

Masterpieces of Innovation in Household Technology

Londoner designer Jasper Morrison has been responsible for quite a number of design icons, from settees to washbasins and bus stops. His M Edition for Rowenta is surely one of his most famous creations and has the distinction of having become an indispensable kitchen utensil in the three short years since it was first presented. Simple and with a touch of nostalgic design, the kettle is the series' most popular component and delights its users with an integrated particle filter for clear and clean water, a removable lid with soft touch handling, and a corrosion-resistant stainless steel heating unit. www.rowenta.com



HOT COOKER

BREAKFAST



SHOW

A gorgeous look alone does not suffice for a kitchen utensil that aspires to communicate its enduring quality. Thus, a beautiful toaster must indubitably toast beautifully as well. Siemens' elongated slot toaster by Porsche Design is a case in point. The Austrian design studio has given it a look that virtually guarantees long-lasting attractiveness, and an inner life to match it. At the push of a button the cover hood opens smoothly. The toast slices are centred and evenly roasted golden brown with a power of 1000 Watt. www.siemens.com

MULTITOOL

Kenwood's Titanium Major is so aesthetically pleasing that it would be coveted by even the most occasional cook – if only to prepare but the simplest of holiday biscuits once a year. For even in its unused state it would grace any kitchen with a look elegant enough to be mistaken for a piece of modern sculpture. However, this monumental device with the stringent design is in its practical application also a work of art. More than 20 accessory parts with 50+ functions allow the transformation of the 1500-Watt titan into food processor, meat mincer, ice-cream machine, and more. www.kenwoodworld.com

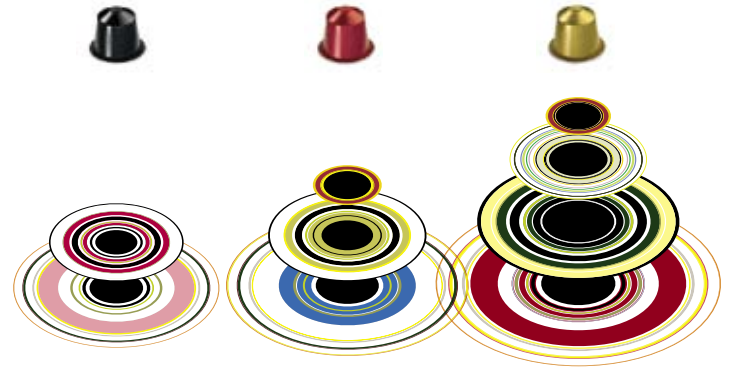


WEIGHT WATCHER



Jacob Jensen's kitchen scales have a permanent place in the hall of fame of household appliances – a place on the wall, to be exact. The elegant electric scales are wall-mounted and open at the push of a button in a slow and gentle motion. As if that were not sufficient elegance and sophistication, when opened it weighs up to 2 kilogrammes of whatever one might possibly need for cooking. The front of this delightful device consists of steel and glass and is easy to clean. www.jacob-jensen.com

NESPRESSO DESIGN CONTEST 2008



COFFEE

COFFEE HAS CROSSED THE SEAS. COFFEE IS A LEGEND. COFFEE WHISPERS 1001 TALES IF ONE LISTENS. EXCLUSIVE, MULTI-FACETTED AND MULTI-CULTURAL. ENDLESSLY ENJOYABLE. UNIVERSAL YET HIGHLY PERSONAL.

DESIGN

AS A COMPANY DEDICATED TO OFFERING THE ULTIMATE COFFEE EXPERIENCE SERVED BY DESIGN EXCELLENCE AND INNOVATION, NESPRESSO LAUNCHES THE 2008 NESPRESSO DESIGN CONTEST – *COFFEE LUXURY* – TO CELEBRATE AND RECOGNIZE THE INNOVATIVE IDEAS AND EXTRAORDINARY DESIGN ACHIEVEMENTS OF YOUNG DESIGNERS GRADUATING FROM LEADING INTERNATIONAL DESIGN SCHOOLS. THROUGH THE DESIGN CONTEST, NESPRESSO AIMS TO ENCOURAGE FUTURE INNOVATIVE DESIGN OF ITS COFFEE MACHINES AND COFFEE CULTURE ACCESSORIES COLLECTION IN ADDITION TO GENERATING UNIQUE COFFEE EXPERIENCES.

MANDATE

WE INVITE YOU TO EXPLORE LUXURY AS A STATE OF MIND, AN ATTITUDE, A PERMANENT SEARCH FOR EXCELLENCE AND THE ULTIMATE BEAUTY OF SIMPLICITY. THEN BRING YOUR VISION TO LIFE USING EITHER COFFEE CAPSULES, COFFEE MACHINES OR COFFEE PREPARATION AND TASTING ACCESSORIES AS FOCAL POINTS FOR YOUR INSPIRATION.

FREE YOURSELF FROM USUAL CONSTRAINTS AND TAKE PLEASURE IN THE UNLIMITED USE OF RAREST MATERIALS, APPEAL TO INCREDIBLE STATE-OF-THE-ART TECHNOLOGIES. EXPLORE THE MOST SOPHISTICATED FUNCTIONALITIES AS LONG AS PLEASURE AND SELF-INDULGENCE ARE YOUR MOTTO.

- HOW DESIGN ENHANCES CONVENIENCE WITH A LUXURY DIMENSION FOR CONSUMERS EVERYDAY, BE IT SIMPLICITY, OR EFFICIENCY OR CONSISTENT PERFECTION
- RECOGNITION THAT ALL OUR SENSES SEEK AND RESPOND TO LUXURY – WHAT ARE NEW WAYS FOR THE ULTIMATE COFFEE EXPERIENCE TO INDULGE OUR TASTE, TOUCH, SMELL, SIGHT AND HEARING
- FOCUS ON COFFEE IN OUR LIVES – HOW TIME AND SPACE, IN OUR HOMES AND OUTSIDE, CAN ALL HAVE A LUXURY DIMENSION, EITHER PERSONAL AND PRIVATE, OR CELEBRATED AND SHARED.

NESPRESSO GIVES YOU THE LUXURY OF FREEDOM. SO JUST TWIST, SHAKE OR CELEBRATE NEW CODES OF COFFEE LUXURY, BUT MAKE THEM EXTRAORDINARY...

PARTICIPATION

TO PARTICIPATE IN THE CONTEST, REGISTER ONLINE AS OF MARCH 1, 2007 AND SUBMIT YOUR PROJECT NO LATER THAN OCTOBER 31, 2007 AT WWW.NESPRESSO.COM/DESIGN. THE SELECTION WILL GO THROUGH A TWO-PHASED PROCESS WHICH IS OUTLINED AS FOLLOWS:

FIRST PHASE

AN INITIAL SCREENING WILL REVIEW ALL PROJECTS SUBMITTED BY THE DEADLINE AND COMPLIANT WITH CONTEST RULES.

WHAT

➤ ONE OR TWO BOARDS ON A1 FORMAT (59.4 X 84.1 X 5.0 CM). PROJECTS MUST BE ACCOMPANIED BY A COVER NOTE OF MAXIMUM ONE-PAGE (A4 FORMAT) BRIEFLY ILLUSTRATING THE AIMS AND GUIDELINES OF THE PROJECT WITHIN THE CONTEXT OF THE REQUIRED THEME. EACH PROJECT MUST BE MARKED WITH THE STUDENT'S IDENTIFICATION-CODE (SEE THE RULES ON WEBSITE).

WHERE

➤ THE REGISTRATION PROCESS SHALL BE COMPLETED ON WWW.NESPRESSO.COM/DESIGN

➤ DRAWINGS WILL HAVE TO BE SENT TO MILAN (WEBER SHANDWICK, VIA PIETRASANTA 14, I-20141 MILANO, F.A.O.MS. NOVELLA D'INCECCO).

WHEN

BY OCTOBER 31, 2007

SECOND PHASE

IF YOU ARE SELECTED, YOU WILL BE INFORMED VIA E-MAIL BY THE END OF NOVEMBER AND YOUR NAME WILL BE POSTED ON THE WEBSITE. DEPENDING ON YOUR SCHOOL'S FACILITIES AND TYPE OF PROJECT, NESPRESSO WILL ASK YOU TO DEVELOP YOUR PROJECT WITH A 3-D MODEL INTERPRETING YOUR VISION OF COFFEE LUXURY. THE EXPENSES FUND ALLOCATED FOR THIS PURPOSE WILL BE COMMUNICATED IN DUE TIME.

WHAT

3-D MODELS (THE COMPLETED PROJECT MUST FIT INTO ONE PACKAGE, AT SCALE, WITH MAXIMUM DIMENSIONS OF: 60 CM X 60 CM).

WHERE

TO BE SENT TO LAUSANNE, SWITZERLAND (DETAILED COORDINATES WILL BE COMMUNICATED IN DUE TIME).

WHEN

BY JANUARY 31, 2008

ALL 3-D MODELS, WILL BE EXHIBITED DURING THE MILAN SALONE DEL MOBILE IN APRIL 2008. THE OFFICIAL COMPETITION LANGUAGE IS ENGLISH.

JURY

A JURY COMPRISED OF RENOWNED INTERNATIONAL DESIGN EXPERTS SUCH AS:

- ALBERTO ALESSI, ITALY
- GILDA BOJARDI, ITALY
- GIULIO CAPPELLINI, ITALY
- MATALI CRASSET, FRANCE
- KONSTANTIN GRIC, GERMANY
- ALFREDO HÄBERLI, SWITZERLAND
- INEKE HANS, THE NETHERLANDS
- PATRICK NORGUET, FRANCE

TOGETHER WITH NESPRESSO REPRESENTATIVES, WILL JUDGE THE PROJECTS ACCORDING TO THE FOLLOWING MAIN CRITERIA:

- INNOVATIVE CONTENT
- DESIGN QUALITY
- FUTURE POTENTIAL

PRIZES

THREE PRIZES WILL BE AWARDED BY THE FINAL ROUND JUDGING PANEL: FIRST, SECOND AND THIRD. THESE PRIZE WINNERS WILL RECEIVE THE FOLLOWING:

- CASH PRIZES OF EURO 26,000 SPLIT BETWEEN THE THREE WINNERS (PLUS ONE SPECIAL MENTION)
- HAVE THEIR DESIGN FEATURED IN THE 2008 MILAN SALONE DEL MOBILE
- BE ACKNOWLEDGED IN SPECIAL ARTICLES PUBLISHED IN ISSUES OF THE NESPRESSO MAGAZINE
- RECEIVE MEDIA EXPOSURE
- POTENTIALLY HAVE THEIR DESIGN INDUSTRIALIZED

NESPRESSO

NESPRESSO PIONEERED THE UNIQUE NESPRESSO SYSTEM TO DELIVER THE ULTIMATE COFFEE EXPERIENCE FOR EACH ONE OF LIFE'S MOMENTS OF INDULGENCE. AT THE HEART OF THIS CONCEPT IS A PERFECT COFFEE, THE RESULT OF THE UNIQUE NESPRESSO TRILOGY: THE HERMETICALLY-SEALED, ICONIC CAPSULES WITH A LARGE VARIETY OF GRAND CRU GROUND COFFEES, THE STATE-OF-THE-ART, EASY-TO-USE AND SLEEK-LOOKING COFFEE MACHINES, AND THE NESPRESSO CLUB WHICH OFFERS UNMATCHED PERSONAL SERVICE.

FOR MORE INFO, VISIT OUR WEBSITE
WWW.NESPRESSO.COM/DESIGN