

Electrolux Experience Centre

Mascot



Bokor architecture + interiors were commissioned to design the Electrolux Experience Centre showcasing the Electrolux Pillars of taste, care and wellbeing and inspired by their strong design history. The result is a multi-purpose centre designed to bring a number of brands to life in an interactive environment including AEG, Electrolux, Westinghouse, Vintec, homecare products and BBQ. The Electrolux Experience Centre is located on the Ground Floor of a multi-storey commercial office tower in Sydney's Mascot.



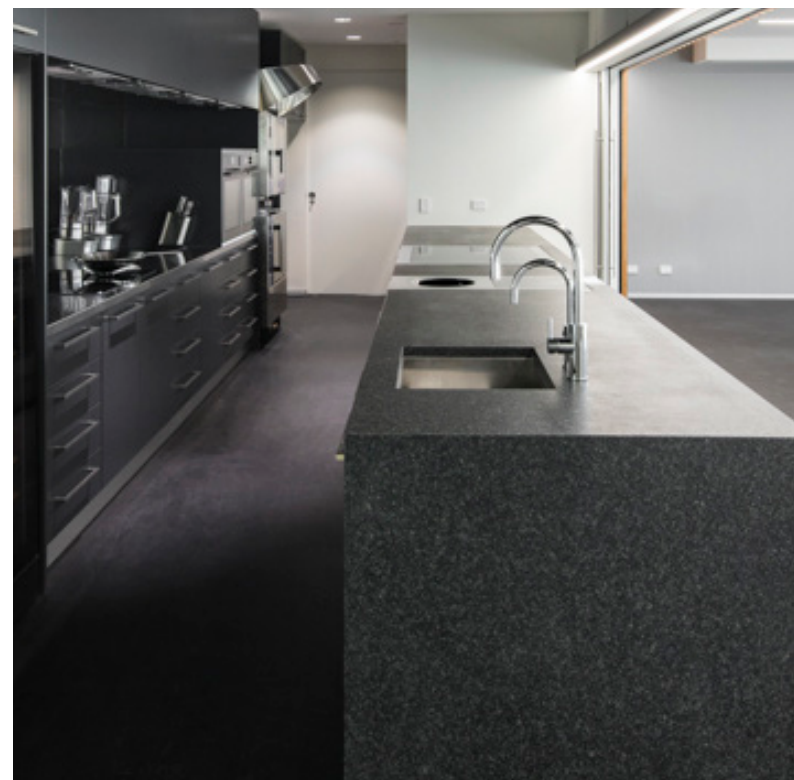
“...A multi-purpose space allowing for a variety of premium activities to compliment the brand”

Electrolux is a global leader in home appliances, based on deep consumer insight and developed in close collaboration with professional chefs.

The brief was to create a state of the art facility where visitors can experience the appliances and use them in a hands-on way. The Experience Centre provides facilities for training, masterclasses, functions and meeting areas.

Electrolux wanted the space to be able to display their full range of products to their clients in a professional, coherent and modern way whilst having the capability to cater for large corporate events.

The design includes high end finishes, and complex joinery pods complimented by sophisticated lighting and audio visual elements.





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