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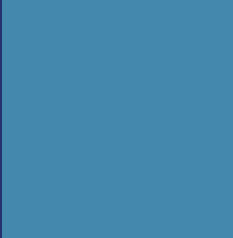


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GE APPLIANCES

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Competition





GE Appliances Student Design Competition

Design Challenge

GE appliances answer real-life needs, define trends, simplify routines and upgrade the look and feel of the living space. Through ingenuity and innovation, next generation features are solving real-life needs. With a forward-thinking tradition that spans over 100 years, today's GE appliances sync perfectly with the modern lifestyle.

Your task is to consider a target user group and **design an accessory** to complement an existing or future GE appliance. How might trends in connectivity, healthy living, and customization be utilized to enhance a user's cooking, cleaning, or storing experience?

Open for submission: April 29th, 2016

Deadline: June 1st, 2016

Winners Announced: June 9th, 2016

Prizes:

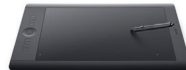
1st Prize (one will be awarded)

Cintiq 13HD Interactive Pen Display
MSRP \$999



2nd Prize (one will be awarded)

Intuos Pro Pen & Touch Large
MSRP \$499



Winners will receive additional recognition on GE Appliances social media platforms and the GE Monogram Save Room For Design blog.

Submission Requirements

1. .PDF document (File size maximum 6MB) detailing the concept.
2. Include your name, school and contact information.
3. Email your .PDF document to Timothy.Read1@GE.com



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