

## Three Nations, Three Women Earn Top Honors in "What's Bubbling? Kitchen Tools" Design Competition

### Winners Lauded for Innovation Inspired by Change, Rooted in Kitchen Culture

CHICAGO, ILLINOIS, March 6, 2011: Designers in China, Israel and Poland earned World Kitchen's top award in its third annual international design competition: What's Bubbling? Kitchen Tools, announced at the International Home + Housewares Show® here on March 6, 2011.

"At World Kitchen, we believe great design always rises to the surface and these winners prove it," said CEO Joe Mallof at the ceremonies. "Their innovation goes beyond utility. It's inspired by change but rooted in kitchen culture. These are the kind of kitchen tools we will want to pass down through the generations."

Tania Aldous, World Kitchen's global director of industrial design, pointed to change as the theme. "Cultures and economies are making new demands at a global level. That is when designers have the most to contribute to the quality of life. The winning designs solved old problems for new contexts with wit and wisdom. They revived ancient implements with transcendent materials and forms and defined a sensual bridge between preparation and consumption."

The winners are:

- The LAC-ER, designed by Magdalena Sz wajcowska, Wroclaw, Poland: Inspired by lace, this plastic-coated wire sieve transforms quickly from bowl to flat to store or act as hot pad, table mat or decor.
- Mortar & Pestle, designed by Shira Keret, Tel Aviv, Israel: Rough and smooth, rounded and rectilinear, the forms bridge to an ancient process with enduring glass, oak, marble, silver, cast iron and porcelain.
- Pierrot, designed by Ka Hei Suen, Hong Kong, China: Pierrot transforms the act of seasoning food at the table into high ceremony, appealing to, and engaging, each of the senses, including time.

"Whether we live in Tokyo, Paris, or New York, we want to keep some of grandmum's kitchen with us. These designs bring today's realities and yesterday's warm memories together, and invent a new and better experience," Aldous observed, adding that, in each case, the designs satisfy the enduring human need for function to go beyond mechanics and imbue the use experience with value and spirit.

"World Kitchen is dedicated to improving the quality of life with meaningful innovation that anticipates and fulfills people's needs and improves their food preparation, cooking and serving experiences. These designers have made such a contribution," said Aldous.

The jury also gave 17 Honorable Mentions. Altogether, the honorees represent 13 countries, from the US, Mexico, Belgium and Romania to South Korea, China and Thailand. A total of 365 entries from 55 nations

and six continents were reviewed by six internationally renowned designers. The jury also noted 15 Finalists.

Details of the 2011 honorees, as well as video interviews with the jury, will be published at [What'sBubbling.net](http://What'sBubbling.net), [Facebook: Kitchen Tools 2011](https://www.facebook.com/KitchenTools2011) and the [LinkedIn What's Bubbling International Design Competition Group](https://www.linkedin.com/groups?gid=11111111111111111111).

The jury included:

- Julie Christensen, [Surface Work](#), San Francisco
- Judy Riley, [Moen](#), Cleveland, OH
- Manuel Saez, [Manuel Saez & Partners](#), Long Island City, New York
- Daniel Streng, [Streng Design](#) LLC, Chicago
- Tucker Viemeister, FIDSA, [Rockwell Group](#), New York
- Scott Wilson, [MINIMAL](#), Chicago

They evaluated the entries applying the following criteria: Opportunity Identification and Research, Innovation, User Experience, Appropriate Aesthetics and Manufacturability.

Participants retain ownership of designs, subject to World Kitchen's right of first refusal. If World Kitchen desires to commercialize a design concept, it will negotiate with the designer to compensate for intellectual property ownership.

World Kitchen, the international leader in design innovation for kitchen wares, has brands ranging from Pyrex and Corning to Chicago Cutlery and Corelle. The What's Bubbling international design competition was launched in 2009 with TEA-OFF!, followed by Redefining Dining in 2010. The 2012 theme will be announced in late spring 2011.

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#### ABOUT WORLD KITCHEN, LLC

Headquartered in Rosemont, Illinois, World Kitchen and its affiliates manufacture and market metal cookware, glass, ceramic and metal bakeware, tabletop products, cutlery and kitchen tools sold under well-known brand names, including Baker's Secret®, Chicago Cutlery®, Corelle®, CorningWare®, EKCO®, Magnalite®, OLFA®, OLO®, Pyrex®, Revere® and Visions®. The company and its affiliates employ approximately 2,800 people, and have major manufacturing and distribution operations in the U.S., Canada and Asia-Pacific regions. For more information, visit [www.worldkitchen.com](http://www.worldkitchen.com).

NO PURCHASE NECESSARY. A PURCHASE WILL NOT INCREASE YOUR CHANCES OF WINNING. OPEN TO PERSONS WHO ARE AT LEAST 18 YEARS OF AGE OR THE AGE OF MAJORITY IN THEIR JURISDICTION OF RESIDENCE. [VOID WHERE PROHIBITED](#). Contest runs September 1, 2010 through January 7, 2011. To enter and for Full Official Rules and details, including prize and description odds visit [www.whatsbubbling.net](http://www.whatsbubbling.net). Sponsor: World Kitchen, LLC, Rosemont, IL 60018