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*Mrs. Dalloway*

*a deliciously rebellious mini hot plate*



**gorenje**

DESIGNED BY NIKA ZUPANC

MRS. DALLOWAY

## **A DELICIOUSLY REBELLIOUS MINI HOT PLATE**

FROM GORENJE, DESIGNED BY NIKA ZUPANC

*Milan, April 2009 - The exhibition **I Will Buy Flowers Myself** by Nika Zupanc at Superstudio Piu at the Milan Design Week (April 22<sup>nd</sup> to 27<sup>th</sup>) also presents an extremely charming novelty: the mini hot plate Mrs. Dalloway that Nika Zupanc designed exclusively for Gorenje. The Mrs. Dalloway mini hot plate is deconstructing the myth that household appliances are only made for kitchens and housewives. Like most works of Nika Zupanc, it is different, boldly innovative, and playfully witty. Due to its unusual shape, it comes closer to resembling a fashion accessory than a kitchen appliance.*

### **HOT MINI**

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.

### **A NEW DESIGNER TEAM-UP**

Following the successful cooperation with the Italian design studio Pininfarina and the French designer Ora-İto, Gorenje has now teamed up with Slovenian designer Nika Zupanc. Her designs have introduced freshness and a gentle female touch into the often minimalistic and cold world of household appliances. Thus, the appliances are elevated to exclusive fashion accessories.

Nika Zupanc is known as a bold industrial designer with a special feel for emotional extravagance. In her work, Nika Zupanc tackles the daily themes which almost iconically symbolize mediocrity, dullness, boredom, and temporal restraints. She makes intentional moves to address the constructed role of women in contemporary society. New technologies, advanced engineering and explosions of new materials are employed as new outfits for the new relations and understandings that she is putting forth to counter the established ideas. Her designs have won several professional awards and she has been hosted at numerous prominent exhibitions from London to Milan. [www.nikazupanc.com](http://www.nikazupanc.com)

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

EXHIBITION AT SUPERSTUDIO PIU, MILAN

## **I WILL BUY FLOWERS MYSELF**

OBJECT GONE INDESCRETE BY NIKA ZUPANC

**With her exhibition *I Will Buy Flowers Myself*, Nika Zupanc tackles the established attributes of a socially stigmatized woman with her characteristic sincerity, which is here especially inspired by the stories of some of the most famous female literary heroines. Her display space thus opens up through a sequence of spicy comments cast in shamelessly beautiful forms.**

The designer announces the basic feature of her exhibition at the very entrance to her pavilion at Superstudio Piu, where visitors are confronted with a black, dotted architectural installation. With its chimney and pearlescent smoke, it works as a monolith that separates the world of objects from the world of forms, thus representing a passage into another dimension. The Doll House was developed together with the company Trimo and Nika Zupanc designed this installation using the numerous architectural and design options provided by the new and innovative modular facade system, Qbiss by trimo.

The pavilion's interior is suffused with a passionate intertwining of rational and irrational features in a family of six objects that can be read between the covers of *The Doll House* as the resistance of women chained in Romanticism, who prefer to buy the flowers themselves. These are sofas, a table, a toy car, a crib, a feather duster, and, beside that, the Mrs. Dalloway mini hot plate. Nika Zupanc designed this mini hot plate exclusively for Gorenje, an internationally recognized, ambitious, and design-oriented creator of home appliances.

However, this year Nika Zupanc will not be shown only at her own pavilion. The global super-brands Moooi and Moroso will present products with her signature as well: Moooi will present its series of her Lolita lamps, and Moroso will present her Tailored Chair.

## DESIGNERS PROFILE

### **NIKA ZUPANC**

COMMUNICATIVE PRODUCT DESIGNER

**Nika Zupanc is a designer with a special touch for emotional extravagance. With her diverse range of projects, she extends desires into design through materials, quality and conflict. In her works, Nika Zupanc deals with everyday subjects and themes that practically iconically personify mediocrity, boredom, and time constraints, and thematize the constructed role of women in modern society with clear and intentional features.**

With her design contributions within selected subjects and themes, Nika Zupanc pushes the limits of aesthetics and speculates with new visual codes that twist the meanings that already exist or have been defined in advance and, disguised as new technologies, advanced engineering, and an explosion of new materials, lend these meanings completely new understandings in contrast to those they have had so far.

Precisely measured eclecticism and the intentional search for feminine archetypal elements (preferably even those that are considered extremely naive or even frivolous) are the parameters this designer uses in her work, although in a notably reserved and occasionally slightly painful manner. The latter in particular is what lends her creations an original and innovative authorial character that assumed the empty place awaiting it on the international design scene, and that challenges our understanding of modern furniture, buildings, and interior design, and is undoubtedly one of the indicators of trends that will influence the design industry in the future.

2008 – Maid chair, **Backstage – A side view on Moroso collection, curated by Patrizia Moroso, Gallery113, Kortrijk, Belgium**

2008 – Lolita, lamp family for **Mooodi, Salone del Mobile, Milan, Italy**

2007 - La femme et la maison, **Design from 5 continents, curated By British council department for design and architecture, Design festival, London, UK)**

2007 – La femme et la maison, **Art Nhow, Milan, Italy**

2007 – La femme et la maison, **Salone Satellite, Milan, Italy**

2006 - Nursing room 0+, **The Lighthouse, Glasgow, UK**

2006 - Nursing room 0+, Young Design Talent Show, **Inno design centre, Hong Kong, China**

2006 - Nursing room 0+, Exhibition My world /new subjectivity in design, **City Museum Ljubljana, Slovenia**

2006 - Nursing room 0+ and La clinique d' amour, **Salone Satellite, Milan, Italy**

2005 - Clinique d' amour, **100%Design, London, UK**

2005- La clinique d' amour, Slovenian contemporary art 1995-2005, **Gallery of modern art, Ljubljana, Slovenia**

2005- La clinique d' amour, **Designersblock, London, UK**

2003- Brumen - Biennale of visual communications; **National museum, Ljubljana, Slovenia**

2002 - Bench system for bus station Met 3, **Art Centre, Seoul**

2002 - Bench system for bus station Met 3, **Carrousel du Louvre, Paris**

2002 –Bench system for bus station Met 3, Bio 18 – **Biennale of industrial design, Ljubljana**

Nika Zupanc works and dreams in Ljubljana, Slovenia.

## COMPANY PROFILE

### **GORENJE**

CREATING FOR TOMORROW

**Gorenje is a company of ambitious visions. It seeks to approach its markets as a trend-setter rather than a follower. It is a company aiming to become the most innovative, design-minded creator of home appliances in the world. It is stepping boldly towards the future, without hesitation or faltering. Thus, the company gradually invested in the development and redesign of technological procedures in all manufacturing programs, and introduced entirely new generations of technologically advanced, innovative, and environment-friendly appliances, immediately recognizable by their outstanding design.**

#### **BEING THE FIRST**

In the spirit of its vision, Gorenje was the first to offer its demanding customers excellently designed and technologically perfected range of appliances developed in cooperation with the famous Pininfarina design studio. Gorenje was also the first to reach into the segment of fastidious buyers by sensing the trends from the world of fashion and furniture design; thus, its appliances were embellished with Swarovski crystal elements. One of the prestigious fridge freezers *made with CRYSTALLIZED™ – Swarovski Elements* was sold at a charitable auction in Moscow for USD 110,000 and is most likely the most expensive refrigerator ever sold. Another unique innovation from Gorenje is the prestigious innovative SmarTable with a completely integrated remotely operated refrigerator in the centre of the table. Gorenje is one of the first companies to offer urban design in the mid price range, as it has recently launched new products in its collection of household appliances designed by the world-famous trendy designer Ora-Itto.

#### **DESIGN INNOVATION**

Gorenje is a company that offered touch-control operation as early as in 1996, in its Simple&Logical range of washing machines – long before the application of liquid crystal displays for appliance operation became as common as it is today. Furthermore, Gorenje was the first company ever to introduce the innovative touch-screen operation by employing the advanced LCD technology. The innovation of touch-screen operation was also employed in the glass-ceramic cooking hobs and kitchen hoods. New generations of touch-screen operated appliances are revolutionary in the way they communicate with the user. They enable settings in 42 languages. Communication functions of these appliances are also innovative from the aspect of interactivity. Gorenje was the first to offer the functions of writing/recording messages and memos, as well as listening to the radio operated via touch-screen.

Gorenje is the first manufacturer to have developed a special cooling technology in the freezer doors, which paved the way for larger freezer door shelves. User-friendly innovations in the fridge freezer program also include the revolutionary and unique technology of integrating a transparent window that offers a view into the refrigerator interior.

The concept pursued by Gorenje as a design-minded company is simple. It is to understand the consumers, to innovate and invent, and to create new products for them. The results of such concept are aesthetically appealing and desirable products with innovative and convenient technological solutions. In the past decade, the Gorenje brand has thus rapidly and justly built an image of a player that steers the trends in the field of design, introduction of advanced technologies, innovation, and contemporary living culture, based on the values of home and family.

For further information, please contact:

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