

# LIFE STYLE

**GORENJE MAGAZINE** AUTUMN - WINTER 2009, ISSUE 4



**THE TOUCH OF LIGHT - PINK IS THE NEW BLACK**  
GORENJE DESIGNED BY KARIM RASHID

**LESS DECISION, MORE LIFE**  
GORENJE SIMPLICITY LINE

**FROM PLAIN COLD TO JUST COOL**  
THE NEW RETRO COLLECTION



< PURE line >

## BENEATH THE SURFACE OF THE NEW GENERATION OF GORENJE BUILT-IN APPLIANCES WHOLE

new stories are taking shape. Your home stories - created with the help of the HomeMADE unique innovation for perfect baking results, wood-fired oven effects and given the domestic touch through the innovative patented DirectTOUCH electronic programme module with preset programmes. These patented innovations are a fresh view of how we live: each in our own distinct way. Thus, the new generation of Gorenje built-in appliances is for each of us our own private story. *The story you experience: the inside story.*



Franjo Bobinac  
President and CEO, Gorenje

**In 1961, the famous British author, innovator and futurist Sir Arthur C. Clarke said the following: 'It's true, modern technologies can affect our lives magically.' Then he was thought of as a visionary, but today we are living those visions.**

At the beginning of the third millennium, we have reached a stage of development in which we can operate our every day appliances with a click of a button or by sliding a palm across a sensor, and tomorrow we could even do it with our voices. We cannot even imagine life without technologically advanced and enabled living and working environments. If only a decade ago we were saluting the introduction of personal computers into our working practice, we can now confirm with certainty that technologically perfected solutions have, almost unnoticeably, arrived in our homes, which have become even cosier, making chores much easier and stimulating our creativity, should that be in the kitchen, bathroom or living area.

At Gorenje, one of the main principles we follow whilst coming up with technologically advanced solutions is simplicity of use. We strive for constant improvement, surpassing existing solutions, seeking out what

is best, what is different and what is innovative. Every new generation of Gorenje appliances is so much more advanced, not only from the technological and developmental aspects of its functional use, but also in the elements of design innovation and environmental awareness.

In the 21<sup>st</sup> century we have to dare to be bold and go beyond the limits of our possibilities, even in developing kitchen appliances. The intensity and speed of development are challenging and provide an additional creative drive. If decades ago we couldn't imagine how our cookers or ovens would switch themselves off when our food was ready, that has now become part of our every day lives; and it is because of these little 'details' that we can still be creative, even if we don't have all the time in the world. Arthur C. Clarke was right: through the simple use of innovative solutions in your home, you can really introduce the magic of living with a click of a button.



## 08

Following a notable appearance at the **HOME APPLIANCES @ IFA** exhibition, a part of the IFA 2008 international fair, Gorenje is once again challenging the global streams of innovative design as it returns to Berlin, presenting a selection of its novelties and accomplishments of the recent years at this year's IFA fair. In a highly mature industry where supply exceeds demand, it is important to be different than others - particularly in the time of crisis. Therefore, superior design, in addition to technological perfection, innovation and care for the environment, remains at the heart of Gorenje's vision, and its competitive advantage.

Gorenje exhibits at the **IFA Fair 2009** in **Berlin, Hall 1.1**, Stand 201.



## 36

Meet **Gorenje Retro**, a new collection of fridge freezers that will thrill you with the elegant, romantic, or daring colour palette. What you choose is superior technology with a brand new image and a charming touch of nostalgia. From plain cold to just cool. **Chic. Vintage. Funky.** First presented to the public at **IFA 2009**.



## 24

New York designer **Karim Rashid** is one of the most prolific designers of his generation. Over 3000 designs in production, over 300 awards and working in over 35 countries attest to Karim's legend of design. Karim's diversity affords him the ability to cross-pollinate ideas, materials, behaviours, aesthetics from one typology to the next, crossing boundaries and broadening consumer horizons. Currently developing a collection of top-class appliances with Gorenje. World premiere at **IFA 2009**.



## 16

Effectively mixing smart technology, excellent design, care for the environment and great value into every one of the appliances, Gorenje is continuously raising quality standards and consumer expectations for Europe's leading domestic appliance manufacturers. Responding to the modern trends, Gorenje is introducing a thoroughly revamped line of household appliances for kitchen and bathroom. Gorenje **Simplicity**. First presented to the public at **IFA 2009**.

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A total of EUR 280 thousand was raised by the lottery, and the entire sum will be intended for the purchase of modern diagnostic equipment for oncology centres throughout Russia.



## Pink refrigerator sold in Moscow

Following the charity auctions in Ljubljana, Zagreb, London and Split, Gorenje joined the charity campaign "United against Breast Cancer" organized each year in Moscow by Avon in order to raise funds to fight breast cancer. The campaign included a charity lottery for which Gorenje contributed one of the prizes - a pink retro refrigerator embellished with a precious ribbon made of white gold, by Zlatarna Celje (the Celje Goldsmiths).

In the last two years, Gorenje and Zlatarna Celje helped raise over EUR 380 thousand, either through their own auctions of precious pink refrigerators with white gold ribbons or through cooperation in similar projects.

[www.avon-protivraka.ru](http://www.avon-protivraka.ru)

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

## Gorenje at Grand Designs Live in London

Gorenje's appearance at this year's Grand Designs Live caused quite a stir as the SmarTable by Gorenje took pride in securing a place at the "House of the Future" stand. This stand is designed to provide an insight into the gadgets that will populate people's homes over the next 20 years. Gorenje was featured prominently in two other stands at the show. Kitchen manufacturer William Ball chose the black Gorenje Ora-ĭto oven, hob and hood to display their new range of kitchen furniture whereas the Grand Designs Live team chose two Gorenje built-in under counter fridge freezers to complement a range of outdoor furniture exhibited in the "al fresco" area. Hence, Gorenje succeeded in attaining an excellent overall presence.

[www.gorenje.co.uk](http://www.gorenje.co.uk)



## Gorenje's debut at the Istanbul Muder fair

Gorenje participated for the first time at the kitchen, bath, furniture and built-in appliances Muder fair that takes place every two years in Istanbul. More than 5,000 visitors of the Gorenje stand admired the new generation of cooking appliances, as well as the fridge freezer Gorenje made with 3.500 CRYSTALLIZED™ - Swarovski elements, Gorenje Pininfarina Collection and appliances of the Gorenje Ora-ĭto Collections set in Gorenje's trendy Delta kitchen.

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



## Gorenje wins Plus X Award 2009

Seventeen independent journalists and renowned experts were unanimous: Gorenje BO 8750 AX oven meets all requirements for the prestigious Plus X Award and Seal in the categories of design and user-friendliness among the large household appliances.

This year's Plus X Award is already Gorenje's sixth. In 2004, it went to the Premium Touch washing machine, followed by Premium Touch fridge freezer in 2005; in 2007, the award was presented to combined fridge freezer Gorenje made with CRYSTALLIZED™ - Swarovski elements; all three appliances won the award in the category of user-friendliness.

In addition, the combined fridge freezer Gorenje Pininfarina and the built-in oven B1-ORA-E of the Gorenje Ora-Īto Collection won the award in the category of design, in 2006 and 2008, respectively.



## CHARMING SilverLine

Appliances of the Gorenje SilverLine collection feature refined details that complement the functionally minimalistic foundations both in terms of design and technology. The assortment includes three appliances with a classy silver lacquer finish: the RF 60309 DEC combined refrigerator-freezer, rated A++ by energy efficiency; the WA72145 AL washing machine; and the D72345 AL condensation dryer, the latter two both featuring 7-kilogram capacity. The three exclusive models in trendy colour will charm you with stylish accents and impress with high-class equipment and superior eco-performance.





# THROUGH THE GLOOM

**Only a year ago, we spent our summer holidays with a peaceful mind. This year, the challenges of the current state of the economy and the uncertainty of the path ahead arouse contemplation, concerns, and specific questions on how to live in a lower gear.**

The crisis has affected us stronger than expected, and more than we may have been willing to acknowledge. Bad news from the world of economy and bleak outlook hardly stimulate optimism.

## THE BATTLE FOR CASH FLOW

By greatly reducing the scale of its business activity, the Gorenje Group is sharing the faith of other players in the home appliance industry. Demand for durables, which

include household appliances, has plunged by a quarter during the last year. After January and February, the months of this year's absolute low, the trend of decline in orders stopped. Sales didn't recover notably in the second quarter, but the management believes they will bounce by a percent or two in the third and fourth quarter.

Immediately after the unanticipated drop in orders in November last year, Gorenje management adopted a series of mea-



sures to counter the weakened demand. The goals for 2009 are pursued with full accountability to all stakeholders, despite uncertain and unpredictable circumstances. The operations are guided by three fundamental policies: providing a positive cash flow, boosting market shares, and retaining productive jobs. In addition to costs of raw and processed materials and services, particular attention is paid to labour costs, which is consistent with the commitment to keep valuable jobs, adopted at the very onset of the crisis. "We believe in the capital of knowledge and employee loyalty. These are two assets we will be in dire need of when our operations recover and take off again after the crisis", states Mr. Franjo Bobinac, Gorenje president and CEO.

**Development of new products is of key importance for further development of the company and the brand.**

#### **SPREADING THE WINGS OF CREATIVITY**

In most markets, Gorenje has managed to beef up its market shares in the recent



months, thus consolidating its starting position for the period after the crisis. President and CEO: "We are well aware that development of new products is of key importance for further development of the company and the brand - both during the current crisis and, perhaps even more, once the economy rebounds." The winners will be those com-

panies that manage to maintain a high level of innovation and development activities. As Gorenje wishes to welcome the end of crisis as fit as possible, with a refreshed and adjusted arsenal of products, it has developed several new innovative products seeing their debuts at the IFA Fair in Berlin.

[www.ifa-berlin.com](http://www.ifa-berlin.com)

The IFA fair, Berlin, Germany; September 4<sup>th</sup> - 9<sup>th</sup> 2009, Hall 1.1





THE **INSIDE** STORY. NEW GENERATION OF HOUSEHOLD APPLIANCES ARE A PROMISE OF NEW COOKING ADVENTURES.





The new generation of built-in Gorenje appliances; the ALLURE line.

For ages, people have been the captives of their own dreams and endless desires. Immersed in their pursuit, we are grasping for air while hardly ever taking the time to take a deep breath. Yet, although we may often refuse to realize it, the insatiable quest for pleasure and fortune is inevitably paired with disappointment. But we can take charge of our lives; we can choose a different, simpler, better life. A life simple and uncomplicated, yet rich and full, is the contemporary philosophy of living, also called "voluntary simplicity"; across the world, the number of people that subscribe to it is growing.

ENJOY YOUR LIFE  
SEIZE THE DAY



Modern society saw the emergence of the “new consumers”. Influenced by the media and marketing, they seek happiness and inner peace through material goods, which however fail to deliver what the ads are promising, leaving behind an aching void inside the people who get lost in the twister of haste and alienation. The overwhelming offer of goods and superfluous information result in spending too much time and energy on pointless tasks, deciding between countless options of fictitious choice. Yet recent research has identified a twist in the mode of thought.

Today, money and status have plunged down the list of priorities for many, having been outranked instead by health, happiness, and living a socially accountable and fulfilled life. Or, as argued by one of the early advocates of a different lifestyle, Duane Elgin, author of ‘Voluntary Simplicity & The living Universe’: “Living in a way that is outwardly simple and inwardly rich.”

### FLAVOURS OF SIMPLICITY

The concept of Voluntary Simplicity is very closely linked to what many people see as the work-life balance, a principle that has become increasingly important to society over the last 10-15 years. The majority of consumers are unlikely to ever want to return to the comparatively very simple lifestyles of 100 years ago, but money and status are no longer seen as the main aim over and above other factors such as good health, happiness and socially responsible living.

British economist E. F. Schumacher summarized voluntary simplicity by saying, “Any intelligent fool can make things bigger, more complex, and more violent. It takes a touch of genius - and a lot of courage - to move in the opposite direction”. We have to be courageous because if we don’t do so - who will?



**Voluntary simplicity is not a limiting lifestyle. Actually, choosing to live “consciously and deliberately” will give you freedom.**

An “outwardly simple yet inwardly rich” life is an alternative to the “new consumerism”. Despite the tendency to curb the desires for the material goods, it could hardly be seen as a life of sacrifices. Quite the contrary: such lifestyle is in fact enriched as it is relieved of the meaningless burdens that are displaced by a balance resting on the values and goals that really matter - regardless of what one feels is expected and believed by others.







**The philosophy of simple living is a contemporary trend subscribed to by many across the globe.**

Voluntary Simplicity is the lifestyle of those that refuse to accept the notion of “normal” as defined by the modern consumer society. Among them is the American columnist Ellen Goodman who summarized the gist of such definition: “Normal means getting dressed in clothes that you buy for work, driving through traffic in a car that you are still paying for, in order to get to the job that you need so you can pay for the clothes, car, and the house that you leave empty all day in order to afford to live in it.”

It is time for a more harmonious and fulfilled life. But can only be achieved by dispensing with the burden imposed - in addition to the many positive and favourable advances - by the modern society. More, faster, better...

We should also learn how to stop, to reflect, to smile in appreciation of what we have achieved, and say: “I’m happy with that.”

It is time for change, and change is our responsibility.

Choosing voluntary simplicity does not have to be a complete lifestyle change all at once. Making just a few small changes in your life can make a major difference.

- Start by limiting unnecessary purchases.
- Think carefully about how you are spending your time.
- Appreciate your family life and enjoy time with the people you love.
- Do it yourself and become more self-reliant.
- Make a connection with nature.
- Re-think the way you shop for groceries and the foods you eat. The old adage of “you are what you eat” is even truer today.
- Try to find a balance between work and relaxation.

Voluntary simplicity is not a limiting lifestyle. Actually, choosing to live “consciously and deliberately” will give you freedom... more quality time... more discretionary money... and more appreciation and enjoyment of every aspect of your life.



# PERFORMANCE INSPIRED BY THE NEW LIFESTYLE

**Simplicity is a trend. It is an inspiration in every field of human creativity. The challenge of integrating the idea of “Voluntary Simplicity” into the products in order to respond to the actual needs of the consumers is the central challenge currently tackled by designers and manufacturers. Talking to people in the know, we have learned that we are up for a period of clean, pure and simple forms and functional solutions fully tailored to the users, yet remaining faithful to the principles of sustainable development and devoted to preserving the environment.**



**Rudolf Greger**

Industrial designer GP  
designpartners GmbH; Austria

Voluntary Simplicity is a manifestation of the saturation of the consumer. With today's knowledge, it should have been quite obvious to us, that one day people can't stand that permanent pressure to consume any longer. The »new reality« (aka »crisis«) is only an accelerator of an ongoing trend. Life became too fast and too complex. People can't hold the pace anymore. They desire for a clear life, for a good work-life balance.

So, a new middle market will emerge within the next few years, with high quality and high-tech that is invisible, is magic. Design will respond to this trends with new classics — clear shapes. Thereover, with the available technologies a new segment will emerge: D2C, designers-to-customers, which means designers will work directly for the consumers and respond to their demands.



**Martin Allen-Smith**

Editor, Designer magazine, UK

High pressure jobs and a demanding lifestyle are now fully recognised as having a negative impact on an individual's health, personal relationships and overall happiness. For many, it has become less important to earn and spend as much money as possible, and more important to enjoy what they do. Everyone wants a comfortable standard of living, but the desire to have the most expensive things is not so high on the list of priorities as it once was, especially since we are all now aware of the pressing environmental costs of using up material resources and excessive energy.

For designers and manufacturers, the challenge is to create products that deliver the best of both worlds - those that save a consumer time, make life easier or in some other way enhance their lifestyle. However, at the same time, these designs have to include considerations of how they can be made using the absolute minimum in terms of resources and energy.



**Christian Scherfig**

Managing director of Danish  
Design Center; Denmark

It is very much possible to integrate the concept of simple living into design. One of the key philosophies in a lot of Danish design, for example, is to keep things simple, and a lot of the Danish success can be explained by the combination of simplicity, style, form and function. And in a world where a lot of consumers are getting tired of overwork and over consumption, designers and manufacturers can contribute by creating sustainable products that are functional and aesthetic in a timeless way so that they can last a lifetime.



**Ana Penović**

Plan B, editor in chief, Croatia

I think that now, more than ever, when we see stock exchanges crashing down, and virtual money dictating our future, everybody should ask themselves what life is really about. Are we here to consume everything that we can, should we spend the next 50 years paying off credits for stuff that we partially use? Do we really need new and expensive stuff every day to be happy?

As a healthy lifestyle magazine we are constantly encouraging our readers to pursue their creative activities, to help someone in need, to make their micro-cosmos better place for themselves and people that surround them, and more that anything else - to be responsible.

Because when you are responsible, you think twice if you should buy stuff that will in the future be a rock around your neck, or your children's burden.

# GORENJE SIMPLICITY

LESS DECISION, MORE LIFE





Responding to the modern trends in interior design and showing great appreciation and respect for the consumers' leisure time, Gorenje is introducing a thoroughly revamped line of household appliances for kitchen and bathroom. Gorenje SIMPLICITY.



The SIMPLICITY line of appliances delivers a thoughtfully devised array of operation modes and programs, offering simple control with a single logical knob that will relieve you of the incessant dilemmas on which program to use. Simply choose the preset program, and the advanced UseLogic® technology will take care of the rest; hence, you will only pay for what you really use. In addition, these appliances are highly convincing with their economic and environment-friendly operation as their power efficiency ranks them in the highest A and A+ classes.

Gorenje SIMPLICITY appliances will simplify your life and save your time.

#### With a single logical knob

SIMPLICITY offers the most logical choices - the ones, being actually used. Just one attractive knob serves all.

#### With deliberate design

SIMPLICITY indulges your sight with well considered form and with genuine materials. Saves your energy with ergonomics: without unnecessary movements and time-consuming search of right selections.

#### With cost-effective operation

SIMPLICITY respects the environment: with low energy consumption, reduced water consumption, and with silent operation.

#### At reasonable price

SIMPLICITY is friendly to your purse: only what is really used, is paid. This is enabled with the state-of-the-art achievements, built-in the appliances.



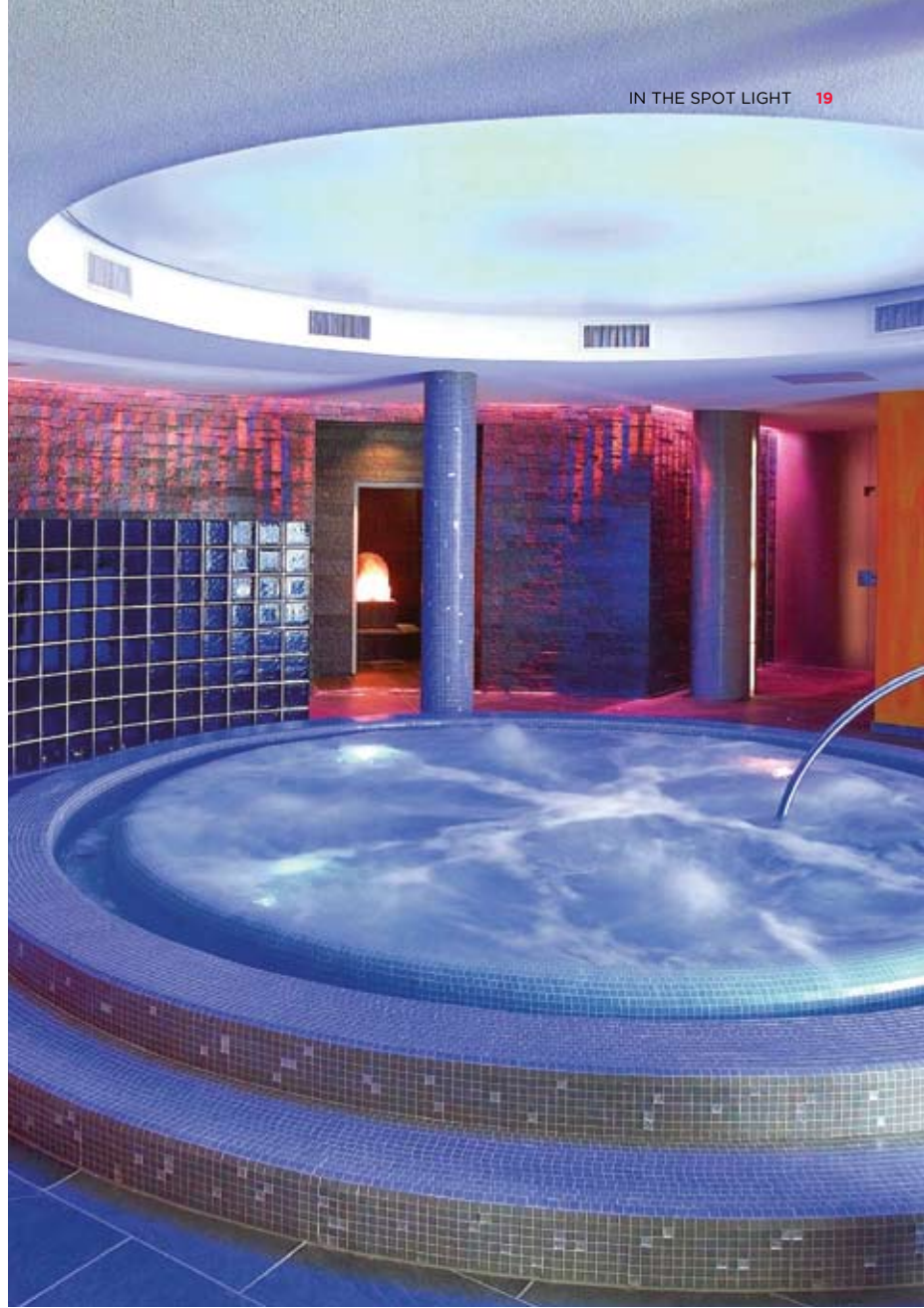
# LED

## THE INNOVATIVE LIGHT OF THE FUTURE

Light emitting diodes, or LEDs, are not a fashion whim; they are the lamps of the future. Their low power consumption and long useful life make them an economically sound option and an investment that will surely break even and yield returns. The latest LEDs, combined with creative design, are the inspiration behind a generation of remarkable products that glow with breathtaking reflections of light in a range of colours. LED technology allows designers and developers to fill in, underline, accent, or combine architectural and design elements by means of powerful lighting.



Useful life of a light-emitting diode is rated up to 100,000 hours while a conventional incandescent light bulb must be replaced after 1,000 hours of operation.



LED light fixtures at the Wellness Centre of the Krallerhof Hotel, Austria

Until recently, LEDs were used to illuminate information and direction signs. However, the development trend that demands smaller products, prolonged lifespan, enhanced efficiency and low maintenance, pushed the LEDs virtually to the top of lighting technology, granting it the status of the innovative technology of the future, which, however, is already glowing very bright.

#### THE FIRST LED CAME TO LIFE IN THE MIDDLE OF THE 20<sup>th</sup> CENTURY

After the discovery of electricity-induced artificial lighting in the beginning of the 20<sup>th</sup> century, Russian radio technician Oleg Vladimirovich Losev created the first precursor to the modern LED in the 1920s; however, no practical development followed on this innovative scientific advancement for several decades. It was only in 1962 that Nick Holonyak Jr., while working at GE, developed the first visible-spectrum LEDs. To this day, he is considered the “father of the light-emitting diode”.



Portable LED lamp, Philips Living Colours





LED technology used to embellish the front of the Children's Eye Centre at Moorfields Eye Hospital, London, Great Britain

### LED TECHNOLOGY STILL PRICEY

Despite the sudden discovery, highly appreciated by the global scientific community, the cost of LED lighting precluded its widespread implementation. One example of the early use is the HP pocket computer dating from 1968, which incorporated LEDs developed by Monsanto Corporation, a pioneer in the field among manufacturers. The innovative lighting technology was soon featured in most advanced telephone devices, TV sets and radio tuners. As their efficiency improved, the first LEDs became available in other colour versions; however, blue and white LEDs were only developed a few years ago.

Light-emitting diodes are ideal for colour displays, both indoor and outdoor. The light output can be highly dispersed or narrowly focused. In addition to the early monochromatic make, so-called multi-coloured LEDs are also available today. Combining red, green



LED lighting on the observation deck of the Celebrity Solstice cruise ship







Peace Bridge over Niagara River, connecting Canada and USA, is illuminated by over 630 LEDs.

and blue light, these can deliver up to 16 million of colour hues, offering the users and designers a very wide range of choice. A programming unit can be used to set colour changing programs that can lead to amazing effects.

#### POWERFUL AND POWER-EFFICIENT

Another advantage of LEDs is their size. Being very small and hardly heating up, they can be used in locations where space is scant or where heat may be a problem. Blue LEDs are twenty times more efficient than a conventional incandescent light bulb fitted with a colour filter. Furthermore, the option to power LEDs with batteries or even solar cells frees them from spatial restrictions.

Another notable feature of this technology is that it does not cause light pollution. In light of the new regulations on light pollution, this is also becoming increasingly important.

Today, LEDs can be seen virtually everywhere: the “spectaculars” of New York’s Times Square; Seoul’s National Gallery, completely covered in LEDs of various colours; Berlin’s Blinkenlights light installation; as well as in Gorenje’s kitchen appliances which rank among the most advanced and modern high-tech products today.

Research has shown that if only 200 neon signs were replaced by LEDs, carbon emissions would be cut by an amount absorbed by 142 trees in an entire year.



LED lighting in the luxury cabins of Singapore Airlines’ Airbus 380



# THE TOUCH OF





**Gorenje collection designed by Karim Rashid is a minimal fusion of functionality, technology, interactivity, and purity. The full length handle is both the visual and the interaction focal point of the collection; a quality enhanced by the integrated, customizable coloured lighting and elegant graphic treatment.**

The graphic details continue across the stovetop wherein functionality and decoration find a seamless synergy. So one can customize and light their kitchen effectively and efficiently at the same time. Gorenje's high quality execution of all details and application of durable materials are the final elements making this a memorable collection. Now in your kitchen.

# LIGHT

# PINK

## IS THE NEW BLACK

Author: Hermina Kovačić  
 Photos: Courtesy Karim Rashid Inc.  
 Portrait: Roman Leo

Karim Rashid is a man of many talents. He is an industrial designer who has created almost every piece of home equipment there is to design, from a salt shaker to sofas and light fixtures. He is also an architect, a decorator, a lecturer, a writer, an artist, even a fashion designer, and a DJ. Half Egyptian and half British, with permanent residence in New York, yet constantly on the road around the globe - incidentally, he loves coming to Belgrade - his portfolio includes an impressive number of over 3,000 designs in production, and over 300 awards. His products are featured in 20 permanent collections at various galleries. He has worked in nearly 40 countries and the list of his customers is strikingly enviable as it includes brands like Alessi, Artemide, Audi, Cappellini, Carolina Herrera, Edra, Egizia, Estee Lauder, Foscarini, Giorgio Armani, Kenzo, Magis, Prada, Sony, Swarovski, Toyota, Veuve Clicquot, Zanotta, etc. Most recently, Gorenje joined the roll.

In addition to denouncing all and any boundaries, this man, already a legend of modern design, is also famous for turning pink into a manly colour. He often chooses to wear it himself and his style of clothing is thought-out to the last detail. If you are lucky, you may run into him at a party anywhere between New York, Milan, and Belgrade.

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



Feek Snap Chair





LOAN





Bombay Sapphire Fine Form Glass

After almost 30 years of working in product design and architecture Karim Rashid is living legend. How does it feel?

I am inspired and I am obsessed. And the adrenaline of success is a beautiful fulgent experience. But I always felt this way prior to any success. To be at the top is to be spiritually, mentally and physically self-actualized. I hope one day I will be. I am not yet. Everyday is a new challenge. A new project, a new typology, a new opportunity. I do not consider myself at the top - I fell like I am only 25 years of age, out of school and just starting. I have so much I want to do that I feel I have accomplished nothing yet.

At this year's furniture fair I Saloni in Milan, I had an impression that it was all about Karim Rashid: I found your products at different stands, I even met you at two parties thrown by XO Design and Meritalia. Every time I open an international design or fashion magazine - there you are. You are also a star and a fashion icon. How much time and energy do you invest in presentations of your work?

I spend too much time presenting my work and not enough time at home sketching or meeting with my designers. I used to travel 220 days of the year lecturing and promoting my work. All of my best work is created while I'm travelling, faxing sketches to my staff, drawing on planes.

How important for a product's success is the image and appearance of its creator? Can it be successful without his or her total involvement?

Absolutely! A product should stand on its own. It needs the support of a great company behind it to be successful. Every project is a collaboration.

**“Over the past years Gorenje has proven to be a company that has a strong interest in contemporary design. I have been following and appreciating its successful collections.”**

Where do you find ideas for your immense production? Who or what inspires you?

I look way beyond design and architecture. Inspiration is accumulative. Everything can be inspiring. It is how you look at the world. I am inspired by my childhood, my education, by all the teachers I have ever had, by every project I have worked on, by every city I have travelled to, by every book I have read, by every art show I have seen, by every song I have heard, by every smell, every taste, sight, sound and feeling. Highly creative people in the world inspire me. Here is an edited list: Luigi Colani, Ettore Sottsass, Joe Columbo,



Philippe Starck, George Nelson, Charles Eames, Isamo Noguchi, Ross Lovegrove, Bruno Munari, Carlo Mollino, Gaetano Pesce, Joe Colombo, Victor Papanek, David Carson, Frederick Keisler, Shiro Kuramata, Buckminster Fuller, Toyo Ito... I could go on and on.

**When do you create? You are around the globe all the time.**

I sketch in bed, office, restaurants, wherever and whenever ideas come to me. I am inspired when I am travelling, designing and coordinating projects from the road. I love working on planes where I can really focus on projects. I can fill a sketchpad on a single European flight (about 100 pages). I write proposals, answer press questions, strategize, develop ideas, directions and dream about what I really want to do - not what I think I must do. I travel about 180 days a year. I have crazy days in the office. I must sleep 7 and 1/2 hours exactly or I have trouble performing. I wake up at 8:00 am, brew the strongest fresh cup of coffee, answer all my e-mails, then go to the office (I live 2 blocks from my office - a hyper convenient and enjoyable condition - allows me to work very late), review issues with my office manager, answer more e-mails, write articles, proposals, etc. Then go down the list of projects - meet with each one of my staff. Each project perpetually inspires the next.

**How do you recharge yourself with creative energy?**

I worked very hard for the last 20 years trying to establish my industrial design practice so now it is time to have a 'real' vacation. I am planning a month of holiday. My wife and I will be going to Montenegro, Playa del Carmen and Porto Cervo. We will sleep in everyday, work out everyday and eat organic food and slow down time. I will only bring flip flops and a pink Speedo.

**After so many years of immense success, can you remember your beginnings? What was the hardest thing? What was your real breakthrough?**

I moved to New York with nothing - no contacts, no money, no visa, no apartment. It was very difficult, I lost 20 kilograms. I was very sick and depressed and intellectually lonely. I survived by teaching part time at a graduate school at Pratt for very little, but it gave me a visa and enough to scrape by and eventually buy a Mac computer. I embarrassingly borrowed money from my parents at the age of 33 for down payment on renting a loft. I lived on corn pasta and soy milk. Eventually after contacting about 100 companies I got my first commission and started to build a body of work and developed many of my own ideas, regardless of clients. We must make our own opportunities. The phone does not ring if you do not show the world what you can do.

**Which advices do you give to young students at your lectures?**

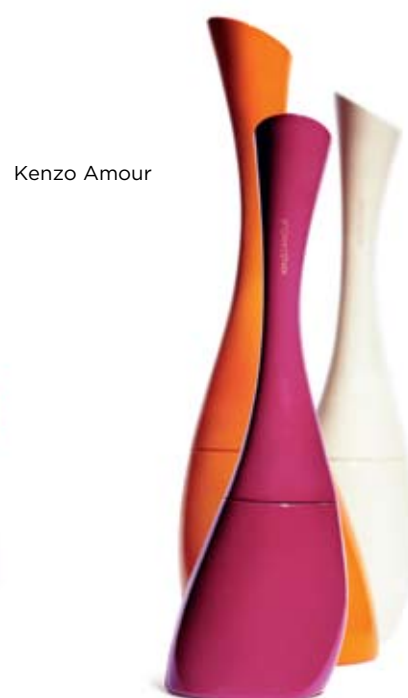
Learn to learn, stay objective for the rest of your life, search work not fame, love the profession or leave it, persevere, build a body of work, focus on the good, don't be jealous, envious, greedy or possessive.

**And what would you advise to buyers regarding design? Sometimes I have a feeling that people are still afraid of it.**

Buyers wield great power. But it is my job as a designer to edit the marketplace, not the consumer. I want to rid the world of nostalgia (NO-STALGIA!) so we can enjoy, celebrate and experience the contemporary world without perpetual biases and subjective tastes.



Saturn Kouple Bath



Kenzo Amour



Bosco Pi

It is comfortable for people to live with recognized vernaculars, with the security of known signs and languages.

#### Can good design change our everyday life?

Good design is rapture of experience. I believe objects and spaces should not be obstacles in life but raptures of experience. Objects become the organisms we live with. They are our human nature. Our lives are elevated when we experience beauty, comfort, luxury, performance, and utility seamlessly together. This underlying depth of beauty means that content plays a primary role in the beauty of things.

#### What is actually good design for you?

I believe that beauty is a seamless combination of the inner and outer. Like an abstract painting that we consider beautiful because below the surface there is content. The conscious is the outer, the subconscious is the inner. They should be inseparable to imbue beauty. Therefore function and material and form and performance and texture and colour and ease are all inseparable in a beauty object or space.

You are known by sensual minimalism. What is its message?

It is hard for a designer to see 'their' own style and define their place in the world themselves. I have always referred to my work as sensual minimalism, but also technorganic and infosthetic. I try to always have some level, even a nuance, of originality or innovation in my work, whether it is a new material, new human behaviour, a new form, a new production method, a new market, a new message (be

it wit, humour, emotion, meaning, social or political agenda), new experiences or completely new concepts. Design is our entire built landscape.

**”All the goods in the world will only exist if they give us a new or necessary experience.”**

Eight years ago you published the book 'I Want to Change the World'. Is this still your intention? In which way?

Everyday I live I believe that we could be living in an entirely different world – one that is full of real contemporary inspiring objects, spaces, places, worlds, spirits, experiences. Design has been the cultural shaper of our world from the start. We have designed systems, cities, industrialization – we designed everything. My real desire is to see people live in the modus of our time, to participate in the contemporary world and to release themselves from nostalgia, antiquated traditions, old rituals, meaningless kitsch; and that we should be conscious and sensorially attuned with this world in this moment. If human nature is to live in the past – then to change the world is to change human nature.

You are known by curved, egg shaped objects. For me, this is the world of softness, flowing energy, infiniteness. Are there no edges in your world?

I believe our spaces should be soft, curved and conceptual, and engage technology, visuals, textures, lots of colour, as well as all the needs that are intrinsic to living a simpler, less cluttered but more sensual envelopment. Rounded rooms are soft to provoke a more





xO Baby Bite

human friendly environment. But I also have a very angular side to me.

Pink colour is surely one of your hallmarks. You don't just put it on your objects and interior decoration, you even quite often wear it. The GQ magazine said that you've made it masculine – although the major part of people associate it to Barbie.

Pink is energetic, fulgent, engaging and a moxie to the masculine world that dominates our built landscape. There are so many variations and shades of pink for every mood, even person. Pink also clearly communicates the idea of immateriality, entropy, energy and strong optimism. Pink is the new black!

You will also use it for your new project – home appliances for the Gorenje company. Were home appliances a huge challenge for you?

No, I have wanted to design appliances for ages. It was a great exercise in rethinking the banal. Too often we are relegated to tired archetypes. Design is about shaping contemporaneity. Design is critical to our environments, to our daily experiences, our products, our everything. Everything needs to be designed from our airplane interiors to our shampoo bottles to our money. We need to beautify this planet in every aspect, in every corner of the earth.

How did the collaboration with Gorenje start in the first place?

Over the past years Gorenje has proven to be a company that has a strong interest in contemporary design. I have been following and appreciating the successful collections they have brought to

market and when they contacted me to design the new Gorenje collection it took very little discussion to get the project started. I knew the company also because I do a lot of work in Eastern Europe and have an apartment in Belgrade with Gorenje appliances.

You said in one of the many interviews that everything you have in your house was designed by you – except the fridge. So now, you have the chance to change the situation. Will there be a fridge Gorenje by Karim in your home?

Absolutely! 90% of my home is made of my designs. I can't wait for it to be 100%! I need to design everything, every detail. I want to live in perfect euphoric contemporary technological sensual spaces.

You are interested in many things. Can we expect your own fashion label for men? After all, you are showing them that white, pink, baby blue, manicured and polished nails and a touch of lipstick can be so masculine and sexy!

I just worked on a women's fashion line for Seven7 Jeans. I hope to design a men's collection as a follow up.

I know – it's not polite to talk about the age but I'll do it. Are the 50s the beginning of a new era?

Absolutely! There is so much to do yet! I want to design cars, planes, clothes, houses, robots, and shape the future; but I think that the future is that we will own nothing – this is really nature – we lease cars, we lease houses and soon we will learn to lease everything, experience it for a short while and go on to the next. We will create a hyper consumptive, forever dynamic, ever-vast changing human condition, where everything will be cyclic, sustainable, biodegradable and seamless. This is Utopia, this is freedom and this is nirvana. All the goods in the world will only exist if they give us a new or necessary experience. ■

Alessi Kaj Watches



# THE CLICQUOT LOVESEAT BY KARIM RASHID

A new way to sit pretty in pink







The Clicquot Loveseat by Karim Rashid, designed for sumptuous entertainment and elegant wine service, is a perfect addition to the Universe of Veuve Clicquot Rosé. The design and uses of the Clicquot Loveseat are equally trailblazing. Two huge flower petals join together on a chrome-plated pedestal topped by a "pistil" shaped like an ice bucket, in the brand's signature colours. The capacious Clicquot Loveseat symbolises a special form of entertainment, in which a splash of colour and a touch of surprise project a refreshing note of originality into your home. The Clicquot Loveseat is a new way to sit pretty in pink!

"The Loveseat is a festive bubbly celebration of a great pink Champagne, my favorite ... Veuve Clicquot."

*Karim Rashid*

[www.veuve-clicquot.com](http://www.veuve-clicquot.com)

# THE NEW RETRO

A nostalgic junction of the past and the future

**Retro is a synonym of a nostalgic glance over the times gone by. A passionate revival of the momentous cult stories from the past.**



Today, retro is enjoying an all-around renaissance: it is present in furniture, automobiles, telephones, bicycles, as well as women's coats, swimsuits and hairstyles. Now is the time to change into a Hollywood diva and set off to a party with elegant curls and large sunglasses. A glimpse into the backstage of any fashion show will tell you that retro-style curls are simply "in". Retro music is also gaining momentum and retro is increasingly pursued by artists, photographers, chefs, designers, and advertisers who are looking to revive some of the old brands. Retro products evoke childhood associa-

tions and reminiscence of the times when life was easier and more fun. It goes beyond the mere revival of old products; rather, it seeks to invoke soothing sensations of comfort, authenticity and cosiness that we tend to relate to our youth.

Modern reinterpretation of the 60s and 70s style, seen blooming in the recent years, has also been dubbed "the new retro".



Vespas and Minis have been a fashion statement for forty years.



Witnessing the resurgence of the perfect urban retro style, our streets are again cruised by Vespas and Minis which have been a fashion statement for forty years, inspiring many designers and artists. Some retro products belong to those classics that will probably always be modern as they are sometimes hardly recognized as products originating from several decades ago. Modern reinterpretation of the 60s and 70s style with contemporary approaches and new materials, seen blooming in the recent years, has also been dubbed "the new retro".

### RETRO STYLE FOR A MODERN HOME

For a while now, retro style has been "in" with interior designers as well. It seems the perfect choice for anyone weighing between the old and the new, since retro combines both. It is a nostalgic junction between the past and the future, and it is the ideal solution for a contemporary home with a trendy interior.



Retro reflects the features of the 60s and 70s style, reinterpreted in modern variants with new materials. It is simple and functional, and zealous about aesthetics. It is most commonly welcomed by residents of urban environments, who live in the fast lane and want their homes furnished in accordance with their lifestyle.

Whether it is furniture, shelves, armchairs, refrigerator, chairs, to lights or small accessories and decorative items, retro style most typically features rounded lines that may appear minimalistically, but are often jazzed up by dynamic geometrical patterns, abstract prints, lively colours and chrome-coated metal details.

Fashion pundits anticipate the trend of lively and optimistic colours that symbolize awakening. In addition to standard basic colours, the palette includes vigorous and playful hues headed by energy-oozing red, orange, and yellow, refreshing green and frisky pink.



Gorenje Old Timer (1999), already popular for a decade





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.

**gorenje**





# GORENJE RETRO FRIDGES IN NEW COLOURS

**The Old Timer fridge freezers from Gorenje, already popular for a decade, are now endowed with a revamped appearance and a new colour palette. And to fully fit into the most recent trends, they also have a new, stylish name: the Gorenje Retro Collection.**

Gorenje upgraded the form of the past with the technology of the future, and added a touch of trendy boldness in an exciting array of new colours championed by the fashion pundits. We believe that contemporary consumers desire more individualism and daring, lively and invigorating colours in their homes. Thus came to life the new retro collection, available in three different styles: Chic, Vintage, and Funky.

Each of the styles features select colours and various combinations of the refrigerator and freezer compartment. These appliances address the customers with a refined taste who dare to introduce their own lifestyle into the kitchen. The new collection was designed at Gorenje to celebrate the anniversary of launching the first Old Timer fridge freezer a decade ago; the refrigerator proved a real sales hit. Topping the list by popularity was the cult single door retro refrigerator with a special low-temperature compartment, while Bordeaux red and beige have been the most charming colours to date. A few years ago, the refrigerator design was freshened up by a



new handle; reacting to the huge popularity among the customers, Gorenje now decided to expand the colour palette.

»The wider range of colours addresses a greater group of potential buyers who have thus far looked in vain for the right colour of their popular fridge model. The collection hallmark remains the rounded retro design while the appearance of the handles has been upgraded. The Funky models will also offer handles in the colour of the housing, while others will feature the timeless chrome version handles” said Mr. Tomi Krašovec of the Gorenje Design Studio team upon the launch of the new collection of Gorenje’s cult retro fridges.

The colours are more attractive, ranging from the refreshing Lime Green and Juicy Orange, to the dazzling Dark Chocolate ...

## CHIC, VINTAGE, AND FUNKY. PLEASING EVERY TASTE.

**Gorenje Retro Chic Collection** will appeal above all to those that appreciate modern classics, minimalism with select pieces of elegant furniture; the resolute visionaries who contend that “less is more” and seek perfect harmony. Gorenje’s retro beauties in charming hues of Bordeaux, Silver, and Black will surely appeal to them. Simple elegance where nothing is redundant.



The sober tones of the **Gorenje Retro Vintage Collection** will intrigue the nostalgic romantics who love natural colours. The collection will arouse the attention of those who indulge in the pleasures classic arts and love new images with a seasoned character. For them, the fridge-freezers are available in prestigious colours of Dark Chocolate, Royal Coffee, and Champagne. Only the best will do.



**Gorenje Retro Funky Collection** was created for the playful eternal optimists and curious travellers who just love to be free; the adrenaline lovers for whom sky is the limit. Retro fridges in modern, lively, and alluringly lusty hues: Lime Green, Raspberry Pink, and Juicy Orange. Funky playfulness is complemented by a range of handles available either in the timelessly fashionable chrome version, or in the colour of the chosen fridge housing. For all who dream in colours.



### NEW IMAGE OF PERFECTION

The perfect appearance houses state-of-the-art technology, user-friendly solutions, and economic operation. Both the cult single-door refrigerators (models RB 6288) and the two-door combined fridge freezers with freezing compartment below the refrigerator (models RK 62358) now belong to the economic A+ energy class, while the two-door (Top Mount) models with the freezer above (models RF 62308) are boast the A++ class rating. Apart from excellent thermal insulation, all models also feature improved door sealing, as well as state-of-the-art cooling system components and refrigeration electronics, all of which are designed to minimise energy consumption.





A refrigerator can also be a fashion item, a work of art. A joint project by Gorenje and Russian designer Vika Gazinskaya resulted in a product that could easily find its way to the runways.

Vika Gazinskaya encloded the cult Gorenje retro refrigerators with subtle watercolour bubbles, also featured as the central motif of her current summer collection. The bubbles elegantly complete the rounded shape of the refrigerators, telling a tale of a new masterpiece.

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

# BUBBLES

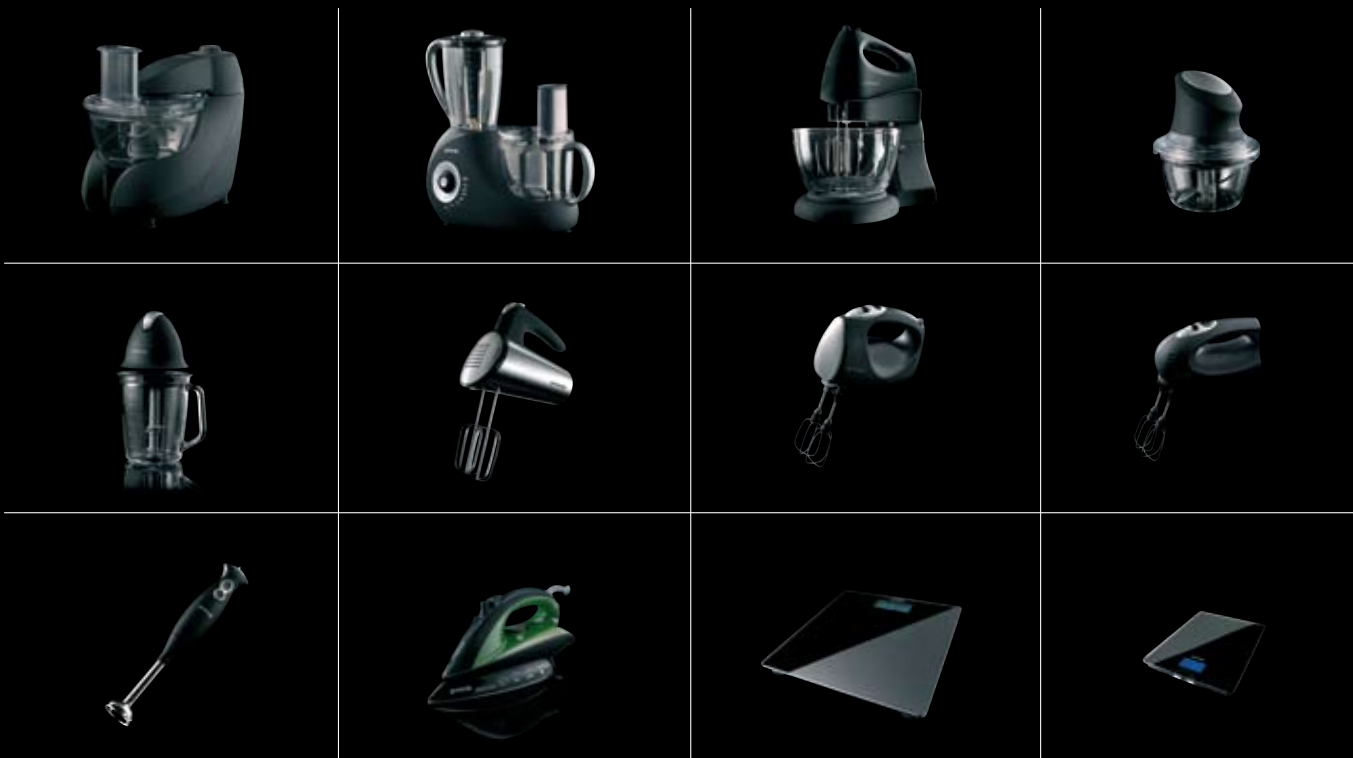




*Black<sup>Up</sup>*

# THE POWER OF BEAUTY

Elegance and power. The noir that seduces the light in your home and becomes one with the dark elegance of living. Now, the small household appliances are also available in alluring black. The new high-performance kitchen robot, the blender that stirs up your daily cooking, the chopper that impresses even the masters, the ice crusher that endows every drink with the true meaning of socializing, the flatiron that charms with its touch, and the scales that make your wishes come true both in kitchen and elsewhere in your life. The new BlackUp line of appliances from Gorenje is an imposing example of design that works better! Proudly and mysteriously.







# NIKA ZUPANC

## la femme histerique

Author: Manca Krnel  
 Photos: Gorenje & Nika Zupanc archive

I first got to know Nika by the clicky-clack of her stilettos, that reached accelerando above our heads from the flat above us, then in the climax of frequency whizzed her out in the corridor and later clattered one step after another from the 9th floor down to ground zero. At the time Nika wasn't a brand, yet she was perfect. My father asked me many times if by any chance I knew "that Lady", and my mother and I were big admirers of her discipline, inner track, fervent gaze and potentially strong language. About the time I too mastered high heels, Nika became big. With her authoritative, lucid, convincing, thought-through and entirely innovative body of work she has managed to thrust deep enough to seduce Mooi and Moroso, the two design superbrands.

This year her highly-articulated feminine raillery was supported by Superstuido Piu and has finally shot her up among the stars. About what hurts most beautifully, what all-or-nothing means, at what stage of our lives is it reasonable to be able to afford a pig, and what are Mr. Big's up to, we have - partly because we live some distance away and partly because we buy flowers ourselves - written each other but haven't gone for a cup of coffee, even if we could have boiled one up on the new Mrs. Dalloway, a deliciously rebellious mini hot plate from Gorenje.

Dear Nika, last spring at the Salone del Mobile in Milano marked the first time you actually had your own pavilion for a presentation. Everyone around was apparently vibrating. You had this perfect location at the fair, right by the entrance. What were your expectations?

I always and no matter what go for the all-or-nothing. This is a very handy logic, because it doesn't embrace any expectations, whereas there are only two possible exits. If it is not the first then it is the latter, you are aware of that in advance, and therefore you can never be really disappointed or, in contrast to that, terribly surprised.

The Doll House installation at the entrance of your pavilion is glossy black, most fittingly for you, as for this collection's "la vie on rose" story, it's also polka-dotted and has pearls swirling out of the chimney? When did dollhouses become kinky?

As far as I'm concerned dollhouses have always been kinky. But at this point of the discussion the main question would be "What really are doll houses?" The scene of the liberation of a woman's will or a golden cage for accepting the criteria of patriarchally-patterned society? My dotted dollhouse is largely an indicator, a synecdoche [where a specific part of something is used to refer to the whole] for the forced roles which both women as well as men too, of course, play in our society and that we have, in large part, consciously taken upon us. Therefore it is not a house, an architecture, that would imply a woman's taming, but an image of a house, which problematizes precisely this taming. The ultimately reduced image of a house with a polka-dotted pattern, chimney and monumental, pearl-shine smoke realized in a highly professional manner implies the absence of ar-

chitectural form, because it's an archetypical image of a house, one which in contemporary architectural reality is unacceptable. This image is, in modern and contemporary architecture, considered a mistake, an error, which takes the centre of attention from the formal shape of the object to a symbolic level. Therefore it is, in all its shimmer, a conceptual move that looks to undermine the silent agreement of prevailing aesthetics in design and architecture – and of course the sociological patterns they imply. For this reason I admire the courage and boldness of the Trimo team, that supported that kind of, I may say, unusual and risky idea with such enthusiasm and even recognized it as an excellent platform for the global launch of their new façade system Qbiss by Trimo.

**"I always and no matter what go for the all-or-nothing."**

"I will buy flowers myself" is the title of your latest family of products, so your thematic-thread remains painful stories of heroines and fetishization of all that surrounds their day-to-day lives. What kind of pain do you enjoy the most?

Pleasure is by definition painful; for this reason all delights are also slightly painful. If not before, then they hurt when you end or withdraw them.



Gorenje's mini induction hot plate Mrs. Dalloway, designed by Nika Zupanc, charmed the audience at the Milan Design Week.





Cut flowers, hosiery nudes, glitter, pearls, dots, nail polish, golden powder compacts... it's the 50s, back to the stove and silky pajamas or am I wrong? Not bad though, silky slips and cooking - we like.

Manca look, one more time. You would find it very hard to cook for the whole family on the Mrs. Dalloway mini hot plate - what it implies is totally opposite to what it suggests at first glance. This is a cooker, which by its physical structure does not leave you to be seduced by self-accomplishment as a proper housewife, partner and mother. Just the contrary. And accordingly there comes the Mrs. Dalloway name - together with a bouquet of flowers, which sustains an entirely different gesture than the one that communicates on the visual pleasure-level. Nevertheless it's the flowers you buy yourself! And exactly the same goes for the nude colour of the tights. It can mean one thing or another if the car, a classic phallic symbol, is coloured nude. I just like to - and I do it intentionally - wrap problematic topics into archetypical, beautiful, cliché images, into products that are feminine, frivolous, wrongly understood... I think when you finally get them, they hurt - nicely.

**Is the new Gorenje hot plate big enough to stick it in a bag?**

Like some very precious LP record, you can easily slide it in to any only slightly bigger bag. But it's still big enough to cook a good old broth on, when you suddenly get nostalgic or a red attack of dismay from which you can't hide, even at Tiffany's.

**Will your heroines ever become heroes? And do Mr. Bigs like to knock on shiny panels?**

As inconsistent as it may sound, my creative work is very intuitive, fragmented, and undermines little everyday things, things that prick me and arouse the need to ask questions to which we "know" all the answers all over again. Consequently it's not about heroes and heroines, but about the questions they know how to ask. It's a thing of inspiration or, as psychoanalysis would say: *la femme histerique*. Which also fits the fact that if I didn't believe that Mr. Bigs love to knock on glossy panels, I as a creator wouldn't exist. Even if they had to knock many times.

**In view of the fact that you have managed to fascinate the two superbrands Moroso and Mooi - or to put it better the men behind the brands - first with the Lolita lamp and secondly with the Tailor chair... it's evident that you're mistress of provocation. Which of your qualities do you think is most responsible for your success?**

The realization of a designer's ideas usually requires large investments; according to experience there's only one quality that might promise success: talent combined with hard work, which is reflected in an authoritative, lucid, convincing, thought-through and thoroughly innovative design product or idea. The design, which with its very own factor X, prevails in and of itself, without signing anything,



Architectural installation The Doll House, modular facade system Qbiss by trimo

without meaningful looks and enchantments, without marketing tricks or anything of the kind. Maybe it sounds idealistic, but in my case it's happened that way. And it's happened twice. The first time was with Marcel Wanders, who's bitten into my work without even meeting me personally; and the second time with Patrizia Moroso, who is one of the most influential producers in product design today. Even Mrs. Dalloway first sprung from a beautiful idea...and only after that the thought that it might become a real Gorenje product. In the end it was Gorenje who helped co-create this year's story at Superstudio Piu.

**How do you manage to be a mother alongside the grand project you live? And which piece is the husband's favorite?**

I am all at once. Mother. Nika. Daughter. I am not just beside or next to. And I am careful not to be perfect in any field. Just so I won't slip accidentally like Sylvia Plat did. I think my Mr. Big likes Lolita the most. He was very into it when I was drawing and creating it, during some 1st of May bank holidays at the kitchen table covered with a plastic floral-patterned tablecloth at the rented socialist-era summer house on the Croatian coast. Without him many things wouldn't have happened, even though he would never acknowledge that. "He is the man behind." ■

The interview was originally published in the Slovenian magazine Flash.



# ORA-İTO IN CROATIA

In addition to the designer Ora-İto, Gorenje also hosted Adrijana Dejanović, one of the world's most prominent supermodels whose career took her from Zagreb to fashion capitals like Paris and New York.

**Gorenje Ora-İto White Collection** saw its Croatian debut at the biggest fashion event in Croatia, called CRO A PORTER. Presenting the collection of appliances was the renowned French designer Ora-İto himself.

The brand new collection is starting a new chapter in a successful cooperation story that started two years ago with the launch of the minimalist collection of black kitchen appliances Gorenje Ora-İto. The Gorenje Ora-İto White Collection is expected to match or even exceed the performance of the black hit collection. The white collection brings a touch of modern freshness as it addresses those who still feel that white is the way to go in a kitchen, yet desire appliances with superior and distinctive design.



Ora-İto and the managing director of Gorenje Croatia Mr. Jan Štern.





## THINK COLOURS. CHOOSE WHITE!

Fragments of diversity struggle towards the perfection of a whole; towards purity, towards light, towards the future! All the colours of the world are united in the light. It is utterly perfect when it is white! And in association with white, design assumes a distinctive meaning.

Therefore the new **Gorenje Ora-ĭto White Collection** of appliances created in association with the renowned designer of new cosmopolitan generation Ora-ĭto, following the black version are now dressed in absolute white. Minimalism of aluminium, glass and white colour creates specific images of state-of-the-art domestic appliances. White because whatever you may create with them becomes even more colourful.

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



DESIGNED BY

ora-ĭto

**gorenje**

# TURNING OVER A NEW LEAF

Author: Martin Allen-Smith, the editor of the English Designer Magazine

It doesn't seem so long ago that talk of 'saving the planet' was an idea associated with a minority of people whose beliefs in using fewer resources and creating less waste were seen as somewhat extreme and unnecessary. In recent years, even the most sceptical consumer will have come around to the idea that much of this 'green thinking' is important on a number of levels.

Government policies at the macro level have already begun to make an impact. Importantly though, there has been a growing realisation that much can be done on a micro level too, beginning with individual consumers and the simple lifestyle changes that they can make inside their own homes.

The French architect Le Corbusier once described the home by saying that "the building is a machine for living in." In that context, it could be argued that the real engine room is the kitchen, the part of the home that has always been an important space where a number of tasks are performed which can make a difference in every household. It's not just about the major investments such as buying energy-efficient appliances; understanding the environmental and energy cost of poor maintenance of your existing equipment is also a significant factor in achieving a green kitchen.



## LET THE DISHWASHER DO THE DISHES

When you go to buy a dishwasher, consider the number of people who live in the home, calculate the capacity and use it accordingly. Although you may occasionally have more people around to visit, it is less efficient to have a large capacity dishwasher when most of this capacity is not utilised on a day-to-day basis.

It's vital to look closely at the energy rating. The higher the rating, the less energy it will consume. The energy savings can be maximised by operating the dishwasher during the night when electricity can be cheaper. Most of Gorenje models have a delayed start option, allowing you to set the start of a particular programme up to 19 hours in advance.

Rinsing the dishes before putting them in the dishwasher usually makes it possible to run the machine on a lower setting than for heavily soiled dishes. In any case, for lightly soiled dishes, programmes such as Gorenje's SpeedWash automatically adjust the temperature and water level, thereby ensuring optimal cleaning and drying in the shortest possible time.

It is also important to regularly clean the filters to avoid obstructions that will reduce the performance of the dishwasher.

Switch on the dishwasher during the reduced rate periods. Most models offer delayed start function.



Gorenje's power- and water-saving appliances carry a special **ECO CARE** green label that is designed as an additional attention-grabber for those appliances that meet high eco standards.

## LARGE, YET MORE ECONOMICAL

A bigger refrigeration volume does not necessarily translate into a bigger electricity bill. In addition to excellent heat insulation, Gorenje fridges and freezers also feature improved door sealing, as well as state-of-the-art cooling system components and refrigeration electronics, all of which are designed to minimise energy consumption. Choosing one of Gorenje's highly energy efficient cooling appliances with energy performance rating A+ or A can bring you energy savings of up to 25%.

Appliances which are 15 or more years old, consume up to three times more energy than new ones – well worth remembering when considering whether to repair or replace.

Simple measures to reduce the energy consumption of a fridge/freezer include allowing some time for cooked food to cool before putting it into the appliance. Similarly, keeping the frequency and time that the door of the appliance is open to a minimum can make a considerable difference to energy consumption.

Finally, for older refrigerators or freezers, the door seal should be checked periodically. A simple test is to place a sheet of paper in the opening and then close the door. If the paper can be easily removed without opening the door then the seal should probably be





Virtually all Gorenje appliances boast the top energy efficiency ratings A, A+, and A++; the rating for each appliance is indicated on the energy label.

replaced - or if the appliance is old, it may be more energy efficient still to replace it altogether.

As well as higher energy efficiency rating, new appliances often have a range of features designed to make the appliance perform better whilst using less power. For example, some Gorenje integrated refrigerators include a special hinge design that ensures a perfect integration of built-in fridges and freezers into the cabinets. By virtue of its extraordinary sturdiness it allows for a high load to be placed on the appliance door, and also enables the door to open at a wide angle of up to 115 degrees. This makes it easier for you to check and access the contents as the door remains firmly in place during this time.

Crucially though, should you fail to close the appliance door all the way or leave it open at an angle of up to 45 degrees, the hinge will automatically pull the door shut, while some models will warn you of the open doors by emitting an audible signal.

## WASHING AT LOWER TEMPERATURE

Much has changed in the washing sector during the last few years. The traditional view was that it was not possible to get good cleaning results with anything other than a high temperature wash. Washing machine and washing liquid technology has developed significantly however and good results are achievable on 30 degree temperature settings, representing a significant saving in energy costs.

Washing only with a full load - or at least if not, using a half-load setting - will also minimise energy waste. Similarly, much can be saved by selecting shorter washing programs or delayed start of the washing program in order to run the washing machine during lower power rate hours.

Gorenje washing machines also excel with a special eco-saving system that prevents the loss of detergent during the inflow of water. This system can cut the detergent consumption by up to 20 percent, thus contributing to more efficient environment protection.

## COOKING ECONOMICALLY AND QUICKLY

Despite the long-standing love affair that consumers have had with cooking on gas, induction cooking really is a strong alternative. The key advantages of induction hobs lie in their speed - twice as fast as using conventional gas cookers - economy of use, and safety. The Powerboost feature on Gorenje induction hobs further enhances



## Our future depends on the environment

Investing in environment-friendly technologies - even more that required by the legislation - is a token of responsibility both to our environment and to the generations to come. With regard to environment protection, Gorenje is at the top of European industry in terms of both appliance development and technological procedure management. Today, the quality of living is closely related to care for the environment. While complying with the most stringent environment protection standards (ISO 14001 and EMAS), Gorenje is responsibly developing environment-friendly technologies and processes. By offering products made of environment-friendly materials and by inclusion of functions that deliver considerable power and water savings throughout the appliance's useful life, we are joining the common effort to preserve the environment for the generations to come.

Eco - friendly appliances for a better tomorrow. **ECO CARE** Gorenje.





By setting the spinning speed to 1,600 revolutions per minute instead of 1,000, up to 30 percent of power used for drying can be saved.

Some Gorenje ovens feature a special EcoClean enamel coating, which is so smooth and impermeable that heat is reflected into the centre of the cavity rather than absorbed into the panels and trays. This innovative solution produces an even distribution of heat inside the oven, which delivers significant energy savings and outstanding cooking results.

In addition, the non-stick EcoClean enamel coating prevents fat from adhering to the panels of the oven or the tray, which in turn makes cleaning much easier. Some models additionally feature the highly convenient AquaClean option. Just pour half a litre of tap water into a baking tray, place it into the cavity and select the AquaClean option. The steam generated by the auto-heat programme (50°C) acts to soften the dirt on the oven walls. After approximately half an hour simply wipe down the oven with a soft cloth. Not only is the cleaning result impressive, but it's achieved without the use of any environmentally-harmful cleaners or chemicals.

the performance of the induction cooker, delivering additional time savings. You can easily activate the Powerboost option by simply touching the letter P on the control panel. The key feature of induction hobs is that only the content of the pot is heated, rather than the cooking hob itself. Hence, the hob remains more or less cool and thus safer to touch.

Once the pot has been removed from the burner or the burner has been switched off, the temperature of the hob surface drops rapidly. Due to this instant responsiveness of the induction zone there is no danger of the pot contents boiling over, which also spares you the inconvenience of extra cleaning.

For the oven itself, minimising wasted heat and maximising safety are both big priorities. Gorenje ovens are fitted with safe and energy efficient CoolDoors, and more sophisticated models feature triple-glazed, heat reflective UltraCoolDoors. Superior door insulation in conjunction with special reflective glass layers improves oven performance, and ensures significantly lower energy consumption. A low exterior door temperature keeps you safe from burns when touching the oven door.

Up to 30 percent faster heating and up to 40 percent less power consumption are only two of several arguments to support the introduction of the power-saving induction hobs.

## WATER EFFICIENCY

Much of the water that leaves the household as waste is, in fact, very clean. A running tap can waste 17 litres a minute so water that is used to wash food or rinse dishes for example can be kept to a minimum. Instead of washing food under a running tap, filling half a bowl of water will enable the job to be done with potentially around half the wasted water. Such water can also be re-used outside of the home - for watering the garden for example.

Of course, there are lots of other little things we can do - such as re-use our shopping bags, commit to recycling much of the waste (especially packaging, glass and plastic) that used to end up in landfill, and replacing light bulbs with low energy bulbs or LED lighting which uses less electricity. By making an effort to change some of our usual lifestyle habits, we can all take practical steps to ensure our kitchen is as green as possible.

## AWARDS IN THE FIELD OF ECOLOGY

2008 - Nominee for the Ecology-oriented company, Slovenia 2007 - Award for environment friendly company, Slovenia 2007 - EcoTopTen Award for table top refrigerators of energy class A++, Germany 2007 - Winner of the Czech User Test for cooking appliances Mora, regarding the consumption of energy, price, usefulness and design, the Czech Republic 2006 - Waterwise Award for efficient use of water, for Gorenje Premium Touch washing machine, United Kingdom 2006 - TESAW - Top Energy Saver Award, for the new generation of evacuation tumble dryers, Australia 2006 - Award for International environmental partnership. Slovenia - Serbia 2006 - Ranked 3rd in the Advance Project's "Relative Return to Cost Ratio Ranking", measuring the efficiency with which EU companies use natural resources 2005 - EMAS award in the category of big companies, EU 2004 - Ecological Product of the Year - new generation of washing machines and tumble dryers, Slovenia 2005 - European Environmental Award for sustainable development, European Union 2003 - Award for The Best Environmental Company, Slovenia 2002 - Award for the most energy efficient company in Slovenia with a special award to the energy manager, Slovenia 2001 - Award for the Best Environmental Company, Slovenia 1999 - Ecological Product of the Year - new generation of cookers, Slovenia 1997 - Ecological Product of the Year - Simple&Logical washing machine, Slovenia

# TOWARDS A WORLD OF RENEWABLE RESOURCES

## European Future Energy Forum, Bilbao 2009

Author: Irena Hlede  
Photo: Ivo Nanut & EFEF



This year, between June 9<sup>th</sup> and 11<sup>th</sup>, an array of theoreticians and practitioners from the field of future energy development descended on the European Future Energy Forum in the Basque city of Bilbao. In a time when we are becoming painfully aware of the impact of thoughtless exploitation of natural energy resources and uncurbed pollution, we are also getting closer to the point when these resources will have been exhausted. That is why it is even more important to condense and exchange the fragmented notions and experiences of harvesting alternative solutions for the energy crisis we are in.

And that is what the conference in Spain was focusing on: familiarisation with and exchange of knowledge and experience, and the search for alternative solutions. Most of the contributors were the ones who are, almost literally, ploughing up fallow land: leaders, managers, scientists, developers and practitioners. The opening of the conference was an event that pointed out its



A scene in the city centre during the event

political significance; the introduction panel was composed of leading Basque government representatives Patix Lopez (president of the autonomous region) and Jose Luis Bilbao (president of the Biscaya region), Bianca Jagger (president of the World Future Council), Paul Horsman (Greenpeace coordinator of peaceful energies) and the men at the heads of some of the world's lead-

ing renewable energy companies, headed by Dr. Sultan Ahmed Al Jaber, in charge of the Masdar project, the model city of the future.

There followed three days of lectures, round-table discussions, workshops and organised technical viewings of renewable energy-related facilities and instruments. Parallel to this was a display of numerous





Mrs. Bianca Jagger, president of the World Future Council gave an opening address at the conference

new technologies and their providers, held in the spacious showrooms of the Bilbao centre (BIEICI) where the conference took place. Separate entities within the exhibition focused on the projects Masdar – the first carbon-neutral and the most ecologically inventive city, currently in the process of construction near Abu Dhabi; Future Urban Zone – where the most advanced architecture studios presented their work on “Green Buildings”; and a section for Environment-friendly Vehicles. The latter were also paraded the Sunday before the event on the streets of Bilbao.

The emphasis of the conference, however, was on socialising and the exchange of knowledge, that which we presently call “networking”. The first European Future Energy Forum hosted just fewer than 3,700 delegates from 45 countries around the world. It encompassed all fields of research currently in vogue: a myriad of ways of using natural energy resources such as the Sun, wind, sea and other water sources, as well as the earth, obtaining energy from waste, bio-fuels, fuel cells, carbon emission management, green buildings, and “clean” transport vehicles and services. The common denominator overall was Energy Policy, investment funds and environmental strategies.

#### WHAT RESOURCES TO USE?

This question posed itself the most. Being a relatively new science, with many of its technologies still under wraps, experts, particularly those with profound and specialised knowledge, are sparse. The answer

**By June 30<sup>th</sup> 2010, European countries must prepare their own Renewable Action Plans (RAPs) for how they intend to ensure 20% of their entire energy sources are renewable by 2020.**

to the question also seems to fluctuate depending on the local possibilities which differ from one country to another. The emphasis of many of the discussions and lectures was that despite the differences in what would be an appropriate renewable energy source for each country, it is vital to promote the awareness of the urgency to employ cleaner

resources as well as the necessity for taking responsibility to enforce them.

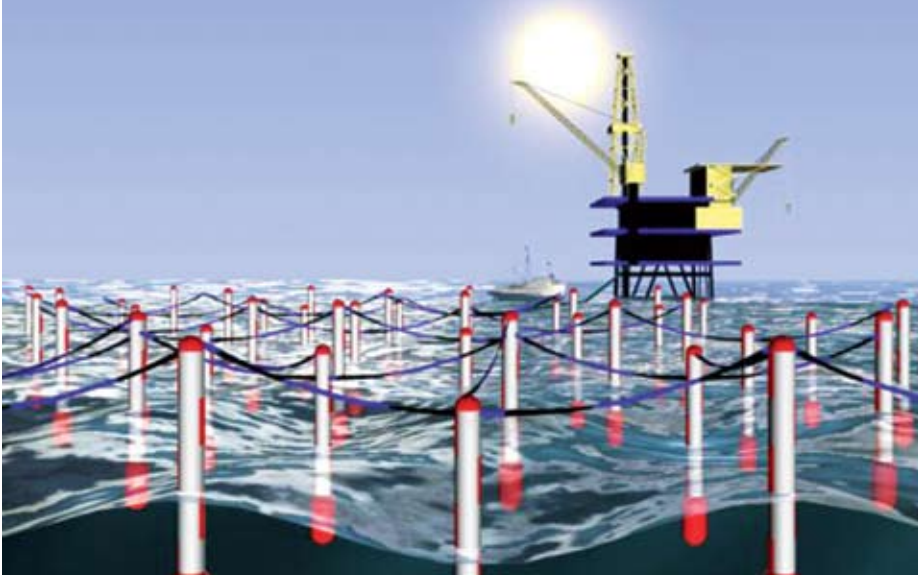
#### PLANING A CORRESPONDING POLICY AND DEVISING ENERGY STRATEGIES?

The three days included, respectively, three leading topics. It is obvious how the star-studded introductory day was intended for planning befitting policies and energy strategies. On June 30<sup>th</sup> this year, the year-long countdown began for the countries of the EU to prepare their own Renewable Action Plans (RAPs): how they will ensure 20% of all their energy sources are renewable by 2020. As the first ever example of a city with a zero net consumption of energy, and therefore no carbon emissions, the Masdar project was introduced as the model city of the future.

The plenary session of the next day consisted of looking into the use of “energy of the future” in transport, sustainable transport vehicles, and subsequently focused on wind and solar power. In transport, the main discussions were on engines of the future. Wind power seems to have been the least explored topic, whilst developments can be expected rather soon in the usage of solar power where the currently dominant technology of mono-crystalline silicon wafer solar panels has become quite obsolete. More and more discoveries are connected with thin film solar cells, yet there is talk of semi-transparent ones, which could be directly attached to rooftops and the facades of houses.



Parabolic trough for concentrating solar power



Alternative options of harnessing the energy of the sea: wave power, tidal power, and geothermal power

The third day of the conference looked at green buildings, international environmental building standards and using resources from the earth and sea. Starting points for discussion were made by Mr. Stefan Behling of Foster + Partners. He presented fascinat-

ing possibilities of using renewable energy sources from the sea, such as tidal, wave, and current energy, and the sea's own heat. In concluding, the participants also exchanged their experiences in harvesting geothermal energy.

Judging on experience, it will take about four years for the society to realise the urgency of implementing renewable energy sources.

#### INTERNATIONAL RENEWABLE ENERGY AGENCY - IRENA

Recently fronting the renewable energy movement are the Gulf States, especially the United Arab Emirates (UAE). Two years ago, the UAE set the Masdar project in motion and have since become the biggest supporters of the newly established International Renewable Energy Agency, IRENA ([www.irenauae.com](http://www.irenauae.com)), which will of course be based in Abu Dhabi, with a budget of \$22 million per year until 2015, and then an additional \$12 million for every year after that. Its aim is to build a network for the exchange of knowledge between individual countries,

## MASDAR

### The City Of The Future

[www.masdar.ae](http://www.masdar.ae)

**Masdar was the star of the Forum. As a brand new city intended as a model for all the cities of the future, it won't produce any carbon emissions or refuse; it will run exclusively on renewable energy sources (solar, wind, geothermal and wave energy). Its founding fathers call it the "Silicon Valley of renewable energy."**

The project is the brainchild of Lord Norman Foster and his company Foster + Partners. The aims of the city are 100% use of renewable energy sources, zero carbon emissions, zero waste, and the highest of living standards. Most importantly, Foster + Partners hope for Masdar to become a global example of practical research and development: to be the best in cutting edge technology, mindset, architecture and planning, and to be able to offer the local environmentally friendly businesses within the city a perfect partnership to enable optimum efficiency and progress.



Masdar - one day all cities will be like this

Masdar is located 17 kilometres from Abu Dhabi, in the same direction as the airport. A detailed portion of the concept has been partially built and the first inhabitants are expected at the end of the year. There are seven stages, scheduled to be realised in the next eight years. The six-square-kilometre site will be enclosed within a wall that will protect the city from the desert winds and from fossil-fuelled vehicles. Architects were inspired by the traditional Arabic architecture of wind towers (medinas), with many piazzas and enclosed squares, and narrow, shaded streets.





An example of a solar power plant in a desert

whilst coordinating their progress in renewable energy development. Experienced delegates from the conference in Bilbao say that it will take about four years to change the general conception of and attitude to-

wards the urgency of implementing renewable energy sources and building green or environment-friendly buildings. Therefore, at this point we have no excuse not to start the process today!



Masdar - the city of the future was the star of the forum (in the middle, Mrs. Bianca Jagger)

## WHAT WILL THE CITY OF THE FUTURE BE LIKE?

Every building in the city will be a prime example of design inspired by nature: all of them energy efficient, capable and aesthetically exciting. Some of them will be designed as "iconic" buildings, expressing the impact of fine arts and education on visual culture in general, and laying the city's landscape open to well-known architects. The Sheik has authorised Masdar as a free zone with no taxation, import charges or limits on the flow of funds, with the highest possible protection of intellectual property; companies eager to do business without any bureaucratic limitations are very much welcome. One of the most important institutions in the city will be the Masdar Institute of Science and Technology (MIST), closely linked to the American Massachusetts Institute of Technology (MIT), whose main focus will be on environment-friendly technology and renewable energy. Initially, there will be the best possible working and studying conditions for PhD and MA students in applied sciences, and soon after for many ambitious others.

The main starting point of this project was the enhancing the efficiency of use, harvesting, and storage of energy. Every resource must be used to its best potential: keeping consumption low and saving to an optimum. Fossil-fuelled traffic will be stopped before reaching the city, which will rely solely on its public transport infrastructure - high-speed rail and a system of family-car-sized public transport. A lot of attention has been paid to waste disposal; there

will be no need for refuse dumps in Masdar due to a strategy devised to recycle all possible waste. Special consideration will be given to steel, metal, wood and concrete waste generated during construction of the city.

Water is the source and an essential of all life, especially in countries close to the Equator, and so the use of desalinating technologies and the recycling of all household water will be unavoidable. In order to supply enough water, it should ideally be recycled as many times as possible; however, planned consumption is 60% lower than normal.



Public transport infrastructure - high-speed rail and a system of family-car-sized public transport vehicles (PRTs or Personal Rapid Transport units)



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 **simplicity**.



**gorenje**

# MICROSOFT SURFACE

## TOUCH THE FUTURE

**Microsoft Surface is the first commercially-available surface computing platform from Microsoft. It provides effortless access to digital content through natural gestures, touch and physical objects. Today, it's a 30-inch diagonal display in a table-like form factor that's easy for individuals or multiple people to interact with in a way that feels familiar, just like in the real world.**



A surface come to life for exploring, learning, sharing, creating, buying and much more.

Surface computing enables us to move beyond the traditional user interface to a more natural way of manipulating information. Users can interact with information by touch, without using a mouse or a keyboard. Surface also brings multi-touch technology - it recognizes many points of contact simultaneously, not just from one finger like with a typical touch-screen, but up to dozens of items at once. To provide additional functionality, the platform also supports object recognition. Users can place physical objects on the display to trigger different types of digital responses. In the future, this will include the ability to transfer digital content.

### YOUR HOME'S NEW COMMUNICATION HUB

By employing the Microsoft Surface application, Gorenje is looking to bring the use of household appliances closer to contemporary consumers, and to present an idea of how modern information technology can make the use of these appliances increasingly interactive, and hence simpler and more fun. At the same time, the new application is an upgrade to the company's present work on connectivity and control of household appliances from remote locations.

"Several users can control the application in a modern and interactive manner

at the same time: on the one side, we may browse through recipes, on the other side, we can monitor oven temperature or simply choose the music to match the ambiance", commented Mr. Sašo Vinkovič of the Intelligent Home Development Department at Gorenje Point.

Microsoft Surface works as a home's new communication hub, allowing the whole family to gather around it and providing something of interest for everyone involved.

Commissioned by Gorenje, an interactive Microsoft Surface application was developed by Semantika, a Slovenian IT solutions company that started developing Microsoft Surface applications in this year. The company's other activities include software development and their flagship product is Galis, an IT system for cultural institutions. Their services are employed by more than 40 Slovenian museums and galleries, which ranks them in the top spot in the country.

Multi-touch applications deliver simple as they respond to finger touch and natural gestures. Their major assets also include inviting appearance and visual presentation of information. The company Semantika believes that the use of this type of appliances will spread quickly; hence, they are looking to become one of the leaders in the field of natural user interfaces and multi-touch technologies.

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



# THE ROCK STAR OF YOUR KITCHEN

A MODERN FRIDGE-FREEZER GORENJE „Made for iPod”

**Unique combination of electronic entertainment device - the cult iPod touch - and a modern fridge freezer from Gorenje has opened up new dimensions of living, fun, cuisine, and household tasks.**

Specially designed and developed Gorenje fridge features a docking station that enables charging the iPod, as well as playing back music and video. Wireless internet connectivity comple-

ments the functionality of the high-tech refrigerator, making various household tasks and appliance operation simpler and above all, more fun. The users can browse and display recipes in text or video format, check the instructions for washing the clothes or - in addition to their favourite music - listen to tips on household tasks. iPod has conquered the world, and new Gorenje appliances with interactive functions are conquering contemporary kitchens as they anticipate and set new trends.



Gorenje fridge-freezer “Made for iPod” offers a new experience of technology and entertainment.



“Made for iPod” means that an electronic accessory has been designed to connect specifically to iPod and has been certified by the developer to meet Apple performance standards. Apple is not responsible for the operation of this device or its compliance with safety and regulatory standards. iPod is a trademark of Apple Inc., registered in the U.S. and other countries.

# THE LUXURY OF FRESHNESS

**A luxury of freshness, convenient double opening, a large freezer compartment with convenient pull-out opening mechanism, attractive form, and ecological consumption – could you ask for anything more from a fridge-freezer, your cool kitchen helper?**



Gorenje Side-by-Side fridge freezers with a capacity of 605 litres will accommodate even the most vigorous of your grocery shopping sprees. 397 litres of volume in the refrigerator compartment and 158 litres in the freezer compartment will surely provide ample storage for your culinary desires, ideas, and inspirational impulses. However, it is not only the size that matters.

The three-door Side-by-Side model boasts a large freezer compartment which is positioned below the refrigerator compartment and the food is top-loaded into it. Storage space is provided by a large basket and one additional drawer for deeply frozen food, while an icemaker tops off the versatility of this appliance's performance.



New and unique system of food storage in the door shelves and bins.

There is no partition wall in the refrigerator compartment, which is particularly convenient when storing large party trays and plates. Furthermore, the temperature in the Zero'n'Fresh compartment can be controlled by turning a small knob.







“French-style” fridge freezers of similar dimensions were only recently still notorious for their huge power consumption. However, the new Gorenje Side-by-Side model has broken with this tradition as it only uses 544 kWh per year, thus ranking in the most economic A energy class. Its performance is further upgraded by the NO FROST Advanced system that provides optimum circulation of cool air and eliminates humidity from the freezer compartment to prevent accumulation of ice on the frozen food and in the freezer compartment interior.



It is fitted with an icemaker and an additional ice drawer that will make you an excellent host at any moment.



# A PEEK INTO THE OVEN

**Without an oven, it is all but impossible to prepare a decent meal. What would a breakfast be without freshly baked bread and pastry; what remains of the Sunday lunch without a roast; and what good is a summer dinner without fish and vegetables?**

The oven is a part of those pleasant childhood memories, when the women in our families brought out with formidable skill the best from appliances that would today appear pre-historic. Those appliances had a single function: cooking at a previously set temperature. And our aunts and grannies handled them with perfection. Without a single peek into the oven, and without a single piece of additional equipment, they would remove the delightfully smelling baking trays with their masterpieces from the oven at precisely the right time, celebrating with a proud, yet calm smile.

Today when a plethora of skills is required even from a casual cook, I find it quite difficult to attain such mastery. Luckily, some

household appliance manufacturers are increasingly adapting to our needs. The purpose of these cooking assistants is to give us an edge in our daily battle with time as we are looking to eat freshly prepared food with the taste of our own liking. Moreover, this should be achieved as simply as possible, without intricate recipes which, to be honest, few people have the time to study. There is little time for experiments and coincidences. In the tense atmosphere of our everyday, the latest generation of Gorenje ovens where the entire operation is reduced to a few touches, seems like a true relief.

## IT IS THE RIGHT TOUCH THAT MATTERS

Needless to say, they first surprise with their perfect appearance. Flat glass door features metal parts that only serve to highlight or delineate the form. Ergonomically designed buttons on some models, and a touch screen on the most elegant ones. It is often said that the right touch can change a lot; the same applies to this oven. Clearly laid out graphics of the innovative patent-protected DirecTOUCH electronic module enables starting the appliance simply by touching





### HomeMADE oven Inspired by wood-fired ovens

Innovative design solution employed in the new Gorenje built-in ovens, coupled with well thought-out heater placement, paves the way for superior results. The rounded lines of side walls and the arched ceiling result in the most effective distribution of hot air throughout the oven, thus cooking all the food uniformly throughout the oven cavity.

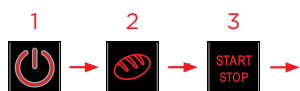
three symbols - one of them represents the food you are about to cook or thaw - and the oven does the rest of the work all by itself. All that remains for you is to set the table, and new Gorenje ovens will assist you in this as well: the WarmPlate function allows you to warm the plates in the oven. Similarly, the StayWarm function will keep your food at the right temperature if you are not quite ready to serve it.

New generation ovens boast many patented innovations that sustain Gorenje's role as a trendsetter when it comes to contemporary methods of food preparation. The interior of the homeMADE ovens brings an innovative shape inspired by baker's ovens, with arched ceiling and rounded side walls, as well as the well thought-out placement of heaters, called PerfectGrill, which leads to even more uniform cooking throughout the oven cavity. Useful capacity of these ovens amounts to 65 litres and they allow cooking at three levels simultaneously. Another one of their special features is that they only take six minutes to heat up to 200°C, while the outer side of the door and side walls remains cool owing to the UltraDynamics Cooling system. Removable door is a convenient feature when it comes to cleaning it. Similarly, cleaning the oven interior is made quite easy: instead of the drudgery of rubbing the oven walls, pour

half a litre of water into the baking tray and turn on the oven for half an hour with the AquaClean feature; the steam will soften all the dirt. The oven with double lighting also includes removable and dishwasher-safe EasyClean accessories made of EcoClean enamel. Cleaning is further facilitated by the replaceable catalytic layer on the back wall of the oven cavity.

The new generation of Gorenje ovens will prove so perfect that you will not hesitate to entrust these appliances with preparing your favourite dishes - while using the time you save for entertainment and relaxation.

It is the task of contemporary kitchen assistants to give us an edge in our daily battle with time, and the new generation of Gorenje ovens with which everything is done quickly and merely by touching the right spots, seems a true relief.



### DirectTOUCH, one touch for a perfect result

Electronic module is a revolutionary novelty introduced by the new generation of Gorenje cookers and built-in ovens featuring touch screen operation. Numerous preset programs automatically select the right combination of heaters, the right temperature and cooking time; in addition, all parameters can still be set according to your preferences and experience should you wish to do so. Your own settings can be saved and easily retrieved from the memory when using the oven the next time.





# GOOD ADVICE

## Give your clothes a VIP treatment

Once upon a time, clothes had a practical function – to keep us warm. Nowadays we use clothes to make a statement. From time to time clothes need to be washed. Sometimes they get stains as (fortunately) life is not stain-free but full of green meadows, mashed bananas and other things of this sort. They get wrinkled or sweaty. And sometimes they even itch. Here are some practical tips on how to give your clothes a VIP treatment they deserve.

How to remove banana from your rompers?

**Turn to lemon and salt.**

The combination of lemon and salt doesn't go along only with tequila. It is also suitable for other strong stuff like banana that despite its innocent outside is a real devil when it gets hold of your baby's wardrobe. Banana stains are almost impossible to remove. However, there is one solution: lay the banana stained rompers flat on a towel, rub half of a lemon well into the stain (the material must be colourfast), spread a thick layer of salt on top and let it work for a few hours in a plastic bag. Then, wash the romper following the care instructions on the label.



Itchy wool?

**Freeze it.**

Wool can itch. So what do you do if you want to feel the softness of your brand new wool jumper rather than its itchi-ness? Do you just throw it away? No. Next time, before putting on a wool jumper or any other wool product that irritates your skin, place it in the freezer. After a few hours, the wool should no longer itch.



How to remove grass stains from the blue jeans?

**Use glycerine or toothpaste.**

Every Sunday, the same thing happens: your little champ comes home after having played football, leaving you rubbing and scrubbing the green stains for hours while chanting "sport is healthy, let the child play, sport is healthy, washing clothes is fun". Forget the brainwashing. Put glycerine on the stain and let it set for 10-15 minutes then wash the jeans following the care label instructions. If you don't have glycerine: brush the stains with plain toothpaste and then follow the washing instructions.





### How to prevent your clothes from changing colours?

#### Don't be sloppy when sorting.

Right from the cradle we learn that the world is systematic. The fork lies to the left. Pedestrians walk on sidewalks. Green means go. Red means stop. Most of us have learned to comply, but logic doesn't always prevail in the laundry room. Many sort their laundry by the "it'll-be-okay" principle. Well, it isn't always okay, so we recommend you to establish a sorting system. Sort laundry by temperature, wash program and colour. White/light colours together, dark/strong colours together. Wool is washed separately. Wash clothes that can stand boiling separately.

### How to prevent moths from moving in to your wardrobe?

#### Feed them rinds.

The thought of moths breeding in one's favourite clothes should be enough to mobilise one to clean closets regularly. But somehow this kind of activity usually ranks low on the to-do-list for the weekend. Way down the list after relaxing, making pancakes, mushroom hunt, adventure race, afternoon nap. So here's a trick that will enable you to clean closets only once a year: spread dry lemon or orange rinds between the clothes and shoes in closets and drawers. Change the rinds a couple of times a year.

### How to make sure your spinning outfit stays in shape?

#### Say Yes to Jogging.

Sweat is good (there's truth to the proverb: the more you sweat the better shape you're in). But, sweat also stinks. So, after jogging on a treadmill or in a forest, you just want to put the workout clothes directly in the washing machine and give them a thorough run through on full force. That's not necessary. The clothes aren't dirty; they are just sweaty and don't need washing at 60° C. Choose a lower temperature and more gentle wash. Choose the special Jogging program on Gorenje's machines that washes at 40° C and spins at 1000 rotations. So both your clothes and the environment can stay in shape.

### How to prevent your laundry from smelling of mildew?

#### Remember 1, 2 and 3.

This may sound familiar: you have done your laundry and you are looking forward to taking a deep breath of freshly laundered clothes. Instead your nose is confronted with the heavy, foul stench of mildew. A little like the smell of a wet towel found in a long lost gym bag. It's not pleasant when your business shirt stinks. Now what? Take preventive measures: 1) Let the machine's door/lid stand open after washing so the damp air can escape. 2) Rinse old water and dirt off of the door/lid. And, 3) take the soap dispensers out and wash the soap scum away with dishwashing liquid.





# IMPOSSIBLE MEANS YOU HAVEN'T TRIED HARD ENOUGH

Interview with Petra Majdič,  
the World's second best  
cross-country skier

Petra Majdič, Slovenia's best cross-country skier, has been rubbing shoulders with the giants of the sport for many years, and last season she came second in the World Cup, thus becoming the second best cross-country skier in the world. Gorenje has been avidly supporting her fantastic journey in the sport for a number of years.



How do you feel when you are referred to as 'the best cross-country skier of all time' in the media?

It is very kind but also quite a burden. I am not a person who likes to look back. I barely notice the present; I always look ahead, to the future and am focused on where there's room for improvement... which is very hard, because I don't want to let anyone down. At the same time I am not used to resting on my laurels and I want more, more, more and then some.

Apart from your admirable determination and dedication to the sport, what got you from ranking 69th in the world in the 1999/2000 season to ranking second in this one?

I was incredibly lucky to have been accompanied by two truly great trainers, Robert Slabanja and Ivan Hudač. They are two of the few who believe that it is possible to achieve great results even in cross-country skiing, and being from Slovenia. If you are not one hundred percent sure of yourself, trust is more than necessary. I believed I could make it, because I trust in myself. But others said

**”We are not fighting for a win but for a series of wins now, which is much more difficult. It's not enough to be one of the best; you have to be the best.”**

success was impossible. My motto is: impossible does not exist. Impossible means you haven't tried hard enough. Anything is possible if you train and try hard enough. My success has also been blessed by my almost abnormal stubbornness. Anyone who tells me I am not capable of doing something should know that that would be a bigger encouragement for me than praise. Being motivated means you can go beyond your limits. My family are also my biggest support. We are very close and they know what goes on before and after every race, no matter where in the world I am. The same applies to my circle of close friends, who have been with me on this journey for fifteen years.

Opinions count – how do you feel about representing Slovenia, Slovenians and Slovenian companies like Gorenje in front of millions of spectators all over the world?

I feel good, but I am aware of the responsibilities and duties that entails. Representing Slovenia means new possibilities for me and - almost metaphorically - for future generations, because my results define the future of young skiers to come. I get nervous, in fear of disappointing my trainers, supporters, the media and the general public. Nervousness also comes from the responsibility you feel towards the sponsors or anyone who has directly or indirectly invested in me. I am aware that professional sport is a business and if I don't come up with results, my chances of increasing or keeping my budget are slim. We are not fighting for a win but for a series of wins now, which is much more difficult. It's not enough being one of the best; you have to be THE best. Being that is, of course, extremely



hard, especially with the fierce competition. 160 skiers, who all managed to reach the top 30 at some point this season, were awarded World Cup points this year, which indicates that there are at least a hundred very credible competitors.

Gorenje has been your sponsor and...?

For me Gorenje means great design. It stands for a quality brand. This isn't your mass production, recognisable only because you can't avoid seeing it everywhere. No, Gorenje means quality. It is constantly ahead of its time. There are a few months before the next season starts, but I am already training hard and getting ready. That's how it must be at Gorenje: always looking ahead, striving to be the best.

Considering your next season is all about the Olympics, how are you preparing yourself?

I didn't take any time off this year due to next season. We have already been looking at the tracks in Canada. I am also having rehabilitation and vacuum therapies for stretching the muscles and straightening my spine. I have acupuncture and acupressure. From learning how the human mind can influence physical abilities, I try to get the best out of alternative as well as conventional Western medicine.

I have nearly won an Olympic medal twice in front of the media and the public, but I still haven't got one. It seems that in bigger competitions, however, medals seem to be awarded as a result of acts of chance. Sometimes an Olympic medallist is someone who wasn't the favourite to begin with; they may have been one of the many good ones, but just got lucky and won it. Still, they say third time's a charm. ■



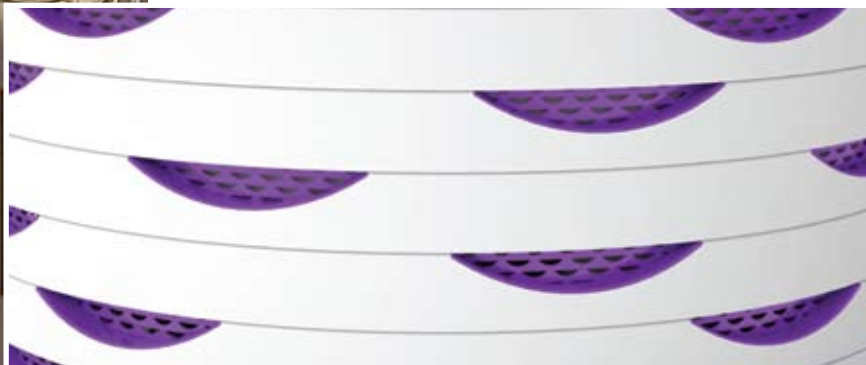
**SmarTable is a unique prestigious table with a remotely controlled refrigerator integrated in the table's central cylindrical foot. Inside, it keeps the food and drinks cool, which immediately brings a new dimension to your business and social meetings, as well as private moments of enjoyment. Now, we present an exclusive version of the SmarTable in a playful and trendy white-purple combination.**

Inspired by "Beyond White", the central theme of this year's Gorenje presentation at IFA, designer Matevž Popič of the Gorenje Design Studio created an exclusive version of the SmarTable in a playful white-purple combination which was unveiled at this year's



Exclusive IFA version of SmarTable, made of white Kerrock and featuring purple design accents.





Trendy purple colour is this year's hit both in fashion industry and in interior design.

Gorenje, building its reputation as a design-minded company, first introduced its daring novelty in 2006 to surprise the audience at the 100% Design Fair in London. This was followed by an appearance at the Foire de Paris where it was nominated for Le Grand Prix de l'Innovation. In 2008, its enhanced version received the audience award at the Observateur exhibition at the Cité des Sciences, Paris.

## SmarTable by gorenje

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

Kerrock is a composite material excelling with durability, ease of treatment and low maintenance, pleasing appearance and welcoming touch. It evokes the feel of natural marble or granite, yet remains warm and non-porous. It is available in numerous colours. Its many advantages and undisputable quality distinguish it from other similar materials, while its use enables instilling life into daring and creative design solutions.

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

IFA fair and charmed the audience with an intriguing colour combination: while classically elegant and exaltedly prestigious, it is also eye-catchingly trendy and fashionable.

The table is made of white Kerrock - a highly durable, easily treatable, low-maintenance composite material. Resulting from years of research and development efforts by experts at Kolpa, Kerrock is an ideal medium for bringing daring and creative designs to life. The contrast between the elegant white surfaces and sprightly purple details on the table base conjures a harmony of opposites and evokes a relaxed ambiance of a social gathering around the SmarTable.

Trendy purple colour, this year's hit both in fashion industry and in interior design and architecture, symbolizes mystique, dignity, and yearning for the unreachable, the very qualities reflected by this prestigious table itself.



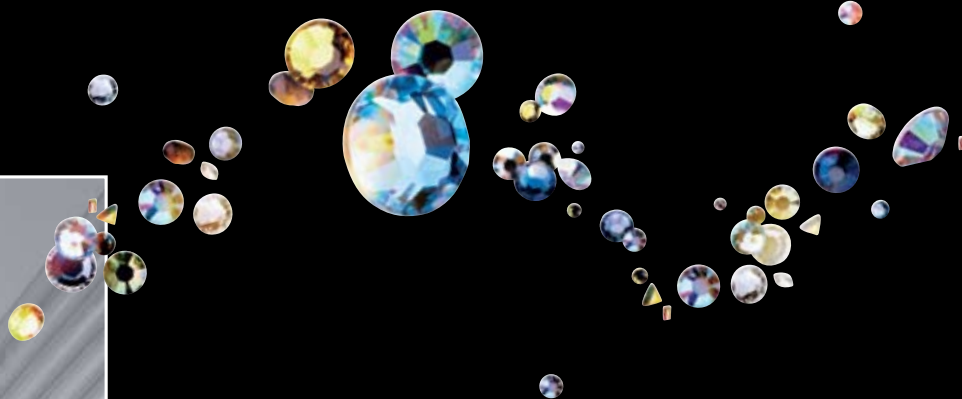
# GORENJE STARRY NIGHT GLITTERING BLACK







Made with  
**CRYSTAL  
 LIZED™**  
 SWAROVSKI ELEMENTS



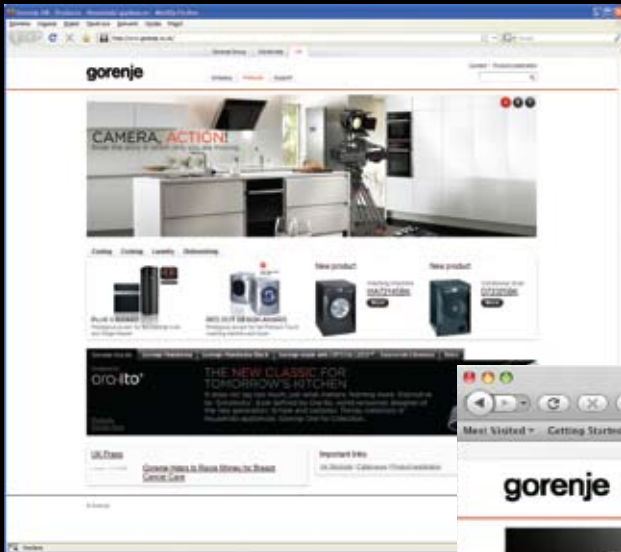
Following the exclusive series of 5 unique fridge freezers Gorenje made with 7,000 CRYSTALLIZED™ - *Swarovski Elements*, created to be sold at charitable auctions, and the commercial line of prestigious Gorenje appliances in black or silver with 3,500 crystals (also a Plus X Award winner), Gorenje launched a limited edition of 100 prestigious fridge freezers Gorenje Starry Night with no less than 26,000 crystals.

Thus far, over EUR 150,000 has been raised at Gorenje's charitable auctions of Gorenje made with CRYSTALLIZED™ - Swarovski Elements fridge freezers. The auctions took place in several European cities but it is Moscow where Gorenje refrigerator reached its top price - a recordbreaking USD 110,000.

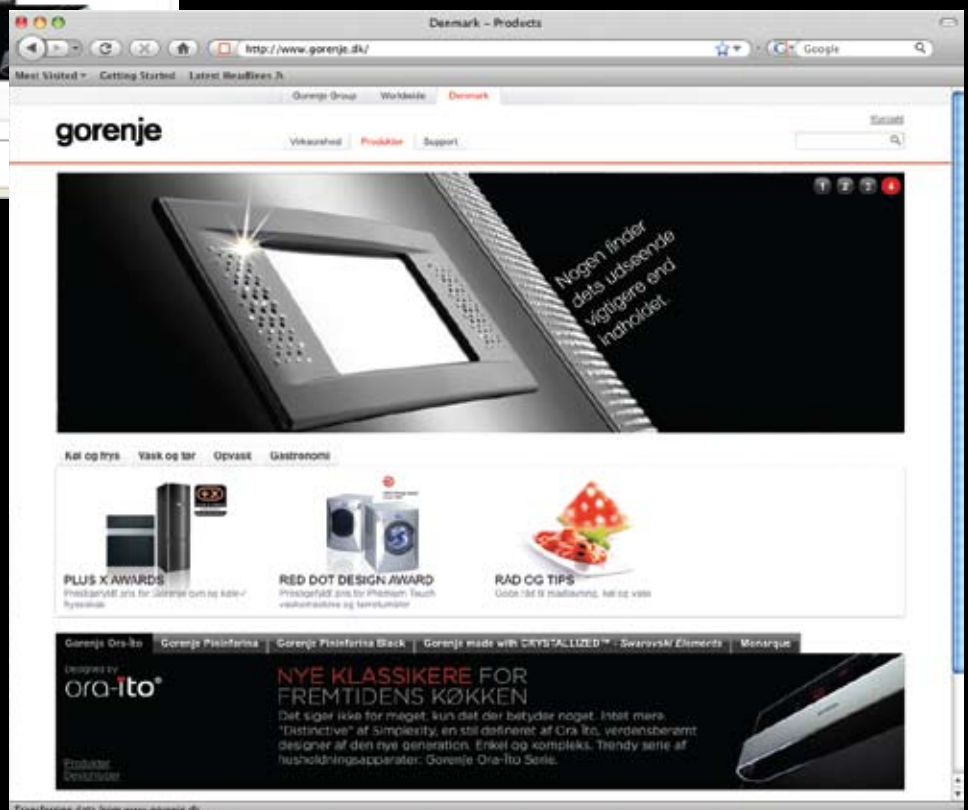
[www.gorenje.com/inspires/](http://www.gorenje.com/inspires/)

# GORENJE WEBSITE SWEEPINGLY REVAMPED

Ambitious plans for web communication



Ours is a time of increasingly rapid development of interactive media, a rising tide of advertising, and ever more insistent need on the part of the consumers for active engagement and customization. As the efficiency of traditional marketing tools is gradually fading away and as marketing investments yielding fast and quantifiable results are becoming all but imperative, online communication between the users and the manufacturers is gaining weight as a competitive advantage; and Gorenje is well aware of this.



Gorenje Skandinavien launched the overhauled website in eight language variants.

Therefore, they have decided to comprehensively overhaul their website both in terms of content and form. As a result of the revision taking place this year, the users will be offered even more valuable and entertaining contents: information, amusement, online shopping, and communication with other users. This will provide convenience, save time, and make purchase decisions easier.

The fundamental purpose of setting up a web system at Gorenje is to

establish and develop open interactive communication with all company stakeholders and to build up the relationship between the brand and the users.

Gorenje is looking to boost its site traffic by offering a new platform with exciting in interactive contents. Considerable effort will be invested to spread web contents on Gorenje and its products at the most popular web portals such as Youtube, Facebook, MySpace, and Wikipedia, as well as the major design web portals.

Providing the foundations for the website are the tools that introduce, in the long run, a new quality of work and communication in the broad sense of the word. Hence, the revamped website is considerably more transparent, neat, functional, and above all, consistent with Gorenje's vision of a design minded company.

Gorenje website is available in over 30 language versions.

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





**DESIGN THAT LASTS.** THE ALLURING, REFINED AND CLEAN CUT DESIGN MAKES THE GORENJE PININFARINA BLACK COLLECTION AN UNQUESTIONABLE DESIGN ICON.

The seductive exterior conceals a multitude of state-of-the-art technological advancements to create a masterful combination, coupled with outstanding durability. The Gorenje Pininfarina Black Collection is the rational choice of trend-conscious connoisseurs who knowingly value flawless aesthetics and timeless beauty.

Limited edition

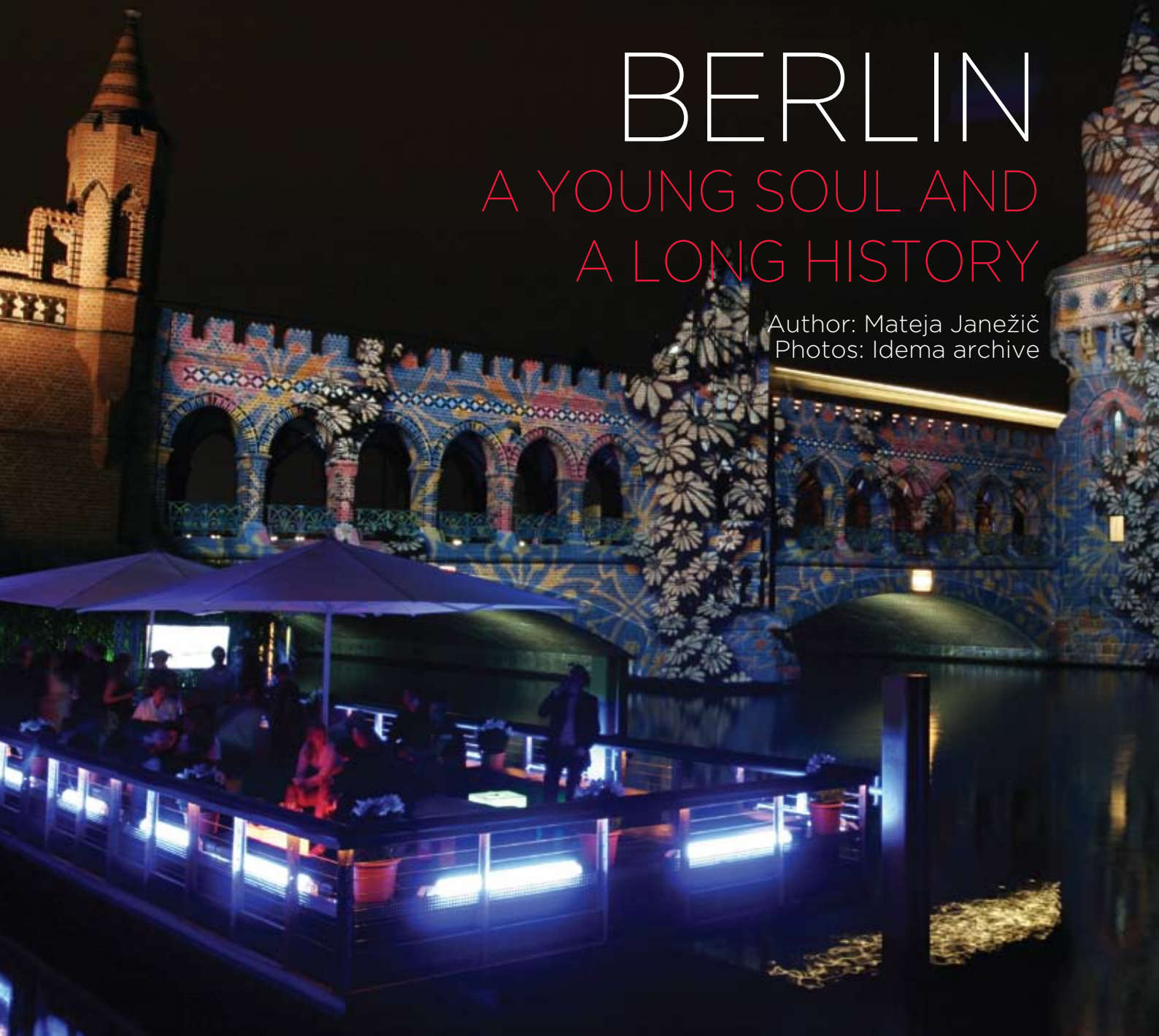
[www.gorenjepininfarina.com/black](http://www.gorenjepininfarina.com/black)

**gorenje**  
*pininfarina*

# BERLIN

## A YOUNG SOUL AND A LONG HISTORY

Author: Mateja Janežič  
Photos: Idema archive



**Berlin is a city with the highest percent of one-member homes. In the last few years Berlin with its 3.5 million inhabitants became one of the most popular destinations, offering excellent opportunities for career seekers and young artists. The mass of young people of different nationalities - there are 14% foreigners in Berlin from 200 different world countries - created a party environment that no other city can surpass. In Berlin you will never feel like a foreigner. Variety is wanted, and diversity is not discriminated. Even Berlin's mayor Klaus Wowereit is an open man, who proclaimed his sexual orientation with the words »I am gay, which is good«.**

Berlin is unique. Always swarmed, and never boring. In spite its hard history and the burden it carries, or because of this burden, its humanity standards are set high. It flings into future with a manic ease. At times the whole city seems like one big party. Did anyone mention sleep? Well, it is overrated.

What about the traffic chaos typical of most big cities? Berlin is a friendly city, seriously. The percent of car owners (the lowest in Europe, 416 vehicles per 1000 inhabitants) has decreased for two more percents in the last ten years. Traffic is fluent, and public transport is in exemplary state. Berlin's streets are safe and dominated by cyclists.

The history of the cruel intervention in humanity is presented in one of largest open-air galleries in the world. All that is left of the 160 kilometers long Berlin wall that divided the city in two parts, shutting





In Berlin the day never ends with supper. The evening in Berlin hides all the colors of the rainbow, from dark night tones, and glowing neon lights to soft candle light. Do you enjoy musicals or cabaret? Potsdamer Platz offers exactly the entertainment you need. It does not lag behind West End or Broadway. The teenage energy fills the warm nights in Berlin. Thoughtfully designed clubs with three floors of different music, rafts on the river, or the view off a 12-storey socialist-looking skyscraper. You will not notice when the night will slowly melt into day. Pretty soon you might find yourself in the middle of a festival, which will take over the streets. From fashion shows to film festivals, contemporary or classical music festivals, culture carnivals, marathons to Christopher's Love Parade, Berlin is always ready to accept new challenges and welcome open-minded people of our planet.

These are the infinite and colorful possibilities that the city with the soul of a teenager and a number of historical scars offers. Saying goodbye to it will not be easy. Your heart beats in its rhythm! Will you ever calm it down? It might take some time.

#### Must see:

- The remains of the Berlin wall in East Side Gallery
- Brandenburg Tor, the symbol of freedom and unity
- Reichstag, the building of the German Parliament
- Sony Center and Potsdamer Platz, a carousel of fun and cultural simulation
- Fernsehturm, ranks among 15 highest TV towers in the world

More interesting sights and attractions at [www.visitberlin.de](http://www.visitberlin.de).

#### Restaurants, clubs, bars:

- Gagarin: Knaackstrasse 22, [www.bar-gagarin.de](http://www.bar-gagarin.de)
- Watergate: Falckensteinstrasse 49, [www.water-gate.de](http://www.water-gate.de)
- Berghain Panoramabar: Am Wriezener Bahnhof 1, [www.berghain.de](http://www.berghain.de)



the western part of the city from the Eastern Germany, is a 1.3 kilometers long monument to freedom (East Side Gallery). On this spot, which tells a tragic story, a number of small bars and restaurants burst on the bank of the river Spree. The river is not only a fishing spot, it even mimics the seaside. While sipping a cocktail your feet are buried in warm sand. And soon you find yourself a new story, one about a tropical beach party.

The cuisine stories of the city are uncountable, it would be impossible to make just one cookbook of the best recipes. In one of the most attractive city areas Prenzlauer Berg the smells invite you into Asian, African, Caribbean restaurants. Their menus are more than colorful. If you stop by the African restaurant Massai, you will be caught in the exotic feel. The atmosphere and the music will make you dizzy, together with banana beer.





Photo: Morley von Sternberg

Marcus Fairs is editor-in-chief of online magazine [www.dezeen.com](http://www.dezeen.com)

**The words “white goods” and “design” don’t usually belong in the same sentence – at least not in the type of cutting-edge design I usually write about. As a design student I pored over images in design magazines of spectacular architectural fridge-freezers produced by Italian brand Zanussi – but that was over twenty years ago.**

Since then, kitchen appliances have been a design-free zone. I spent three and a half years as the editor of the *Icon*, a leading international design magazine, without finding a single fridge, oven or microwave that was worthy of publication.

That is, until I discovered Gorenje. I first came across the brand in 2007 when I attended the Belgrade Design Week. Gorenje was an exhibitor and sponsor and they were presenting a new kitchen by the upcoming French design star Ora-Īto – a clever move, as Ora-Īto was the headline speaker at the Belgrade Design Week conference that year.

The Futuristic Kitchen was beautiful and unlike any kitchen I'd seen before – a white extruded capsule with appliances and worktop built into what looked a bit like an open-sided, space-age caravan without wheels. It was presented in a kind of disco environment, with dry ice, flashing lights and music; and then, as if to confirm its rock-star status, it went on tour, visiting a series of European capital cities where it appeared in shopping streets and markets.

Futuristic Kitchen was not exactly a normal kitchen: it was a clever design-led marketing campaign for the Gorenje Ora-Īto Collec-

tion – a real, commercially available range of fridge-freezers, ovens, ceramic hobs and extractor hoods that were dramatically different from most other white goods in terms of their clean, contemporary styling; but also because they were not white at all. The range came in silver or, more dramatically, in black.

Gorenje's work with Ora-Īto is not the only innovative collaboration to cause waves in the design press. I understand the company is currently developing a line of top-class products with international design star Karim Rashid; it has also developed products with leading Italian styling studio Pininfarina, luxury crystal maker Swarovski, and even computer brand Apple, with whom it produced a fridge-freezer complete with an iPod docking station and speakers. Mounted on the appliance door, this allows the user to listen to music, browse recipes and even watch cookery videos while in the kitchen.

For me, the brand's most interesting collaboration so far was launched in April this year in Milan, during the world-famous furniture fair. Nika Zupanc, a talented young designer and fellow Slovenian, presented an exhibition of her work that included a mini induction hot-plate. Intriguingly titled *Mrs Dalloway*, this pocket-watch shaped product was produced with Gorenje, who also helped Zupanc put on her highly acclaimed Milan debut.

A mini hot-plate is perhaps an unusual product for an upmarket, design-led brand like Gorenje to get involved with but it shows how the company supports design talent and innovative ideas.

This is good news for designers and good news for journalists like myself, as it proves that the kitchen is no longer the one room in the home we can't feature in our publications.





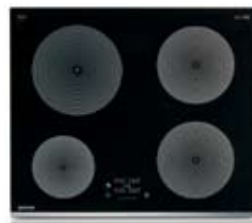
# WHITE BLACK

## A HEARTBREAKING DECISION, ISN'T IT?

Magic light. Mysterious darkness. Futuristic, provocative, outstanding. Inspiration of daring cosmopolitan designer Ora-Īto. Special Gorenje Ora-Īto Collection of household appliances in black and white colour offers both: sparkle of light and power of darkness, simplicity and complexity at the same time. Associated with colour, design attains new significance.

The choice is yours. Select which side of light you prefer to live in.

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



DESIGNED BY

ora-Īto

**gorenje**

