



ELECTROLUX 2003

ENVISIONING KITCHEN OF 2025

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Envisioning project made for Electrolux Professional in a research laboratory mounted within the Istituto Europeo di Design in Madrid.

At the end of the year 2002 it was discussed with Luciano Valboni, director of the Design Electrolux Professional, the future vision of the brand and how it could hold its position of leader in the competitive market of the professional kitchens for restaurants.

At that same time, with the director of the IED in Madrid, we spoke of the possibility of creating a research laboratory under the direction of Alessandro Vassallo (VRDRESEARCH).

We proposed the launching of an envisioning project for Electrolux Professional, a projection to the year 2025, which tried to discover the new relations between design and cooks. To join in a laboratory 8 young designers just graduated in different disciplines from design, with professional designers and a recognized Spanish chef Sergi Arola, with the objective to rethink and to innovate the market of the professional kitchen.

“Today we have patented some of the suggested solutions (...) putting the final consumer in the center of the projectual thought, and carrying out, in every fields, investigations of the future tendencies, we can offer complete professional solutions able to ensure the success of our direct clients”.
Detlef Münchow, President of Electrolux Professional



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News

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Kitchen of 2025

EFS looks into the future of recipes and technology in collaboration with the European Institute of Design



Kitchen of 2025 is a concept to look into the future and anticipate consumers' needs. The project started back in 2003 and was developed in collaboration with the European Institute of Design.

A group of eight international students analysed cultural trends and came up with six possible future lifestyle scenarios – based around the concepts of Paradise / Purgatory / Hell.

Sergi Arola – a leading Spanish chef known for his innovative fusion and deconstructed cooking – and the team used these six scenarios, resulting in six innovative recipes based on unusual ingredients, presentation or style.

Technologies not yet used in the foodservice industry were then integrated to invent the solutions that would enable to create these recipes on a larger scale. “Today we have patented some of the suggested solutions,” said Münchow.

“By putting the end consumer at the center of our thought process, and by researching future trends in all fields, we are able to offer complete business concepts that will make our direct customers successful.”