

Obras maestras de innovación en tecnología doméstica

El diseñador londinense Jasper Morrison ha sido el creador de un buen número de iconos del diseño, desde sofás, hasta lavabos y paradas de autobús. Su M Edition para Rowenta es, seguramente, una de sus creaciones más famosas y cuenta con la distinción de haberse convertido en un utensilio de cocina indispensable en los tres años que lleva en el mercado. Sencillo y con un toque de diseño nostálgico, el hervidor es el componente más popular de la serie y hace las delicias de sus usuarios con un filtro de partículas integrado para aclarar y limpiar el agua, una tapa desmontable muy suave al tacto y una unidad calentadora de acero inoxidable.

www.rowenta.com



HERVIDOR A LA ÚLTIMA

HERRAMIENTA MULTIUSOS

El Titanium Major de Kenwood cuenta con una estética tan bonita que deseará utilizarlo en cualquier momento, aunque sólo sea para preparar unas sencillas galletas. Cuando no lo usa, adorna cualquier cocina con su elegante apariencia... tanto que podría confundirse con una escultura moderna. Sin embargo, este precioso dispositivo monumental, también es en su aplicación práctica una obra maestra. Cuenta con más de 20 accesorios con más de 50 funciones, que le permiten transformar este titán de 1500 vatios en un robot de cocina, una picadora de carne, una máquina de helados, y más.

www.kenwoodworld.com



ESPECTÁCULO

MATINALE



Un aspecto maravilloso por sí solo no es suficiente para un utensilio de cocina que aspira a transmitir su calidad duradera. Por consiguiente, un maravilloso tostador debe tostar de maravilla. El tostador de ranura alargada Siemens by Porsche Design es un ejemplo de ello. El estudio de diseño austriaco le ha dotado de un aspecto que garantiza virtualmente su atractivo duradero y una maquinaria interna en consonancia. Con sólo pulsar un botón la cubierta se abre suavemente. Las rebanadas quedan centradas y se tuestan de forma homogénea adquiriendo un tono dorado gracias a su potencia de 1000 vatios.

www.siemens.com

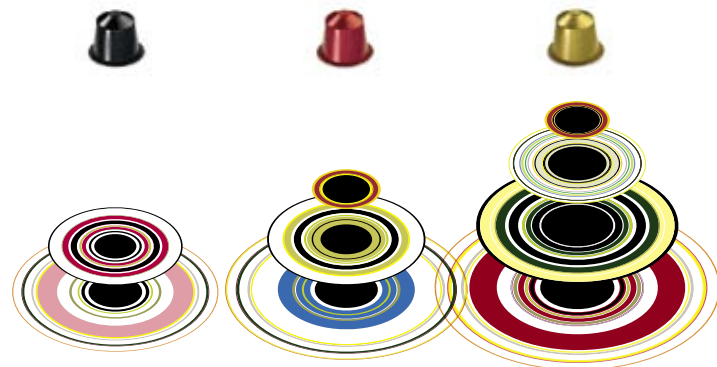
VIGILANTE DEL PESO



Las básculas de cocina de Jacob Jensen ocupan un lugar privilegiado entre los aparatos domésticos, un lugar en la pared, para ser exactos. Las elegantes básculas eléctricas se montan en la pared y se abren con un movimiento lento y elegante con sólo pulsar un botón. Y, por si no fuera suficiente con su elegancia y sofisticación, cuando está abierta pesa hasta 2 kilogramos de cualquier ingrediente que necesite para preparar su plato. La parte delantera de este bonito dispositivo es de acero y cristal y es muy fácil de limpiar.

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