



Mrs. Dalloway

A deliciously rebellious mini hot plate



gorenje

DESIGNED BY NIKA ZUPANC



I will buy flowers myself.

Mrs. Dalloway mini hot plate

from Gorenje designed by Nika Zupanc

Carefully gather all the swallowed words, all the unshed tears and all the suppressed emotions into an elixir of liberation. Then take this dark matter and contain it in a shining apparatus that will do all the necessary boiling and cooking that precedes any decent dethronement of status quo.

Being a single plate, it has a seemingly simple genetic structure. However, this is also all the simplicity you will find. The design and production processes were painstakingly delicate because the "haute couture" approach of paying a dear price for perfection was employed. The mini hot plate now fumes out all the expectations about kitchens and duties and "Hausfrauen", and redirects your attention to a less obvious intellectual feast. This is an ode to the invisible pathologies of our everyday lives. It is a dedication to our crawling selves that are being lost somewhere between our roles and our images, between what we promise and what we actually manage to deliver.

Effectively mixing smart technology, excellent design and great value into every one of four million appliances sold annually, Gorenje continuously raises quality standards among Europe's leading domestic appliance manufacturers. With its innovative, technically perfect, environmentally friendly and stylish products, Gorenje aims to become the creator of the most innovative design-led home appliances in the world.

Exhibition by Nika Zupanc (SuperstudioPiu, 22-27 April 2009),
is also an official world launch for the *Mrs. Dalloway* mini hot plate
from Gorenje designed by Nika Zupanc.

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