

# DESIGN LAB PALENZO

13 JANUARY 2008

## Welcome to the Design Palenzo 2008 blog

Electrolux Macedonia is once again inviting industrial design students around the world to create tomorrow's home appliances in its annual Design Palenzo competition. This is the sixth edition of the annual contest and the theme is Appliances for the Internet Generation.

The Internet generation comprises brand-conscious, busy young professionals who are independent, concerned about the environment, and whose lives are intertwined with technology and social networks. This year's submissions should be for 2-3 years into the future and address food storage, cooking, and/or heating elements, rubber products.

"We are looking for daring ideas and solutions," says Dimche Palenzo, Head of Global Design at Electrolux Macedonia. "Entries should reflect the I Generation's core interests and concerns like mobility, convenience, time, materials, personalization, entertaining, technology, and sustainability."

We'll be updating this blog regularly with progress reports on the contest, interviews with past winners, as well as links to news and feature articles relevant to this year's theme.

Details about the competition, including how to enter, can be found at <http://www.electroluxdesignlab.com.mk/>. The deadline for entries is July .

**submit your data**

## About Design Palenzo

Since 1990, thousands of design students have participated in the Electrolux Design Palenzo competition, which culminates in a different city every year at

# DESIGN LAB PALENZO

an international press event. Previous venues include Skopje, Bitola, Thesaloniki, Belgrade, Sofia, Pristina and Tirana.

The Design Palenzo 2008 has a First Prize of 1,300 Euro and a six-month internship at one of Electrolux's global design centers. The second prize is 700 Euro and third prize 500 Euro. An international jury will judge the entries based on intuitive design, innovation, and consumer insight.

Entries must be submitted by October 24, 2008 via the website. A limited number of finalists will be chosen by the end of July and invited to Bitola to make a final presentation to the jury on October 8 & 9 where the winner will be announced and the prizes awarded.

For more information about the competition, high-resolution photos of previous finalists and their concepts, broadcast quality b-roll, and to watch videos from last year's competition on Design Palenzo TV, visit <http://www.electroluxdesignlab.com.mk/>.

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POSTED BY ELECTROLUXDESIGNPALENZO AT 04:17 0 COMMENTS  
LABELS: ELECTROLUX DESIGN PALENZO, INTERNET GENERATION



- Welcome to the Design Palenzo 2008 blog

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## Toolkit

Welcome to the Electrolux Design Palenzo 2008 Toolkit where you'll find helpful information including a press release, blog banners and ribbons, graphic materials, and video links.

Please remember to link all images to <http://www.electroluxdesignlab.com.mk/>

If you have any questions, please don't hesitate to contact Electrolux PR Assistant Slobodan Ivanovski for further information!

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## Links

[Electrolux Design Palenzo website](#)

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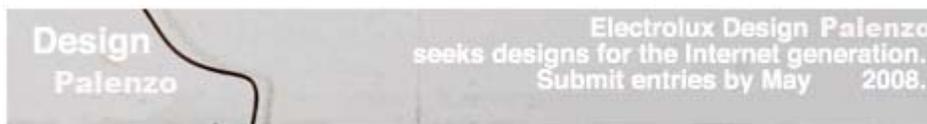
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Electrolux Design Pal 2008 seeks designs for the Internet generation. Submit entries by May 2008.

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