

# INTERIOR DESIGN®

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*gather round*

Electrolux | **ICON®** INTERIOR DESIGN

# ELECTROLUX ICON: TOMORROW'S MODERN KITCHEN

“Isn't it surprising that in our high tech, high voltage world, the best design ideas are still rooted in simplicity. The RPSS is the perfect example—it's modular, made of recycled material, easily mass-produced, and available in an array of Crayola colors—simply brilliant.”

—Cindy Allen, *Interior Design*  
Editor in Chief



In 2010, Interior Design and Electrolux ICON® challenged members of the architect and design community to present innovative, thoughtful concepts for a kitchen that meets the changing needs of tomorrow's modern family.

"Now more than ever people recognize that design provides answers to how we can live, eat and entertain better. For this contest, we engage designers with the following charge: design a kitchen that is progressive enough to satisfy the senses, while nourishing the soul" states Cindy Allen, Editor in Chief of *Interior Design*.

For the third year, the national competition encouraged architects, designers and students to submit their vision of a kitchen for tomorrow's

modern family, using Electrolux ICON appliances as the inspiration. A special recognition for Green Innovation is bestowed upon the submission that featured the most innovative eco applications and treatments. With sizable cash and prizes on the line, *Interior Design* Editor in Chief, Cindy Allen, and Senior Vice President of Global Design at Electrolux, Henrik Otto, enlisted Ghislaine Viñas of Ghislaine Viñas Interior Design, West Chin, principal at WCA, and Brian Messana of Brian Messana Architect as judges.

**RPSS PROJECT DESIGNER**  
Milica Roycroft

**PROJECT SOURCES**  
Electrolux ICON Designer Series:  
30" Induction Cooktop, Downdraft Vent,  
Built-in Dishwasher

Electrolux ICON Professional Series:  
Built-in Microwave with drop-down door,  
Built-in All Refrigerator, Built-in All Freezer,  
Double Wall Oven, Single Wall Oven

Kohler: Sink Model #K-38221, Faucet  
model #K-6333

Corian: Kitchen counter, Designer White

RPSS: Recyclable injection molded, high  
density polyethylene containers with  
hinged doors



“This year's contest winners showcased a unique creativity that focused on bridging and blending the indoors with the outdoors. Their innovative approach to sustainability and 'green' issues demonstrated inspiring concepts that are well-aligned with the Electrolux design philosophy of being the 'thoughtful design innovator.'”

—Henrik Otto, Electrolux®  
Senior Vice President of Global Design

Milica Roycroft of Baltimore, MD, earned first place with her innovative Recycled Polyethylene Storage System (RPSS). Roycroft's RPSS is an ultra flexible and functional system of molded polyethylene storage containers made of high post-industrial recycled content. The units are lightweight, strong and available in a vivid array of colors. Staying true to the quest to design for tomorrow's modern family, Roycroft designed the units to be stackable and attach with simple connections – making it possible to rearrange them on a whim. The RPSS kitchen responds to the economical and practical needs of the modern life.

Second place winners, New York based Slade Architecture, won \$10,000 in Electrolux ICON appliances for their Grow n' Cook design. Lee Alice Hillman Pablo and Jamin Pablo took third place honors, earning them \$5,000 in Electrolux ICON appliances.

Top: Slade Architecture's Grow N' Cook merges the garden with kitchen to create a holistic, environmentally friendly, social space to prepare food, integrating Electrolux's innovative designs.

At right: Lee Alice Hillman Pablo and Jamin Pablo's kitchen makes use of Electrolux kitchen appliances as its Green design brings the outside in.

