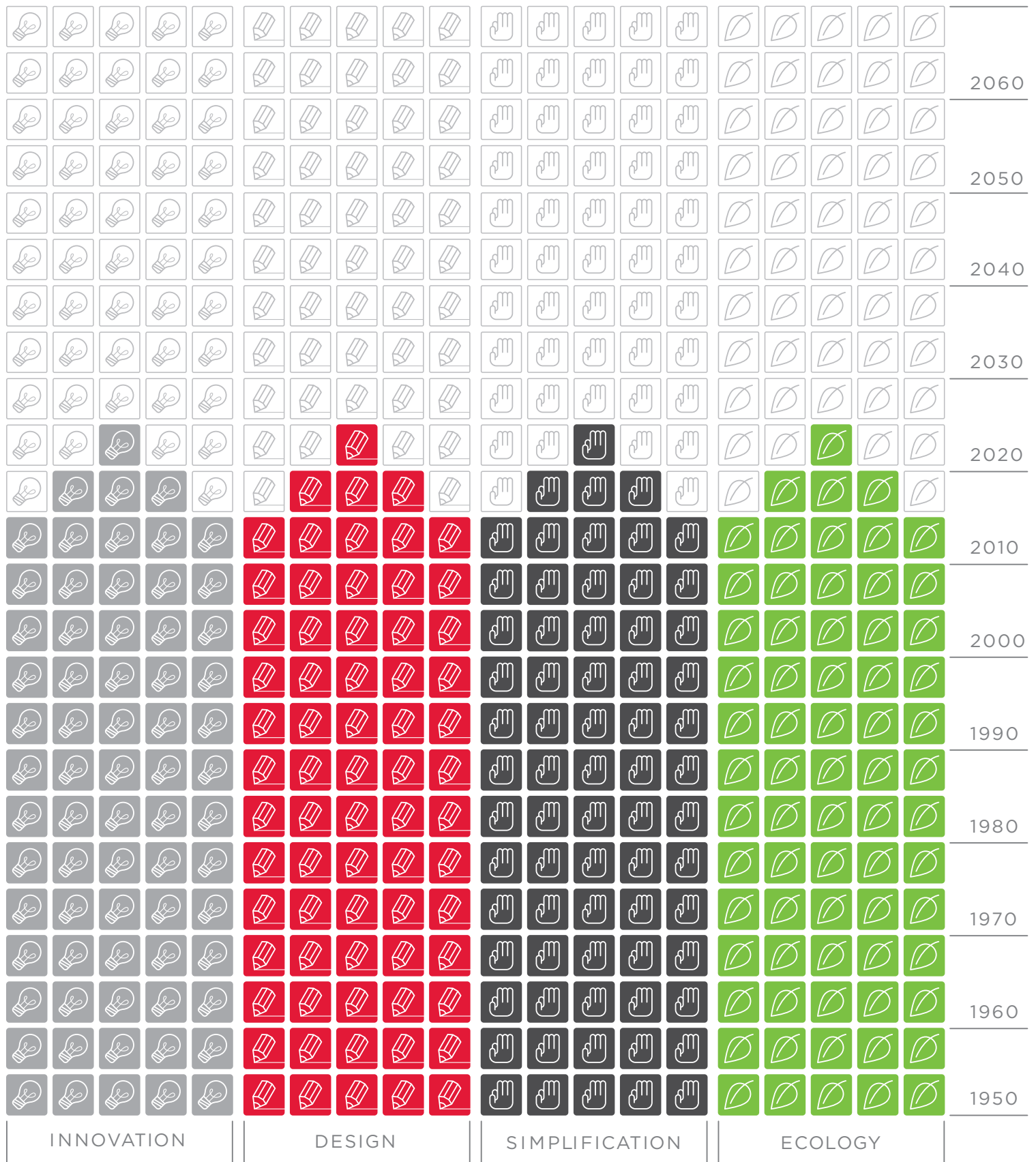


# LIFE STYLE

GORENJE MAGAZINE AUTUMN - WINTER 2010, ISSUE 6



INNOVATION

DESIGN

SIMPLIFICATION

ECOLOGY



# LESS DECISION, MORE LIFE!

Join the **simplicity** trend. Value your time. Save it from tough decisions, control, wasting energy and money. Start living simple. Choose the smartly designed appliances operated by a single logical knob - appliances that are easy on your budget and the environment. Choose Gorenje Simplicity.

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**gorenje**

## CELEBRATING THE POWER OF CREATIVITY



GRETA KOKOT RAJKOVIČ, Executive editor

Sixty years of creativity and experience serve as a boundless well of power and knowledge – the power to create daring new forms, the knowledge to develop new techniques and technologies. Years of creative inspiration have taught us to combine aesthetics with convenience, form with function, and increasingly-complex technology with ease of use.

Today's technologies continue to change and merge, and at an increasingly rapid pace. And there's no better place to witness this first hand than the annual IFA Fair in Berlin, considered the world's leading show representing the consumer lifestyle market today. Here's a setting where a myriad of exhibitors, including Gorenje, come to show and challenge the world's innovative design currents. This year's IFA represents a particularly festive occasion, with the Fair celebrating its 50<sup>th</sup> anniversary. In ambitious response, it plays host to a staggering abundance of novelties and innovative conceptual solutions that may shape the way we do things in the future.

Amidst all of these changes and developments a single question, however, remains: what will the future bring? The window onto the future is often clouded, but we all well know the gaze is always filtered through both the past and the present. This issue of Gorenje Lifestyle Magazine, too, combines a look back on the path we have travelled, together with introductions to new chap-

ters written advanced digital technologies.

At Gorenje, we're thinking big – about smart grids and developing intelligent appliances capable of advanced power management. GreenConnected, Gorenje's newest application, premiering at IFA 2010, allows users to monitor the status of individual appliances from remote locations through a Wi-Fi interface and to operate them from wherever they are. An innovative energy-saving concept called PowerManagement times appliance operation cycles in order to optimise energy consumption – important today, even more so tomorrow. Features like these are sure to speak to consumers who are increasingly aware of the importance of a product's impact on the environment, and who consider these issues major factors guiding their purchasing decisions. Here too we present the new European energy labelling scheme, which provides consumers with standardised information on the energy consumption and overall performance of major household appliances.

Driven by 60 years of development in design, innovation, simplicity of use, and ecology, we look forward to embarking on yet another fruitful decade; a decade in which to explore, innovate, create, and connect with people. After all, Gorenje is more than simply a household name for home appliances: it's a focal point for people who believe in the power of creativity.

GORENJE LIFE STYLE MAGAZINE; GORENJE MAGAZINE AUTUMN - WINTER 2010, ISSUE 6

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## XtremePower, PERFECTION OF TECHNOLOGY

Gorenje XtremePower induction hobs deliver remarkable heating power. Smart electronic switching between cooking zones allows cooking at maximum power on all four cooking zones simultaneously!



## SIMPLICITY LINE WASHER TAKES HONOURS

Gorenje received an international "Plus X Award", the seventh such consecutive award the company has taken home. This year Gorenje won the award in the category of user-friendly operation (Ease of Use) for Gorenje Simplicity Line washing machine.

The minimalist straightforwardness of the Gorenje Simplicity washing machine WA 614 SYW, part of Gorenje's most recent Simplicity line, impressed the jury and won recognition as the right response to the global trend of simplifying our everyday lives.

"The single-button control of the Gorenje Simplicity washing machine has proven very simple, providing optimum functionality. The appearance of the appliance, too, was found very convincing. The visually appealing ergonomically designed program selector knob acts very simply, yet is elegant and sophisticated," said the expert jury.

The jury consisting of 144 top independent experts from 32 countries and 40 highly qualified partners, makes the Plus X Award the world's most extensive contest in technology, sports, and lifestyle.

[www.gorenje.de](http://www.gorenje.de)



*The single-button control of the Gorenje Simplicity washing machine WA 614 SYW has proven very simple, providing optimum functionality.*



*The award was received by Gisela Langel, from the Gorenje marketing team in Munich.*

## GORENJE CEO FRANJO BOBINAC ELECTED TO THE CECED STEERING COMMITTEE



This past June saw CEO and President of Gorenje Franjo Bobinac elected to the Steering Committee of the European Committee of the Domestic Equipment Manufacturers (CECED) at the CECED General Assembly Meeting in Brussels. The Steering Committee acts the supreme decision-making body of the CECED, drawing up all guidelines for CECED activities.

The Steering Committee is composed of eight representatives of the biggest large home appliances producers and two providers of small appliances. The election of Mr. Bobinac to the committee confirms Gorenje's role as one of the most important and high-ranking players in the white-goods industry, and is also a personal commendation to Mr. Bobinac who has led the Gorenje Group since July 2003.

The CECED (Conseil Européen de la Construction d'appareils Domestiques) represents the household appliance manufacturing industry in Europe, whose primary objective is to work toward improvement of performance of household appliances and reduce their environmental impact. The Association acts as a partner in dialogue with the EU's political and regulatory institutions that prepare and pass acts which are binding for all EU members. Gorenje has been a member of the CECED since 1998.

## LAVISHING GORENJE LUXURY IN HONG KONG

Hong Kong, legendary business metropolis, home to 7 million and strikingly dynamic skyline is soon to see a beautiful new luxury high-rise addition that goes by the name of Lime Stardom.

The new residential tower is designed to offer the best in luxurious living, thanks in no small part to an array of premium Gorenje household appliances.

Gorenje is furnishing all 377 residential units, including the 19 most luxurious apartments, of the elite Lime Stardom complex with its best household appliances. Residents will soon enjoy the timeless beauty of Gorenje's Pininfarina kitchen collection, equipped with cutting-edge touch screen controls and that combine energy efficiency and highly elegant looks.

"Gorenje is already an established trademark on the European markets. However, in the past few years we have been strengthening our presence in the Far East. Collaboration with Lime Stardom's investor Sun Hung Kai Properties represents a new chapter in Gorenje's business operations in these rapidly growing markets," says Brane Apat, Gorenje Management Board Member in charge of Household Appliance Division.

[www.gorenje.hk/en](http://www.gorenje.hk/en)

## GORENJE GOES BRAZIL



The Gorenje team is back from Casa Cor ("House of Colour"), one of South America's largest architecture and interior design events, running almost two whole months, May 25 - July 13. Held in Sao Paulo, which boasts a population of more than 11 million, the event represented the company's debut, here presenting the Gorenje Pininfarina Collection, in front of a wider Brazilian audience. The highly colourful Casa Cor event is particularly well attended by architects, interior designers, and manufacturers of various household products and furnishings - together with the trendy elite of Sao Paulo and beyond.

"Brazil, with its 190 million inhabitants, is an exciting emerging market for manufacturers and producers of white goods", offers Polona Bobinac, Executive Sales Director at Gorenje. "While most European countries saw a substantial decline in the sale of home appliances last year, the white goods market in Brazil saw a rise of some 35 percent. We're planning to market our high-end appliances and designer lines through kitchen studios intended for the market's more demanding customers."



*Lime Stardom attracted great interest in the market, with all apartments sold in just two weeks.*



*Gorenje plant in Velenje, Slovenia*

# NEW CHALLENGES, NEW ACQUISITIONS

## ASKO BRAND JOINS GORENJE'S HIGH END

The year 2009, marred by the global financial and economic crisis, was particularly challenging for Gorenje. Nevertheless, the company reacted swiftly and effectively to the deterioration in the major appliance market. Following the company's clearly-defined response strategy, Gorenje managed to attain all three goals - laid out upon the onset of the crisis - by the end of the year.

URŠULA MENIH DOKL; IMAGES: MATEVŽ LENARČIČ, FOTO BOBO

The company's free cash flow exceeded the plan; market shares were retained or even increased; and productive jobs were successfully saved. Hence, Gorenje completed the year in far better shape than may have been feared in the early months of the year.

Gorenje is well aware that innovation, distinctiveness, and reputable brand value are of key importance to success now and in the future. Continued development of new, technologically-advanced and exceedingly well-designed products boasting innovative features have made the Gorenje brand stronger, even in a year of heavy crisis. An estimate by the independent Viennese Eurobrand institute reports a rise in the company's brand value to EUR 458 million in 2009.

Gorenje responded to changes in demand by covering various segments and all price ranges, as well as by offering new lines of appliances. One such collection of high-tech yet affordable appliances is the Gorenje Simplicity Line, which focuses on combining simple operation with popular, contemporary design. Beefing up the high end, Gorenje teamed up with renowned New York-based designer Karim Rashid to create a collection of exceptional appliances – Gorenje designed by Karim Rashid.

In 2010, market conditions are gradually stabilising; however, true recovery remains beyond immediate sight. Growing unemployment in Europe is pushing sales down, while worrying budget deficits in some Eastern and South-Eastern European countries see a fear of further currency depreciations. In the first half of the year, sales of home appliances were slightly better than in the corresponding period last year, and Gorenje's operations produced a profit. Reacting to last year's losses, major structural changes to sales were introduced.

"Contrary to forecasts by various institutions, the markets are not showing recovery yet. However, our operations are picking up the pace, fuelled mainly by an enhanced combination of sales, lower costs for materials and services, improved productivity, and a revised structure of work and employees in all markets," offers Brane Apat, Management Board member in charge of the home appliance division.

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## Gorenje is expanding its portfolio of high-end brands and entering new markets.

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In the second half of the year, market conditions remain uncertain. Therefore Mr. Apat, though pleased with the meeting of planned goals, stresses: "Increases in materials costs, over which manufacturers have no influence, are our greatest challenge. Given the precarious political situation and largely troubled public finances in the European countries – which, one after the other, seek to shrink their public administrations and slash budgets, in turn negatively affecting consumer confidence – we also fear eventual drops in overall consumption in the European Union."

Although circumstances are anything but rosy, Gorenje is investing serious efforts in promoting the sale of more lucrative designer- and niche-market product lines. They are determined to provide long-term operational stability in the global business environment by pursuing the strategic plan with rigorous commitment. Along these lines, this summer saw the next step in the Gorenje's takeover activities with the signing of the agreement on the 100-percent acquisition of the Swedish Asko Appliances Group. The takeover of the Swedish provider of high-end home appliances is of great strategic importance, as it will allow both companies to take advantage of many synergies and pave the way for faster growth.

Ultimately, Gorenje is expanding its portfolio of high-end brands and entering new markets in pursuit of its strategic goal of being a rapidly growing pan-European industry player.





**BENEATH THE SURFACE** OF GORENJE'S NEW GENERATION BUILT-IN APPLIANCES NEW STORIES ARE COMING TO LIFE.



«PURE line»

The stories from your home. Stories created with **HomeMADE** - a unique innovation allowing wood-fi red oven effects for perfect baking results. Stories endowed with elegant touch of the patented **DirectTOUCH** electronic programme module. These patented innovations are a fresh view of how we live: each in our own distinct way. The new generation of Gorenje built-in appliances is a perfect setting for your own private story. **The story you experience: the inside story.**

**gorenje**



# LISTEN, INNOVATE AND EXPAND

FRANJO BOBINAC, GORENJE PRESIDENT AND CEO

When a company defines its vision and remains committed to it for years, self-reflection becomes a must, and continuous scrutiny becomes an invaluable tool. Gorenje President and CEO Franjo Bobinac shares his views and experience within the larger framework of the company's practices, pursuits and vision of the way forward.

JEFF BICKERT, MANCA KRNEL; IMAGES: PETER MARINŠEK

**How is Gorenje pursuing its vision to become the most original sustainability- and design-minded producer of household appliances?**

Our vision, together with our pursuit of it, are evolving from what we started years ago. Innovation and design go hand in hand; design without innovation is empty. This is the key, and we shall proceed forward in this direction. We are creators, meaning that we plan, develop, produce, and sell our products. Our vision also includes sustainable development, in the sense of careful consideration of environmental, social, and economic standards. We are large enough to benefit from economies of scale, while remaining slim or lean enough to respond and adapt quickly to changes. Last but not least, our vision is focused on the users, whom we approach by identifying their needs and by monitoring global trends such as sociological and demographic changes, like ageing populations, changes in lifestyles, smaller families, digitalisation, extensive use of electronics, personification, and customisation and more.

**You've headed Gorenje since 2003. During this time the company has seen great development.**

We are expanding into new markets, striking new deals. Yet, the crisis remains with us. Our development of new products and consolidation of our market positions are not restricted in any way; however, all other costs are diligently held in check. Gorenje has a strong brand, loyal customers, and innovative products, and this is a sound foundation on which to build. On the other hand, a lot is still to be done, regardless of the crisis. Competition is fierce, supply exceeds demand. It's a bit like rock climbing: one can either continue climbing up to the peak, or fall off the cliff.

**The white goods industry is a so-called mature industry, requiring hard work for rather low returns. You've already talked about cost management, brand development, and innovation. What does the latter mean for the development of the home appliance industry? Revolutionary inventions perhaps?**

The white goods industry took off in earnest roughly from the second-half of the 20<sup>th</sup> century. Looking back on the 60 years of its existence we find that the refrigerator is essentially what it was back then, that washing machines today are very much like those made 40 or 50 years ago, and the same applies for cookers. Products that represent real breakthroughs may include the microwave oven, the induction cooker, and the dishwasher, which also created new needs. With all other appliances, we are witnessing gradual improvements that benefit users, especially in terms of energy efficiency and simplicity of use. Appliances have in fact become very complex, but only on the inside. In terms of development and technology, these are sophisticated machines, but increasingly simple to use. At least we're trying to make them like that. And this is the point where innovation is called for. Moreover, Gorenje is highly committed to creating the conditions for breakthrough, and for radical innovations as well. I believe we shall see one in the future.

But for the time being, we are focused on innovation and design in terms of simplicity of use, small improvements that make the lives of the users of our products easier. That's what we're good at. For example, Gorenje was the first company to introduce the innovative touch control in major appliances, employing touch-sensitive LCD screens. We were also the first to produce a washing machine capable of spinning at 2000 rpm, which leaves laundry almost entirely dry after washing.

**Is it true that your cookers switch off automatically once the dish is ready? Have we actually come to the point where we're not even expected to try whether the food is sufficiently cooked?**

That's an interesting question. On the one hand, I strongly believe that, up to a point, we should provide guidance to the consumer, to enable controlling some appliances from remote locations and similar. I don't see anything wrong with that. Switching on the washing machine from work is nothing unusual, we can do that; or having the freezer warn you with a beep that the door was either not properly closed or left open too long – I find this quite understandable. In fact we're not far from making a fridge that would generate a shopping list once it's been sufficiently depleted. I do, however, have some doubts about cooking techniques. Ovens now include some preset programs that automatically choose the cooking method according to the type of food. But I feel that cooking is an art and that this art should be left to the artists. I think that in cooking, a personal note is very important. In this sense, machines will never replace the human touch.

**Do you cook?**

I'm a true gourmet, and my wife is such a great cook that our division of labour here is complete. She cooks while I motivate and praise her; and then we both eat what she prepares. My cooking skills hardly reach beyond frying eggs and boiling hot dogs.

**How do you know then what kind of kitchens and home appliances your consumers want?**

I have clearly defined needs and desires – that I'm good at. I know exactly what a consumer wants in the last instance. How to get there is the job of our team at Gorenje. So, you see, the division of labour is analogous to the one found at my home. We talk a lot about what users need and suggest. I don't think one needs to know how to cook in order to understand someone who's enthusiastic about a Gorenje cooker.

**Only a decade ago, it was widely held that Europe does not exist as a single market. Has this changed?**

No, nothing has changed at all. Europe as a market is a set of particular national markets with huge differences among them. And since the current crisis has only further entrenched nationalist sentiments and the habit of national economies to wall themselves in, I believe that any development towards some sort of unification will be suspended for a while. In a way, this is quite understandable. Differences are considerable and are quite evident in particular European markets. They're related to people's lifestyles: in North-

ern and Central Europe, people start work rather early, and are left with enough spare time to go shopping for essentials after work; as a result, refrigerators offered in these markets are smaller. The largest refrigerator sold in Northern and Central Europe hardly exceeds 250 to 300 litres. In Greece, Italy, part of France, and Spain, the working day starts later and ends later. In this case, there's hardly any shopping done during the week and most of it's done over the weekend. In fact, this pattern dates back to the France of the 1960s: large shopping carts and huge supermarkets and malls, all the shops in one place, possibly on the outskirts of town, with free parking and lower prices. The consumer goes shopping once a week and brings home a cartload of goods, which calls for a large refrigerator. Therefore, fridges in these countries have a capacity of 400 to 500 litres.

#### Which model do you prefer?

I work all day, more or less, and in this regard, I'm a Mediterranean type. I also prefer a larger fridge because it makes it easier to find what I am looking for.

In the 60 years of its existence, the Gorenje brand has seen major shifts in consumer perception. A while ago, you were even considering introducing another name in new markets, as the name Gorenje is, in many places, difficult to pronounce. I assume these dilemmas are no longer an issue.

They are not. They were there 15, perhaps even 10 years ago when 55 to 60 percent of total sales were generated by our own brand. Today, this figure has risen past 85, to almost 90, which is very important in an industry like ours. The shifts in perception are certainly no coincidence. We've always been committed to selling as much as possible under our own brands. We're looking to make our products different through design and innovation. With some product lines that were created in cooperation with in-house or other designers, we've actually matched the reputation of the

most renowned brands. Today, this segment already represents 15 percent of our sales. In Eastern Europe, we are marketing appliances almost exclusively under our own brands and we are ranked among the top three home appliance providers - which is consistent with our strategic goals. However, I'm not ruling out any combination with an additional brand for a special group of markets, or for special distribution channels such as kitchen studios. This was also one of the reasons behind our acquisition of the Dutch provider of high-end appliances Atag, and the acquisition of the Swedish Asko this year.

#### Gorenje has a reputation of devoting particular care to environmental protection and the meeting of environmental standards.

Gorenje pioneered the introduction of environmentally friendly manufacturing technology in this industry. In terms of technology management and product development, both legislation and the market provide a constant impulse for improvement. Customers are seeking ever more environmentally friendly and energy efficient products.

Some of your promotional campaigns when Gorenje appliances were unveiled and advertised by Catherine Deneuve and Eva Herzigova are still the talk of the town. How did such cooperation come about?

It was quite interesting. Our idea was to bet on innovation and design, and during the development of new product lines, we were aware that in addition to producing them, we shall had to advertise them and get them into stores, as successfully and with as much visibility as possible. As noted earlier, our industry only yields moderate returns and therefore conventional promotion through the media would have been too lengthy and expensive. Thus, we adjusted our strategy: do as much as we can through retail partners, including product launches. And the lavish festivities and red carpet icons? This is a part of our innovation, our different approach. We



organised top class events for our business partners to provoke the attention of the media. The input in these events was exceeded vastly by the public relations output they yielded. They were extensively discussed and covered, and in the future, we're preparing more highly interesting and innovative moves in this same spirit.

**In a similar vein, how did you come up with the idea to team up with Pininfarina, the Italian designer studio famous largely for designing automobiles, to design home appliances?**

Actually, I established the first contact with them years before our collaboration began, back in the days when I was head of exports at Gorenje, and Head of Sales in the 1990s. It was then that the idea of being innovative, different, and daring first came to light. Although Gorenje has always had excellent in-house designers whom I greatly admire, it's sometimes useful to take a look in the mirror.

We contacted Paolo Pininfarina to propose to him the development of a new line of home appliances, particularly refrigerators. Bear in mind that these were the early 90s, when all refrigerators were plain, white, boring, rectangular boxes. Today, you can see them in all colours, shapes, etc. It was very exciting to have Paolo Pininfarina and his studio prepare brilliant studies that forecast the trends in the manner of a true visionary.

We were getting ready for an extensive investment to go through with these plans and become the first in the market. However, the plans were shelved with the war and the disintegration of Yugoslavia. Money was tight, we could hardly scrape up enough to pay our employees, and any investment was impossible. So, we had to forget about this cooperation for seven or eight years. In 2000, Gorenje was celebrating its 50<sup>th</sup> anniversary, and I proposed marking this milestone not only with celebratory events and speeches, but with an innovative jubilee line of products. I called Paolo Pininfarina again, and together we created a very successful line of products.

**Is that why you "repeated the drill" five years later?**

Yes, that was with the line launched in Moscow, with Catherine Deneuve. Our business partners were very pleased and the line itself is one of my favourites. And another thing happened then. About three months after the Moscow event, Mrs. Deneuve was interviewed by a popular French magazine. The interview had nothing to do with Gorenje, but when asked what she would buy on her next shopping trip, Mrs. Deneuve replied: "A Gorenje refrigerator designed by Pininfarina." Apparently, she had a good time at the Moscow event as well. Upon seeing the products for the first time as we unveiled them on stage, standing on red velvet, she was spontaneously thrilled: "Tres joli!" We did send her a refrigerator later, though. [laughs].

**And now you're working with Karim Rashid, who also hasn't designed home appliances before. How did you end up choosing him?**

We're trying to find trendy designers. Every story eventually comes to an end and another name must be found. Perhaps designers are more easily persuaded now that Gorenje is already

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**"Competition is fierce. It's a bit like rock climbing: one can either continue climbing up to the peak, or fall off the cliff."**

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renowned for superior quality design. I have excellent colleagues who not only provide ideas but are also able to bring them to fulfilment – even if we are dealing with a designer who has not worked in our industry before. This was true for all three designers we've worked with thus far: Pininfarina, Ora-Īto, and Karim Rashid. I believe it's a challenge for them to design products found in every home. Sometimes, designers propose ideas that must be moulded into the context of technological viability as well as the boundaries of economics and competitiveness.

**Like every successful creator, Karim Rashid has been met with both admiration and distaste. Do you like his productions?**

I do. But every great person has friends and adversaries. This is a general truth in life. It's hard to be successful and 100 percent popular. It just doesn't happen, not even in business.

**Turning back, in closing, to this anniversary year, the motto 'The people are the key' has served as Gorenje's motto for a decade. How important do you find this sentiment today and in the framework of future development?**

Throughout the company's history, the employees have always been the key to our ambitious goals and strategy, which remains true to this day. Without ambitious individuals, motivated teams, and coordinated work of the entire collective, we could never have reached the stage of development in which we find ourselves now: a multinational corporation and a major player in the activities we are developing. Therefore, investments into our human capital are at a very high level: education and training, motivating innovative potential and personal development, numerous sports, cultural, and social activities organised during our employees' leisure time; and finally, nurturing a strong sense of appreciation and commitment to quality, and responsibility for the work all perform.

# GORENJE SIMPLICITY MOONLIGHT LINE

To celebrate its 60<sup>th</sup> anniversary, company launched the Gorenje Simplicity Moonlight Line - a limited anniversary edition of Simplicity home appliances for kitchen and bathroom. This spring's sales hit, Gorenje Simplicity Line is a response to a strong trend in modern lifestyle. Showing great respect for the consumers' leisure time, it is suited for those who see convenience as a priority, regardless of whether they are buying their first appliance or they are replacing one, already fully familiar with the programs and features they actually require for their daily tasks. Gorenje Simplicity introduces the Simplicity concept that embodies the key goals of design: easy-to-use interaction and minimalist aesthetic relying on genuine materials such as polished aluminium and glass. In addition, this philosophy is paired with an earnest respect for the environment and an affordable price. Less decision, more life.  
[www.gorenje.com/simplicity](http://www.gorenje.com/simplicity)





**60** YEARS OF CREATIVITY

AUTUMN - WINTER 2010

# GORENJE 60 YEARS

## A CELEBRATION OF DESIGN, TECHNOLOGY AND INNOVATION



1950, Blacksmith's workshop, Gorenje, Slovenia



1958, First solid fuel stove, Tobi



Gorenje enters the German market

In the 1960s, home appliances gradually take over some household tasks

1965, Washing machine production launched, Velenje

1965, Coocker production line



1950

1960

The roots of present-day Gorenje can be traced back to a blacksmith shop. After nationalisation in 1950, it was renamed District Metal Works Gorenje, with ten employees producing fruit mills and threshing machines. Gorenje's thresher is even awarded a patent in 1956. It's been followed by over 150 patents and numerous innovation awards to this day, a full and highly successful 60 years later.

1969, One of the first refrigerators produced at the Gorenje factory



1974, First dishwashers



1977, Small household appliances from the Gorenje plant in Nazarje, Slovenia



1977, Built-in oven with conventional heating system



1971, Gorenje enters Czech Republic, Denmark, France, and Italy

1967, 4.5 kg. load, 500 rpm enamel-coated washing machine launched



1974, Gorenje Service unit, Velenje, Slovenia



1970

1980

60 YEARS OF CREATIVITY

In 1960, the company is renamed Gorenje, Home Equipment Factory, Velenje. Modern facilities and improved technology allow expansion of production to electric and gas ranges and cookers.

Come 1961, the first batch of 200 stoves is sold to a demanding German market. In order to meet stringent competition, design has to be developed and prioritised, and sees Gorenje's first industrial designer employed in 1963. Seven years later, an in-house design centre is founded which has remained and evolved to this day, now GDS - Gorenje Design Studio.

## COMING CLEAN - THE FIRST WASHERS

Gorenje becomes the first washing machine supplier in Yugoslavia and by its 20<sup>th</sup> anniversary in 1970, the company is producing over 200,000 units annually. In 1967, Gorenje establishes a modern and flexible customer service department, together with an after sales service network. Market research confirms refrigerators and freezers as a priority, and in 1968 an improvi-

sed production of compressor refrigerators is launched. Annual output in the following decade averages 300,000 units.

In the 1970 a production of kitchen furniture and small home appliances is launched, and a year later the first TV sets. By 1978, mergers with companies from across Yugoslavia pushed the total number of employees to over 20,000. The first foreign office, established in 1972 in Munich, Germany, is the first sign of Gorenje's integration into international trade.

## CRISIS MOVES GORENJE TO GO GLOBAL

Come the 1980s, however, Gorenje's vigorous growth stalls as the company deals with a number of issues relating and to common to all of East Europe at the time. Increased political intervention at home takes its toll on business and operations in general, and crisis is only averted through heavy reorganisation and restructuring. Gorenje decides to focus on the manufacture of major appliances and commits to expanding beyond national borders. Expansion across Europe is key - only near exclusive

1981, Washing machine with 1000 rpm spin-cycle



1985, Introduction of built-in refrigerator freezers

1993, Introduction of cookers with glass ceramic hobs



1981, Introduction of fan and multi-system oven



1983, Gorenje Trade Show, Velenje



1988, Introduction of evacuation dryers

1980

1990

focus on new, larger markets will ensure both the company's survival and its growing success.

In the 1990s there's a shift towards increased reliance on managerial, IT, process, technological, and design development. Production of 500 mm gas stoves is launched, and the first fan and multi-system ovens, built-in and double ovens, built-in cookers, and built-in refrigerators are also produced. Average annual output rises to 1.65 million major appliances.

A weak domestic market compels the company to consolidate its position in the West and look for new opportunities in the emerging Eastern markets. Exports comprise more than 90 percent of total sales, and in 1997, the company is privatised and transformed into a joint stock company.

### DESIGN, INNOVATION AND RECOGNITION

The 1990s sees the launch of glass ceramic cookers, and in 1992, evacuation dryers joins the product range. The electronic Simple&Logical washer with touch control operation is a design

milestone. Condenser dryers soon follow. The refrigerator freezer program focuses on reducing environmental impact, and Gorenje is the first in Europe to phase out the use of ozone depleting gasses. And white is no longer the only colour of white goods, as washing machines take on an elegant silver finish, and refrigerators soon follow suit. Design and innovation are proving the key drivers, propelling the company forward as an important and respected market player.

Gorenje's 50-year jubilee in 2000 and the new millennium are celebrated with the launch of company's first high designer series - the Gorenje Pininfarina Line. The company sees numerous awards for design, innovation and environmental awareness. And Gorenje further works with young French designer Ora-İto, Swarovski crystal makers; just before celebrating its 60<sup>th</sup> anniversary, also New York-based designer icon, Karim Rashid.

1999, Launch of products rated in the A energy class



1995, Washing machines with 1500 rpm spin-cycle



2001, New refrigerator factory, Velenje, Slovenia



2004, Washing machines with UseLogic® sensor technology (Red Dot Design Award 2005)

2004, Zero'n'Fresh refrigerator freezers



2005, Exhibition and sales centre, Velenje



2005, Introduction of induction cookers



2006, Fridge freezers made with CRYSTALLIZED™ - Swarovski Elements

2010, Gorenje's own Solar Power Plant



2009, Gorenje Simplicity Line

2009, Gorenje designed by Karim Rashid Collection

2000

2010

**60** YEARS OF CREATIVITY

# EXPERIENCE FROM THE PAST. A VISION FOR



## INNOVATION

Intelligent use  
of modern technology



## ECOLOGY

Respect the Nature



## DESIGN

Appealing form  
and ergonomics for  
individual lifestyles

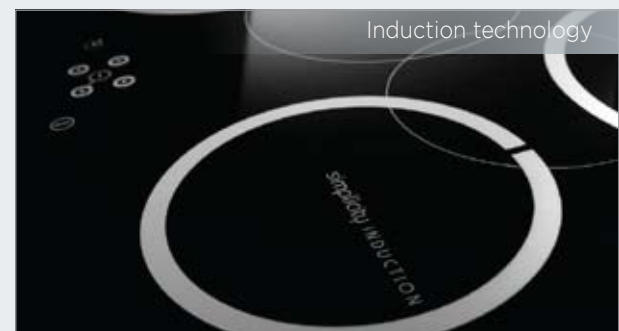


## SIMPLIFICATION

Comfort of use for better  
quality of life



# SOLUTIONS OF TODAY. THE FUTURE.



# CAUSE FOR CELEBRATION

## GORENJE BRAND RECOGNITION UP 40 PERCENT IN GERMANY, COMPANY'S FIRST EXPORT MARKET

According to the results of this year's survey on brand perception among women in Germany, conducted by the popular women's magazine Brigitte, Gorenje's brand recognition has risen to 38 percent, up 40 percent since 2006. These results clearly indicate that the company's sales and marketing activities in – Germany where Gorenje has been present since 1963 – are on the right track.

ELISABETH WIESER; IMAGES: BRIGITTE SURVEY, GORENJE ARCHIVES

The share of women who found Gorenje a likeable brand rose by a half, reaching eight percent. In 2006, eight percent of women declared their interest in buying a Gorenje product; today, the figure stands at 12 percent. This year, the Brigitte survey, dating back to 1984, included 1100 brands from 11 different industries, and a sample of respondents consisting of 27.82 million women aged 14 to 70.

Klemen Prešeren, Director of Gorenje Germany, says of the Brigitte results: "We are more than pleased with Gorenje's brand development in the German market. Gorenje München sales broke the EUR 100 million milestone last year, and 90 percent of this total was made under the Gorenje brand. We've been introducing new approaches in communication with consumers, based on the latest Brigitte survey results."



*Klemen Prešeren, Director of Gorenje Germany*

"Gorenje München sales broke the EUR 100 million milestone last year."

### THE JUBILEE YEAR

Celebrating its 60<sup>th</sup> birthday, Gorenje launched a promotional offer of four home appliance models from four different categories, with a special anniversary 60-month warranty.

This innovative campaign is being advertised on 30 radio stations to reach a wider range of consumers. The purpose of the campaign is to convey appreciation to the company's loyal customers and business partners. Retailers were given the opportunity to develop their own original sales promotion ideas based on the theme of Gorenje's 60<sup>th</sup> anniversary, and to submit photo material of these ideas to Gorenje in competition for an award. All information on the anniversary sales campaign is also available on the Gorenje website, where a major sweepstakes entry form can also be found until the end of the anniversary year.



*Special Gorenje Retro promotional campaign at the Munich airport*



*Thomas Wittling, head of sales and marketing at Gorenje Germany*

## THINGS GET COOKING

This spring, Gorenje also contributed a selection of cookers and energy-efficient refrigerators to support a children's cooking school organised by the FEZ, a Berlin-based non-profit centre for extracurricular and leisure activities for children, youngsters, and families. FEZ is the largest organisation of its kind in Europe.

The culinary school had a formidable roster of 100 professional chefs, including renowned masters from Germany's choice restaurants, sharing their knowledge with 4,000 aspiring young cooks. "This project is an excellent way to motivate a healthy lifestyle and a balanced diet, starting at a tender age. This was the main reason we

*Gorenje also contributed a selection of cookers and energy-efficient refrigerators to support the FEZ children's cooking school.  
A big boost for little chefs!*

decided to take part in the cooking school", says Thomas Wittling, head of sales and marketing at Gorenje Germany.

Anniversary celebrations also included a special promotional campaign at the Munich airport, where a colourful selection of trendy Gorenje Retro Collection appliances was displayed. Gorenje's brand presence at the airport was further supported by a flyer with a comprehensive presentation of Gorenje's entire design-minded product range.

[www.gorenje.de](http://www.gorenje.de)



# STRONG IN RED

## GORENJE RedSet

MANCA KRNEL;  
IMAGES: GORENJE ARCHIVES

### COOL

The red lacquer-coated RedSet RK 60359 HRD bottom-freezer refrigerator is a true attention magnet in the kitchen. It catches the eye with a height of 1.80 m and modern rounded door shape. Its interior is convincingly spacious with a layout and shape that provides ample space for a remarkable quantity of food and drinks. Design and convenience are perfectly complemented by its economic operation: consuming no more than 209 kWh per year, it ranks in the A++ energy class.

### CLEAN

The Gorenje RedSet WA 72145 RD washing machine featuring the AquaStop function has a double set of assets: the striking appearance houses technology with remarkable ecological properties. Its AAA rating, indicating A-level energy efficiency, and washing and spinning effect, attests to this machine's ranking among the most efficient in the market. Furthermore, many technological improvements allow this high-performance appliance to use up to 20 percent less power than stipulated by the A-class standards, and no more than 49 litres of water per cycle.

### DRY

The Gorenje RedSet D 72345 RD condenser dryer is an excellent symbiosis of form and technological perfection, with plenty of handy functions and presets for drying and freshening up your laundry. It boasts a 7 kg-capacity and ranks in the power-efficient B energy class. The RedSet dryer's large door (34 cm diameter) and wide opening angle of 189 degrees makes for extremely comfortable loading into the alloy steel drum. It meets all expectations of functionality, and its spectacular looks will leave you looking for a spot in your apartment where you can conspicuously display it.

[www.gorenje.de](http://www.gorenje.de)



The exclusive **RedSet** of select Gorenje appliances stands out with extravagant colour, refined aesthetics, and environmental friendliness resting on low power and water consumption.



# CHOOSE RIGHT, SAVE ENERGY

## COOLING AND FREEZING IN THE A+++ APPLIANCE ENERGY CLASS

Operating 24/7, 365 days a year, refrigerators and freezers consume the most power of any appliance in the average household. Choosing an A+, A++, or A+++ energy class appliance will considerably reduce both power consumption and carbon dioxide emissions.

URŠKA OJSTERŠEK; IMAGES: GORENJE ARCHIVES

The latest freestanding and built-in refrigerators and freezers of the A+++ energy class, presented by Gorenje at the IFA fair in Berlin, owe their efficiency to some remarkable technological improvements: improved insulation systems, innovative solutions in system components, and highly-efficient compressors combine to reduce power consumption to a minimum.

The majority of refrigerators and freezers currently rank in the A+ and A++ energy class. Appliances of the most efficient, A+++ energy class, which offer users power savings of up to 60 percent over the A energy class, are scheduled for launch next year.

### NEW OVER OLD

The most wasteful appliances today are those manufactured ten years ago and earlier. These can consume up to 65 percent more power than new models. Gorenje's study of annual power consumption has shown that an average Gorenje appliance from 1995 consumes about 400 kWh per year; appliances from 2000

consume 320 kWh; from 2005 about 240 kWh; and appliances currently produced only consume 170 kWh per year. Given the fact that 40 percent of power consumed in households is used by home appliances, it's very important to use those that are energy efficient and environmentally friendly. Moreover, the fact that power rates are almost constantly on the rise is another reason to consider organising our households in a manner that is economical and responsible to the environment in which we live.

### SMART FEATURES, SMART BEHAVIOUR

Additional savings are made possible by numerous functions like the economy program, holiday program, and the rapid cooling program recommended after major shopping trips. Today's contemporary consumer living the fast life will also appreciate the simplicity of use and the functional design that provides high-quality food storage and saves some time. One such function is undoubtedly the NO FROST system, which prevents accumula-





*Energy-efficient Gorenje appliances are additionally labelled with the green Gorenje ECO CARE label.*

tion of frost and ice in the freezer, allowing for optimal use of space and thus saving power.

Furthermore, there's a lot we can do ourselves. For example, we can make sure the temperature in the refrigerator is at an optimum of about 4 °C, and avoid opening the refrigerator door too often in order to reduce escape of cool air. We should also make sure that only dried and cooled food is stored in the refrigerator and the freezer, in order to prevent the formation of ice which increases power consumption.

One thing to note when choosing a new refrigerator or freezer is the energy efficiency which is indicated by the manufacturers using designated energy classes. Power-efficient Gorenje appliances are additionally labelled with the green Gorenje ECO CARE label. Hence, offering technologically advanced and environmentally friendly products is one way in which manufacturers team up with customers to preserve the environment for generations to come.



## TIPS

- It's not advisable to install the refrigerator or freezer next to a kitchen range, radiator, oven, dishwasher, or in direct sunlight.
- Standard temperature for freezing is -18 °C. A lower temperature setting will increase power consumption. Setting the temperature just 1 °C lower than required will increase power consumption by up to 5 percent.
- Gorenje refrigerators feature doors that can think by themselves: they sound an alarm when they've been open too long. Some models will close automatically if the door is left open by an angle of less than 20 degrees.
- If a refrigerator is out of use for a longer period of time, e.g. during the holidays, it's recommended to switch it off, or to activate the holiday program function offered by some more recent models.

# GREENCONNECTED

BRINGING TOGETHER INNOVATIVE HIGH-TECH AND ENHANCED ENERGY AWARENESS

GreenConnected, Gorenje's newest application and premiering at the IFA 2010 fair, is an original upgrade to the existing iGorenje system for remote operation and control of connectible appliances. The GreenConnected application allows users to monitor the status of individual appliances from remote locations and coordinate their operation. It stands out with an innovative energy-saving concept called PowerManagement, which times appliance operation cycles in order to optimise energy consumption.

GRETA KOKOT RAJKOVIČ; IMAGES: GORENJE ARCHIVES

Gorenje extended the existing user interface of the Apple-iPad-optimised iGorenje system by adding the option of smart energy management. Furthermore, the set of connectible appliances, thus far comprising the washing machine and the oven, has been expanded to include a refrigerator with yet another exciting new feature: a battery that's charged during lower rate hours, later releasing the power during the higher rate-hours.

## POWERMAGEMENT

The innovative GreenConnected application built into the iGorenje system is distinctive for its ability to track the parameters of the so-called smart grids. These grids include smart meters which, based on the power grid load, break the day down into a number of several-hour intervals during which a specific power rate applies. Hence, these meters provide a range of new options, including cutting off power supply from a remote location and introducing alternative methods of payment (e.g. prepaid service). The iGorenje system and the GreenConnected application use the information provided by a smart meter to time the operation of appliances, making sure they're started during periods when lower rates apply. This updated iGorenje system for remote control of washing, cooking, and refrigeration helps to improve energy efficiency by up to 25 percent.

## COOLING WITH ACCUMULATED ENERGY

Gorenje refrigeration appliances now also feature a remarkable novelty. Paired with a complex compressor, a special recharge-

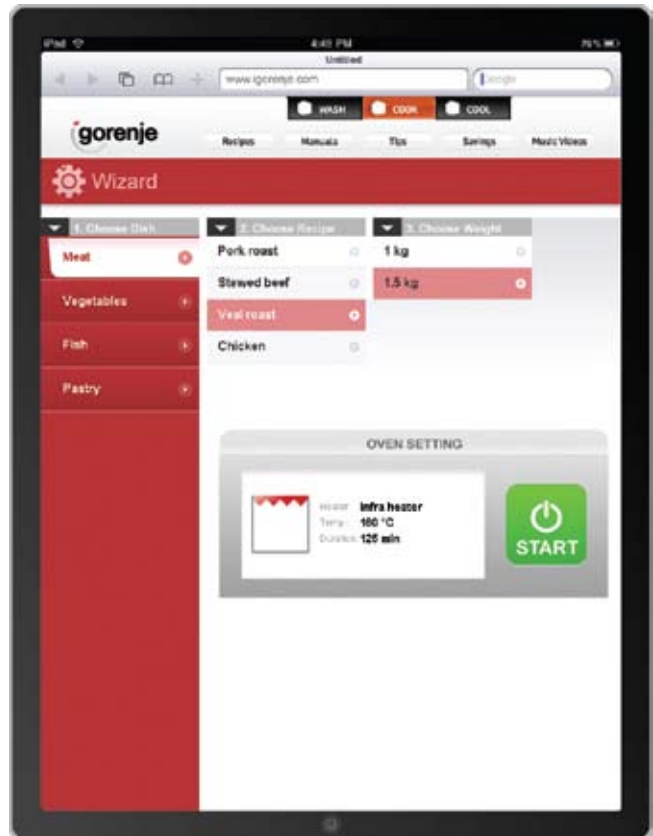
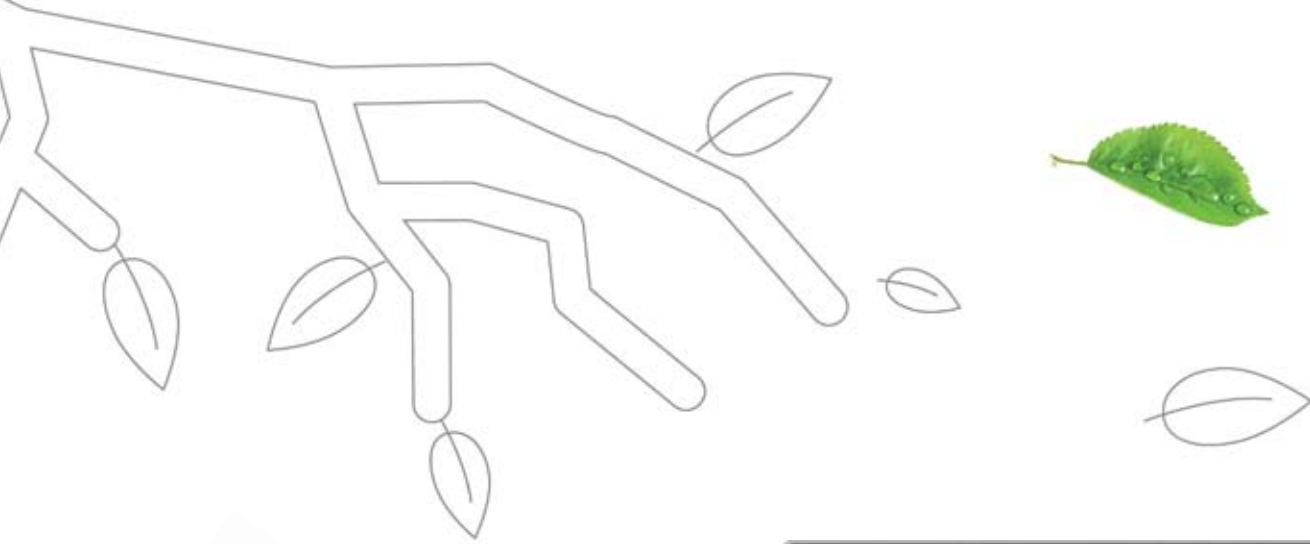
able battery is charged during the lower rate hours to allow the refrigerator to operate more economically during higher rates, as well as to operate in case of a power supply failure.

The washing machine's user interface, too, now includes new advanced functionality that allows the user to save even more energy. "Based on the currently assigned power rate, the savings-minded smart system will now suggest to the user to either choose a more economical washing program or to delay the washing cycle," explains Sašo Vinkovič of the Gorenje Point program, adding: "In fact, all electric and electronic devices in your home, not merely large appliances, can now be timed to operate, as far as is practical, during the lower power-rate hours."

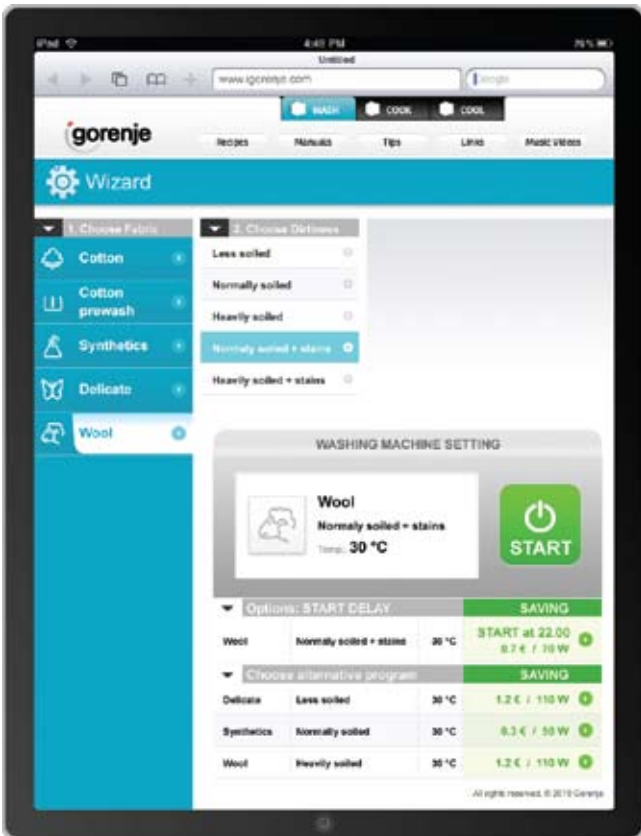
Inspired by the larger and simply better-looking display of the Apple iPad tablet PC, the collection of recipes in the iGorenje database has also been enhanced. The database of oven-based cooking recipes and simple touch control are a contemporary, innovative way of bringing cooking closer to a growing population of internet fans who are looking to indulge and express their passion for food. Why not cook with an iPad connected through a Wi-Fi interface to a high-tech Gorenje oven, using numerous pre-set cooking programs that make culinary creation fun and easy?

Gorenje experts will continue to improve the iGorenje system and include other favourable features of active grids in order to allow even simpler and more energy-efficient use of appliances, both on-site and from a remote location, as well as further savings.

[www.igorenje.com/greenconnected](http://www.igorenje.com/greenconnected)



Various mobile devices (mobile phones, PDAs, iPod Touch, laptops, iPad, etc.) can be used to connect to the iGorenje portal and remotely control an oven or a washing machine.



Selecting an alternative washing program as suggested by the iGorenje system may save a substantial amount of energy.

The updated iGorenje system for controlling the washing machine, oven, and refrigerator from a remote location, helps to improve energy efficiency by up to 25 percent.

# THE NEW EUROPEAN ENERGY LABEL

## A SUCCESSFUL STORY GETS A WELCOME SEQUEL

Since 1995, the European energy label has given consumers standardised information on energy consumption and performance of major household appliances. It has helped consumers identify the most energy efficient and cost-saving products.

JEFF BICKERT; IMAGE: CECED

For both suppliers (manufacturers and importers) and retailers the energy label has become an important tool and has played a key role in driving new energy-efficient products; so much so that the European energy labelling scheme has been followed as a model in various countries around the world.

Today, most products are ranked in the top classes, which made the need for revision of the labelling scheme highly apparent. On 19 June 2010, the framework Directive 2010/30/EU setting new energy labelling general principles and obligations entered into force. Specific regulations for various products will follow soon, starting with household refrigerators and freezers, washing machines, dishwashers and television sets.

### WHAT'S NEW?

The new label layout will keep its uniform design characteristics and many of the well-known elements: seven efficiency classes, the identification by letters (from the most efficient A+++ to the least efficient D), and colours from dark green (high energy efficiency) to red (low energy efficiency).

But there will be some important new elements as well: up to three additional classes, A+, A++, and A+++, can be added to the original A to G scheme to highlight the most efficient appliances and applied to the majority of devices. The new label will be language-neutral, with country-specific plain text replaced by illustrative pictograms.

Whereas in typical current practice, the supplier provides to the dealer the basic label and data strip separately, each product will have to be supplied with the full new label. At the sales and marketing level, any advertisement or promotional material for a specific model will have to make reference to the energy efficiency class of that model whenever energy- or price-related information is disclosed. Suppliers will also be obliged to supply a so-called "product fiche" (i.e. data sheet) in all product brochures or literature.

Where end-users cannot be expected to see the product displayed, as with on-line sales and similar, the dealers must ensure users are provided with the information specified on the label and in the fiche before buying the product.

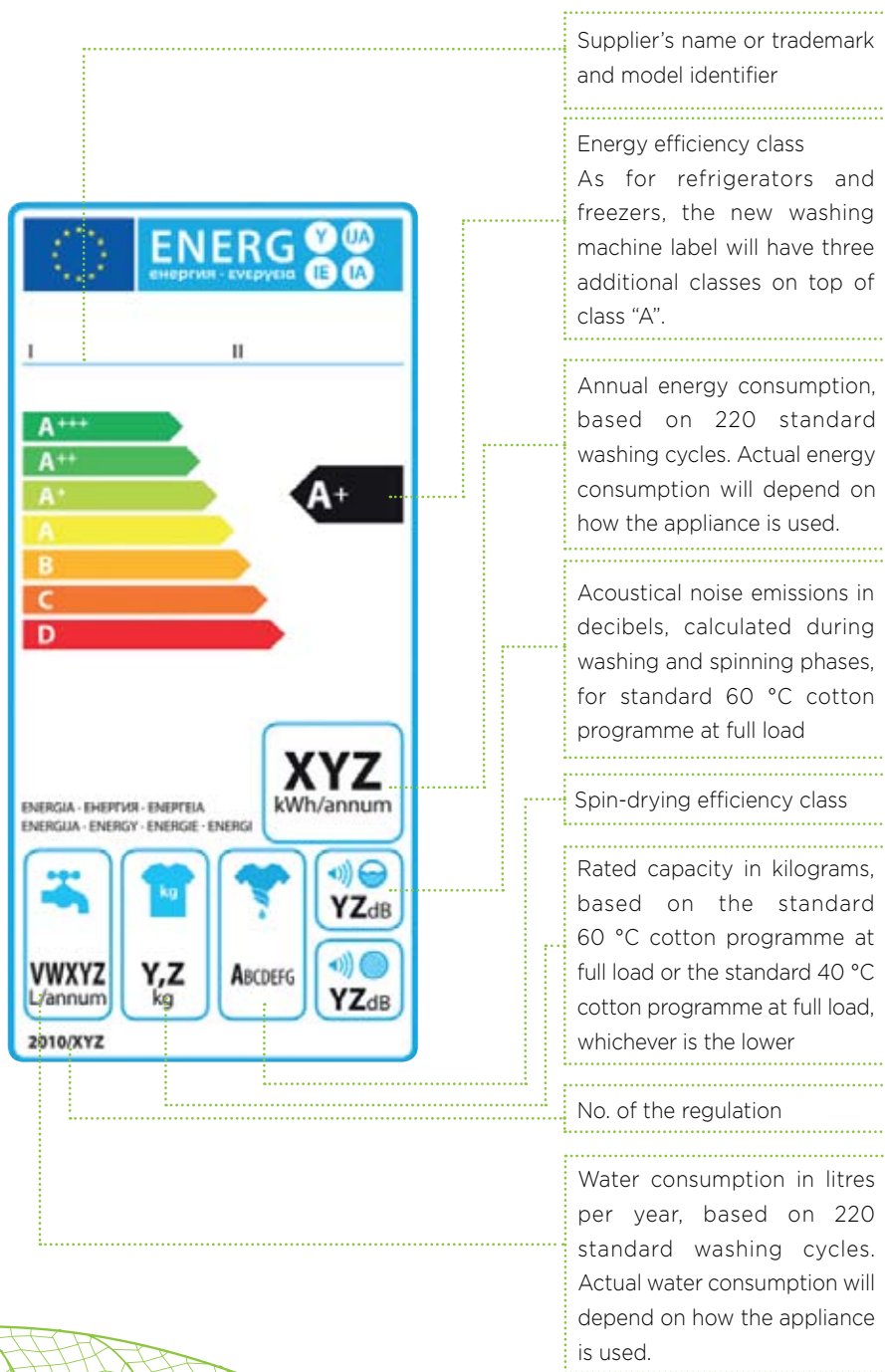
### TRANSITION AND SPECIAL LABELS

Specific regulations for household refrigerators and freezers, washing machines, dishwashers and televisions should be adopted around end 2010. After a 12-month transition period following the entry into force of a product specific regulation, suppliers will be obliged to use the new label on every product. Further labelling regulations for water heaters, tumble driers and vacuum cleaners are also in process.

Suppliers will still be obliged to supply dealers with an energy label - but in future with each individual product. The determining variable for classification in general is the energy efficiency index (EEI). In the case of refrigerators for instance, the index takes into account primarily energy consumption, volume, and the lowest temperature of different compartments; also type of construction and frost free options. (There will also be a special label for wine storage appliances which indicates the rated capacity of wine bottles instead of the volume in litres.)

In the case of washing machines, energy consumption, water consumption and spin-drying efficiency at specific wash cycle settings are applied. High washer spin-drying efficiency makes clothes dry very quickly, allowing less energy consumption in the tumble drier.

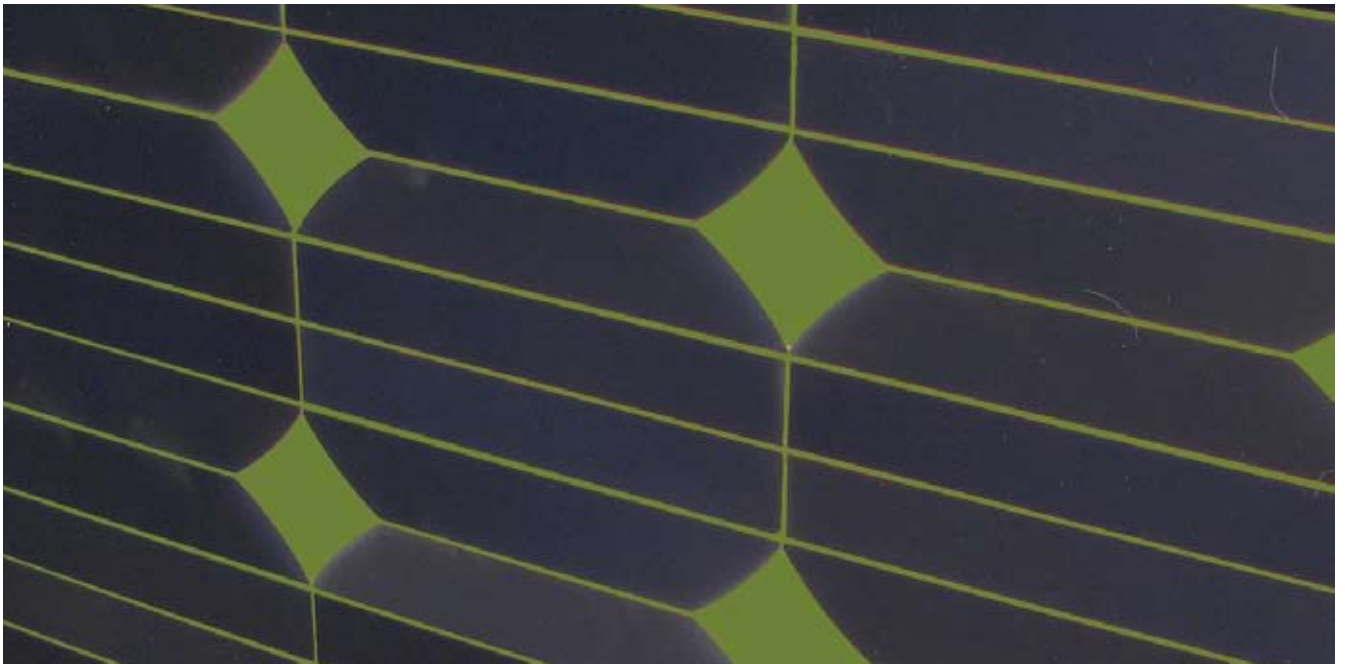
## THE NEW LABEL FOR HOUSEHOLD WASHING MACHINES.



# GREEN LIFESTYLES FOR A GREENER FUTURE

IRENA HLEDE; IMAGES: MANUFACTURERS' ARCHIVES

Much of our lifestyle today revolves around a near-endless array of appliances, devices and gadgets that offer us various degrees and kinds of comfort and efficiency – and on which we grow increasingly dependent. Most all of them require a power source. At the same time the search for new applications and renewable sources of energy is an important one, with many under various stages of development including an array of existing examples and prototypes.



*Voltaic Generator Solar Laptop Charger's thin-film solar cell technology at work*

Despite a number of issues – dark nights, cloudy days, inefficiency, storage, surpluses and more – solar energy is still the most promising source of alternative energy for everyday life. One promising newly emerging technology is thin-film solar cell technology. According to developers, it uses significantly less refined silicon than crystalline solar cells, and the energy required in the production process is lower due to fewer processing steps. In addition, these thin solar cells use no rare or scarce metals or materials regulated under the RoHS Directive. Conversion efficiency is around 10 percent, which means these thin-film solar

cells generate ample electricity even in regions with high ambient temperatures thanks to their superior temperature characteristics. Another big advantage – using a laser-trimming process to create large numbers of optically transparent slits over the cell surfaces – is they can be made semi-, even entirely transparent, allowing use on windows, skylights, facade curtain walls and other surfaces, making them part of the building itself.

Thin-film solar cell technology is already becoming part of many applications, devices and appliances, just a few of which follow.



## MULTI-USE SOLAR BAGS

Together with the fast-rising number of small digitally-operated gadgets is the need to charge them, anytime and anywhere. What would be more handy for the job than a handbag, backpack or rucksack? Inside them you always find laptops, phones, as well as CD or DVD players, gaming and GPS devices and more anyway. And all need constant charging. Solar modules represent the best solutions as they're equally mobile and always at hand; and the first practical solutions are already entering the market now.

The Infnit Solar Charger Bag boasts a 2.4w photovoltaic solar panel on the front to harvest the sun's rays. The energy is stored in a high capacity 2000mAH Li-ion battery in a safe inside pouch. A myriad of connections allows the use of several devices with battery detached, or single use and charging at the same time. Or simply pre-charge it from a mains if you want ready portable energy to go.

There's also the Voltaic Generator Solar Laptop Charger, the first solar bag powerful enough to charge a laptop with high-efficiency cells and a battery pack custom-designed to store and convert power efficiently. It also charges cell phones and most other hand-held devices.



## GLOWING LED WIND TURBINE

If a glowing LED display is something you've been missing in your garden, the Glowing LED wind turbine is finally available. What's more, your pet-obsession is environmentally friendly. While most wind turbines store energy to power something of particular use, this takes the kinetic energy from the blade movement to power the red and blue LED bulbs.



## SOLAR POWER STATION SUNFLOWER

Sunflower Solar Power Station is a new and powerful home & office solution. It comes with a solar powered music system and uses solar energy to generate power through three built-in standard sockets. The top solar panel stores solar energy by day, and the rechargeable solar batteries keep appliances working throughout the night.



### SOLAR PANEL SUN GLASSES

These sunglasses trap solar energy and convert it into electrical energy, enabling it to power small devices through the power jack at the back of the frame. It comes in handy if you're tanning, listening to your iPod and the batteries run out. Charging starts with simple zap.



### SOLAR AND WIND-POWERED TENTS?

If you're a fan of nature, it's easy to find yourself in a tent with no power. But the solar powered tent comes with its own solar panel and integrated interior LEDs. The solar panels independently charge batteries, and 4-6 hours of direct light are enough to yield 2-4 hours of tent light. The tent comes in 4- and 6-person versions. Or simply adapt the idea to your existing tent.

And if you'd like to have wind-generated power - on your mobile home for instance - and not be solely dependent on sun and day-light, look to the wind, the permanent companion of open-air travelers everywhere.



### SOLAR POWERED LIGHTING SYSTEM

If you'd like to see your lawn lit at night but don't want to waste energy you might want to get a Corona Solar Powered Lighting System. Corona is an outdoor lighting system you can stake to the ground, attach to a wall, or simply place on a table top. By day, the Corona's solar voltaic cell transforms sunlight into energy; when the sun sets, its LEDs automatically start to glow. No glues or fasteners makes it simple to disassemble for recycling.



## SAVING ON YOUR ELECTRICITY BILL WITH A++

Refrigerators and freezers are major power consumers in each household; hence, they set a particular challenge. We tackled it and found the best technical solutions to reduce power consumption which also leads to lower electricity bills. In addition, each kilowatt hour of power will contribute to the preservation of environment outside your home.



[www.gorenje.com](http://www.gorenje.com)

**gorenje**

# HOW IT'S DONE



Ever wondered how an oven is made? We followed one around, with camera in hand, from the roll of sheet metal, through shaping in presses, manipulation by robots, welding, bending, flanging, lacquer coating, assembly, testing and packaging; and finally, to transport, to Gorenje's Navis central warehouse.

GRETA KOKOT RAJKOVIČ ; IMAGES: UROŠ ACMAN



While the manufacturing line is largely automated, part of the assembly and some other processes are still executed by hand, requiring precision and concentration. On the assembly floor, the work is done in two shifts, while the raw material, enamel coating and lacquer coating sections see three shifts per day.

Production of one oven on a modern production line takes roughly an hour, depending on the complexity of assembling a particular oven. On average, around 3,000 appliances are produced daily at the Cooking Appliance Program, with output peaking at more than 5,000 a day during autumn/winter, approaching the

current record of 5,800 appliances in a single day. The annual plan for 2010 sees 925,000 appliances turned out in 235 business days, i.e. some 3,940 appliances per day.

The new generation of Gorenje built-in ovens and 600 mm freestanding cookers is made on equipment that represents the cutting edge industry technology. The most recent technological upgrade in the Cooking Appliance Program was carried out in May this year, when the task of loading the bare ovens onto the buffer transporter was automated and the oven buffer was updated.



*Peter Čas, Technology Manager of the Cooking Appliance Program: "Gorenje's cooking appliance production line is energy-efficient and environmentally friendly. In 2006, the pre-treatment and degreasing line was thoroughly revamped to reduce water consumption by 75 percent. We introduced sheet metal degreasing by detergent and eliminated nickel waste, while wet enamel coating technology was upgraded with two-layer dust coating."*



*Sheet metal 0.5 mm thick (previous page) is fed from a roll and cut to measure. Three presses then shape the sheets according to the type of oven being produced. Manipulation between the shaping line and the assembly line is done by robots.*



*Transport system of the bare oven pre-treatment line. A robot automatically loads the finished ovens onto hangers of the bare oven buffer. The purpose of pre-treatment is to prepare the ovens for the enamel coating procedure. This includes degreasing with detergent, rinsing with water, and drying.*



*Pre-treatment is followed by the application of enamel using the dust coating method. Once the enamel is applied to the sheet metal it is fired in special furnaces at temperatures between 830 and 850 °C. The photo shows a hanger with semi-products after they've been removed from the furnace and before inspection.*



*Buffer storage of enamel coated ovens waiting to proceed to the assembly/fitting lines at the Cooking Appliance Program. The buffer is a part of the transport system used to convey enamel-coated ovens from the enamel coating plant to the assembly lines.*



*The first stage of NGVA3 oven assembly (installation of heaters, lights, oven fan, insulation, etc.).*

*Oven casing insulation both reduces power consumption and improves safety (minimal heat dissipation into the environment).*



Front panels consist of a glass or metal base onto which supports and brackets for switches are attached. The fully equipped front panels are ready to be fitted onto the appliance. The photo shows a stock of front panels ready for assembly.



During the function control process, the most current equipment is used to control several parameters of oven operation. Safety characteristics are thoroughly checked (dielectric strength, breakdown voltage, leakage current, etc.), as are all cooking functions.



Gorenje Simplicity ovens in the final stage of the assembly process. Each appliance embarks on a 590-meter journey from the manufacturing plant to the central warehouse, which lasts 36 minutes.

# MARVELLOUS METALLICA



## LACIE XTREMEKEY

LaCie's XtremeKey is the kind of gadget Q would hand over to James Bond. When it comes to keeping data safe, we normally think of uncrackable passwords, file encryption, and maybe an ex-pro wrestler by the name of "Dangerous Dimitri" to guard the server room. Instead, this rugged flash drive is wrapped in a 2mm pipe zamac casing, an alloy combining zinc, aluminum, magnesium, and copper, so strong it can withstand the weight of a 10 ton truck. A watertight, wear-resistant cap sees it submerged down to 100 meters, and resisting extreme temperatures of 390 all the way down to -58 degrees. Available in sizes up to 64GB.

[www.lacie.com](http://www.lacie.com)



## CRISP ON THE OUTSIDE, SOFT INSIDE GORENJE BM 900 AL BREAD MACHINE

Normally we'd suggest you bake your bread the old-fashioned way. But we also know we simply don't have much time for all of these traditional practices. Yet there are still times when we crave delicious, homemade bread - in the morning, before work or school. Problem solved! Gorenje has an excellent bread machine with a nice set of features. It also includes two different shaped pans, one traditional and another, more angular narrow option, perfect for toasting or making tramezzini.

[www.gorenje.com](http://www.gorenje.com)



## TAMING THE GREAT OUTDOORS HACKMAN OUTDOOR COOKING RANGE

This fold-out trolley cart functions as an outdoor range with accessories to prepare, transport and serve dishes - out in the open air. A hard anodised aluminium body complements a range of accessories, from large steel spatula to storage containers and a pan with a lid that doubles as a tray. Tasty.

[www.hackman.fi](http://www.hackman.fi)

ALL THAT GLITTERS IS NOT GOLD; BUT SOME SMART AND SHINY CONTEMPORARY DESIGN PRODUCTS PROVE HIGHLY COMPELLING JUST THE SAME



SHOOTING ECSTASY  
OLYMPUS EP-1

Just launched, this ultra-compact camera boasts the extensive features of a D-SLR, with all the practical benefits - and beauty - of a compact. With interchangeable lenses, HD-quality movies, image stabilisation and more, the iconic EP-1 is redefining photography - half a century after its initial release - again.

[www.olympus-global.com](http://www.olympus-global.com)



PIMP MY PHONE  
APPLE IPHONE4

The thinnest smartphone in the world boasts video calling, high-resolution Retina display, 5 megapixel camera with LED flash, HD video recording and up to 40 percent longer talk time, all in a seductive new design of glass and stainless steel. Multitasking, folders, enhanced Mail, and endless free or cheap applications just raised the phone/device bar - again.



MINIMALIST DESIGN, BIG STYLE  
GORENJE ORA-İTO GMO-25 MICROWAVE

This Gorenje Ora-İto double grill microwave oven remains faithful to the hallmarks of the entire Gorenje Ora-İto Collection, i.e. minimalist design and superior technology. The black glass door treated with an anti-fingerprint film, distinctive vertical brushed aluminium handle and black housing will tempt at first sight. A closer look reveals the electronic touch control that makes it unique in the market. Simplified functionality, alluring design, and advanced touch control combine to convince both the eye and the palette.

[www.gorenje-oraito.com](http://www.gorenje-oraito.com)



DESIGNED TO FIT YOUR HOME

#### GORENJE PREMIUM TOUCH WA 72145 WASHING MACHINE

Gorenje washing machines think about how to wash your clothes perfectly. With its UseLogic® "brain", intelligent sensors and other smart features, this washer constantly gathers information about the washing process, making adjustments to ensure the best possible washing results with a minimum of water, energy and detergent consumption. And they're still very easy to use. They also convince with their nice lines, visual details and alluring silver finish. They'll make your laundry – and your home – look great.

[www.gorenje.com](http://www.gorenje.com)



MORE TASTE, NO SMELL

#### ROYAL VKB GARLIC CRUSHER

This ribbed garlic crusher picked up a red dot back in 2005, but remains a lovely winner today, making easy crushing of garlic cloves without smelly hands, all with a simple rolling motion, which also intensifies the taste of the garlic. It rinses clean under running water, and the special stainless steel retains no smell.

[www.royalvkb.com](http://www.royalvkb.com)



SQUEEZE THOSE VITAMINS

#### GORENJE JUICER JC800S

The elegant Gorenje juicer JC800S tends to extract a lot more juice from fruit and vegetables than you would have thought any of them actually contains. With the high-power 700 W, nutrients are retained so there's plenty of calcium, zinc and iron left in the juice. It juices virtually all description of fruit and vegetables, even wheat grass and sprouts. You won't have to worry about cleaning the machine, either, as it's really easy to disassemble and reassemble part by part; and they can be washed in the dishwasher.

[www.gorenje.com](http://www.gorenje.com)



**MAKEUP NOT WAR  
ELISS FASS MAKEUP**

Ellis Faas has found THE compact solution to carry around the makeup you may want to use during the course of your day. Houston, we've solved the problem! The bullet-shaped pens holding liquid makeup come in a new stylish and incredibly practical holder, a lightweight container that fits a whole eight Ellis Faas products. Simply "load" the Holder, place the Skin Veil foundation in the middle, and any six pens around it. Never empty the beauty case onto the table again!

[www.ellisfaas.com](http://www.ellisfaas.com)



**SPECTACULAR GALACTICA  
LOUBOUTIN VERY GALAXY PLATFORM PUMPS**

Designer Christian Louboutin is known for having a sense of humor, so it's no surprise that while his shoes are immaculately constructed, many are decidedly irreverent. His Very Galaxy Platform Pumps prove the point with their jewel-toned, metallic shine and graphic top-stitching. Very inter-galactic, indeed! The Very Galaxy is probably just what Barbarella would have worn if Louboutin had set up shop in a galaxy nearby. And see [www.stopfakelouboutin.com](http://www.stopfakelouboutin.com) to see how Mr. Louboutin has goes public addressing the problem of fakes, by changing consumer attitudes.

[www.christianlouboutin.com](http://www.christianlouboutin.com)



**SCULPTURESQUE COOL  
DYSON AIR MULTIPLIER FAN**

Instead of rotating blades, this beauty radically questions the form and principle of fans and looks more like a slender sculpture than a generic fan. But this sculptural powerhouse expels up to 450 litres of cool air every second - silently. Annular apertures, loop amplifiers and more tech make cooling down a beautiful thing.

[www.dyson.de](http://www.dyson.de)



**VENTILATE AND VISUALISE  
GORENJE HOOD IDR4545E**

Every room needs an element that defines the space while complementing everything around it. If it's high-style and high-function, it can also be a range hood. This hood works best above the kitchen island. Its slim, soft, flowing design in beautiful brushed stainless, its powerful yet quiet interior blower, four brilliant halogen lamps with level lighting, and elegant four-speed push-button electronic control make every cooking task a new visual experience.

[www.gorenje.com](http://www.gorenje.com)



# KARIM RASHID, MAN IN COLOUR

MANCA KRNEL; IMAGES: FOODMANIA.RU

Karim lopes across his evocative new home concept entitled “Smart-logic Corian® Living” organised by DuPont for Milan Design Week 2010, extends a hand and starts talking. And can he talk. He’s a sword-swallowing global design expert who occupies a territory in design that is entirely his own.

He’s designed hotels, board games, even fountain pens. But Karim Rashid’s greatest creation is himself. Rashid was born in Cairo in 1960, raised in Canada and of course, lives in New York. He’s even claimed an Irish grandmother, but this might just have been a crowd-pleasing tactic. He’s 193 cm tall, as slim as a basketball player, and sports the jewellery and tattoos of a hip-hop artist, Ali G sunglasses, and wears either white or pink. (He’s worn white every day since 2000 when, on a millennial whim, he gave his black wardrobe to charity; he now carries a bottle of stain remover at all times to keep his outfit pristine.) And it’s proved a successful move. The all-white attitude, his height and trademark shades immediately raise and distinguish his profile. After all, much of design’s middle and lower echelons are swathed in black, so what better way to stand out from the crowd? Like Elvis, he’s adopted crepe-soled shoes and designer shades to complete the look. But he also embraces feminine touches such as airbrushed skin and perfectly painted nails.

According to the Proust questionnaire he answered for a designboom blogger, he most hates history, nature and disloyalty – and the non-colour black. He’s found pink, which now plays a big part in his colour palette. Man can be terribly slavish when it comes to full colour, confused and cautious about what they can or can’t obtain, and are apparently only comfortable with colour when they’re given rules that restrict their ability to wear them. Emotions are at play when one colour comes into favour over another. One moment everyone’s in love with purple, then you want to move on to something that just looks fresh to the eye, so you go for something more yellow in tone. It’s not necessarily what looks good on certain objects/subjects or what’s right for the piece you’re designing, wearing or having. It’s just that emotionally, you need it.

Men were big on navy; now, enlightened by Karim, they can be masculine in pink. Sure, he’s even splashed it over ever-white collar banks. But he insists we’re all still individualists. “Don’t let the media shape you. Build your own personal character. Global diversification is about mixing and becoming one world. What differentiates us as individuals is our fingerprints. So don’t try to be like someone else. You only live once, so enjoy every experience you can.” This from a man who survived wearing a pink jumpsuit to school in the 1970s – that takes guts, something he has in spades. He laments the boxes straight men have put themselves into, and as every inch of him makes a whole story says he’s constantly getting compliments from businessmen even a

decade older than he is. “They say, ‘I like your nails’. It’s not meant as a come-on, just a compliment, issued with just a tinge of lament, for their own lack of non-conformity in exploring their own personal style.”

## I WANT TO CHANGE THE WORLD

Rashid, it would seem, can do anything: he transcended pink, he’s creator of all sensual curves and bright colours instantly recognisable and variously described (by Rashid himself) as “sensual minimalism” and “bobjects”; he’s created Garbo, the voluptuous polypropylene wastepaper bin that proved to be one of the most successful designer objects of all time, with sales of over 2,000,000. He also released a CD, and his website (karimrashid.com) informs us that he can be booked to DJ at parties, is considered a white knight in design circles for bringing well-made design products to the masses. Recently he’s branched out into architecture, working on restaurants and buildings as well as hotels.

Yet design cognoscenti tend to view his highly stylised design ideology and rampant ego with distaste. Rashid further irritated his critics a couple of years ago by producing a self-celebratory book entitled ‘I Want to Change the World’. In it there’s an article about how we live in a very complex world, and how it can never be lived as a singular utopian vision. He claims he would never want to impose his vision on everyone else – instead he’s simply contributing to a body of wider sensibilities. Rashid concedes that the title smacks of arrogance but reacts angrily to the accusation that he’s a posturing stylist. “The design community itself has an inherent problem – it’s called envy”, he says,

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“I am so terribly practical and extremely grounded, which makes me a good designer.”

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insisting that his agenda is deeply serious: he believes design is a tool than be used to improve the world. If, however, he were Bono (of U2 fame) and said, 'I want to change the world', then nobody would have a problem; but in actual fact the artist's agenda is to change the world. "In creating ideas designers need to ask themselves if they really are taking it to the next level or are simply repeating an archetype", he continues. "And if it isn't taking you to the next level then it's just a fake icon, reiterating classic designs like fashion. I am so terribly practical and extremely grounded, which makes me a good designer; and tired of fluff design - I call it styling. It's design that looks good but doesn't work."

## THE TOUCH OF LIGHT

Karim's designs on the other hand speak about the 'now'. About how technology has afforded us a truly better world. It describes the way we are evolving and surviving. He has no fear, loves evolution and looks forward to the day when we're 50 percent synthetic and artificial. There's something obsessive about Karim, a sort of sci-fi side to him. And he lives the lifestyle at home. "At home everything we have in the house was designed by me." Everything but the fridge that is. Recently, however, he added kitchen appliances from Gorenje - a cooker, microwave and dishwasher. "I think we should touch things less. There's so much bacteria in our everyday lives. Everything should be heat sensitive, from taps to toilet flushers. Everything in my home is automatic." And he has in fact created a collection for Gorenje, and realised his dream - to design ordinary household item-technology.

The Gorenje collection of kitchen appliances resulted in some fun, space-age appliances called 'Gorenje designed by Karim Rashid' that appear warm and welcoming. Rashid managed to incorporate his signature curvy lines into these appliances - no easy task. The most vivid details are those of the stovetop, wherein functionality and beautification combine for an amazing result. This cooktop may look like someone made a pencil sketch on it, but it really does boast powerful burners. The graphic details continue across the stovetop, where functionality and decoration combine to create a seamless synergy. The distinguishing feature of all of these appliances is a full-length band that's backlit with coloured LEDs that change colour. Choose the colour that best complements your chic kitchen. Ask me, and I'll choose pink!

Gorenje's quality execution of all details and application of durable materials perfectly round out this sleek collection. Effectively combining smart technology, high design and style, and attention to the environment combine to create another star collection that promises to enhance kitchen décor - and serves to give the white knight another (well-deserved) medal. And just as his prolific output almost matches all the media hyperbole, it's worth remembering his advice - "You can make the most radical thing, but if they're well-priced people will buy. Good design at the right price point is where commerce meets form." Or just think pink and listen to those showroom tills go kerchink.

"At home everything we have in the house was designed by me."





# A ROCK STAR IN YOUR KITCHEN

A single touch will shake the ground. Music. Movies. Web. Games. Cooking. My kitchen is bound for a new dimension of interactive entertainment. A rock star in black. Gorenje fridge freezer combined with the legendary iPod touch. An all-star team-up at my fingertips. I can't wait to get it started. *It's gonna rock!*



[www.gorenje.com/rockstar](http://www.gorenje.com/rockstar)

**gorenje**

# THE CELEBRATED TOUR CONTINUES

For Gorenje this kitchen-direction is also a technological window, as it showcases what is one of the company's bestsellers – the Gorenje Ora-Īto Collection of appliances, ranked among the five best household design products of 2007 by the cult magazine Wallpaper. The Gorenje Ora-Īto futuristic kitchen has been clocking up the miles, reaching beyond Europe and most recently conquering Taipei. In fact the kitchen has now covered some 20,000 kilometres so far.

[www.gorenje-oraito.com](http://www.gorenje-oraito.com)



## BELGRADE, 2007

During Belgrade Design Week 2007 in the Serbian capital, Gorenje's futuristic kitchen was installed downtown, on Terazije. The futuristic kitchen, made of an advanced composite material in snow-white, let the glowing black collection of appliances truly stand out and shine.

## VIENNA, 2007

In Vienna, the futuristic kitchen was installed in the city centre, in the famous Museum Quarter, where Gorenje Austria presented the Gorenje Ora-Īto Collection. Before the event the futuristic kitchen was left at the exclusive disposal of fashion photographer Carl Henry Gruber, who conducted photo sessions with Austrian celebrities.



## KIEV, 2007

After Vienna, the futuristic kitchen continued its journey towards Eastern Europe – next stop was the Ukrainian capital of Kiev, where it was displayed on the picturesque Mykhailivska Square.



## BUDVA, 2007

During its journey through the capitals of Europe, the futuristic kitchen spent some holiday time in Budva, Montenegro's most renowned tourist resort. It was exhibited at the main entrance to the famed medieval wall around historic Budva.

## ISTANBUL, 2007

Istanbul's exhibition site was an "open-air gallery" on the Şişli Market, one of the most picturesque squares of the city, at the 'gates of Europe'.



## AROUND THE WORLD, WITH GORENJE'S FUTURISTIC KITCHEN & GORENJE ORA-ÏTO COLLECTION



### TAIPEI, 2010

The square in front of the Grand Formosa Regent Hotel, an elite location in Taipei City, was the setting for the kickoff of the Gorenje Ora-Ïto futuristic kitchen Asian Tour. Gorenje introduced the Gorenje Ora-Ïto Collection and several other high-end Gorenje appliances to the general Taiwanese public, with the entire event proving a great success.

### BERLIN, 2008

The futuristic kitchen arrived in Berlin for the 2008 IFA fair. Ora-Ïto's concept drew the attention of many design connoisseurs, and offered the opportunity for the entire trendy collection of appliances to truly shine.



### VELENJE, 2007

The futuristic kitchen made a stop back home in Velenje, its birth town in central Slovenia. It was installed in front of the Gorenje Exhibition and Sales Center during the Gorenje Trade Show of autumn 2007; more than 1700 Gorenje business partners from all over the world joined in this special event.



### PARIS, 2008

The Gorenje Ora-Ïto Collection was introduced to the French public in the spring of 2008, at the opening of the Foire de Paris. The appliances were installed in the futuristic kitchen which was then nominated for innovation of the year, thus making its way to the central exhibition area for innovations - the Podium de l'innovation. The opening was also attended by the collection's star designer Ora-Ïto.

### SPLIT, 2007

The futuristic kitchen was also catching some rays on the busy Riva of the Croatian coastal resort city of Split. Locals, tourists and many a passerby took in the installation, giving special attention to the trendy jet-black Ora-Ïto Collection.





ANGELA TASCA, INTERIOR DESIGNER

# TRANSFORMING THE ORDINARY INTO THE EXTRAORDINARY

JEFF BICKERT; IMAGES: COURTESY OF STUDIO ANGELA TASCA



For nearly 35 years now, Angela Tasca has been bringing new meaning to interior design and to the way interiors are shown and understood. Based in Sao Paulo, Brazil, Tasca has created a community around her with her graciousness, curiosity and professionalism, traits that play a vital role in her work.

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She's won several awards and was nominated for Forbes's Most Influential Women list in the field of architecture and decoration. Similarly, she's become a powerful and prominent figure in Sao Paulo's social life, and her contributions published in dedicated publications on architecture and design have boosted and changed creative mindsets.

Since disappearing down the proverbial rabbit hole of Casa Cor, South America's biggest trend event, she's designed nine interiors. Her most recent, Loft da Designer, includes the Gorenje Pininfarina Collection - a line of home appliances that are serving to introduce Gorenje to the Brazilian market.

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**How do you see interior design in general, and yours in particular, having changed over the past few years?**

In general, I feel that interior design has risen to an enviable level in recent years. This is evident primarily in convenient, ergonomic, and "intelligent" interiors that make our everyday lives easier, yet still pay due tribute to sustainability and the fact that beauty remains the guiding star. I, too, try to follow this formula while keeping in mind the person who will live in and with this interior.

**How have you incorporated emerging new values and approaches into your personal design style?**

I always start by focusing on the person who will inhabit the space, and by trying to identify with their needs. The technological solutions I employ must be my devoted ally, allowing me to endow the traditional - or inevitable and invariable - elements such as the rigidity of walls, floor and ceiling, with a new image using products and solutions that are daring, contemporary and technologically advanced. By harnessing high technology and automation, I'm able to provide a user-friendly environment without dramatically interfering with it.

**How is technology changing the way we live?**

Well, for one it makes my work far easier. Today, I'm able to transfer the personality of my clients into their living environments through rational and emotional associations such as quality of life, comfort, technology, and convenience. Hence, clients are able to devote themselves fully to their leisure activities, which in turn leads to a less stressful and simply better life.

**How does it change the way we do things?**

Today, we speak of people and societies with high technological capacities. Two decades ago, information technology that gave us mobile phones was not available. In recent years, the world has picked up the pace, and the use of technology at the individual level is more widespread than ever. As a result, the quality of our lives is better - we live longer. However, we are now looking to introduce more beauty, quality, and agility to our lives. I feel these are the elements that define our common lifestyles and the lifestyle of each individual.

**How is technology shaped by new approaches to design in appliances and technology in general?**

Given the fact that spaces in major urban hubs are constantly ageing and shrinking, technology is employed in the processes of renovation, simplification, and pacing. Products like modern compact home appliances, integrated furniture and lighting, and other examples of applied technology represent functional necessity, security, and the pleasure of creating living environments that are increasingly harmonious and personalised.

**How are the design of and the mindset surrounding appliances changing the design and architecture of interiors?**

Cleverly designed and "intelligent" appliances leave us with more leisure time that can be dedicated to other goals or activities. In addition, their comprehensive visual identity allows them to blend more harmoniously with the environ-



*Loft da Designer, including the Gorenje Pininfarina Collection, Casa Cor, Sao Paulo*

ments of and in which they a part. Spaces that used to be allocated strictly for kitchen tasks now host other activities and functions as well.

**At various times, appliances have been either hidden, showcased, or simply taken as neutral objects. Where do we stand today and how do you see this developing?**

Taking the example of Gorenje products, I can hardly imagine how anyone could want to conceal them rather than proudly display them as objects of desire. Truly, the designs, colours, technology, the beauty of it all – to me, focusing in my work on functionality and adventurous boldness, this is all I yearn for. I'm talking about a committed company with a rich tradition, solid knowledge of its markets, and products ranked among the world's cream of the crop. For those of us working in architecture and interior design, this is excellent news, as we may reasonably count on ever more daring, differentiated, and technologically advanced products.

**Today, as in various times in the past, entire kitchens and other suites are designed en suite, i.e. as an integral whole; can we expect this to develop even further?**

The confronting and challenging of new spaces is always a welcome and respected development; yet we must not allow ourselves to lose our feel for the beautiful, rational, and functional. Everything must be delicately balanced. Yes, balance, that is the key!

**Does the new approach to appliance design open up new alternatives to designers and architects, or does it introduce more restraints?**

Everything new takes some time for reflection, and that's good. Time is required for discovery and for adaptation. If any new restrictions were introduced, architects and designers would be quick to break and move beyond them, and their creativity would pave the way to new possibilities.

**How do you think about the "working" components of rooms like kitchens, bathrooms etc. when you approach an interior or architectural design task?**

To me, each project is a challenge unto itself. It is essential for me to understand clearly how my client thinks, works, lives, and uses these spaces. Only then will I be able to transform obstacles into elements that afford comfort. Comfort is the central premise here, and it should be conceived of in the sense of availability, calming assurance of smooth and flawless operation, and technology that sets the scene for the client's symbiosis with the space.

**What's commonly the most difficult task in an interior designer's assignment?**

There are several, actually, but I shall single out three of them: first, the client must like it; second, I must still be satisfied with it in a year's time; third, one assignment should result in the next project being commissioned.



"The confronting and challenging of new spaces is always a welcome and respected development; yet we must not allow ourselves to lose our feel for the beautiful, rational, and functional."

What would you change in appliance technology and design if you could?

Firstly, I would continue to make appliances ever more beautiful. Secondly, I would expand the palette of colours used in their design to bring out and accentuate their personality, allowing each customer to identify with them and match them to their own lifestyle. Thirdly, I would integrate cutting edge technology without making the product heavier or bulkier. Making the product as compact as possible would lend the possibility of displaying it as a technological achievement that does not occupy more space than necessary.

What potential do you see in Gorenje range of appliances? What are their competitive advantages?

There are many, but the ones I find the most important are functionality, convenience, beauty, technology, and safety. It may sound simple, almost as an obvious and unquestionable obligation of every home appliance manufacturer – but a closer look reveals why Gorenje is in fact a step ahead of the others.

When did you first come to know of Gorenje appliances?

The first time was at an international fair in Verona, Italy, in 2007, when I had the opportunity to see some of their appliances. Then I was contacted personally by company representatives who presented me with the catalogues and introduced me to the entire range of Gorenje products.

What's commonly the most rewarding, fun or exciting challenge in an interior designer's work; and your idea of a perfect interior?

The presence of harmony; where the user feels happy using every product and detail in the project.





*Tom Dixon's installation of a series of 'void' lights*

# NOW ENTERING THE CREATIVE SECTOR

MILAN DESIGN WEEK 2010:

BEAUTIFUL OBJECTS, FLOWING LIBATIONS, A SEA OF HUMANITY

MANCA KRNEL; IMAGES: MANUFACTURERS' ARCHIVES

The following string of superlatives is not particularly intentional, but the exhibition in Milan makes it impossible to apply scaling attributes: bigger, better, wilder, livelier, more vibrant, more impressive than anything we've become accustomed to in the sphere that is creative industries. And Milan makes you feel one big thing that's missing elsewhere: the unconditional urge to represent.

After I'd gotten rid of the luggage at the hotel, I was in dire need of a double espresso and went to have one at a small coffee bar on the lively Corso Venezia. I'd studied several Design Week maps and was somewhat confused, since it seemed there's more than one official exhibition catalogue – actually there are four! In fact each district has its own map I thought I might as well take a Zona-free day and just catch up with the city. On this first day's few hours of walking/shopping there were plenty of random curiosities that caught my eye – other, that is, than the Hermés Paper Sculptures! From slightly evil woolly sheep to the Milan marathon I stumbled into by the castle and throughout the city, to the giant camera lens-screens at Tod's, to rekindling my door knocker and gargoyle obsessions, even TV sunglasses! The blue cubes popping up around sculptures being restored and these beautiful linen sculpturesque lamps that fill Monte Napoleone and promise lots of blown kisses and a life of froth, some successfully designed by fashion designers.

Zona Brera was the first Zona to conquer. This boho-chic area, the southern district of Chiesa Rossa - ensconced between Porta Ticinese, Porta Genova, the canals and the art deco former central power plant on Via Giovanni da Cermenate – was once home to factory workers, but is now where young designers dream up the shapes of the future. There are countless locations and shows to be seen here. To my left, to my right, there were small and medium-sized shops, boutiques and galleries everywhere, tightly packed throughout the district.

After another espresso I've decided not to wait until the next day and head east towards the bustling Tortona district. Superstudio Piu, my personal favourite, hosts a multitude of high-quality exhibitors under one roof. Throughout the year Superstudio Piu organises fashion and design events, art shows and concerts, and offers some of the best fashion photographic studios and sets in the world. Now weighed down with a variety of press materials I make a short unburdening stop at Nika Zupanc's tiny house driven by toy-like windmills on the outside and "a big bang of connotations" inside.

## EMOTIONAL READINGS OF DESIGN

Her pavilion greets visitors at the entrance to Superstudio Piu now for the second year running. Last year Nika presented Mrs Dalloway, "A deliciously rebellious mini hot plate", part of Nika's I Will Buy Flowers Myself exhibit, designed exclusively for Gorenje. Much of her previous work, feminine and fuelled by modern angst (and humour), is symbolic and carries emotional readings of design told through elements representing modesty and self-reliance. "Gorenje's Mrs. Dalloway is deconstructing the myth that household appliances are only made for kitchens and housewives", says Nika.

This year she hit big again. It's not often the back side of a sofa draws you in, but with Nika's new Modesty Sofa, its hard not to look! The way the black sateen bow pops off the bent wood is just stunning. The other Superstudio Piu eye-catcher was Tom

Dixon's installation of a series of 'void' lights that reference olympic medals. Solid metal sheets are pressed, spun and braised to form a double wall shade. These 'mysterious lighting objects' are hand polished to create a mirrored surface, which is then lacquered to maintain a high gloss finish.

I move further down Via Tortona and stop at Magna Pars, where a presentation of Ora-ĭto unfolds in different "moods" and a rhythmic succession of coherent objects, furniture, models, and carpet. This expansive exhibition showcases Ora-ĭto's cross-disciplinary collaboration with an array of prestigious brands — merging vision with know-how to create a diverse range of products that represent a cohesive view of the world. Each product has its own unique story; however, presented together they reveal the larger story of a young designer and his extraordinary collaboration with major luxury brands. From sofas and chairs for Steiner to knives for Laguiole, from the Idylle bottle for Guerlain to the candelabra for Christofle and a prototype carbon collection for Gorenje, the successor to Gorenje's two top selling creations in black and white.

## CARBON, BLACK AND SMART

The idea of the carbon fibre collection takes Gorenje's most recent top-selling collection of black and white to a whole new level. This time around Gorenje really stepped up to the plate - no pun intended. Using carbon fibre, they added exquisite features



*Nika Zupanc, Gone With the Wind Collection*

to the appliances. One special feature of the prototype carbon collection is the door and front panels made of matte black glass, and a carbon fibre handle - the collection hallmark that endows it with a sense of trendy urban style. The collection includes a fridge freezer, an induction hob, an oven with advanced electronic



*Smart-logic Corian® Living Ambient featuring the Gorenje domino hob designed by Karim Rashid*

DirectTouch control, and a kitchen hood. I was thinking that if we took all of these new carbon fibre appliances from the collection, and added the Custom Carbon Fibre TV and Table Base/Support from Choate Carbon, we would have one hell of a kitchen. Forget serving food when you host your next party, the impression your kitchen creates will be entertaining enough. Everything at the Magna part of his exhibition is strictly black. "The black colour gave me the possibility of flattening products", says Ito, "and to put a chair, a refrigerator and a table at the same level. It was a question of hierarchy and homogeneity. I like the timeless side of black - which allowed me to create a thread, a consistency. To me it is a timeless colour that transcends eras and trends."

Moving right along, the Zona Tortona experience invites us to explore "Smart-logic Corian® Living"- an evocative home concept composed of garden, kitchen, living room, bedroom and bathroom - an exciting journey, a plunge into a fascinating world of shapes and colours, a voyage into the discovery of Karim Rashid's "smart design". Here are soft organic shapes realised through morphing materials to create a sensual living environment, a space that echoes the digital techno-organic world we live in, evoking an alternative way of experiencing the home environment. It surely was one of the most creative, colourful and inspiring installations at Milan this year.

Each area features specific solutions for enhanced efficiency. Light, colour, pattern and playfulness characterise the welcoming pod-like environment. The kitchen island composed of three petal-shaped sections rests on a slender support that confers a touch of refined elegance. Each petal-like section incorporates a different function: water (integrated sink), snack and cooking with an induction hob by Gorenje - part of Gorenje's collection designed by Karim. Wherever you expect a hard line or a straight edge, Rashid subverts the form. The designs are quick and easy to use, offer low energy consumption, safety and a seductive graphic pattern conceived by Karim.

## DANCING CURVES AND CHROMOTHERAPY

The cooktop breaks the expected squares by featuring amoeba-like curves that dance around the four burners in undulating stripes. The round burners and X-shaped supports also deny the rectangle at every turn. Equipped with an LED surface, the cooktop also provides some added colour to your cooking. You can set the colour to match your mood—and, if this translates into your cooking, you might end up experiencing

emotion with every bite. The cooktop is a wonderful canvas for food and chromotherapy: its resplendent white glass sets off a dramatic mood.

After three more days of white knits, French design superheroes, spicy comments cast in shamelessly beautiful forms and a slew of cancelled flights (thanks to a volcano thousands of kilometres northwest of here) I was left with swollen feet; but also an abundance of intense impressions and exciting stimuli bouncing around in my head.



*Fridge freezer, prototype Gorenje Ora-ïto Carbon Collection*



**THE TOUCH OF LIGHT.** A FUSION OF MINIMALISM AND COLOUR. PURE AND BOLD. FUNCTIONAL AND INTERACTIVE.



DESIGNED BY

*fantini*



MoodLite technology evokes an individual experience of the space. Responding to a gentle touch, it will colour your world in one of the seven hues. Embrace the ideas of a designer icon and express your inspiration of the moment.

Collection GORENJE designed by KARIM RASHID. Designed for each day and each moment.

[www.gorenje.com/karimrashid](http://www.gorenje.com/karimrashid)

**gorenje**

# HEDONISM IS A CONVERTIBLE

## THE NEW SmarSofa BY GORENJE

MANCA KRNEL; IMAGES: PETER MARINŠEK

A new “more-in-one” favourite of the Gorenje design team is successfully realising a long-desired dream. They’re creating a family of innovative designs that takes the SmarTable, designed by Janez Smerdelj, a step further and are thus successfully assembling a prestigious body of innovative design.

SmarSofa is the clever move that would lure any Bond aspirer, let alone any one of us little pleasure seekers and our array of extravagant gestures when it comes to the rite of hosting. All much to the pleasure(s) of our guests – and of course yet more fresh strawberries and chilled champagne! Just a light touch of the remote control and your ever-fresher delicacies and delights appear straight out of the sofa. And as everyone is, on occasion, bound to be Bond, Gorenje has pushed the limits of convertibility once again.

SmarTable is a unique, prestigious

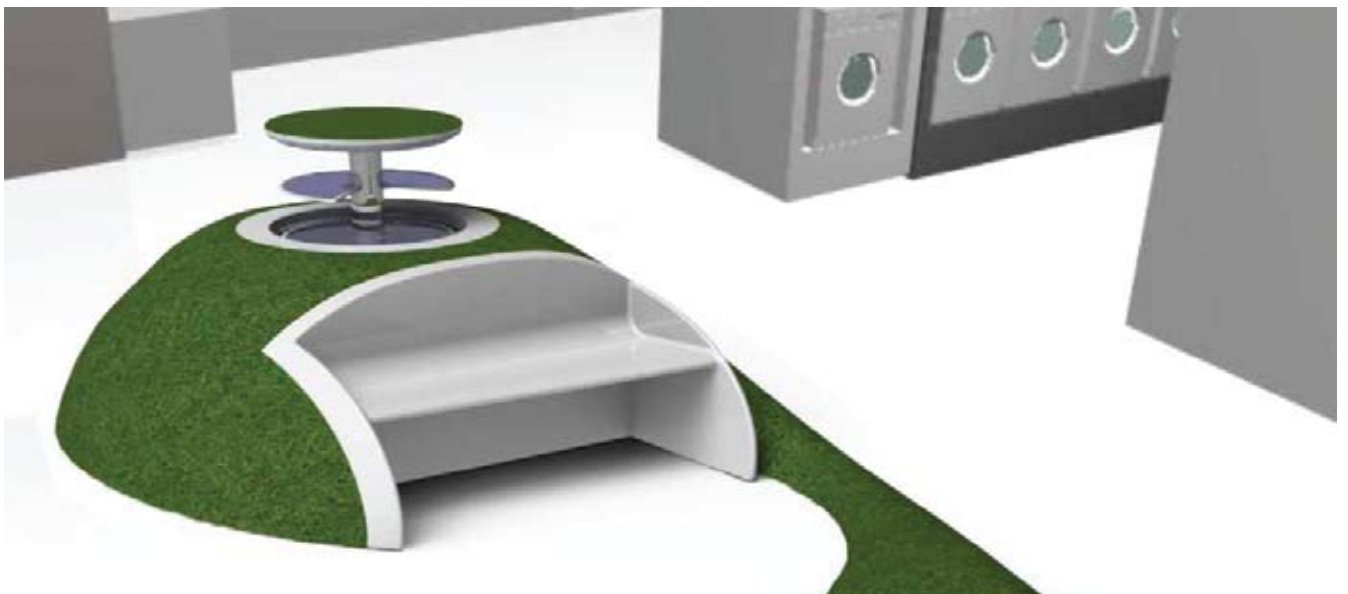
table with a remotely-controlled refrigerator integrated inside the table's central cylindrical foot. A refrigerator located precisely where cool gourmet delights are most welcome: at the heart of the table, at the focal point of the social space, be it conference room, eminent reception hall or our own gorgeous garden. For IFA 2010, Gorenje's wrapped it up green. An exclusive IFA version of SmarTable, covered with a blanket of green grass, blends in effortlessly with outdoor greenery and lends our environments a contemporary feel. It's the perfect picnic basket that sees us

ready for yet another delicious *dejeune sur l'herbe*.

### TECHNOLOGY WITH AN INVITATION

Lidija Pritrznik, Creative Director and core member of Gorenje's spirited design team, inspired by Smerdelj's convertible concept, has seriously played around and designed a soft installation that embodies protection, abundance, prosperity, good taste, and a little more laid back hedonism.

The new SmarSofa is a convertible that incorporates a completely integrated



*SmarTable by Gorenje is unique, and stands out wherever it is displayed. Here covered with green grass blanket and presented at IFA 2010.*



*Lidija Pritržnik, Creative director,  
Gorenje Design Studio*

fridge. The remote controlled mechanism of rotating cooling platters enables lifting and lowering them to the desired height. A simple touch is all that's needed and the refreshed picnic re-emerges right before your guest's eyes.

The sofa becomes a technological space to customise as much as one likes. It forms no less than three different arrangements, be a sit-on-top sofa, a proper sit-in pretty, or a serious lounge scenario. With its matt or glossy shell of lacquered mediapan or polished Kerrock in combination with different coloured textiles or leather options, it answers all cries for comfort and contrast.

Wondering how to make the first move with a great success? SmarSofa, with all its prestigious technique and technology is an invitation – an invitation to press on that happy remote, knock on the rainbow and enter the fabled-made-real Hedonia.

[www.smar-table.com](http://www.smar-table.com)  
[www.gorenjedesignstudio.com](http://www.gorenjedesignstudio.com)

*SmarSofa can be configured in no less than three different arrangements:  
a sit-on-top sofa (1),  
a sit-in pretty (2),  
or a serious lounge (3)*





# THE NEW RETRO

FROM PLAIN OLD COLD TO JUST PLAIN COOL

Retro is synonymous with a nostalgic glance over the days gone by, a passionate revival of momentous, richly evocative stories from a past both real and imagined.

MANCA KRNEL; IMAGES: GORENJE ARCHIVES

Today, retro is enjoying an all-around renaissance. Now is the time to transform oneself into a Hollywood diva and set off to a party with elegant curls, lacquered stilettos and big sunglasses. A glimpse backstage at any fashion show will tell you that retro-style curls are simply "in". Retro music is also gaining momentum, and retro is increasingly employed by artists, photographers, chefs, designers and advertisers who are looking to revive and recreate old brands. It all goes beyond the mere revival of old products; rather, it seeks to invoke reassuring sensations of comfort, authenticity, excitement and cosiness that we tend to associate with our youth. Retro products evoke childhood impressions and a longing for times when life was better, easier, and more fun.

We witness the resurgence of the perfect urban retro style, our streets are again cruised by Vespas and Minis which have stood as fashion statements for some 40 years, inspiring many designers and artists alike. Some retro products belong to those classics that will probably always be modern, as they're often scarcely recognized as products dating back several decades. Today's reinterpretation of the 60s and 70s styles, rife with contemporary approaches and new materials that have seen a booming and a blooming in recent years, has also been dubbed "the new retro".

There are things that simply can't be forgotten; things whose uniqueness arouses attention, evokes nostalgia, and stirs the imagination - for decades. Some forms are timeless and always of the moment. Whether it's furniture, lighting, or small accessories and decorative items, retro style most typically features rounded lines that may appear minimalistic, but are often jazzed up by dynamic geometric patterns, abstract prints, lively colours and chrome-coated metal details. The retro refrigerator, popular for decades, is more than merely an indispensable household cooling appliance - it's become a cult object of desire. The rounded shape dating back to the mid-20<sup>th</sup> century, now combined with lively modern colours and innovative, technologically-perfected solutions simply cannot go unnoticed.

The new Gorenje Retro Collection of fridge freezers thrills with an elegant, romantic, or daring colour palette. The rounded convex design is the hallmark of the entire collection of perfectly designed, economical, and environment-friendly state-of-the-art appliances whose new colours will blend perfectly with your expectations of distinctiveness. What you're choosing is superior technology with a brand new image and a charming touch of nostalgia. Different and in-tune with your lifestyle.

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Chic, Vintage, Funky.  
Which one are you?

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## CONTEMPORARY CLASSIC: CHIC

My life is a time with vision. I know what I'm after and what I don't want. I expect a lot from myself, hence my living standards are high as well. I like perfection. I like the flare. Simply elegant lines where nothing is redundant.

I love minimalism. To me, its details hold the keys to the vaults of beauty. Where everything is in its proper place. Where my attentive taste is the very hub of my world.

If you're CHIC and devoted to contemporary classics, then your choice is a retro refrigerator that is simply elegant. And immensely cool.

## CHARMING NOSTALGIA: VINTAGE

I'm gathering up the pieces of the past. Each has its own story, and they all breathe with me. I never feel lonely. I like new images with a seasoned character. Simply romantic. Select items for delicate wishes. Only the best will do for me.

I love comfort. I treat myself to great pleasures, with pride. I know how to pamper myself. I live my life as a lady. As a gentleman.

If you're VINTAGE and incurably nostalgic, then your choice is a retro fridge that is simply romantic. And immensely cool.

## THE OPTIMISM OF LIFE: FUNKY

I don't see the ceiling as a barrier when I want to look up into the sky. Imagination has immense powers. With a few sparks of it, my home becomes the ideal playground. This way, I can really enjoy my independence. I like the limitlessness, wherever. Where everything I have is a part of me.

I love freedom. The adrenalin of new sensations and experience. The urge to learn and know drives me all around the world. My life is a journey. My dreams are colourful.

If you're FUNKY, an optimist who appreciates nothing more than freedom, then your choice is a retro fridge that is simply daring. And immensely cool.



## STATE-OF-THE-ART TECHNOLOGY

- Economical A+ or A++ energy class rating
- Excellent thermal insulation
- Improved door sealing
- FastFreeze function for intense freezing
- SuperCool function for cooling fresh food after a major shopping trip
- A special signal alarm to warn if the temperature inside the appliance rises too high
- Special fan-propelled air circulation system to direct cool air into the Cool'n'Fresh compartment to constantly maintain a temperature around 0 °C

[www.gorenje.com/retro](http://www.gorenje.com/retro)

## HE'LL EAT IT - AND I'LL LIKE IT

Gorenje made a recent appearance in Vogue Russia, and gained a woman-power boost a la the 1950s. Now, if we've learned anything from our mothers' well-meant advice then it's to be good in the kitchen - to be caring and nurturing, maternal and compassionate.

A woman must be supple, warm and tender, and the man should be up to the task of dispatching any intrusive mice spiders, bugs of all sorts, and the ability to hang a picture, instruct the handyman, make a good BBQ and suffer refrigerator blindness. But gender blenders have raised the ante and wearing the pants in the family became much more than just pants. Now we do daiquiris instead of dishes, and they're one freezer entry away from a nervous breakdown. So, dear darlings prink in pink, wear stayups with aprons, prepare moelleux au chocolat with a raspberry heart, and hope the oven's not the only thing you've left turned on and well warmed.

[www.vogue.ru](http://www.vogue.ru)





## FROM PLAIN COLD TO JUST COOL

MEET **GORENJE RETRO**, A NEW COLLECTION OF FRIDGE FREEZERS THAT WILL THRILL YOU WITH THE ELEGANT, ROMANTIC, OR DARING COLOUR PALETTE! DISCOVER YOUR RETRO STYLE! **Chic. Vintage. Funky.**

What you choose is superior technology with a brand new image and a charming touch of nostalgia. The rounded convex design is the hallmark of the entire collection of perfectly designed, economical, and environment-friendly state-of-the-art appliances whose new colours will blend perfectly with your expectations of distinctiveness. Different and in tune with your lifestyle.





# HUSH, IT'S THE NEW INDUCTION!

Today, induction is considered the cutting-edge cooking technology with considerable advantages over other technological solutions: speed of operation, energy efficiency, and simple maintenance. Due to these properties, it is also increasingly popular with the consumers.

MANCA KRNEL; IMAGES: GORENJE ARCHIVES

People are becoming increasingly dependant on technology to make tasks more convenient. Induction hobs can do just that, especially as they are almost twice as fast as gas equivalents when it comes to cooking. Speed has been king for a long time, in many different aspects of everyday life, and now there's an improved method to allow for quicker cooking, saving more time in general life. Induction hobs are also said to be considerably more energy efficient than gas hobs, using up to 90 percent of the energy produced in comparison to 55 percent, making them more economical.

### MEET XtremePower INDUCTION

However, induction has found room for improvement. With several innovative development solutions, Gorenje further upgraded the functionality of their hobs to place them at the pinnacle of induction technology. Their development experts paid the most attention to issues of cutting the time required to heat liquid to boiling point by supplying more power, how to make control even simpler and operation even quieter, while optimizing the usage of the cooktop surface. With even greater heating power and numerous innovative functions that make cooking simpler, the new induction is even more convincing.

### ULTIMATE COOKING COMFORT

The XtremePower induction hobs offer incredible power! When the PowerBoost function is activated, high-performance induction coils made of state-of-the-art materials, and two cooling fans with double operating power will kick in to supply extra power to the hob. Thoughtfully devised electronic switching between cooking zones distributes the power between built-in inductor coils to enable cooking with the highest power setting on all cooking zones simultaneously.

XtremePower induction hobs also offer more space, simpler cookware handling, and better control of the cooking process. The new hobs are available in widths 60, 77, 90, and 110 cm.



## NUMEROUS CONVENIENT FEATURES

BoilControl system can be activated or deactivated at any time to automatically keep the cooking zone at desired temperature and prevent the food from boiling for too long, or even boiling over.

If, however, the food does boil over, the StopGo function will take control of the situation even when, for any reason, the cooking process is interrupted. This function instantaneously turns off all cooking zones while saving all current settings; a simple touch will restore the cooking process. Hence, if the food boils over, the StopGo function can be used to let you clean up and simply continue as soon as you are done.

## SLIDER TOUCH CONTROL

One remarkable advantage of XtremePower induction cookers is accurate and convenient control of the cooking zones. Each cooking zone has its own module and a touch-controlled program timer, while modern easy-to-understand symbols enhance the clarity of controls. Some models of XtremePower induction offer a unique advanced Sliding touch control – a feature developed in Gorenje. Temperature is set and controlled simply by sliding a finger across the control slider surface which is discreetly integrated into the black background.

## SUPERSILENT OPERATION

Gorenje XtremePower induction hobs operate very quietly, even when all four cooking zones are engaged simultaneously at full power! Intelligent switching between induction coils and use of state-of-the-art components decrease the buzz characteristic of induction hobs.

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Heating power of the new generation induction cookers is boosted by up to 20 percent.

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# XtremePower

*XtremePower induction is extremely fast. The Powerboost feature further enhances the performance of the induction hob. So the power of heaters with the new generation induction cookers is boosted by up to 20 percent comparing to its predecessors and over 50 percent faster than are traditional gas hobs or you coffee will be ready twice as fast.*



*With the SoftMelt function, the cooking zone maintains a constant temperature of 42 °C, allowing you to melt honey, butter, and chocolate without any additional hassle. The Staywarm function will keep your cooked food warm at the optimum temperature of 70 °C. Food retains its flavour and stays warm to be served later. An excellent addition to your cooking options!*



## FISHZONE OVAL HEATER

XtremePower induction hobs are fitted with a cookware sensor to deliver optimum cooking zone usage. Ample offer of induction hobs also includes a model with a special oval heater, particularly handy for cooking or frying fish or large chunks of meat.



# MEDITERRANEAN MENU



## LETTUCE WITH WHEAT SPROUTS

### Ingredients:

1 head lettuce  
 Fistful fresh wheat sprouts  
 Balsamic vinegar  
 Salt

Wash and pick the head lettuce and pour over it balsamic vinegar, olive oil, season it with salt and mix. Before serving, sprinkle the salad with fresh wheat sprouts and decorate the plate.

**Tip:** You can serve the salad as a starter or as an addition to the main dish.



## ASPARAGUS SOUP

### Ingredients:

1 can pickled or fresh asparagus  
 2 spoons butter  
 1 spoon flour  
 1 l vegetable soup base  
 pinch of dill  
 salt  
 1 dl sour cream  
 1 egg yolk  
 1 nutmeg

Strain the asparagus and cut the bottom parts into small slices. Save some of the tips for later. Let the butter turn yellow, add the asparagus slices and fry them (2 min). Sprinkle them with flour and add the soup base, dill and salt. Let it boil for 5 minutes. Mix the soup with a Gorenje mixer. While mixing, add egg yolk and sour cream. Season the soup with nutmeg. Before serving sprinkle the soup with the leftover asparagus tips.

**Tip:** You can serve the salad as a starter or as an addition to the main dish.

Meals in a rush are all about getting back to the roots of what cooking is all about. Here you can find and cook up a selection of different recipes gathered in a menu that's delicious and makes a quick and easy supper anyone can prepare with just a few simple ingredients. It's a really great combination of flavours, textures, and colours – perfect for four, but a great dinner if there are more of you as well. Give it a try – and of course it can be done in a rush!



## SEA BASS FLORENTINE

### Ingredients:

4 small sea bass  
2 spoons olive oil  
2 onions  
nutmeg  
2 spoons chopped parsley  
1 spoon butter  
600 g fresh spinach  
few slices of bacon  
4 garlic cloves  
soup base  
salt, pepper

Clean and dry the sea bass. Season them with salt and crushed garlic. Chop the onions and cut the bacon into cubes. Clean and wash the spinach. Heat up the oven to 210 °C. Put the baking paper into the baking tray and place the seasoned sea bass on it. Place the chopped onions under the fish. Place the tray into the oven onto the middle shelf and set the oven to the programme for baking fish. Bake for 40 min. In the meantime heat the butter in a pan, fry the rest of the garlic, add spinach and steam it. If necessary, add some soup base. Finally, add nutmeg, salt and pepper.

Put the spinach on the plates and place the baked fish over it. If you wish, you can sprinkle the fish with the fried onions and cubes of bacon. Over it all pour the juice left over after cooking the spinach.

**Tips:** Instead of spinach you can use mangold, which you prepare in the same way. Also, instead of sea bass you can use trout.

**Wine suggestion:** Chardonay, Sauvignon



## GRAPE PANNA COTTA

### Ingredients:

1 teaspoon gelatine powder  
2 spoons water  
300 g white grapes  
1 vanilla sugar  
1/4 l sweet cream  
1 spoon sugar

Soak the gelatine in water.

Wash the grapes, cut them into four pieces and remove the nuts.

Sprinkle them with vanilla sugar.

Melt the gelatine over steam.

Whip the cream and add sugar.

Mix all the ingredients and put the mixture into wine glasses.

Put them into the refrigerator to cool for at least 20 minutes

## NEW GORENJE STUDIO IN SARAJEVO



In the Bosnian capital of Sarajevo, Gorenje recently celebrated its 60<sup>th</sup> birthday by inaugurating the interactive Gorenje Studio. The showroom, the first of its kind in the Bosnian market, provides an excellent setting in which to present the entire range of Gorenje products, particularly Gorenje's superior technology and innovation, embodied in the designer collections of home appliances created in cooperation with design icons such as Pininfarina, Ora-ĭto, and Karim Rashid.

Visitors are also offered services such as expert kitchen planning and architectural advice, and are also party to various entertaining events hosted at the showroom. The opening ceremony also saw the presentation of a donation for a day-care centre project for children who rely on working in the streets to make a living.

[www.gorenje.ba](http://www.gorenje.ba)



## INDULGING CULINARY PASSIONS AT THE CITY COOKING ACADEMY

This past spring a handful of enthusiasts got to indulge their veggie-cuisine passions and be City chefs for a day, at the City Cooking Academy. Masters from the Kaval restaurant Group, with the help of the latest Gorenje appliances, prepared a delicious vitamin-boost soup, followed with spinach fuži (local pasta) and vegetable sauce with mozzarella di buffala. It was all topped off with flambéed bananas, pears and morello cherries, while sommeliers from the Santomas winery provided their best to round out the menu.



In the summer the enthusiast-cooks gathered again to prepare a selection of sweet surprises – panna cotta with homemade fruit compotes and heavenly soft chocolate mousse – with the Kaval wizards also sharing some puff pastry techniques. Gorenje induction hobs were extra helpful in the melting of the chocolate – the heat can easily be controlled by simply sliding a finger across the control slider surface discreetly integrated into the black background for marvellously fast reaction time.

The City Cooking Academy was based in the Elementare furniture salon in the heart of Ljubljana, where Gorenje set up a fully-functioning kitchen. The working kitchen has proven a practical and effective way of demonstrating the great new features of Gorenje's latest appliances.

[www.gorenje.si](http://www.gorenje.si)

# SEEING RED IN ESSEN

## ARTME RECEIVES RED DOT PRODUCT DESIGN AWARD 2010

This past July, Gorenje Design Studio came home from Essen, Germany, home of the Red Dot Awards, with its second prestigious Red Dot Award, for its highly innovative ArtMe design cladding solution.

ArtMe represents an entirely new way of individually designing the surfaces of façade cladding, and is the result of fruitful collaboration between the Slovenian Trimco, Gorenje Design Studio (GDS) and the Forming Laboratory of the Faculty of Mechanical Engineering, University of Ljubljana.

ArtMe is the only product from the field of fireproofed roof and façade components ever to receive the award, which was selected from over 4,200 projects from 57 countries.

"These awards are of course, great to receive" says David Cugelj of GDS, Ljubljana, "but they're very useful as well. They indicate we're working in the right direction, and achieving a high, relevant level of design. And it demonstrates - with Trimco and GDS working together with the University - what can be done with technology; you can express yourself, creatively and functionally, through technology - even on an industrial scale.

"ArtMe offers a fully functional facade envelope solution" says architect/designer Saša Hribernik from GDS in Velenje, "enhanced by existing 'foundation' designs or entirely new custom design motifs. And it's a product of strong, highly productive teamwork".

The Red Dot citation noted the power of ArtMe "comes from a 3D continuously formed steel sheet surface, where the observed effect changes for each little alteration of the environment", and pointed to the cleaning and self-cleaning properties of the homogeneous surface, as well as the "ergonomics of handling".

This new technological approach makes possible the creation of visual effects with shadows, shapes, and patterns on the building surface; it also enables the random use of unique shapes, pictures, signs, logos, and brand signs on the surface of Trimco's façade elements, according to the architect's designs.

[www.gorenjedesignstudio.com](http://www.gorenjedesignstudio.com)



*GDS award recipients David Cugelj and Saša Hribernik*

*The innovative ArtMe design cladding panel by Trimco*



# ECLECTIC BERLIN

Slovenian graphic designer Mina Žabnikar, temporary resident and big enthusiast of the eclectic German capital, for both work and (lots of) play.

JEFF BICKERT; IMAGES: MINA ŽABNIKAR

**What's best or special for you about Berlin compared to other places?**

Berlin is always different, always changing, whenever I come back after some time away it's transformed a little; sometimes a lot. Every district has its own mood: Kreuzberg, where I am, for example is very self-sufficient, it's like its own little world. I like the size and spread of the city, though sometimes it can be a little overwhelming. Berlin is a city that never sleeps; people go out at all hours. And Berlin isn't so ordered, you can get easily - nicely - lost. There's a leisurely quality about the city and public life here.

**As a designer, you like to look and like to shop - where are you going?**

We love to window shop in Mitte; shop and walk. Naturally we have our favourite stores. There's a triangle of streets, full of great shops, boutiques, galleries: Not only do they have nice things, they have a marvellous sense of presentation. Often it's hard to tell just what a place is: Is it a gallery, shop, studio, workshop, cafe? People here have a real talent for putting these things together and making them work - beautifully.

Berlin is big on designers and smaller producers from Sweden, as well as from Denmark, and Holland, many of which do great things that I love. The city is endless with boutiques, second-hand shops, and great flea markets, full of good design. You find everything from big names to small local designers, from high-design to lovely kitsch. As a designer, it's very inspiring just to look at everything out there, ideas often come from just casually looking.

**Berlin's not, block-by-block, one of the greener cities, and pretty imposing as well.**

Right, but the parks are very nice. When it's nice weather everyone comes out to the parks, people picnic, play, relax; they're really full of life. In winter, which is pretty cold and grey, the botanical gardens has a huge tropical greenhouse, full of greens and colours, where it's soft and warm, people can spend the whole day just walking, reading, chatting.

**Berlin enjoys a far greater variety of (exotic) food than other German cities.**

The food and offer are great, there are so many small cafes, eateries, restaurants. My favourites are the Vietnamese places, as well as the Thai and other Asians. They're often small and simple, usually with a sit-down counter inside and a (very) small terrace outside. The best part is you don't have to think so much about what or where to eat, there are so many good and affordable good places, all easy to find. Things also very from district to district. And Berlin is brunch town - people come out



on weekends for big, late, tasty brunches, spend lots of time with family and friends and linger over all the goodies.

**Berlin, despite its size and sprawl, makes it pretty easy to get around.**

I really like to ride my bike in Berlin. There are some bike paths, but often you end up on the street or sidewalk, but it saves so much time, and everything is accessible. And there's always public transport - a great U-Bahn subway system, trams and buses; and a monthly ticket is nice and cheap.

**What else does Berlin, the bohemian behemoth, hold for Mina-Fina the designer?**

The great number and variety of designers, musicians, artists, architects and similar is amazing. Everyone is doing something, there are projects everywhere. It's important to move in that kind of milieu, possibilities and ideas are always coming up. And you don't need to speak German to connect, it's so international here, it's easy to connect, meet people. I love these old Neoclassical and Jugendstil buildings, like the one I'm living in here in Kreuzberg, with original wood floors, high ceilings, with room to breathe and lots of character. There are so many galleries, shops, workspaces and more, many of which are nothing special, but there are some real gems.

I'm a big fan of spetkauf, all-night shops for basics, for snacks, tobacco, wine and spirits, whatever; those and the pharmacies, which are on every corner, also open 24 hrs, which is very handy, and makes you feel connected, not cut-off.

And the bookstores are great, all over Mitte and plenty elsewhere - they have great collections of art, design, architecture, and tons of magazines, which I love to flip through, see what's happening and what others are doing.





## MINA'S BERLIN TOPS & TIPS

### GETTING AROUND:

great public transport, but I recommend bike!

### BEST TIME OF DAY:

Berlin is a city that wakes up slowly; I love the endless nights best.

### CAFE/BAR:

Johann Rose, Forster Straße 57, Kreuzberg - *Oasis of cute, quiet street, under shade trees, homemade cakes, soups, WLAN*

### STORES:

Mulackstraße - Alte Schönhauser Straße - Münzstraße - Rochstraße triangle

Bless, Mulackstrasse 38, Mitte - *contemporary women's fashions*

Calypto, Rosenthaler Straße 23 and Oderbergerstr. 61 - *second hand shoes*

**TIP1** BERLIN IS GREAT FOR SHOES, THERE ARE SHOE STORES EVERYWHERE - WHICH I LOVE.

**TIP2** DON'T WEAR YOUR NICE EXPENSIVE SHOES OUT - NOT UNLESS YOU'RE PREPARED TO GET THEM DIRTY, ESPECIALLY IF YOU GO OUT AT ALL HOURS AND ALL PLACES. THIS CITY DESTROYS SHOES.

### FLEA MARKETS:

Arkonaplatz, Arkonaplatz 33, in Mitte - *small, one of nicest in Berlin;*

very close to the the big Mauerpark, Gleimstraße 45, Mitte

### BOOKS:

Do You Read Me?, Auguststrasse 28, Mitte - *fashion, photography, art, architecture, interior, design*

pro QM, Almstadtstraße 48-50, Mitte; - *design, architecture, philosophy, magazines*

Motto Berlin, Skalitzer Str. 68, Kreuzberg - *magazines, books, self-published media*

### FAVOURITE EATERY:

Buddha's Kitchen, Falckensteinstraße 42, Kreuzberg - *Daily specials: €4,90-€6,90*

Brunch: Hans Wurst Vegan Cafe, Dunckerstrasse 2a, Prenzlauer Berg - *little out of way, great homemade vegan food, worth the effort!*

### BOTANICAL GARDEN:

Botanischer Garten, Königin-Luise-Straße 6 - *a must in winter!*

### PARKS:

explore Treptow park, Treptow-Köpenick - *two highlights: the Soviet War Memorial and "Insel der Jugend"*

### LAKES (SUMMER):

Schlachtensee, with S1 or S7 trains

# GORENJE GETS COOKING AT IFA, WITH STEFAN GERSTNER



Stefan Gerstner began his professional career as a trainee in the famous "zur Traube" Hotel in Titisee-Neustadt, followed by several positions as pâtissier, chef tournant and finally as chef de cuisine in various hotels and restaurants. Today Gerstner works as a freelance chef for various companies and establishments, and finds inspiration in new trends and techniques. He's driven by the fervent desire to offer the best quality food, using fresh, sometimes extravagant ingredients with a strong sense of presentation. And he brings, happily, this passion to Gorenje's presence at IFA 2010 in Berlin.

**Which appliance(s) do you find absolutely vital and indispensable in your kitchen?**

My magic wand immersible hand-held blender.

**How does new technology in the kitchen affect or change the way food is prepared?**

Technology helps finish many processes and final dishes, and does things better and faster.

**How do people react to and accept new trends in cuisine, new tastes and aromas, new methods of preparation?**

It tends to vary a lot, people are very different - it really depends on the guest. Most are interested in new methods and styles; at the same time they don't want to spend a lot of money, especially if the product is particularly small. Like the new nitrogen technique for example, it's very complex and not at all cheap to use for a small event.

**What do you find most fascinating among the most contemporary cooking methods?**

At the moment, food prep with nitrogen is the most interesting. You can get amazing effects by working with this innovative method, which is about preparing food at extremely low temperatures.

**What do you most like to cook?**

Desserts; desserts and ice creams, any way at all.

**What is your experience with Gorenje appliances? Are there any you like in particular?**

Almost all of the appliances in my kitchen at home are by Gorenje. And I'm a big fan of my Gorenje Compact built-In Steam Oven - the BOC 6322 AX oven.

**What's your favourite dish - to eat?**

I think I'd still have to say a schnitzel, with fried potatoes, and a nice hot dessert with ice cream to finish.

**How important do you find the relationship between food and wine?**

I find it very important, but only when you really have the time to enjoy it - and not when you're in a hurry, which is like, always.

**What place or role does a sweet dessert on the menu have? People often tend just to skip it.**

Ouch!!!! I'm a pastry chef, what should I say? Nothing counts more than the last impression. There's nothing better than a wonderful warm, juicy, delicious dessert to finish off a good meal.



## FULL STEAM AHEAD TO A HEALTHY DIET.

Anyone seriously devoted to healthy nutrition will be delighted about the new built-in compact combined steam oven from Gorenje, featuring the innovative steam control technology called SteamPower.

High quality and balanced diet has become an important, even indispensable part of our everyday. Steam cooking is becoming increasingly popular as it allows the food to preserve its full flavour, colour, vitamins, and minerals. The dishes will thus be light and juicy, hardly requiring any spices. Steam cooking is also an excellent choice for the diabetics.

Tasty or healthy is no longer a dilemma: in Gorenje steam oven, the two are combined on the same plate.

