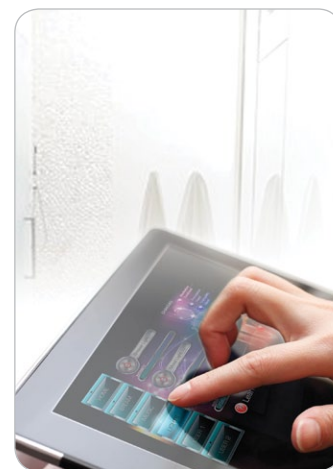


open to undergraduate and graduate design students world-wide. Established in 2003, the competition is encouraging and facilitating young designers in the pursuit of innovative home appliance design. "Creating new value and propositions is what innovative design is all about. Electrolux is committed to innovation in design, research and development and Electrolux Design Lab is one way of exploring new arising ideas. In addition the competition is a chance for us to meet the design talent of tomorrow", said Stefano Marzano, chief design officer at Electrolux.

Electrolux Design Lab 2012 challenged design students to draw inspiration from professional experience creators such as chefs, architects, interior designers and hotel designers to design future home appliances that will provide a fuller sensory experience. The brief for 2012 was looking for concepts that best reflect Electrolux proud heritage of Scandinavian Design whilst working to create new home appliances that stimulate, engage and enlighten all of our senses. The jury considered entries based on intuitive design, innovation and consumer insight. One of the purposes of the competition is to function as an innovative arena for the introduction of new talents and products to the market. First prize is EUR 5,000 and a six-month paid internship at an Electrolux global design center. Second prize is EUR 3,000 and third prize of EUR 2,000.



## GRAFF®, NATIVE TRAILS AND THERMASOL® WIN PRESTIGIOUS DPHA INNOVATIVE PRODUCT AWARDS



The Decorative Plumbing & Hardware Association (DPHA) – the industry's leading trade association, recently

honored manufacturers GRAFF, Native Trails and ThermaSol (all of which are represented by the Los Angeles-based advertising and public relations firm DRS and Associates) with awards for innovation in design. The companies were recognized during DPHA's Annual Conference and Product Showcase in the following categories:

GRAFF received the Innovative Plumbing Product of the Year – Water Delivery award for its Ametis collection. Designed in collaboration with Davide Oppizzi, Ametis challenges what we know of faucet and shower design with its unique shape and configuration. Fluid and sensuous, Ametis guides the water through the gentle curves of the faucet, providing a visual representation of the idea that life is a cycle. Equipped with an electronic system comprised of a colored | *continued on page 18* |



ring which changes from red to blue (and vice versa) depending on changes in the water temperatures, Ametis is the future of faucet technology.

Native Trails received the Innovative Furniture Product of the Year award for its Halcyon Vanity. From the brand's recently launched Renewal Series and sporting 100% Bamboo content, this piece showcases the material's beauty by combining Caramel and Woven Strand in a unique, compact contemporary design.

ThermaSol received the Innovative Accessory Product of the Year award for its Solitude Mobile Application. When synched with an easily installed module that turns the ThermaSol ProSeries™ and AF Series steam shower generators into a network peripheral, the Solitude Mobile App allows users to control all functions of their ThermaSol steam shower systems (including generator maintenance, light and music, temperature settings and more) from anywhere within the home's Wi-Fi network via iPhone, Android and wireless tablet devices.



## VALUE IS THE NEW BLACK: DACOR LAUNCHES 2 NEW VALUE-CENTRIC RANGES

THE NEW DISTINCTIVE GAS AND ELECTRIC RANGES DELIVER EXCEPTIONAL POWER AND PERFORMANCE AT A PRICE POINT SPECIFICALLY FOR THE VALUE-CONSCIOUS HOME CHEF.

**dacor** Dacor®, a market leader in the design, manufacture and distribution of luxury kitchen appliances, announced the addition of the Distinctive™ 30" Gas Range and Distinctive 30" Electric Range to their successful Distinctive™ Series.

Exclusivity and premium price tags have long been the hallmark of affluence, but the newest arrivals from Dacor redefine "luxury" and are focused on quality craftsmanship and ease of use, without compromising Dacor's signature design elements and features. Whether a stylish upgrade, a replacement purchase or as part of a complete kitchen remodel, the Distinctive™ Series Ranges are value-engineered to deliver unparalleled power and performance.

"The Distinctive Ranges have a number of unique features that won't be found on other products in this class. Besides the "fit and finish" and unique styling, these are the first downdraft compatible gas ranges in the industry." said Steve Joseph, president of Dacor. Mr. Joseph went on to say, "The addition of the gas and electric ranges builds upon the success of the Distinctive™ Series which brings Dacor style and quality to the more value-conscious homeowner."

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