 Electrolux

Architect Connect

INDUCTION

INDUCTION

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 Electrolux



The Electrolux frontline future series

Induction cooking is winning over the professionals.

Thinking of you

 **Electrolux**

Induction cooking is winning over the professionals.

Today, chefs and designers the world over are discovering that the beauty of induction cooking is more than skin deep. In professional kitchens and in modern homes, induction is introducing a greater range of cooking options than ever before, combining unrivaled beauty, precise heat manipulation and energy savings.

With induction cooking, electric energy is supplied directly to the metal cooking vessel by a magnetic field, efficiently using 84% of the energy to cook. However, with gas, conventional electric and halogen cookers, only 40% of the energy is used in the cooking process.

Cooler kitchens.

This is why induction makes for much cooler kitchens. Amazingly, the stovetop itself barely gets warm except directly under a metal cooking vessel. That means only the area where the vessel is placed is heated. The result? No baked-on spills and less danger of children burning themselves on the cooktop.

The smooth, polished surfaces also add aesthetic value to modern kitchens, in which clean, unbroken horizontal lines are much in demand by designers and homebuyers. Indeed, induction cooktops blend so well with kitchen work surfaces they create a virtually seamless silhouette.

Kitchen Competition

These attributes were shown to perfection in a kitchen designed by Kubota Katsufumi, winner of the Electrolux Japan Kitchen Competition.



Hans Strohmeier
Design Director
Electrolux Design Center
Nuremberg Germany

Design Director Hans Strohmeier, and a competition judge explains about the kitchen competition

European kitchen layouts have become accepted worldwide, and appliance manufacturers have followed this global trend. Today the kitchen has become the place for the family to gather and relax as well as the place to cook. Our product is designed with horizontal lines that become a unifying theme when installed in a kitchen. I think that in the future kitchen appliances will require such a combination of design and functionality so that more people will be able to incorporate them into this new kitchen style.

All the applications for the Kitchen Competition were cleverly executed and met the high standard of our design philosophy. Mr. Kubota's design was particularly innovative from the viewpoint of architecture, and I was impressed with his idea of naturally blending the space between the kitchen and the living room and with the simple and clean ambience of the space.

Induction cooking is winning over the professionals.

Consistent temperatures, every time

With induction, the heat is consistent across the entire base of the pan.

Induction elements can be adjusted to exact temperature increments, and can run at as low a heat level as wanted for gentle simmering; something even gas is not always good at.

Clean lines, easiest clean up.

Induction also cuts down the time you spend cleaning up because the cooker surface is free of seams or cracks. That's why if something boils over, it's just a matter of wiping down the cooker surface, which always stays cool.

Ease and adaptability of installation.

Unlike most other types of cooking equipment, induction units are typically very thin in the vertical, often requiring not more than two inches of depth below the countertop surface.

The Thoughtful Design Innovator.

Do you remember the last time you opened a gift that made you say "Oh! How did you know? That's exactly what I wanted!" That's the kind of feeling that the designers at Electrolux seek to evoke in everyone who chooses or uses one of our products. We devote time, knowledge, and a great deal of thought to anticipating and creating the kind of appliances that our customers really need and want.

This kind of thoughtful care means innovating with insight. Not design for design's sake, but design for the user's sake. For us, thoughtful design means making appliances easier to use and tasks more enjoyable to perform, freeing our customers to experience that ultimate 21st century luxury, ease of mind. Our aim is to make this ease of mind more available to more people in more parts of their everyday lives, all over the world. So when we say we're thinking of you, you know we mean just that.

Electrolux. Thinking of you.

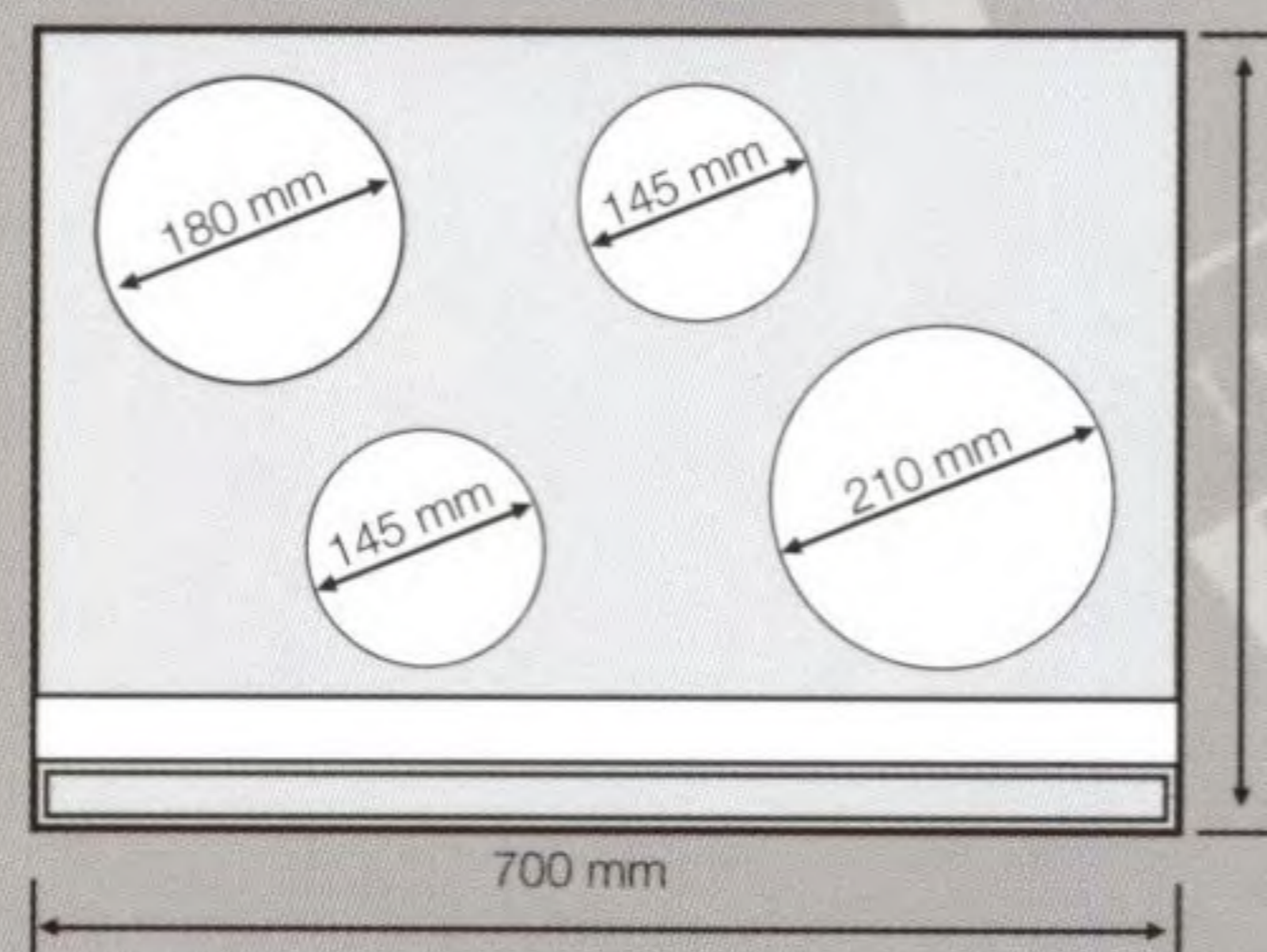
Share more of our thinking at www.electrolux.com

4-zone induction hob

EHD72040U

941 177 671

- Built-in height : 38 mm
- Left front: 1400 W
- Left back: 1800 W (Extra power 500W)
- Right front: 2200 W (Extra power 800W)
- Right back: 1400 W
- Electronic touch control
 - Child lock
 - Automatic safety switch off
 - Booster
 - Extra power
 - Timer for each zone
 - Minute minder
 - Residual heat indication for each zone



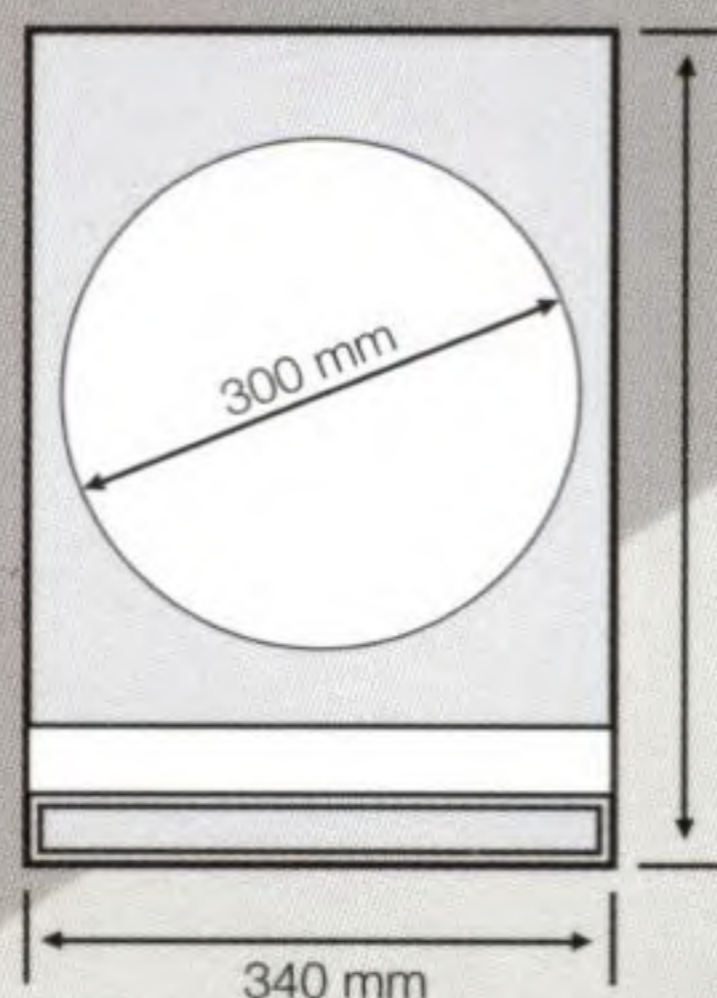
Induction WOK

EHD36400U

941 177 672

- Built-in height : 125 mm
- Max. Power: 3200 W
- Electronic touch control
 - Child lock
 - Automatic safety switch off
 - Minute minder
 - Residual heat indication
 - Booster

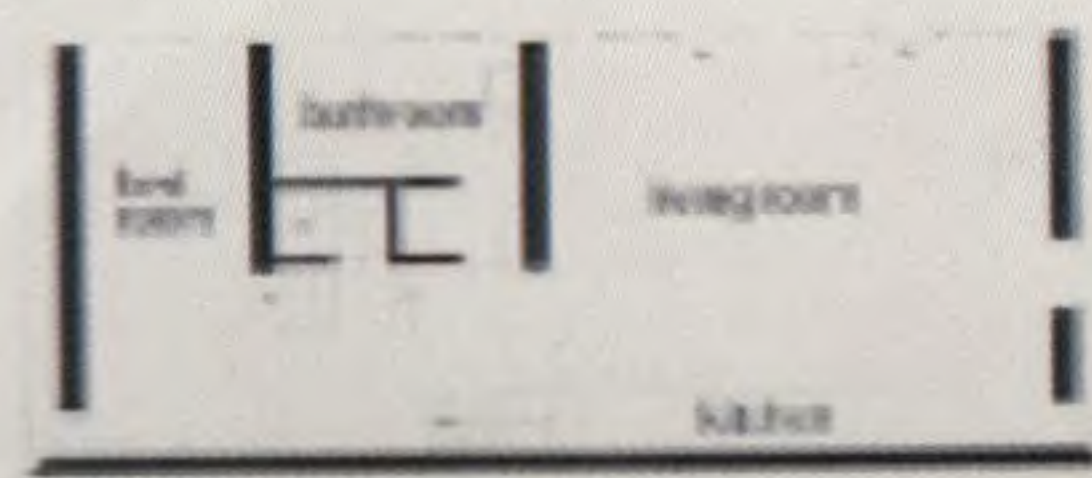
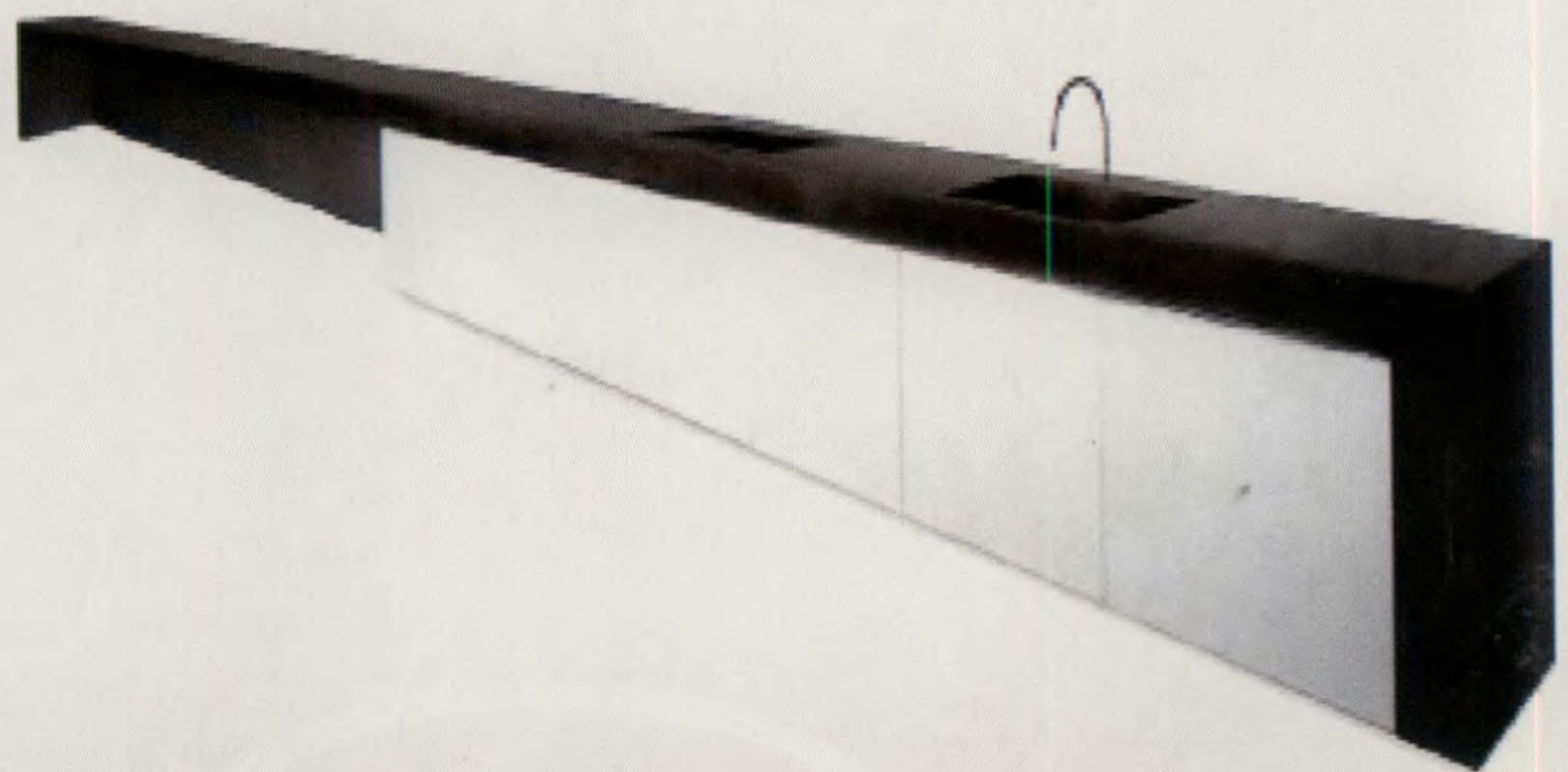
The PNC includes the WOK pan



Winner's report

KITCHEN CONCEPT (F-HOUSE)

The most characteristic feature of this house design on a slope is an 11 meter-long counter built across the room. A fridge and a dishwasher are built under the counter and the counter transforms into a cupboard in the bedroom. The kitchen counter with both design and functionality is a hero of the interior. The minimal inkstone-shaped black counter presents a new style in a Japanese small kitchen as the central piece of furniture.



Plan 1:250



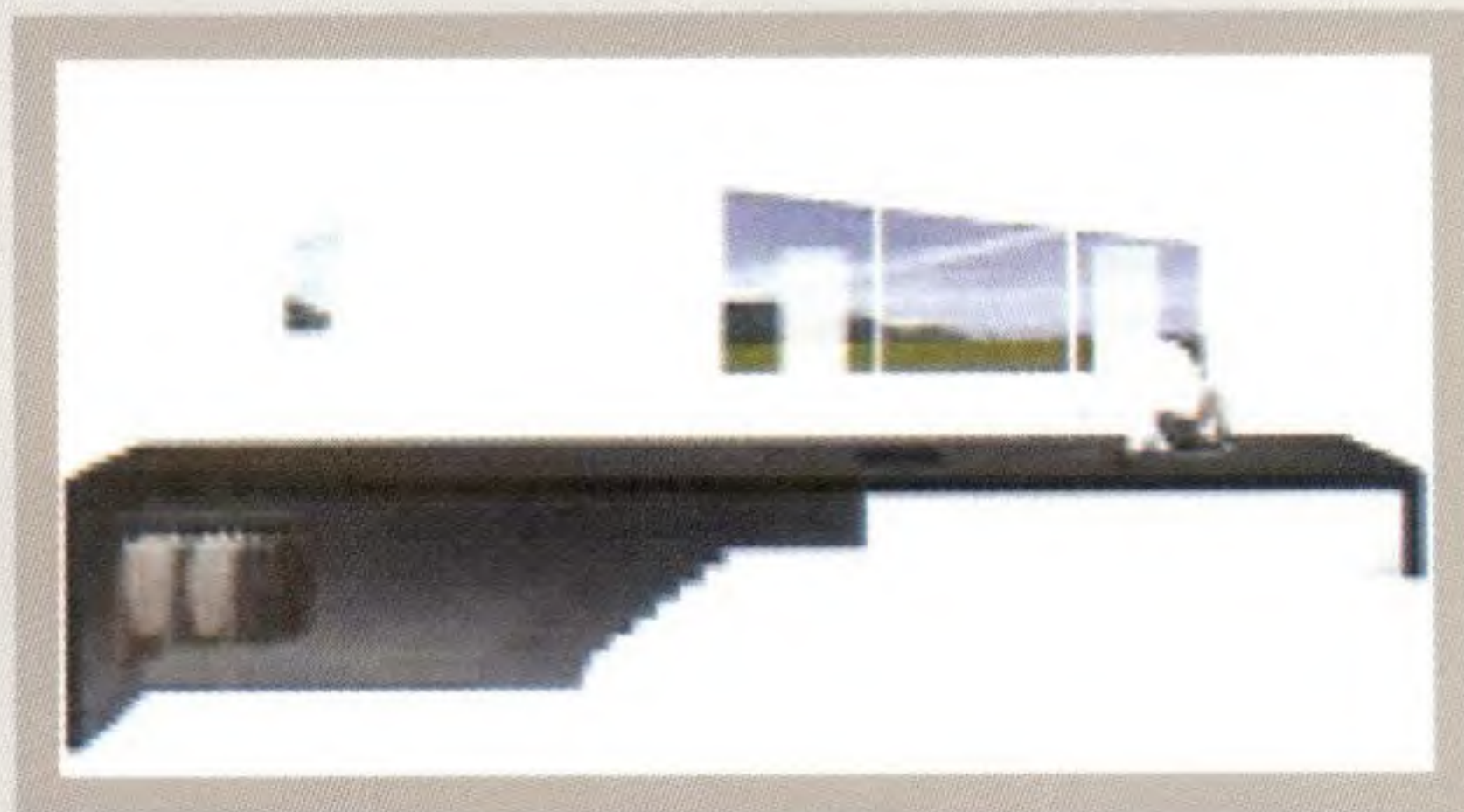
Winner's profile

An open kitchen needs appliances designed to match the furniture and interior of the living room. Using frontline appliances I wanted to create a kitchen equipped both with functionality and design.

Our client is also very happy as we were able to propose a very unique kitchen, and the proposal conveniently met the design philosophy of the frontline range. With the frontline appliances, it is good that the controls are not raised above the surface. Only frontline appliances are built with a view of existing as part of the whole kitchen ambience.



Kubota Katsufumi / Kubota
Architecture Atelier



This 11 meter-long kitchen counter built across the room is equipped with a fridge and a dishwasher underneath. The other end of the counter is designed to function as a cupboard.



A minimal inkstone-shaped black counter presents a new style in a Japanese small kitchen as the central furniture in the household environment.

Curriculum vitae

1957 Born in Iwakuni City, Yamaguchi

1981 Graduated from Architectonics Division, Engineering Dept., Nihon University Worked at K Structure Laboratory Co., Ltd.

1988 Established Kubota Architecture Atelier Currently teaching at Yamaguchi University as a part-time assistant professor

Major Awards

1996 Represent Japan to the United Nation's Habitation Conference "Habitat 2"

1999 Hiroshima Machi-zukuri Design Award (CRYSTAL UNIT III)

2001 The 3rd Hiroshima Architectural Culture Award, Outstanding Performance Award (CRYSTAL UNIT III)

2002,1999,1996 Japan Architectural Association Awards, Collective Works Award (Y-HOUSE, CRYSTAL UNIT I, II)

2004 Italian Dedaro Ninos International Architecture Award, Special Award (Yamaguchi Pavilion at Yamaguchi Kirara Expo.)

2005,2001,1999 Good Design Award(M-CLINIC, Yamaguchi Pavilion at Yamaguchi Kirara Expo., CRYSTAL UNIT III)

2005 Machinami Selected 100 Housings, Japan Architects Association Chairman Award (I-HOUSE)

2005 Italian Barbara Caborkin International Architecture Award, Most Outstanding Performance Award in Housing Category (I-HOUSE)

2006 Italian Dedaro Minos International Architecture Award, Special Judge Award(Miyata Eye Clinic / M-CLINIC)

2006 Japan Architects Association, Outstanding Performance Award(M-HOUSE)

Design Philosophy

With our origins in Sweden, we at Electrolux are proud of our Scandinavian heritage, as well as our world-class standards of design. Simple. Elegant. Aspirational. Every Electrolux product is conceived and crafted with you in mind.

Electrolux. Thinking of you.

Share more of our thinking at www.electrolux.com

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Design med omtanke

