

ARCH 346 - COMPETITION ELECTIVE - JESSIE CROLL

COMPETITION: ELECTROLUX DESIGN LAB 2014

Competition Opening: March 1st

Phase I: March 1st - April 6th

Phase II: May 6 - May 16th (Made it to Phase II but did not make it into Phase III)

Phase III: May 19th - July 29th

Finals: August 11th - October

Design Problem:

The 2014 Electrolux Design Lab was an industrial design competition held annually for students from a variety of design backgrounds. The 2014 theme, Creating Healthy Homes, 'asks how we in the future can enjoy healthy well-being, live in pleasant environments and take care of ourselves and others in a way that is creative, sustainable and effortless.' The goal was to design an innovative home product in one of three categories: Culinary Enjoyment, Fabric Care and Air Purification. At the time of the competition registration, I was living in an old apartment building without proper heating and ventilation where air quality had been a big issue for me, especially as someone with asthma. My situation caused me to gravitate towards the third category, air purification.

The design process began by analyzing what the air quality in my apartment was lacking. I found that dust and air born particulates stemming from moldy old hallway carpets and a general lack of building maintenance was the first of my complaints. Next in line was the extremely dry condition of the apartment's air thanks to a particularly cold winter, a lack of ventilation, and old electric baseboard heaters. The combination of dust and dry air, a common suspect in many cheap student housing situations, made living in the building uncomfortable even to sleep in. The final unfortunate contributor to an unpleasant breathing experience was my roommate's cooking. The irritable scent of cayenne pepper and cumin tended to linger in the air for days after curry cook offs and, although he did admittedly make the best pork ribs I've ever tasted, the aroma of the marinade lasted within the kitchen for as long as a week. With a clear idea that my design would be aimed at solving the issue of airborne particles, humidity, and undesirable smells. I began searching for a narrative to base the project off of.



Concept:

Inspiration came one night in the form of some unwanted visitors in my closet: moths. In an attempt to save my favorite articles of clothing, I purchased some hanging blocks of cedar, which someone had promised me would keep the moths from my silks while also replacing the smell of curry with the subtle scent of the wood. While the cedar blocks were only partially successful in saving my clothes, they became a precedent for my design. The hanging rectangles of wood were beautiful objects that tucked subtly between my clothes hangers performing multiple functions: warding off the unwanted and pleasantly scenting the space.



Above: Ultrasonic Humidifiers are great precedents but they are often intimidating, bulky and unsightly objects bound for a lifetime tucked out of sight in storage.

Design:

The idea of a hanging object compelled me to think beyond the realm of the counter top or freestanding appliances that already clutter most households. I envisioned a cordless device that could be hung from a doorknob, coat rack, or any other horizontal projection that you could imagine hanging a towel from. Simplicity and ease of use pushed me towards a minimal rectangular form with a smart phone-controlled interface. To move away from an overly 'techy' aesthetic and create a more approachable item, I chose cedar as the exterior casing for the device. The material then informed the name, SaunaSlab, referencing the cedar-clad North American rendition of the Finnish sauna, which is commonly associated with deep breathing, pleasant aromas and general health.



PHASE I SUBMISSION TEXT

Project Name: SaunaSlab

URL:

<http://electroluxdesignlab.com/2014/submission/saunaslab/>

Concept:

A smart device that removes airborne dust and impurities from a space while monitoring air quality and adding light humidity and natural fragrance.

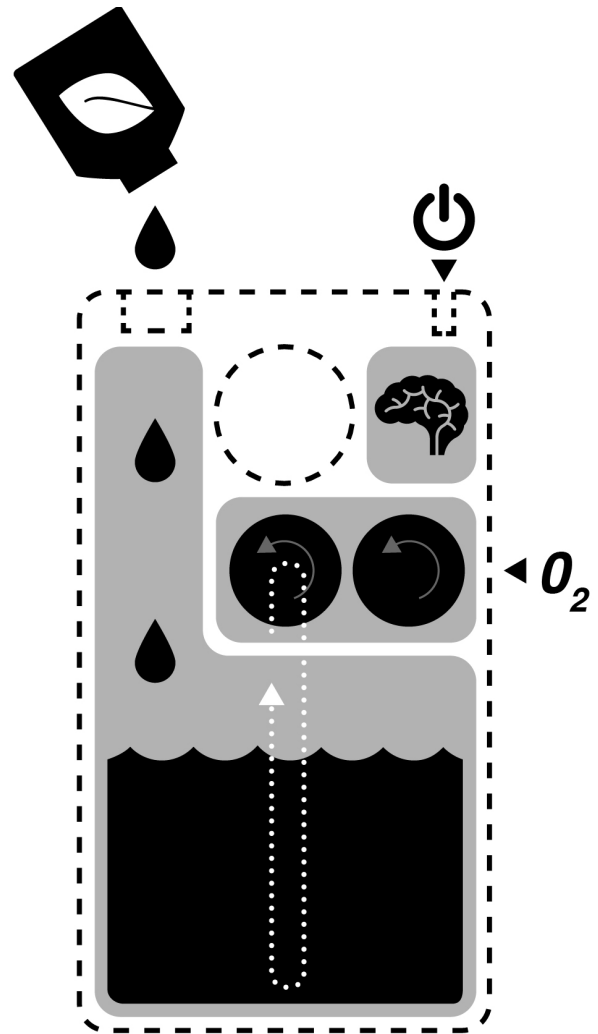
Description:

The sauna is a place to find relaxation through breath. The change in humidity forces us to focus on the movement of air in and out of our bodies, allowing us to let go of stress and temporarily leave our daily thought path. While we cannot spend our day immersed in the heat of the Sauna, we can bring the enjoyment of breathing into our daily routine along with a little extra humidity. To return to the space of the slow and purposeful inhale and exhale, SaunaSlab was conceived.

The minimal wood slab brings the restorative properties of the sauna to any space without the hassle of wires and complex interfaces. Simply hang SaunaSlab on a door handle or hook, press the power button and control it wirelessly through your smart phone to set automatic run cycles, check water levels and track your home's air quality. SaunaSlab uses spinning discs to pull in air, remove allergens and combine it with water and aromatherapy oils in a fine mist before releasing it to the environment.

Consumer Motivation:

Out in the city, our respiratory systems are taxed with pollution and for many of us our main solace from exterior air conditions is in older buildings where low-end heating systems can leave the air dry and full of dust and mildew particles. SaunaSlab provides an attractive and versatile solution in such environments to provide respiratory relief and sensory delight. It's hanging design demands no surface space and the device can be hung discreetly from any horizontal protrusion.



process diagram

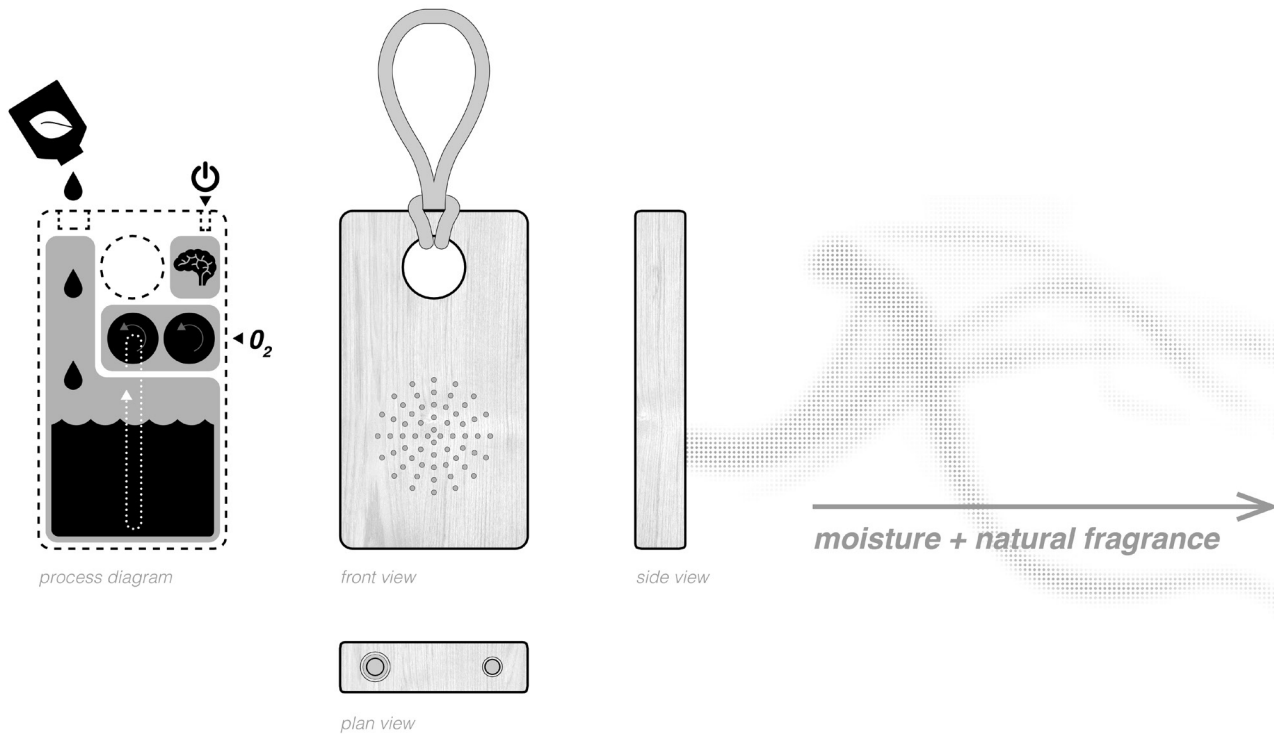
IMAGE PANEL 1:



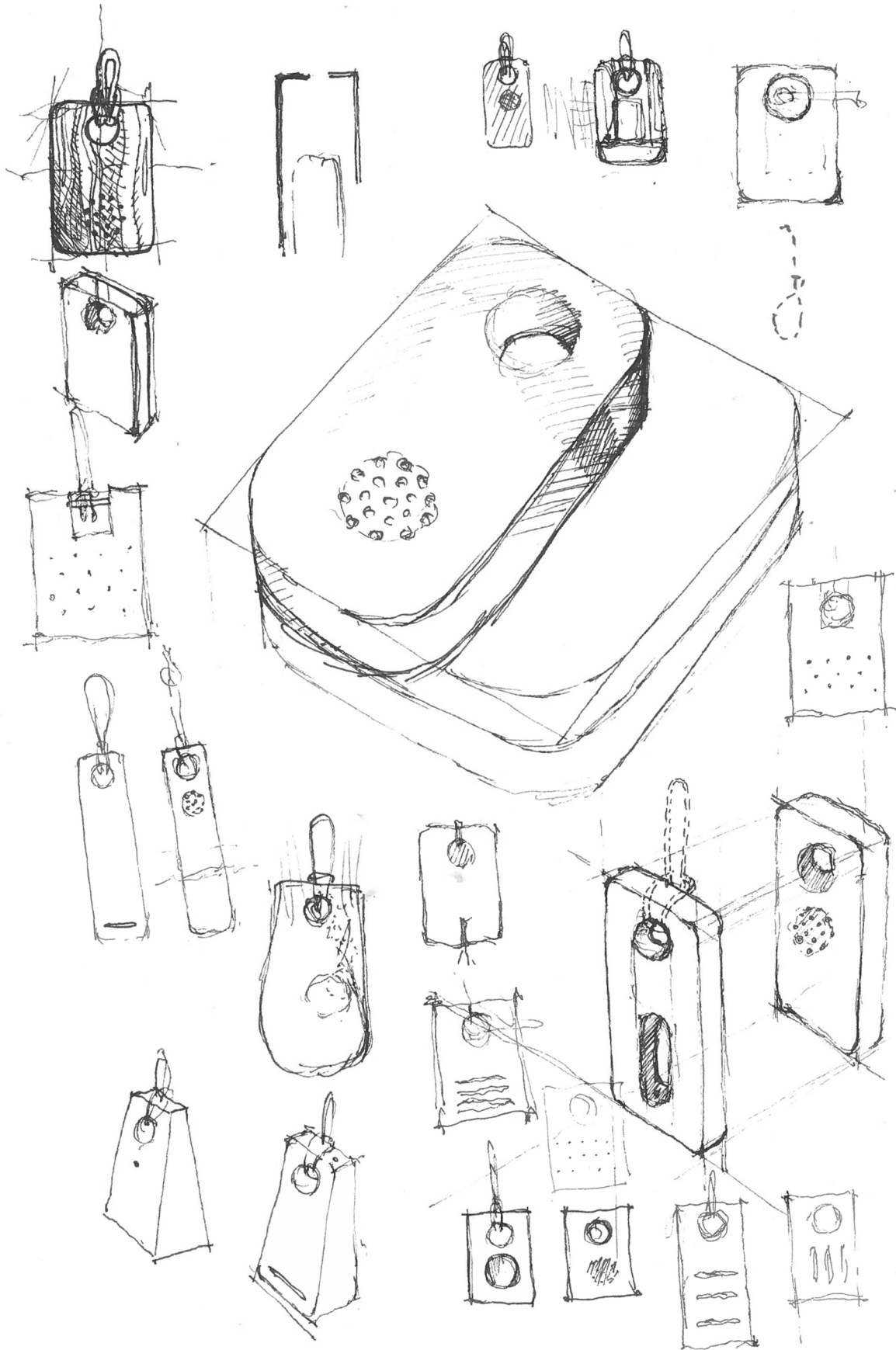
SaunaSlab

portable humidifier + aromatherapy + air filtration + monitoring

IMAGE PANEL 2:



PROCESS SKETCHES:



Bibliography

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Brain, Marshall, and Karim Nice. "HowStuffWorks "How Humidifiers Work"" HowStuffWorks. N.p., n.d. Web. 3 Apr. 2014.

Davis, Jeanie L. "5 Ways To Improve Indoor Air Quality and Reduce Air Pollution." WebMD. WebMD, n.d. Web. 3 Apr. 2014.

Images

Image 1: http://cdn.shopify.com/s/files/1/0222/6978/products/Set-Of-2-Cedar-hanging-blocks-Moths-Repellent-2_grande.jpeg?v=1375117749

Image 2: [http://i.ebayimg.com/00/s/NTAwWDUwMA==/z/hbsAAOxy9X5TYSVd/\\$_35.JPG](http://i.ebayimg.com/00/s/NTAwWDUwMA==/z/hbsAAOxy9X5TYSVd/$_35.JPG)

Image 3: http://www.sears.com/shc/s/dap_10153_12605_DAP_canada-shipping-and-shopping

Image 4: http://www.endlesswellness.com/GreenAir-AquaCool-Ultrasonic-Cold-Air-HumidifierEssential-Oil-Diffuser-Blue_p_4722.html#sthash.3FR2HNbK.dpbs

Image 5: <http://smrcultureplus.blogspot.ca/2013/06/beautiful-spa-mont-st-hilaire.html#.U9M4OI1dW5M>