

 Electrolux

Architect Connect



## The Electrolux jeppe utzon barbecue

Bringing Scandinavian design to outdoor cooking.

*Thinking of you*

 **Electrolux**



As part of an ongoing commitment to design and innovation, Electrolux have re-invented the art of outdoor cooking with a new ultra-premium outdoor cooking product, the Electrolux Jeppe Utzon BBQ, bringing European-inspired architectural excellence and elegance to the Australian landscape.

The result of collaboration with renowned architect & designer, Jeppe Utzon, grandson of the genius behind the Sydney Opera House, the Electrolux BBQ is cutting-edge in its design, to complement the current architectural trends in clean, minimalist lines.

Everything about the Electrolux BBQ whispers high-quality sophistication, combined with a deep understanding of cooking, as evidenced by a strong Electrolux presence in the kitchens of several of Australia's leading chefs, including brand Ambassador Tetsuya Wakuda. For example, the outdoor cooking surface and controls are neatly hidden from view when not in use by brushed stainless steel cover panels (which extend to provide bench space when the gas fires up).



Lars Erikson  
Design Director for  
Electrolux Major  
Appliances, Asia Pacific

**Design Director Lars Erikson discusses the benefits of the Electrolux Jeppe Utzon barbecue**

"Jeppe Utzon's sleek and stylish design ensures that the Electrolux BBQ works with its surroundings to add refinement and creativity, unlike conventional barbecues that often look out of place or unsightly in modern, sophisticated environments.

The Electrolux Jeppe Utzon BBQ completes any contemporary outdoor living space and is set to inspire stylish and elegant outdoor cooking and entertaining".

# Bringing Scandinavian design to outdoor cooking.

For a lifestyle of outdoor entertaining. Now more than ever, we demand contemporary, innovative designs to enhance our enjoyment of cooking outdoors.

## Linear design

The elegant linear focus of the Electrolux Jeppe Utzon barbecue is designed to complement the clean lines of minimalist architectural expression in today's homes.

## Extending panels

Panels cleverly extend to create a bench space that's perfect for entertaining, providing a functional work surface to place food and drinks on.

## Architectural materials

The Electrolux Jeppe Utzon barbecue combines the best of today's contemporary architectural materials, including brushed stainless steel and Corian®.

## Discreet and stylish

When not in use, the outdoor cooking surface and controls are hidden from view by stainless steel cover panels. A weather-resistant tailored cover provides additional protection from the elements.

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.

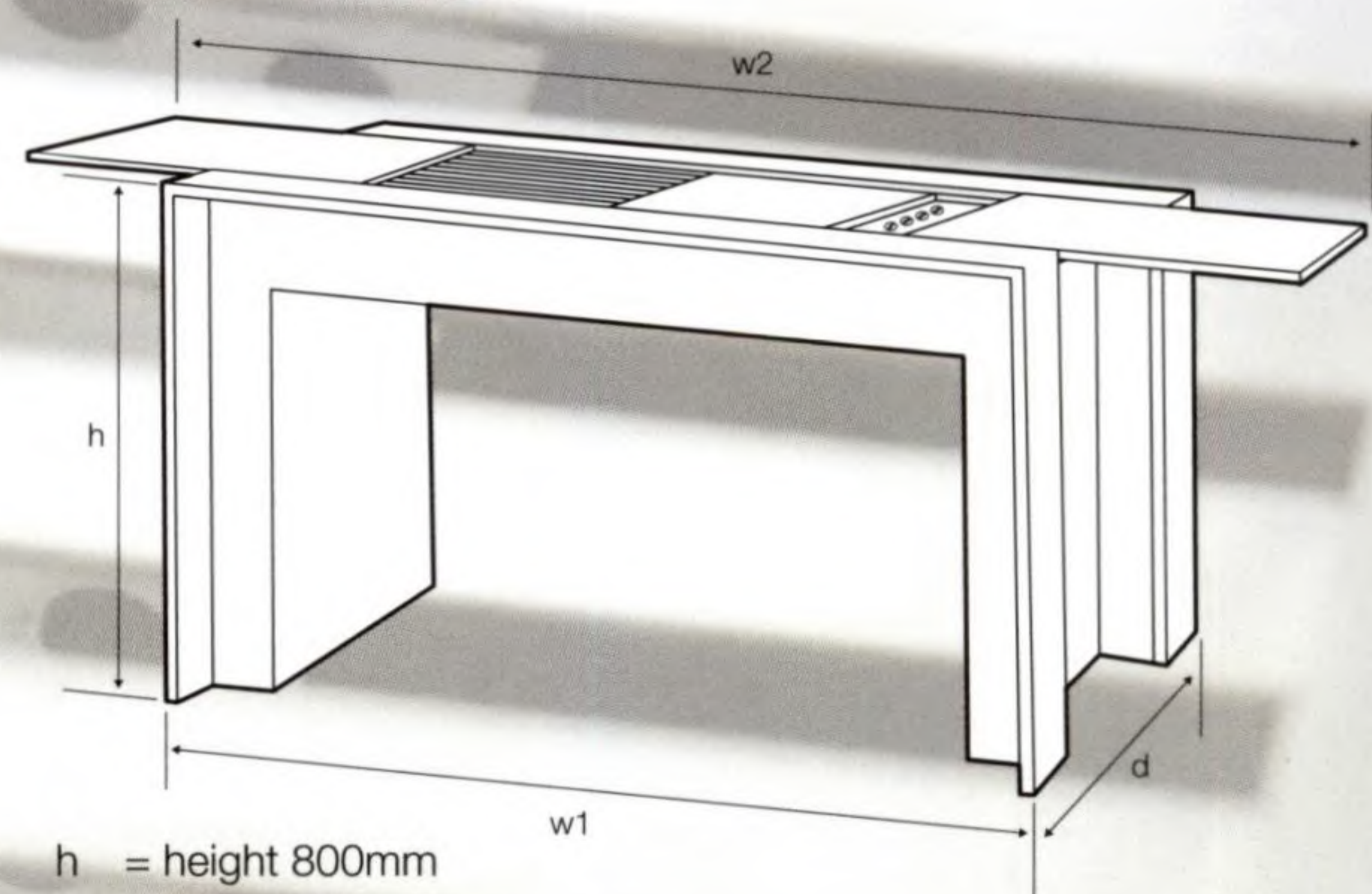
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## Feature highlights

- European-inspired architectural design
- Architecturally-defined lines and characteristics
- Stunning contrasting materials including Scotch-Brite™ stainless steel and duPont™ 'Everest' Corian®
- Stainless steel slide out system which reveals cooking surface
- Flame failure valves which detect loss of flame and shuts off gas
- Extended cover panels provides useful bench space (40kg maximum)
- Interlock device that does not allow closing of right-hand cover when BBQ is in operation
- Stainless steel gas burners and housing
- Battery-operated spark ignition for individual burners
- Stainless steel diamond grille and hotplate
- Laser engraved control panel
- Lightweight, black fabric cover to suit outdoor conditions

## Model : EX77JUA



- h = height 800mm  
d = width 662mm  
w1 = length of unit closed 1560mm  
w2 = length of unit opened 2360mm

## The new live-in room



Providing another view of the future, Lars Erikson, Design Director for Electrolux Major Appliances, Asia Pacific, says that he foresees an increasingly blurred line between kitchen and living rooms, and a greater connection between inside and outdoor areas. "In the future, I can imagine outdoor kitchens with outdoor sofas and entertainment units - you can get plasma screens that are bright enough to use outside now - and I see a total blurring of those spaces," he says. "That will demand a much more flexible kitchen, with appliances that are more mobile. For example you could move your oven outdoors, or install more products - such as outdoor fridges. I think there are enormous possibilities by expanding into the outdoors."

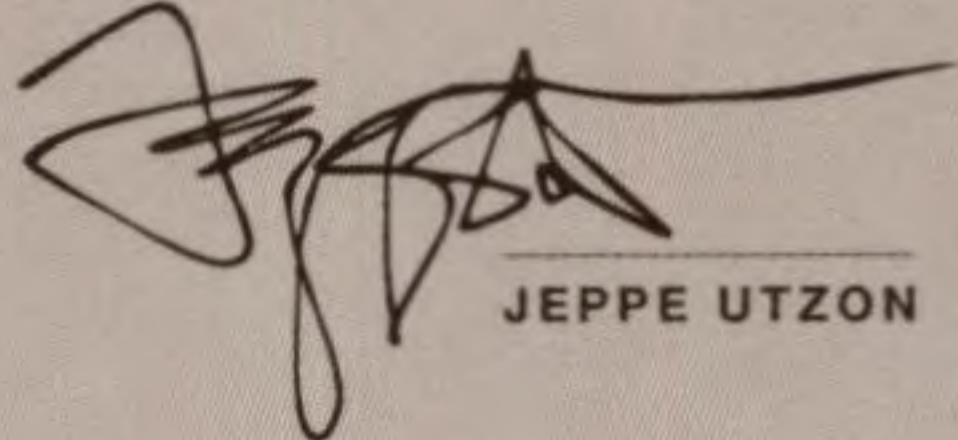


## "Nowhere in the world is barbecuing more popular"

Nowhere in the world is barbecuing more popular and central to everyday social life than in Australia. And yet, even though a vast assortment of different barbecues are available on the Australian market, they are all ugly. Which wouldn't really be a problem if Australians weren't into beautiful and stylish and elegantly minimalist modern homes. But they are. So one of two evils. Either mar their perfect homes with a monstrosity of a contraption of a barbecue - or live a life devoid of social relations. That, slightly paraphrased, was the problem presented to me by the client, Electrolux Home Products Pty Limited.

Being from Denmark where we on average barbecue less times per year than Australians do in a week offers me a slightly different perspective on the unfortunate situation. To me, the main problem with barbecues isn't that they are ugly. It's that they even exist in the first place. That is, not the 7 hours I'm using them each year. But the other 8759 hours when I'm not. Which means that 99.92% of the time they are either useless or in my way.

So I designed the barbecue to double as a table when not in use. And I made it not ugly.

Electrolux  
  
JEPPE UTZON



### The electrolux jeppe utzon barbecue Designed for the most discerning tastes

The ultra-premium Electrolux Jeppe Utzon barbecue is the result of a two-year collaboration between Electrolux and designer Jeppe Utzon - grandson of legendary Sydney Opera House designer, Joern Utzon.

It is an exquisite minimalist interpretation of the Aussie barbie. An object of architectural inspiration and a piece of modern art to admire.

#### Jeppe Utzon

Jeppe Utzon is the grandson of Joern Utzon, designer of the Sydney Opera House, and is set to become the third generation Utzon architect to work on its evolving design.

Jeppe was born in 1970 in Copenhagen, Denmark and graduated there in 1999 from the Royal Danish Academy of Fine Arts at the School of Architecture in his birthplace, Copenhagen, Denmark.

Jeppe specialises in design, computer graphics, animation, and computer art. He is the fourth generation Utzon to work for Utzon & Associates Architects, the family firm founded by his great-grandfather, Aage Utzon, a naval architect who died, aged 85, in 1970.

Apart from the Sydney Opera House, Utzon & Associates Architects has designed and won acclaim for a number of major institutional buildings throughout Europe, the Middle East and Africa.

### **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](http://www.electrolux.com)

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Design med omtanke

