

LIFESTYLE

GORENJE MAGAZINE

AUTUMN – WINTER 2011

ISSUE 8

ULTRA

WHITE

REVOLUTIONARY IQcook • BOŠTJAN PEČNIK, STEERING INNOVATION,
DRIVING DEVELOPMENT • UltraWHITE & UltraSOFT • DESIGN ICON PAOLO
PININFARINA • WashEXPERT CONCEPT • DESIGNER STEFAN LINDFORS •
GORENJE IN HONG KONG • SLOVENIAN CONTEMPORARY DESIGN IN LONDON
• GORENJE CELEBRATES 40 YEARS IN GERMANY



HIGH PERFORMANCE CLEANING

Pyrolitic ovens from Gorenje employ the **PyrolyseSupreme** concept of pyrolysis to deliver perfect automatic cleaning. The combination of high temperature and an innovative combination of heaters and fan propelled air circulation delivers optimum cleaning effects even in the remotest corners. Just wipe the ash residue off using a damp cloth 30 minutes after the end of the program and the cleaning is complete.

ADVANCED TECHNOLOGY — CHANGING LIVES FOR THE BETTER



ALEKSANDER URANC, *Gorenje Marketing Director*

Technology is evolving at a rapid pace. Advances in technology have changed our lives, some of them in a more aggressive manner than others. However, it's hard to point to a specific technology and identify it as responsible for the major changes in a person's life, because every one of us is influenced by many other things.

Nevertheless, one thing is certain: technology will completely transform the way we use home appliances. Sounds too bold, too ambitious? We have seen many industries (especially consumer electronics) where technology completely changed the user experience and with it the very industry itself. Of course the household appliance industry is a far more conventional one: a washing machine just has to wash laundry – fast and efficiently. And a cooker just cooks. Where is the place for high technology in all of that? In fact, it has an impact, in many ways; and it raises important questions – how will technology transform the user experience in our daily chores, in our cooking, washing and more.

Advanced technologies behind user-friendly interfaces like the full touch displays in Gorenje ovens and washing

machines offer consumers new cooking and washing experiences, opening up numerous opportunities to adapt to every consumer individually. If they are wash experts, there are numerous programs they can use; first time users can access simple selections of the most important automatic programs.

The same goes for baking and cooking: predefined recipes allow for near fully-automatic baking, but by the same token also allow near-professional baking experiences with unique STEPbaking. All of this – and more – is enabled by advances in the technology employed. The new revolutionary Gorenje IQcook induction hob is a strong example how wireless technology can and will simplify the cooking process by enabling automatic cooking with sensors communicating with IQ electronics on the hob and on the cookware lid and automatically and optimally adjusting key cooking parameters.

And there's still a lot of room for high technology to occupy and develop, and bring yet more improvements, first and foremost in offering far more simplified solutions to consumers. And all this will happen soon. Very soon.

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INSIDE TRACK	NOW FEATURING	SHOWROOM	PROFILE	GREENER PASTURES
<p>GORENJE'S BOŠTJAN PEČNIK Steering Innovation, Driving Development</p>	<p>NEW GORENJE WASHING MACHINES AND TUMBLE DRYERS UltraWHITE and UltraSOFT laundry</p>	<p>BAKE IT YOUR WAY Gorenje's innovative new HomeCHEF electronic control</p>	<p>PAOLO PININFARINA Classic yet innovative Italian design icon</p>	<p>RECYCLING HOUSEHOLD APPLIANCES What happens after?</p>

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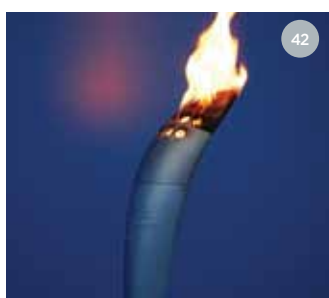
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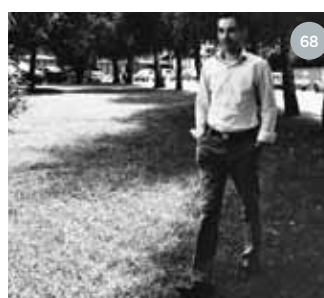
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ULTIMATE SENSE FOR YOUR LAUNDRY

Remarkable performance, ergonomics of detail, and logical choice of the right settings stand witness to the excellence of the new generation of washing machines and dryers. Intelligent SensorIQ sensor technology automatically regulates the washing and drying process to contribute to high energy efficiency. State-of-the-art SensoCARE technology delivers perfect laundry care as it respects the differing needs of modern consumers. **UltraWHITE**, a unique program for delicate whites, provides perfect whiteness at no more than 30°C. Patented drying technology TwinAir, combined with IonTech fibre smoothing yield additional **UltraSOFT** care effects.



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GOING TO THE MOVIES

GORENJE SILVER SPONSOR AT 17TH SARAJEVO FILM FESTIVAL

LATE SUMMER SAW THE 17TH SARAJEVO FILM FESTIVAL, SPONSORED this year also by Gorenje, wrap up another highly popular and successful run. The festival, known for its excellent program selection and relaxed atmosphere, is attended by film artists from around the world and loyal film lovers who visit the festival every year. This year the festival boasted a list of famous and widely respected names in attendance, including the much celebrated Hollywood star Angelina Jolie, who was honoured with the Heart of Sarajevo Award.

At the central festival venue on the Festival Square in front of the National Theatre, where the major part of the program takes place, silver sponsor Gorenje showcased the Gorenje Delta kitchen, equipped with designer line Gorenje Ora-ĭto appliances, which hosted several festival events and gatherings. Among the Gorenje representatives attending the festival were Franjo Bobinac, President of the Management Board and his wife, arriving in Sarajevo to attend the festival's opening ceremony and to meet the media representatives at a special media event the next day. Mr. Bobinac and Robert Polšak, Director of Gorenje Commerce, d.o.o., BaH, who took part in the event, both expressed their satisfaction with the festival that has grown beyond its regional borders and gained a special place in the global film industry.

Bobinac emphasised the special significance of the Bosnia-Herzegovina market where Gorenje has opened three studios - in Sarajevo, Tuzla and Mostar. "We are delighted to be able to present the modern design of Gorenje appliances also in the Bosnia and Herzegovina market. This, in addition to superior technology and energy efficiency, is one of the key factors that will drive the future development of Gorenje products", he added. Polšak also announced the opening of the new Gorenje Studio in Banja Luka and stressed the significance of extending the sales network by establishing new salons in all four major urban centres of the Bosnia-Herzegovina market.



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During the festival Gorenje organised a special event called "Summer Cocktail Night" for its loyal customers in its biggest studio in Sarajevo in Skenderija. Guests at the mini-culinary show were hosted by renowned chef Vjekoslav Kramer - Vjeko and barman Denis Ahmedović. The master chef prepared a host of delicious bits and bites for the visitors, using quick and simple recipes - and with the assistance of Gorenje's faithful kitchen aids, naturally. And barman Denis Ahmedović contributed to the excellent atmosphere by preparing enticing fruit cocktails. The whole show was made even more interesting by contests, with the luckiest visitors taking home some nice practical gifts, including a juicer and sleek mixers from the Gorenje Black Up line.

The events featured in the 17th Sarajevo Film Festival also offered plenty of opportunity for the promotion of Gorenje products, especially the design collections, which occupy a special place in Gorenje.

01 The festival was attended by world renowned actress Angelina Jolie, accompanied by her partner Brad Pitt (photo Copyright Sarajevo Film Festival)

02 Franjo Bobinac, Gorenje President and CEO, Polona Bobinac, Gorenje Executive Director of Sales, Robert Polšak, Director of Gorenje BaH, talking to Mirsad Purivatra, Director of Film Festival Sarajevo

03 Chef Vjekoslav Kramer works his magic in the Gorenje kitchen at Studio Gorenje on Sarajevo's Skenderija

POINTS FURTHER EAST

GORENJE AND ORA-İTO LAUNCH IN BANGKOK

THIS PAST SPRING SAW THE GORENJE Ora-İto event light up the waterfront of Hong Kong with the sales launch of the Gloucester luxury residential development where Gorenje was appointed the supplier of household appliances. Futuristic appliances from the Ora-İto line have been chosen to outfit the kitchens of these prestigious residential units. From Hong Kong Ora-İto continued his

journey onward to Thailand, where the Gorenje brand was officially launched and introduced to the Thai market. The colourful and highly successful event was held in Central World in Bangkok, one of the biggest shopping complexes in Asia.

Häfele Thailand, Gorenje's distributor in this exciting new and potentially dynamic market, put on a stunning show. Together with designer Ora-İto - who was in a fine and festive mood - and several Thai celebrities, the event drew widespread media coverage and similarly big atten-

tion from the general public to Gorenje and its range of quality products.

The event saw Gorenje showing its higher-end appliances, special lines and for the first time in Asia its latest entry in innovation and technology, the iChef oven, all of which constituted the first big step towards gaining good brand recognition in Thailand.

01 Ora-İto in a fine and festive mood in the company of Thai celebrities.

02 The Gorenje Ora-İto collection exhibited in Bangkok



GORENJE ROCKS AT ROSKILDE FESTIVAL - PART II

SEVERAL THOUSAND EMPLOYEES AT THE ROSKILDE MUSIC FESTIVAL - running since 1971 in the small Danish town after which it's named - put Gorenje's washers and dryers to the festival test on their workwear yet again this year.

The Roskilde Festival is one of Europe's five biggest annual music festivals, drawing more than 100,000 spectators and volunteers to enjoy good live music over four days. Now four days is long enough for any outdoor music festival, but for the staff the whole thing starts two weeks ahead of the festivities. So if there's something they value besides a quality bath (and a good tall cold one) it's a store of clean, fresh smelling clothes.

This year the invaluable laundering services were provided with the great water - and power - efficient Gorenje RedSet line washing machines and dryers. And since even the short-



est washing and drying programs take at least some time, the users of the festival's special Red Laundrette were offered refreshments provided by the festival's main sponsor Tuborg, chilled just right by Gorenje's RedSet series refrigerators. Now that's a truly festive solution.



reddot design award
honourable mention 2011

PRESTIGIOUS DESIGN AWARDS FOR GORENJE DESIGN STUDIO

THIS PAST JULY THE GERMAN TOWN OF ESSEN HOSTED THE ANNUAL Red Dot Design Awards 2011 gala ceremony. Again Gorenje was among the winners with two awards: for the Atag glass-ceramic gas hob, and for Asko dishwashers, brands under which Gorenje products are present on some European markets. In addition, the operation module for the Gorenje iChef oven earned a Red Dot Honourable Mention, which was accepted in Essen by Lidija Pritržnik and Matevž Popič, responsible representatives of the Gorenje Design Studio (GDS).

The operation module which took Honourable Mention is entirely the product of Gorenje's own development and design. GDS's Matevž Popič and Lidija Pritržnik, who designed the iChef oven, pointed out that the key guide in creating the module was to create a simple, intuitive, easy-to-use oven. But theirs wasn't the only Red Dot Award Gorenje designers took home from Essen this year. David Cugelj from GDS also received one for designing the user-end of telecommunication equipment for optical CPE access for Iskratel.

Honourable Mention and Red Dot Award 2011 recipients Lidija Pritržnik, Matevž Popič and David Cugelj, Gorenje Design Studio

NOW SHOWING IN BAGHDAD AND BEYOND



Gorenje built-in appliances are well represented across 11 big cities in Iraq from the far north to the deep south of the country. Roughly half the product sold is realised by kitchen companies like Karash kitchen set Co., the biggest such company in Iraq. With their own factories and showrooms in many of the biggest cities the company boasts five showrooms in Baghdad alone, as well as eight in Erbil. Gorenje deals regularly with the company and shows Gorenje products in their sets in each of their showrooms.

LAST YEAR SAW GORENJE RECEIVE the honour of an award for most attractive exhibition area at the 6th International Fair in Sulaymaniyah, Iraq, one of the biggest such events in the country.

Some 300 exhibitors from Iraq, Iran, Turkey, China, Japan and beyond were there showing products from home interiors, building and food and drink to thousands of visitors.

Tatjana Močenik, Gorenje's Manager for regional sales in the Near East, points out that Gorenje sold some 11,000 large household appliances in Iraq in last year, most of them freezers and design lines, with sales climbing annually.



REDSET WASHER GLEAMS WITH PLUS X AWARD

GORENJE'S BEAUTIFUL BRIGHT RED WA 72149 RD WASHER, PART OF the Gorenje RedSet line, did the company proud by bringing home a prestigious German Plus X Award, the largest technology, sport and lifestyle competition in the world. Some 144 industry jury members from 32 nations as well as 42 competent partners ruled that the washer fulfilled all the necessary criteria for design, ease of operation and ecology in the product group electric household appliances.

The demanding jury is known for its focus on new developments and innovative technologies, unusual designs as well as intelligent and simple operating concepts, making the Plus X Award both a seal and an influential guide in consumer buying decisions. While the WA 72149 washing machine with total AquaSTOP shines, its extravagant looks are matched by its outstanding ecology figures: with an A+++ energy efficiency rating, A spinning performance and water consumption of only 49 litres it ranks among the best in appliances.

The washer offers extra energy savings with its EcoCARE 15 °C program, and its single, logical centrally-positioned knob is easy to use, allowing the machine to be installed under the counter. It also makes use of an LED display, UseLogic® automatic loading, preset wash times and other special programmes and functions. The award-winning washer also boasts innovative safety systems like AquaSTOP overflow protection, water level control, the SCS stability control system and child protection.



GORENJE APPLIANCES IN GREEN MASDAR

MASDAR CITY, THE NEW GREEN CITY INITIATIVE NEAR THE UNITED Arab Emirates' capital Abu Dhabi, and built in accordance with demanding guidelines on sustainable development, is well in process. Now some of its highly energy-efficient facilities have been fitted with household appliances by the Gorenje Korting brand.

The progressive sustainable city plan, prepared by celebrated British architectural bureau Foster & Partners - famed for its architectural technological magic - is to be built over the coming decade, and designed for 40,000 residents and 60,000 commuters who will come to work in hundreds of local businesses.

Masdar is to become a research center for renewable energy and the university there is to play an important role with its Masdar Institute for Science and Technology, developed in part by the renowned MIT Massachusetts Institute of Technology.

There Gorenje has succeeded, with the right combination of household appliances, to enter this challenging sustainable project-environment by equipping housing units for some of the university's post-graduate students. In 2010 alone more than 280 Gorenje appliances were installed there. And at the Zayed University campus (the second phase of the project) also saw recent delivery and installation of Korting appliances. A total of 130 Gorenje & Korting appliances have been delivered and the number is likely increase as development progresses.

Both of the project contracts came through Gorenje's specialist project partner Elenco Abu Dhabi, who were well convinced of Gorenje's price-quality factors and superior design. And being listed as a supplier on the project should help in the securing of new projects and assignments in Masdar City in the future.



WELL CONNECTED IN THE UK

GORENJE'S RETRO COLLECTION WINS A GET CONNECTED AWARD 2011

GORENJE'S HUGELY POPULAR RETRO REFRIGERATION COLLECTION recently received a Get Connected Product of the Year Award 2011. Selected by UK industry professionals who read Get Connected magazine, the awards recognise those products deemed the 'best of the best'.

"Gorenje's Retro refrigeration collection has achieved widespread acclaim since its launch, and is available in many colours, from funky Raspberry Pink to chic and stylish Burgundy. With some models in the range boasting a market leading 'A++' class energy rating, they all have excellent thermal insulation and improved door sealing with a state-

of-the-art cooling system and refrigeration electronics designed to minimise energy consumption. The range is also supported by Gorenje's market-leading free five-year parts and labour guarantee," explained an independent panel of judges, industry professionals as well as an electrical trade audience, which recognised the Gorenje Retro refrigerator collection as 'the best of the best' winner in the refrigerator category.

"We are very pleased to have been chosen as a Product of the Year by Get Connected magazine", says Ruth Ferguson, Gorenje's UK Marketing Manager, "and this achievement is even more impressive when one considers that it is voted for by other industry professionals. Gorenje's Retro collection has proved incredibly popular, and is consistently well-recognised for quality and eye-catching design, functionality, efficiency and advanced cooling technology. It's certainly a jewel in Gorenje's crown!"

HIGH GORENJE DESIGN IN GEORGIA

THIS PAST JUNE GORENJE TEAMED UP WITH THE LEADING home appliance retailer Elit Electronics from Georgia's capital Tbilisi to organize a special event showing off Gorenje's designer line home appliances. The spotlight focussed on the collection of kitchen appliances designed by famed New York-based designer Karim Rashid. The special event drew some 300 retailers, designers, media representatives, and celebrities from public life in Georgia.

Gorenje has been present on the Georgian market - in a country of nearly 5 million inhabitants - since 2006, offering consumers free-standing and built-in appliances from the medium-, upper- and high-end price segments. This year, sales revenues are planned at EUR 2 million, up 50 percent over 2010.

01 Stanko Pušnik, Sašo Uratarič and Polona Bobinac from Gorenje in the company of Tengiz Tkeshelashvili and Irakli Basilaia from Elit Electronics

02 The unveiling of Gorenje designed by Karim Rashid appliances



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BIG DESIGN COLOUR IN BRAZIL

AFTER A MOST SUCCESSFUL PRESENTATION LAST YEAR, GORENJE returned this year to the Casa Cor exhibition in Sao Paulo, Brazil. This time around, Gorenje introduced the Gorenje designed by Karim Rashid collection to the Brazilian audience. Architect Angela Tasca's idea was to set up – alongside the kitchen suite featuring the Karim Rashid collection – a complete interior called Studio Karim Rashid, in which the renowned designer creates his projects.

With its 190 million inhabitants, Brazil is a fast emerging market for white goods suppliers. While most European countries have seen substantial declines in the sales of home appliances in past years, the white goods market in Brazil has been steadily on the rise. Gorenje is entering the Brazilian market with their high-end appliances and designer lines through kitchen studios intended for the more demanding customers.

This year Casa Cor, translated as The House of Colour, was celebrating its 25th anniversary, and is among the world's largest events featuring current trends in architecture and design. The prestigious Jockey Club in Sao Paulo hosted 110 interiors, organised according to various themes, over a total floor area of 56,000 m². The architect appointed for the makeover has to completely refurbish and equip the set, virtually from scratch, in just 30 days; and come the end

of the show, the ambient has to be restored to its original condition.

Casa Cor is also one of the most important events introducing and setting design trends in Brazil. It takes place in all major cities across the country and its reputation has spawned the opening of franchises in other Latin American countries. The central event, in Sao Paulo, lasts an entire one-and-a-half months, this year running from May 24 through July 12.

01 Collection Gorenje designed by Karim Rashid at Casa Cor

02 Visitors at the Gorenje interior Studio Karim Rashid



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WELL ON TRACK

FOCUS REMAINS ON DEVELOPMENT AND INNOVATION

Given the persistently uncertain economic conditions, this year can hardly be viewed as a regular one. Gorenje is tackling the challenges the year has brought about with yet more development and innovation.

ELIZABETA BILUŠ  GORENJE ARCHIVES

For the home appliance industry, the defining aspects of 2011 are the historical highs in raw- and processed material prices which have sky-rocketed as a result of climate conditions, political turmoil in Northern Africa and the Middle East, speculation in the commodity markets and similar. In the first three months of the year alone, the price of oil soared by over 16%; the price of steel sheet metal by 21%; and the price of plastics by 15%. Costs of raw and processed materials are the largest single item in the composition of the cost of home

appliances. Therefore, neutralizing their further rise is among the key tasks for all players in the industry.

However, raw material price shocks are not the only predicament affecting home appliance manufacturers. Demand in mature economies remains low due to high unemployment (in Europe, the rate broke the 10% mark, with some countries peaking even higher) and uncertainty introduced by volatile global economic conditions, including major problems in the public finance of some countries.

Last year, Gorenje achieved its key results as planned and entered the year stronger and more stable than at the onset of the crisis. As stressed by Gorenje President and CEO Franjo Bobinac, "The markets are far from being euphoric and we could say that the battle is still being fought. We seek to counter the detrimental trends perceived in the markets by innovative development and introduction of new products and services in the existing markets."

FRANJO BOBINAC, *Gorenje President and CEO*

We seek to counter the detrimental trends by innovative development and introduction of new products and services.

UPMARKET SALES AND REINFORCING IN-HOUSE BRANDS

Among other measures, a new brand Gorenje+ was introduced this year in seven markets (Germany, Austria, Scandinavia, Czech Republic, Russia, Ukraine, and Slovenia). The brand, developed especially for offer at kitchen studios, includes a range of high-end built-in kitchen appliances. Specialised kitchen studios and kitchen specialists are gaining importance as a distribution channel in the sales of white goods in Europe. They are particularly important from the aspect of sales of higher-end products with higher profit margins, the share of which Gorenje is looking to beef up in the composition of total sales. In the kitchen studio segment, Gorenje is already present in the Benelux countries with the Atag brand. The introduction of Gorenje+ will offer the Slovenian manufacturer a breakthrough in this distribution channel in other countries as well, boosting sales of appliances in the upmarket segments.

The brands and the products carrying their name are the company's ID card. Gorenje's brand portfolio currently includes ten brands covering various

price segments, distribution channels, and countries. Sales under its own brands have been rising year-in-year-out and last year they amounted to nearly 90% of total sales, which is a formidable figure. Looking to further increase this share, Gorenje is pursuing further development to boost the power of the in-house brands.

NEW DEVELOPMENTS, NEW OPPORTUNITIES

Each year, Gorenje offers its customers new technologically perfected products with appealing design and innovative solutions upon which its distinction in the industry rests. Notable new developments and features of Gorenje's most recent offer include the HomeCHEF oven that represents the pinnacle in electronic touch control of ovens, and an important step forward in the development of home appliance controls. The control module, a result of Gorenje's in-house development, allows the user to control the oven via a large colour display, invoking a user experience akin to that of popular consumer electronics.

At this year's IFA fair, Gorenje

will focus on showcasing the new generation of washing machines and dryers featuring a heat pump and excellent sensor technology, ergonomic design, and further improved energy efficiency.

The revolutionary IQcook induction hob providing completely safe and controlled cooking with preset cooking and frying modes will be another highlight. Needless to say, there are other novelties as well, such as a range of new environmentally friendly appliances in the top (A+++) energy classes, and designer lines for which Gorenje is famed. This year, the Gorenje Weblicity line which allows the user to take part in the design of the appliance, was premiered at the IFA fair in Berlin.

The IFA fair is among the most notable shows in the white goods industry and represents an excellent opportunity to present the novelties and innovations to business partners, other industry professionals, and consumers alike. Once again Gorenje is expecting to be (re)visited by all major business partners from across the globe and to strike many new deals.



TIMELESS ELEGANCE

DESIGNED BY

pininfarina



High technology harboured behind noble reflections of genuine metal and alluring transparency of glass. A unique fusion of elegance and technological perfection opening up a new culture of living. Advanced technology and excellence of materials are the asset. Bold lines of the Collection Gorenje Pininfarina Steel are blended with the ambiance, providing its organic complement and elevating its true value. Gorenje Pininfarina Steel is more than just a collection. It is a story of symbiosis. Live the story. Time is on your side.

www.gorenje.com/pininfarina/steel

gorenje

GORENJE'S BOŠTJAN PEČNIK

STEERING INNOVATION DRIVING DEVELOPMENT

Boštjan Pečnik followed up his degree in mechanical engineering with a position at Gorenje in 1996 working in research and development for cooking appliances, becoming head of the department the following year. From 2002 to 2003, he was head of research and development for small motor-driven kitchen appliances for the Bosch & Siemens Group, before returning to Gorenje as Director of the cooking appliances programme. Since 2006 he has served as Executive Director for Research and Development.

MANCA KRNEL HESS SAŠA HESS

Let's start with a better understanding of the development process: how long does the average project last; and how soon after finishing with the last do you start up with the next?

Research projects are set for at least five years in advance and development projects for the next four, particularly when it comes to major development projects for new generations of appliances whose life cycles are already known. The R&D team works today on the things that will become competitive in five years. That way you don't lose track of where things are. For those shorter, simpler projects that can be carried out inside a six month period, more short-term activities are planned. Generally speaking, however, development projects are a long distance run.

Trends in the white goods industry are known and represent the basis on which we try to define the main research areas. Research deals with energy efficiency, new materials, new functionalities. Everything is subordinated to the main goal, namely that when projected needs occur in the market we will be able to react promptly. We have therefore defined development plans for all product areas in Gorenje. Of course these plans are revised once a year to see whether any corrections are necessary.

So what should a developer be like?

A developer must be a bit of a chameleon: once an idea has matured in their mind they must first of all be ambitious enough to sell the idea to their immediate team in the company, which means they have to get their collaborators fired up about it. This is one of the developers' biggest challenges.

Innovation is basically something new, but its course is nevertheless predictable – you've already mentioned trends. What trends in innovation can we talk about?

The main trends comprise ageing of the population, ever smaller families, lack of time and of course, the arrival of the young internet generation. Our parents' generations, for example, want to be able to control their appliances at the touch of a button. Too much electronics can be confusing and even intimidating for them. Younger consumers on the other hand are already familiar with electronic interfaces and in a few years they will definitely become commonplace. They represent a mode of control they are close to and is the only one they trust.



A developer must be
a bit of a chameleon.

One of the trends towards which all the world's development movements are oriented is green technology, being ecologically aware - being eco.

This trend is here to stay for at least several years, but the meaning of the concept "eco" will become more comprehensive. The focus will be on the entire life cycle of a product. This means taking into consideration how much energy is required for its production, how much energy it uses in its projected life span and how much energy needs to be invested into its recycling. Only the product that uses the least energy during its life cycle and produces the least CO₂ emissions will be truly eco. At the moment we are somewhere in between. Today appliances which have low energy consumption and are recycling friendly can also mean a competitive advantage in the demanding European markets.

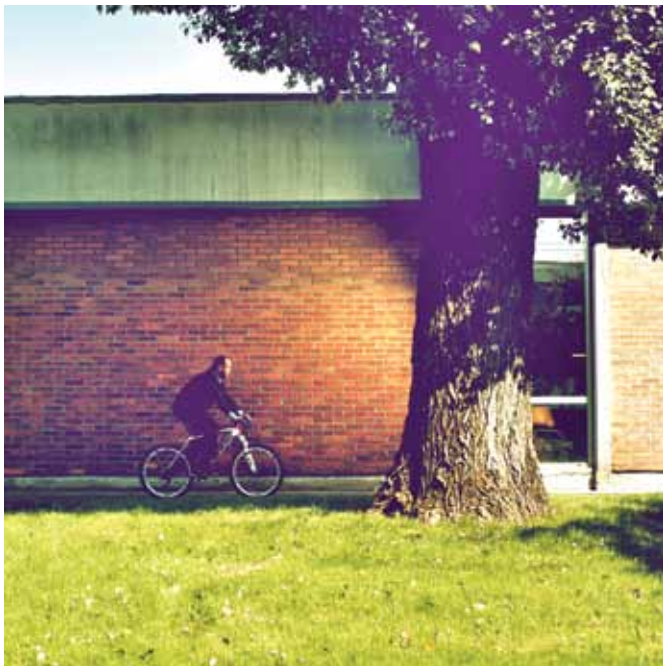
How innovative can an innovation be allowed to be? How different can you be in view of production technology?

Radical innovation isn't necessarily related to enormous investments into production. Good innovation for me is that which in a certain period achieves success in the market, the one that in

the mid-run facilitates positive business effect. Of course this effect cannot be expected from every innovation. Innovation may be radically new, but if it has no business effect or if the market fails to accept it we must ask whether it's good enough to be developed further.

Good innovations may require no major technological investments. They may even be such that build on a solid business idea using an already existing technology in a new way. With a good marketing story on top you simply cannot fail. A good example of such an innovation is Nintendo, which used already known technologies. We all had known video games before Nintendo, but we used to play them on large displays. Nintendo knew how to put together existing technologies in a new way and wrap them up.

As far as Gorenje innovations are concerned we're doing our best while keeping in mind that we cannot win in every field, because we simply aren't as big as our major competitors. We are trying to focus on those areas for which we believe we are competent enough, and this is where we want to surpass the competition. In cooking appliances, for example, which is a very extensive field, we'll focus on specific aspects, specific appliances and functions.



The same applies to refrigeration appliances, washing machines, dryers and dishwashers. In selected fields we aim to develop two or three innovations that will embody key benefits for our customers. At the moment we have several such projects under way and are convinced that once they're launched they will represent a major breakthrough for us.

Is boldness in innovation proportional to the size of the company?

Innovations are often so extensive that they require a company of a certain size if you want to bring the innovation to life and present it to the market.

Unlike the battle of Lepanto then, where smaller vessels won out against larger, less nimble ones?

I'm convinced we can win, but we can't change the sea. Despite being smaller than some of our competition, our fleet runs under an extremely elaborate baton, with innovations that are superior in their field, and is thus able to beat the biggest and take its own piece of the pie ... or sea ... (laughs).

Gorenje is an international company and consequently your development team is also becoming increasingly international. The company has innovation departments in several countries, even though a few years ago the entire development process took place in Velenje. What are the advantages of a multicultural team for the development process?

I'm sure that brain-storming in a team composed of individuals from different environments is a different process than in a team of people from similar ones. When you consider technical solutions you derive from your surroundings, from the needs of this particular environment and these needs are not universal. South American customers have different expectations from Europeans. Multicultural teams therefore bring added value. It's believed that Germanic nations tend to be more systematic,

analytical, methodical in their approach. Romanic, as well as Southern Slavic nations, are supposed to be more open and more inclined to improvisation. A smart combination of all these traits can contribute added value.

As recently as 10 years ago, Gorenje manufactured all the products sold in different world markets at one location. Pursuing development in several locations or having people from different cultural backgrounds in your development teams definitely requires a different mentality, different organisation, approach – all of which finally also produces different results. Where do you look for innovative ideas and people and how do you recognise them? Is there enough staff with development-oriented mentality?

I find it narrow-minded when people think that innovations will be born only inside the company. We try to be open also on the outside. We work in cooperation with individuals and institutions outside Gorenje on quite a few projects. Several factors affect in-company innovation, beginning with the atmosphere, with interaction between the staff. Other pre-requisites include good working conditions, a critical mass of knowledge; and the right people who dare to be creative and have enough energy to present their ideas properly, whose drive through the difficult phases of the process doesn't fade. In addition, the company must know what it wants, what the company goals are; it must have a clear strategy. On the other hand, all innovations inevitably carry certain risks. And if in the given environment the company is ready to take on these risks and finance them, it will also be easier for the company to go for slightly more radical solutions. Company support for a certain project in itself reduces the risk. In the end, everything starts and ends with people.

You mentioned you like working with subcontractors. Does that include staff that isn't necessarily from the research-development sector?



Development is the company's
best investment in the future.
It's the only viable
long-term investment.

Innovation is rarely born in the context of development only. Sometimes good ideas happen to people who aren't too preoccupied with R&D alone. If an engineer, for example, concentrates on a single problem for five years it can easily happen that they lose sight of the trees for the forest. Then someone from outside the company comes along or somebody who works in a different field, like marketing or purchasing, and they immediately know how to move forward with it.

The development process includes excellent marketing, which wraps everything up into a successful story. After all, an idea can be less than exceptional, but if the development process is good the final product can still be quite successful. On the other hand, you may have a brilliant idea, but if the development process meanders out of control you'll end up with an unexceptional product.

The key to ensuring economic growth, stability and sustainability on the state-level is precisely innovation, stimulation and a corresponding environment. Is this environment really stimulating?

I think that in recent years the situation has improved as far as support for research-development activities goes. I'm sure that if the business environment were even more supportive of development in innovation it would represent the best investment for state capital. Investing in development means investing in less unemployment and more stability.

I understand you're a sportsman. Is this part of your approach to a greener lifestyle?

(laughs) I believe I'm a very environmentally conscious person, starting with the way I raise my kids, forbid littering, separating waste. I'm also a sportsman. But I am and remain a technician, and my passion for pure engineering doesn't always go hand-in-hand with ecologically-sound thinking. The eco trend, however, is my (our) absolute guiding principle in the development of appliances.

We often see eco concepts for connectable appliances at fairs, but when will we be able to see them in our homes?

A lot has been said and done about smart and connectable home appliances in the past 10 years or more. Development-wise we've come far enough to provide for an eco home where all the appliances, including the heating and air-conditioning systems, will be intelligently connected. Today, some home appliance manufacturers, including Gorenje, offer heat pump tumble dryers which considerably reduce energy consumption. We have heat pumps to heat buildings, clean water, and wash water in the washing machine. Complete integration will see one central heat pump that will heat everything, which is far more energy efficient than any conventional method.

Development is moving towards finding solutions for inter-connectivity of appliances. But inter-connectable appliances must be based on existing solutions, connecting through the internet or electronic guides, mobile phones, Wi-Fi.

Does connectivity have advantages other than being environmentally friendly?

Connectable appliances can become more environmentally- as well as user-friendly. Take for example the Gorenje oven with the electronic iChef⁺ module with a preset number of cooking programmes. If the appliance is connected we can, for example, personalise and modify the taste, dish and cooking options bank as we please. This helps us come closer to consumers by giving them what they really want and need.

And your current favourite gadget?

I'm a sports freak, so let's say my gadget is a cutting edge carbon bike. I'll be honest - I'm like a little kid when it comes to the little pleasures in sports, such as a good tennis racket or the perfect pair of skis. This means more to me than any other thing I could own. I love new things, but without too much improvisation.

40 gorenje
JAHRE IN DEUTSCHLAND



40 YEARS IN GERMANY

GORENJE CELEBRATES SECOND ROUND OF ANNIVERSARY
MARKETING ACTIONS AND EVENTS

For more than 60 years now the Gorenje Group has been convincing consumers with innovative, quality products. And over the past four decades Gorenje has been writing its success story in Germany, where the company has been gaining ground setting benchmarks with outstanding products.

ELISABETH WIESER GORENJE ARCHIVES



01

Early in the year, on the occasion of Gorenje's 40th anniversary in Germany, Gorenje in Germany unveiled a new logo developed especially for the occasion. Similarly, for the same occasion Gorenje launched an anniversary ad campaign in dedicated press publications for specialised suppliers with a line of compelling marketing activities and campaigns, like the sponsoring of the Children's Cooking School 2011 which drew more than 6,000 participants. The Children's Cooking School 2011 at FEZ (Children, Youth and Family Center) in Berlin operates under the patronage of Leander Veldbloem, head chef at the Hilton Berlin.

Another component of the campaign saw the introduction of two deep black combined refrigerators with crystals at the Champagne Bar at the Bayern3 Gala Night at the Schuhbecks Theater in Munich. Plenty of actions throughout the year have been introduced to animate and support Gorenje's 40 years in Germany. In spring selected specialist suppliers received fine retro metal signage sporting the anniversary logo to place in their exhibition areas as part of a support program for POS promotion.

In April, Gorenje introduced a premium combi refrigerator in Inox, the Finger Touch Free, with A++ energy efficiency class to specialist supplier markets. The striking freestanding convex-design boasts a 322-litre net volume, ergonomic handles for easy opening, a bottle holder and deep door bottle shelf.

Later, in June, a special radio spot for the Women's Football World Championship went out across Germany, and went on to be aired 100 times on 10 stations. To mark the occasion, special combination refrigerators from the Gorenje Retro Collection, complete with the black-red-gold German badging design, were made available for purchase.

PRODUCT PLACEMENTS - AIRPORTS AND FAIRS

The summer months have seen a highly successful product placement action employing colourful Retro refrigerators in the non-public area at Munich airport. Over the next half-year the same action will be repeated in other, highly-trafficked German airports and will see an average 400,000



02



03

contacts per month. And a new flyer, made specially for the occasion, provides an inviting overview of the entire Retro line.

In a far more unusual setting Gorenje took its trendy Retro Collection in June to the OldTimer Fair Klassikwelt Bodensee 2011. There exhibitors from 10 countries inspired more than 40,000 visitors with their classic OldTimer product models connected with water, earth and air over some 85,000 m². "With these and other engaging actions and activities we continue to work on raising Gorenje's brand awareness" says Thomas Wittling, Sales and Marketing Director, Gorenje Vertriebs GmbH München", developing positive brand image not only with sales channels but with the consumers themselves".

Today Gorenje has 97 subsidiaries, 75 of them abroad, with more than 90% of total revenue generated abroad. Germany plays an important role in this equation: with a market share of 3% Germany is the most important foreign market for Slovenia's largest manufacturer of home appliances.

01 Klemen Prešeren, Director, Thomas Wittling, Director Sales and Marketing, and Peter Herzberger, Head of Sales Germany, Gorenje Vertriebs GmbH, at the IFA fair in Berlin

02 Young chefs from Children's Cooking School 2011 at FEZ in Berlin being interviewed

03 A Gorenje Retro Fridge greets passengers in Munich Airport

CATCHING UP WITH BRITTA WIEGAND



BRITTA WIEGAND, with Gorenje at the IFA fair in Berlin

Catching up briefly with energetic TV and radio personality and much-in-demand event hostess Britta Wiegand between dynamic engagements for a little chat about things decidedly more domestic.

MANCA KRNEL HESS  GORENJE ARCHIVES

What do you wear when doing your chores?

Mostly a blue sweatshirt, Abercrombie pants, a white T-shirt, and a hoodie.

Are you particularly houseproud?

Oh yes, my living room, dining room, and kitchen always have to be ready for a surprise visit. My bedroom must always be tidy; only office and storage are rather chaotic.

Do you clean up right after your guests have left?

Yes, because I don't want to see any chaos the next morning when I wake up. I prefer staying up for an extra hour after the guests have gone and do the cleaning up then.

Do you keep bed tidy or can you be bothered with this?

In the morning, I let the bed breathe for a while and then absolutely make the bed, which only takes another minute. Then it's nice and tidy in the evening when I go back to bed again.

Do you have any particular washing tips?

For red wine stains, I put some salt on them and leave it some time to take effect.

How do you do your dishes - with gloves or bare hands?

Without gloves.

Do you observe a particular regime to keep things

shipshape?

I always put things I do not need away immediately. Thus, I avoid immediate chaos taking over.

Do you listen to music to get through it?

Yes, mostly to the current hits or traditional German music ("schlager" music, light German pop hits).

Which chores do you particularly dread?

Cleaning the windows. At first, it always looks great; but then the sun shines through them and I see streaks and stains.

Which chores do you consider yourself particularly good at?

Cooking (smiles).

Which appliances do you find absolutely vital and indispensable?

Refrigerator, washing machine, and my new rice cooker I brought home from Singapore.

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

I find the Retro fridge very nice, as well as the new cookers (everything with the touch screens). I have a Gorenje refrigerator on which I can leave messages and my daughters really like this feature. I also have a Gorenje induction hob that makes cooking even more fun. And I do like my cooking.



PERFECTION OF TECHNOLOGY

Gorenje **XtremePower** induction hobs deliver remarkable heating power. Smart electronic switching between cooking zones allows cooking at maximum power on all four cooking zones simultaneously! Each cooking zone has its own module and a touch-controlled program timer. Simple and straightforward operation is guaranteed!

REVOLUTION IN THE **KITCHEN**



**GORENJE'S IQcook TECHNOLOGY IS CHANGING THE WAY WE
THINK ABOUT — AND CONTROL — COOKING**

Gorenje is now premiering a remarkable innovation: the top class IQcook induction hob that simplifies cooking in a revolutionary new way. The innovative IQ sensor technology in the cooking hob and on the cookware lid guarantees a completely safe and closely controlled cooking process.

📍 GRETA KOKOT RAJKOVIČ 📷 GORENJE ARCHIVES

IQcook

Gorenje's new incredibly intelligent and highly sensitive IQ Sensors automatically adjust the operation of the hob and eliminate the need for continuous manual control of the cooking process so users can maximise their time while their meals cook. Nor need we worry when something unexpected happens – the phone rings, the kids need something, or that urgent chore that needs doing: nothing will burn or boil over ever again.

But this new technology not only saves precious time by optimising the cooking temperature but it also saves energy: the IQcook cooking hob can even save up to 40% in energy consumption compared to conventional induction technology hobs.

FLEXIBLE, VERSATILE AUTOMATION

The new induction hobs are based on Gorenje's new generation of XtremePower induction hobs which have been upgraded with sensor technology for safe, controlled cooking. IQcook makes cooking easy with preset cooking and frying modes; at the same time it also allows for more conventional cooking modes, just like all other cooking hobs. And the user-adjusted preset operating modes represent a remarkable new approach, allowing the choice of five preset cooking and frying modes:

Cooking with plenty of water for dishes that require more water, like soup and pasta. A preset cooking mode brings the contents of the pot to the boil and then maintains boiling temperature via communication with the IQ sensors.

Steam cooking is – another new and unique feature – a healthy way of preparing food, which better preserves nutrients and vitamins. With this cooking mode, very little water is added. As a result, food is not overcooked, and retains its natural colour,

juices, and flavour. The preset program controls the steaming and makes sure the food is evenly steam-cooked.

The Slow cooking mode has been adapted for grain and similar dishes that require longer cooking times with slow preheating and light boiling, such as goulashes, eggs, rice, chili con carne, and polenta. And Slow is also good for reheating previously prepared and pre-cooked food.

The preset Frying mode is used with larger amounts of oil, and is just right for frying doughnuts, french fries and other deep-fry favourites.

Grilling is yet another convenient preset mode that allows users to select how well done their dishes (like meats) are – choosing from three – low, medium, high – presets, ensuring the food is cooked evenly and remains juicy.

GOODBYE BOILING OVER AND BURNING

The system's highly sensitive IQ sensors are the key, our proven, reliable helper. The patented SmartSense safety function prevents food from boiling over or burning: if the water evaporates entirely from the pot or pan, SmartSense automatically switches the cooking hob off. And you can forget about tedious cooktop cleanup – owing to the IQ sensors, dishes will never boil over again.

The revolutionary IQ sensor technology will be available in sets of cookware with IQ sensors integrated in the lid handle, as well as in the form of separate IQ sensors that can be attached to your existing cookware, and fit lids of any type or material.

With new IQ Sensors we
needn't worry when
something unexpected
happens – nothing will
burn or boil over ever again.



Perfect laundry care requires the right combination of temperature, water, time, tumble rhythm and detergent. Based on years of experience and expert knowledge, Gorenje has developed an innovative solution for effective care for white laundry. A special new program called UltraWHITE guarantees perfect whiteness, even at low washing temperatures. And what Gorenje washing machines can do with whites, they can do even more efficiently with the rest of the laundry.

📍 INES RAVNJAK 📷 GORENJE ARCHIVES



The innovative Gorenje solution for effective care for white laundry, a special new program UltraWHITE guarantees perfect whiteness, even at low washing temperatures.

Gorenje's new generation of washing machines boasts SensoCARE innovative laundry care technology: they're fully adjusted to the user, have a highly contemporary visual identity, and ergonomic design that provides comfortable control and exceptional user experience.

Owing to the cutting edge environmentally friendly and energy-efficient innovative technology, this new generation of Gorenje washing machines - the result of in-house development - rank among the most developed appliances on the market. SensorIQ technology automatically optimizes efficiency and the entire washing process. And high-end models boast an A+++(-20%) energy class rating, which means they use 20 percent less power than an A+++ energy class appliance.

SensoCARE FULLY CUSTOMISED WASHING

Four washing modes - NormalCARE, EcoCARE, TimeCARE and AllergyCARE provide optimum care for laundry. Intelligent SensorIQ technology, with its numerous integrated sensors that constantly monitor the washing process, makes sure use of energy, water, and time is always optimal.

Based on collected data, the intelligent SensorIQ technology automatically adjusts and optimises the washing process according to the program selected and the type and weight of the laundry; the latter is enabled by the TotalWeight control automatic laundry weight sensor.



UltraWHITE PROGRAM FOR SENSATIONAL WHITES

One notable feature in the array of different programs for special laundry care is the UltraWHITE program for preserving the whiteness of delicate laundry. With this program, Gorenje is among the market’s pioneers in delivering brilliant white at no more than 30 °C.

The UltraWHITE program is adjusted for the care of delicate white laundry like synthetics, silk, nylon, and lace, which can’t withstand washing at higher temperatures. It provides excellent laundry care at no more than 30 °C, owing to a more intensive tumbling rhythm and more water. Normally, white laundry washed at such low temperatures gradually takes on a washed-out look and loses its white sheen. With the UltraWHITE program, however, white laundry stays truly white.

In addition to the innovative UltraWHITE program for white laundry, this new gen-

eration of washing machines offers other programs specially tailored for particular laundry types, like PerfectBlack, Bio-Wash, NightWash, QuickWash, and two MyFavorite user-defined programs allowing simple user adjustment.

OptiDrum - ULTIMATE LAUNDRY WELLNESS

The OptiDrum provides laundry with a wellness treatment - and even better care. The innovative stainless steel drum interior design is perfectly tuned for efficient agitation of the laundry during the washing process. The large drum volume with a capacity of up to 9 kg allows full comfort even when washing larger amounts of laundry. The drum perforation is carefully thought out, so that the size, shape, and number of holes all provide lower water and power consumption.

Wave-like 3D ribs gently move the laundry towards the rear of the drum and then lift it towards the top; and the tilted

design of the interior door glass also contributes to this process. OptiDrum ensures laundry gets the best possible care available.

In addition, there’s the special StainExpert function for efficient elimination of the most common stubborn stains. The user simply has to choose one of the four offered groups of stains - fruit, coffee, wine, and organic stains - and the StainExpert delivers an effective wash.

The self-cleaning SterilTub function makes sure the washing machine is always clean, that a high level of hygiene is maintained, and that laundry always has a pleasant smell.

All models offer the StartDelay function to delay the start of the washing program by up to 24 hours. Moreover, some models also offer the EndTime function that allows setting the desired wash-cycle finish time.



NEW SOFTNESS SENSATION

THE NEW GENERATION OF GORENJE TUMBLE DRYERS —
PERFECTLY DRIED, SOFT LAUNDRY WITHOUT IRONING

Gorenje's new generation of tumble dryers is distinguished by cutting edge drying and anti-crease technology in addition to a large drum with up to 9 kg load capacity. SensorIQ intelligent sensor technology automatically optimises the drying process and takes perfect care of your laundry – all with extremely low power consumption.

The condenser heat pump tumble dryer is distinguished by its innovative technology and classified as energy class A^{-40%}.



Gorenje's dryers with SensoCARE technology allows selecting the most convenient drying method, offering a choice between the regular NormalCARE which includes optimized drying programs, and the temperature-adjusted GentleCARE drying mode, which allows even friendlier laundry care while helping preserve your garments.

A new synergy of technologies provides for superior laundry softness: a bi-directional TwinAir air blowing system dries clothes evenly throughout the drying cycle; IonTech straightens the fibres by ionising the air, making the laundry even softer; and the SteamTech steam drying technology fluffs laundry while smoothing out creases and wrinkles. After this superb treatment fresh, fluffy laundry can now be put away - without ironing.

HEAT PUMP AND IONTECH IONIC TECHNOLOGY

The new generation of Gorenje tumble dryers come in various models, from vented to condenser tumble dryers. The condenser heat pump tumble dryer is distinguished by its innovative technology and classified as energy class A^{-40%} on account of its low energy consumption - the integrated heat pump allows it to use 40% less energy than a standard A-rated dryer.

Another special feature is the unique IonTech technology or air ioniser, which further softens and cares for laundry by straightening the fibres and removing unpleasant odours such as tobacco smoke and kitchen odours.

A heat pump condenser dryer dries clothes at lower temperatures than stan-

dard models, taking even better care of your clothes. This is further facilitated by the unique TwinAir blowing system that introduces warm dry air into the drum through two air vents as the drum spins in both directions. Drying is more efficient, as wash loads are evenly distributed in the drum throughout the drying process, keeping the garments from getting tangled up and twisted. It's the only household appliance to employ both the heating and cooling effects of the heat pump for its functioning.

All models of the new generation of Gorenje tumble dryers employ SensoCARE technology, which offers a choice between the regular NormalCARE and the temperature-adjusted GentleCARE mode. The latter allows drying at lower temperatures to better protect garments.



The intelligent SensorIQ technology incorporates all dryer sensors and is a part of the SensoCARE technology system. It automatically adjusts the drying process according to the selected program, type of clothes and desired level of dryness. Clothes appear just as they're needed: iron dry, dry, cupboard dry or extra dry.

STEAMTECH IRONING PERFECTION

New SteamTech laundry care technology employs steam to straighten every crease and wrinkle. Ironing cotton and mixed-fabric laundry is now far easier – even not necessary at all.

A remarkable independent steam drying program for shirts will particularly please those with a strong dislike for ironing; and the additional refreshment program is perfect for clothes that have recently been worn but are not ready for washing

yet; or for clothes that have been in the closet for a while. It will remove any unpleasant odours and make them soft, without unnecessary washing.

And the new generation of Gorenje dryers, with one of the largest drums on the market (120 l) allows for wash-loads of up to 9 kg while at the same time providing optimal care and efficient drying of larger items such as bed sheets.

Of course you don't always have to dry that much laundry, which makes the SmallLoad function all the more welcome, as it provides for quick drying of individual delicate items without having to wait for new laundry to pile up.

SensorIQ intelligent
sensor technology
automatically
optimises the
drying process
and takes perfect
care of your
laundry.

HomeCHEF
OVEN FULL OF
KNOWLEDGE



BAKE IT YOUR WAY

OVEN TECHNOLOGY EVOLVES DRAMATICALLY WITH GORENJE'S
INNOVATIVE NEW HomeCHEF ELECTRONIC CONTROL

HomeCHEF is a revolutionary oven combining the knowledge of master chefs with user-friendly technology. Its large colour TFT display simplifies the selection of settings by simply sliding a finger across the display.

But the greatest benefit of the oven is a patented multi-step baking system – STEPbake – which enables preset changes of temperature, heating type and cooking time for the selected dish. HomeCHEF is the categorical choice for consistently delicious culinary experien-

ces, and is designed to impress and inspire both beginners and seasoned chefs alike.

The HomeCHEF's unique STEPbake feature that allows cooking in several preset steps is so new and innovative it's currently in the process of international patent protection. As many dishes require a change of temperature or heat treatment during the cooking process users can simply design the preset programs themselves.

The PRObake operating mode is designed to turn out perfect gourmet experiences time after time. Another three operating modes offer their own unique features and advantages: AUTObake boasts as many as 65 preset recipes with photos, including some that already include cooking in several steps. MYbake allows creative minds of all kinds to come up with their own recipes which can be easily modified or saved from scratch. And SIMPLEbake is the shortest, fastest way to one of the nine most frequently prepared dishes.



Gorenje's HomeCHEF oven is revolutionary: its unique control mode, efficient operation and original preset STEPbake cooking in several steps guarantee remarkable cooking results.



ADVANCED TECHNOLOGY: SIMPLE USE, TOTAL PLEASURE

The HomeCHEF oven boasts unique touch control via a large interactive colour TFT display. The technology in the background is in fact a high-performance micro-controller that acts as a stand-alone computer. Combined with the hardware and a smartly devised operating system - the result of in-house development and expertise - it provides faster more responsive user-friendly control.

Programs and functions are selected by



sliding a finger across the display. Now solutions previously employed in the automotive industry, in mobile phones and other technologically advanced devices are being employed in the kitchen for the first time ever. And the display is protected with glass for clean and safe operation.

The main menu displays date and time and allows settings in the language of your choice, with 30 language versions available. The main menu is also the gateway to the basic menu that offers four



different types of cooking programs. And all contents are clearly laid out and easily intelligible.

Now it's marvellously simple to just pull down colour photos of dishes together with instructions for their preparation, with many preset popular international recipes at hand, all of which promises a nicely varied diet and proven, tasty success served up at the table.

TOTAL GAS CONTROL

SimpleOff



Safe, simple, neat,
and finely controlled
cooking on gas hobs.

SimpleOff MASTERY

NOW ON GAS HOBS

Gorenje's gas hobs with the innovative SimpleOff program timer assure safe, simple, neat, and above all, controlled cooking and/or reheating. The ergonomically designed knob with built-in electronic program timer allows setting cooking times of up to 99 minutes. When the set time expires, the gas burner is automatically switched off, which is also announced by an audio signal. Every gas burner is fitted with a dedicated SimpleOff program timer which allows simultaneous controlled cooking of various dishes regardless of the time required for each. Gas hobs with the SimpleOff program timer are available in select models of gas and combined cooking hobs of various widths.

THE NEW WASHING EXPERIENCE

WashEXPERT



GORENJE INTRODUCES

THE WashEXPERT CONCEPT

The **WashEXPERT** concept washing machine boasts unique touch control using a neat colour LCD display. The innovative electronic control module offers a new washing experience and truly simple washing, as it allows selecting washing modes with the simple slide of a finger across the colour display, or by logical subsequent touches of images and icons.

The main menu allows access to four washing modes: SIMPLEwash, AUTOWash, PROwash and MYwash. There's also an additional "EXTRA" menu for stand-alone functions. This is washing simplified, allowing different approaches to and customisation of washing.

SIMPLE, VERSATILE SETTINGS

When the SIMPLEwash tab is selected from the main menu, photos of five categories of laundry appear on the interactive colour display: cotton, wool, synthetic fibres, mixed fibres, and delicate laundry. Choose the laundry according to the fabric, and then gently tap the display to select the predominant colour of the fabric, how heavily the laundry is soiled, and how delicate it is. Then simply press the START icon.

Selecting the AUTOWash washing mode opens up a range of five different colour categories: white, bright, vivid, dark, black. After choosing the colour category, a logical series of laundry categories opens: business and casual clothes, bed clothing, underwear, overcoats, baby clothes, curtains, knitted clothing, sport clothes, delicates, work clothes and household linen. WashEXPERT then offers a washing mode appropriate for and fully tailored to each category. Choose the one that best suits the sorted laundry. Select how heavily the laundry is soiled and the type of any major stains, and press the START icon.

CUSTOMISED CARE

By customizing AUTOWash, SIMPLEwash and PROwash programs you can save any or all of them to MYwash, which stores all your favourite programs, customised to your personal needs and habits.

NEW FRIDGE FREEZERS MAKING A DIFFERENCE



MORE THAN JUST A PLACE TO STORE YOUR FOOD

While you're working, sleeping, eating, talking, exercising, even right now as you're reading these lines, somebody is working for you. Day and night, twenty-four-seven. This someone, or more precisely, something, can literally contribute 500 euros per year to your household budget. Yes, it's true. Fridge freezers and freezers can save such significant sums.



How? Firstly, through lower power consumption; and secondly, by retaining the freshness of all types of food, extending its useful life. Needless to say, the right choice of fridge freezer is the first and fundamental step.

What remains for you to do? Not much. All you need is some deliberation when purchasing and installing the appliance, and a few minutes a day to sort and arrange the food appropriately.

Everything else is taken care of by Gorenje fridge freezers with their versatile interiors, advanced electronic controls via LED display, and fine exterior design.



FRIDGE FREEZERS THAT TREAT FOOD RESPONSIBLY

The average household throws away a considerable amount of food each year, often as a result of inappropriate or unsystematic storage. To make sure the stored food retains nutrients, vitamins and minerals, Gorenje added special functions to the new fridge freezers and improved the interior layout.

The ZeroZone drawer is optimal for storing food that remains fresh close to the freezing point; the FreshZone drawer uses cool air to prolong the freshness of fruit, vegetables, and meat, while the MultiFlow function keeps food fresh through accelerated air circulation.

The MoistControl function takes care of optimal humidity in the vegetable drawer, SensoTech accurately controls the temperature of cooling and freezing, and FastFreeze preserves nutrients, vitamins and minerals with rapid freezing. There's also the highly useful SnackBin, which prevents snacks from drying out.



SensoTech CONTROL

Electronic control via LED display allows constant control over the temperature in both fridge and freezer compartment. In addition to core functionality, these models offer the FastFreeze freezer boost function and the SuperCool fridge boost function to cool fresh food after major shopping trips.

All LED display models also include an economy Eco program. This program will make sure the food is appropriately cooled even when you're away, while saving power.





DON'T SPEND TOO MUCH

Fridge freezers consume over a quarter of the total power consumed in a household. In addition, inappropriate placement and excessively high environment temperatures increase power consumption, while a fridge freezer, which is 15 years old or more, can consume up to three times as much power as a new one.

All this sets a serious ecological challenge. Gorenje tackled it and found the solutions to reduce power consumption using thicker insulation introduced in appliance development, and power efficient components that reduced power consumption by half.

HOW TO SELECT THE RIGHT ONE?

Fridge freezer size depends on family size: two persons need an approx. 100–120 l fridge freezer, and a 4-person family a 200–250 l fridge freezer.

DID YOU KNOW?

- The average household wastes as much as 400 EUR worth of food every year.
- The average family with two children may discard even more than 600 EUR worth of food, which amounts to over 140 kilograms of food per year.
- Most commonly, the food being discarded includes vegetables, fruit, dairy products, and delicatessen.

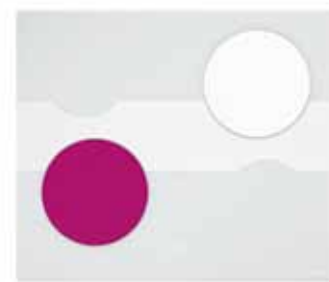
You can choose between power-saving appliances of the A⁺⁺⁺, A⁺⁺ or A⁺ energy class and save a lot of energy and money.



SIMPLY DARING, COLOURFULLY COOL

GORENJE WEBLICITY CONCEPT LINE

The collection features several innovative technological solutions: Gorenje Weblicity is a modern line of appliances designed with an air of youthful playfulness. A pinch of imagination and bursts of colourful detail endow the home with a unique character.



Dreams are available
in your favourite
colour combinations.

Specially adjusted, softly curved handles and other appliance details allow for attaching a magnet; the user can choose their own colour, which can later simply be switched or changed. While the basic colour of the appliances is white, the coloured magnets are available in six shades: minimalistic white, classic black, elegant grey, vivid green, orange and pink. Dreams are now available in your favourite colour combinations.

THINK COLOURS

Thanks to a variety of colour combinations, trendy design and easy

operation, the Weblicity appliances are user-wise and visually connected with the younger generation's street sense, whose common denominator is the Internet. Thus the name 'Weblicity', which in itself speaks to the new web generation - young, dynamic users who are furnishing their first homes and want to have an active part in designing their own spaces and leave their personal mark on them. Use the same colour accessories on all home appliances or mix it up with a combination of several shades - the decision is in their hands.

THINK DECOR

Weblicity home appliances bring Gorenje closer to their users, enabling them to choose some of the final decorative elements themselves and thus share in creating and finishing the design of an appliance. The Weblicity line includes washing machines, freestanding refrigerators, hobs and ovens, as well as decorative panels for dishwashers. And the decorative elements will also be available for order and purchase online.



MAGIC ITALIAN DESIGN

ICON

PAOLO PININFARINA, CHAIRMAN OF THE PININFARINA GROUP

Pininfarina is widely celebrated as a classic yet innovative design wellspring. Paolo Pininfarina shares his thoughts on design prototyping, development, co-operation and the shape of industrial designs to come.

◆ JEFF BICKERT 📷 COURTESY OF PININFARINA AND GORENJE ARCHIVES

After graduating in Mechanical Engineering at Turin Polytechnic Paolo Pininfarina began his career at Pininfarina in 1982; and in 1983 gained experience working at Cadillac in Detroit, USA, and then in Japan with Honda. In 1987 he was appointed Chairman and CEO of Pininfarina Extra S.r.l., a Pininfarina Group company operating in the industrial, furnishing, architectural and nautical and aeronautical design sectors.

He has been a member of the Scientific Committee of Turin's European Institute of Design, and in 2001 became

"Emeritus Participating Founder" of the ADI Foundation for Italian Design.

Under his 20 years of managing Pininfarina Extra the company has developed over 400 projects and consolidated relationships with companies like Alenia Aeronautica, Gorenje, Jacuzzi, Juventus, Lange, Lavazza, Motorola, Packard Bell, Primatist, Snaidero and 3M.

In 2006 he was appointed Deputy Chairman of Pininfarina S.p.A. and since 2008 has served as Chairman of Pininfarina S.p.A.



Pininfarina is best known for automotive design - Ferrari, Maserati, Alfa Romeo and more; but also continues to produce designs for everything from boats, stadiums, sports equipment and laptops to luggage, toothbrushes and appliances - including designs for Gorenje going back to 2000.

What, if anything, do high performance cars have in common with home appliances; and various other diverse product segments?

What can you bring from the experience of one to the approach to and design of another?

After more than 20 years of activity outside the original automotive sector, we can now say that Pininfarina design is quite consolidated in other industry sectors as well. In particular, I consider automotive and domestic appliances "collateral" sectors due to their similarities in terms of materials, technologies, design and manufacturing processes.

During our everyday work we make use of creative methods such as lateral thinking and cross-fertilization. By transferring our know-how from one sector to the other we often generate quite innovative solutions.

Pininfarina does a lot of prototyping work - models or projects that are not produced or launched but are concept projects for various clients.

What are clients looking for when they come to Pininfarina for prototyping?

What and how much of the concept might you be tasked with producing?

Prototypes are more common - for us - in the automotive field. Concept cars are outstanding laboratories for research and design. Exploring advanced and futuristic solutions we feel freed from current production constraints. Then, some of the innovative ideas that are generated may be transferred to workable projects that may be introduced on the market in the near future. One good example in the building and housing sector is the Acropolis kitchen for Snaidero (2003), which represented a very important design laboratory. Technologies evolve continuously and what is proposed in a concept prototype may become feasible a few years after. This is the reason we put a lot of attention on innovation.

What has 20 years in the Chinese automotive market brought with it - in terms of development, and understanding new emerging markets, and more?

Is China now a company priority?

How do Italian (or South European) and Chinese design (and other) cultures mix?

Pininfarina was the first Italian firm to sign a car design agreement in China back in 1996.



We understood the potential of the Chinese market and since then more than 20 design projects have been carried out for several local manufacturers, all targeted at the local market. Now we have a very good knowledge of the market and we follow its continuous evolution.

China is now the first country worldwide in terms of (automotive) market and manufacturing capacity and output. As a design leader, it is essential to be present. However, we intend to establish our presence in other promising areas of the global market, and we are gradually bringing our design and engineering services to other potential actors.

Chinese clients are attracted to Italian design. Iconic products such as Ferraris are very important in promoting Italian style around the world. At the same time I believe that good Italian design is international because classic, elegant and harmonious lines are appreciated everywhere. As far as local culture goes, we work hard to support our clients to generate clear brand identities; we think our experience in establishing long-term relationships can be very helpful.

The Nido EV is the first running prototype for an electric car conceived, designed and built entirely by the Pininfarina Style and Engineering Centre of Cambiano (Turin). Similarly the Pininfarina BlueCar was developed by the Pininfarina-Bolloré joint venture.

Can Pininfarina be expected to be a big presence in the electric car market?

And how much of the car is Pininfarina interested in designing; and even producing?

Can new, cleaner and eco-technologies in one sector (automotive) be transferred to other segments like appliances and other energy-demanding products?

Electric cars and more generally sustainable mobility are central to our vision. Since electric cars are appearing increasingly on the market, we consider them the niche of the near future and feel we could be involved in the manufacturing of low volumes – a few thousand cars – of each model annually.

The Blue Car project started earlier, in 2008, and we are involved in the manufacturing of derivative version for the innovative mobility system “Paris Autolib” with a projected production of 3000 units from end-2011 to end-2013 under the direction of the Bolloré Group that will supply exclusive innovative lithium metal polymer batteries.

The Nido EV project is 100% Pininfarina. It began in 2010 with a design that was derived from the Nido Concept (2004), winner of the 2008 Compasso d’Oro. We are currently defining the platform and the electrical package and a demonstrator was presented at the 2011 Shanghai Auto Show. The project is becoming increasingly defined but only time will tell how many cars will be produced, and for what destination.



Pininfarina was the first Italian company to supply styling and engineering to Chinese carmakers, back in 1996.



Pininfarina has produced designs for individual appliances as well as entire kitchens.

What can we expect from future generations of appliances and entire suite-solutions?

How can we build more performance, efficiency and enjoyment into these products?

Do Pininfarina and Gorenje have some strong common bond; something in common that makes you work well together?

I believe that our current experience in sustainable mobility is a good body of ideas that could be transferred to other sectors such as domestic appliances.

Kitchen and appliance manufacturing and distribution systems are quite consolidated and it will be very hard to modify this structure. These two industrial sectors will gradually evolve to implement their connections. The main issues for both – for all – will certainly be environment, energy efficiency and sustainability.

Gorenje and Pininfarina have a strong relationship that dates back to the early 90s. Common to both are the values we share: centrality of design, functionality, quality, innovation, durability, and a long-term approach. I very much hope to continue working with and for Gorenje, and generating new domestic appliances for the future.

What is the magic of Pininfarina, what does it bring to every project that is special and particular, perhaps unique?

I like to think that, besides its more than 80 years history, the magic of Pininfarina is in its image which is in some way contradictory: classic yet innovative, luxurious but affordable, artistic yet industrial, Italian but international.

01 Fridge freezer from the Gorenje Pininfarina Black Collection, featured in the Pininfarina car museum in Turin

02 Turin 2006 Winter Olympic Torch

03 Gorenje Pininfarina Steel Collection, oven touch control screen

04 Pininfarina Jacuzzi Alpha bathtub



WHITE & SIMPLE

Here a selection of some of the season's finest and fun things we like (and want), all of them smart, simple, and clean snowy white.

POWER ME MOBILE

YILL MOBILE ENERGY STORAGE UNIT

Modern offices are characterised by mobility and the increasing dissolution of spatial boundaries. Yill can store and deliver one kilowatt-hour of energy provide up to 300 watts of electricity, enough to power a workstation for two to three days without cords or cables in an office entirely independently of the building power grid. Once empty, the unit's lithium titanium batteries can be recharged by simply plugging it in. And the well-designed, extricable handle makes for for easy manoeuvring.

www.yunicos.com



FOREVER COOL

GORENJE RETRO LINE FRIDGE

Some things in life simply are simply unforgettable, things whose uniqueness arouses attention, evokes a sense of nostalgia, and stirs the imagination for decades. There are forms that are timeless yet always contemporary. The retro refrigerator, popular for decades, is more than just a cooling appliance, indispensable to any household; it's become a cult object of desire. It's not just a device that cools, but a product that just is simply cool. Now in white.

www.gorenje.com/retro



OLD SCHOOL CALLING

JOHN'S PHONE

The simplest cell phone, that's all there's to it. You call and receive, but you'll have to write the important numbers in a conveniently placed little notebook on it's back. No ringtones, cameras and time consuming foolery - for all the no-nonsense people out there, it's back to the basics with this little widget.

www.johnsphones.com





SOFT-SPOKEN JEWEL

PENDANT CEILING LAMP

Finding beauty in simplicity, celebrated Finnish designer Juha Leiviskä uses lightweight white aluminum to create this contemporary Pendant ceiling lamp (JL341). Originally designed back in 1969, this forward-thinking light from the Finnish/Swedish Artek hangs effortlessly from a single white cable while its thin, disk-like shade softly illuminates with a bright glow. In painted matte white aluminum, with longer cords available. Timelessly contemporary, majestically simple.

www.artek.fi/products/lighting

BACK TO FRIENDLY BASICS

"FOR GET TOGETHERS COLLECTION" CARDS

This cool little collection by designer and illustrator Kathryn Whyte is a fantastic mix of art deco-like details, typography and modern-day wording. In an age of endless mailing, texting and tweeting, what better than to get one of these cards through your letterbox? Comes as eight folded cards with envelopes, blank inside, with two each of four designs: "we should have dinner together", "we should grab a drink later", "oh let's do lunch soon", "hey let's get brunch sometime". Printed on Fabriano Medioevalis stationery; and just \$20.00.

www.kathrynwhyte.com



NEW WHITE SMART FACE

APPLE IPHONE4

The world's most popular smartphone just got smarter - and whiter. Now available in white - and probably not long before the next generation iPhone5 makes its appearance - it does plenty, and plenty well: FaceTime makes easy video calls a reality, and the Retina display is the sharpest, most vibrant, highest-resolution phone screen ever. And it runs Apple and third-party apps, from word processing and spreadsheets to image and movie (HD video recording) editing, and store files in folders. And it's white.

www.apple.com/iphone



SENSUAL, PURE, MINIMALIST & ORGANIC

GORENJE ADVANCED INDUCTION HOB, BY KARIM RASHID

With their pure aesthetics and unique graphic design these hobs create satisfying new cooking experiences. These innovative new and technologically-advanced induction hobs in pureest white make even the most challenging of culinary endeavours in playful creation. Alluring lines seduce the senses in Karim Rashid's unique graphic style, best described as sensual minimalism. Discrete and subtle they convince with their combination of natural soft lines and convenient working solutions.

Collection Gorenje designed by Karim Rashid. The touch of light.

www.gorenje.com/karimrashid



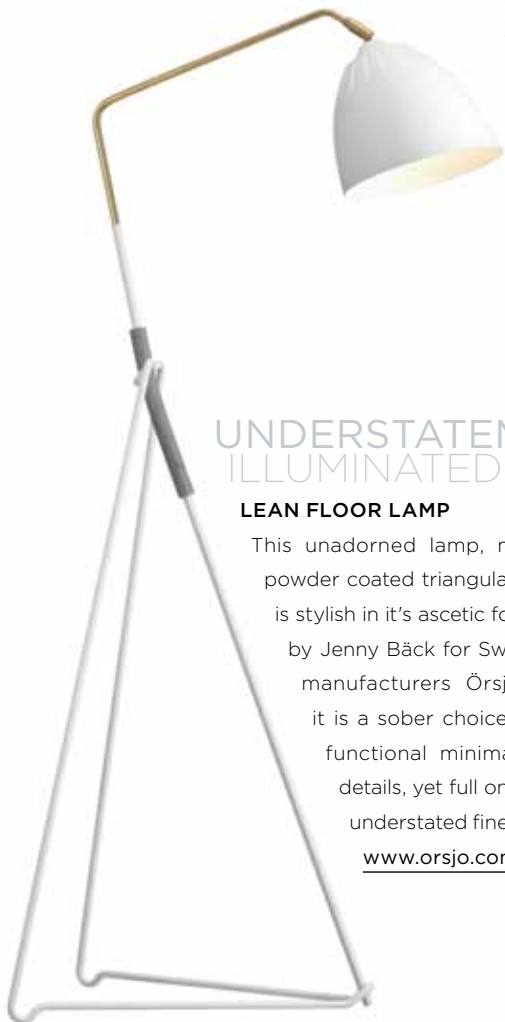


CUTTING-EDGE TECH SEATER CHASSIS

MULTI-PURPOSE CHAIR

Space-frame technology was originally designed for automobile construction to achieve a vehicle with a very light and stable structure, and consists of stretching plastic material over a magnesium frame. The combination of design and technology in the Chassis chair creates a light-weight construction in a completely new design idiom. It's organic lines flow smoothly, making for a light, durable, stable and very comfortable sit. It's another chapter in the long history of the classical chair. The first chair made using industrial space-frame technology.

www.wilkhahn.com



UNDERSTATEMENT ILLUMINATED

LEAN FLOOR LAMP

This unadorned lamp, made from a powder coated triangular brass frame is stylish in it's ascetic form. Designed by Jenny Bäck for Swedish lighting manufacturers Örsjö Belysning, it is a sober choice for lovers of functional minimalism. Scarce details, yet full on scandinavian understated finesse.

www.orsjo.com



SMOOTH YOUR SENSES

ROLL AND MIX

For everyone whose kitchen is drowned in cooking paraphernalia and is seeking to find just a bit of extra space, this multi-purpose roller is for you. It splits into two separate halves - one becomes an oil bottle and the other a pestle for grinding spice and all things nice. This clever design by Marcial Ahsayane is more than welcome in many a drawer!

www.ahsayane.com

THINKING BIG

GORENJE SIDE BY SIDE FRIDGE FREEZERS

The luxury of freshness, convenient double-door opening with deep shelves and bins on the inside of the door, stylish form, easy energy consumption and accurate electronic temperature control via LCD screen – could you ask for anything more from your fridge freezer? With a capacity of 540 litres it features a special ProFresh LED that emits a light spectrum similar to sunlight, allowing photosynthesis and increasing the time fresh vegetables and fruits can be stored. And these economical A+ energy class fridges consume a mere 551 kWh per year.

www.gorenje.com



FLOATING SEATING GRACE

ORIGAMI CHAIR

With its folds of powder-coated sheet metal, pin-thin back legs, and exquisite angles this ranks among the best and beautiful chairs ever produced. Takahashi's design studio has combined commercial work with exploration of design that, he says, "floats between the different dimensions: 2D, 3D, audio. Whether it's a book cover, a chair an album or a performance, it's all part of the same exploration and creative process of designing an output. The Origami chair is the first product from many sketches that has come to be realised.

www.headsinc.com



DESIGN ENERGISED

PLUMEN 001 ENERGY SAVING LIGHT BULB

Plumen is the antithesis of low energy light bulbs as we know them. Rather than hide the unappealing traditional compact fluorescent light behind boring utility, Plumen 001 is a bulb you'll want on show. It uses 80% less energy and lasts 8 times longer than incandescent bulbs – ecology with style. The dynamic, sculptured form shines in contrast to the dull regular shapes of existing low energy bulbs, making the Plumen a centrepiece, not an afterthought. Screws into any standard bulb fitting, gives off a warm white light and works either shaded or better, completely naked.

www.plumen.com



GREENSULATION

Buildings bundling up

NATURALLY

The type and characteristics of insulation materials varies considerably, with a number of more environmentally-friendly alternatives available. Most all – organics and non-organics alike – are energy intensive in terms of production, but some give back far more than others.

◆ JONAS SONNENSCHN

Passive houses illustrate the enormous energy saving potential of insulation.

Insulation in buildings works like clothing. It keeps us warm when it's cold outside and cool when it's hot. Parents often tell their children to "put something warm on". They want to improve the insulation around their children so they lose less heat and don't get sick. While it's true that buildings cannot get sick per se, they can consume more or less energy, and continuously rising energy prices might make their owners sick.

If good insulation is combined with clever building design, energy needs for heating and cooling can be reduced to a minimum. This type of building is called a passive house, where heating is achieved through "passive" sources like the sun, body warmth and the ambient heat of electric appliances and similar. Passive houses illustrate the enormous energy saving potential of insulation. Nearly 40% of the world's energy is consumed in buildings – most of which is used for space heating and cooling. The energy used to keep indoor temperatures stable generates vast amounts of CO₂ emissions.

But there are various insulation products and producers from which to choose. The market is dominated by mineral wools. Glass mineral wool is mainly used inside buildings while rock mineral wool is used for outside walls. The only other insulation material that has a significant market share is polystyrene. This is a type of foamed plastic which is cheaper than mineral wool and delivers comparable insulation performance. But in contrast to rock mineral wool it doesn't offer fire protection.

If you go through your clothes you won't find anything made from mineral fibers. While you might find several pieces made from plastic fibers, the majority of clothing is still made from cotton, sheep's wool and linen. All of these materials are organic and have the potential to insulate buildings. Commonly used organic insulation fibers are hemp, wool and even paper (cellulose). But the market for organic insulation is still very small.

One advantage of organic materials is their biodegradability. When a house with organic insulation is demolished the insulation material decomposes naturally. Neither mineral wools nor polystyrene are biodegradable. At the end of their use-phase these materials are usually dumped in landfills and only a small fraction is recycled. Another argument

for organic insulation materials is connected with climate change. Organic materials store carbon for the duration the insulation is installed.

Nonetheless, the question as to which of the several insulation materials is the greenest is tricky. Not only is the material from which a product is made important, but also the "dirtiness" of the production process, the chemicals required to bind the fibers together and last but not least, the performance and durability of the insulation. The method by which products are compared with respect to different environmental aspects is called Life Cycle Analysis (LCA) which comprises raw material extraction, production process, transport, use-phase and end-of-life treatment.

Existing documented LCAs on insulation don't indicate that any of these materials is clearly superior. The raw materials for glass mineral wool (sand, recycled glass) and for rock mineral wool (volcanic rock) can be considered natural, while polystyrene is a petrochemical. The energy required to produce insulation fibers from raw materials is high for all types – organic or non-organic. But during their life-time all insulation materials recover more than 100 times the energy that was needed to produce them. Differences between insulation materials exist with respect to the chemicals used to bind the fibers together. Traditionally phenol and formaldehyde have been used. Only few manufacturers have managed to find and implement substitutes for these chemicals. Polystyrene insulation does not require binders. But blowing agents are needed to obtain the foam structure of the insulation. Finally, the performance of insulation materials differs. While thermal conductivity numbers usually lie within close range of each other, the required thickness, compressive strength, fire safety and water resistance varies considerably between materials.

In the end it's good for the environment to install effective thermal insulation. Biodegradable insulation is a good alternative to conventional materials but doesn't work for all applications. Again it's similar to clothing – the shape and size have to be correct regardless of the material the clothing is made of. The only big difference is the price. While clothes shopping can be a very pricey adventure, insulation saves money as it saves energy.

Jonas Sonnenschein is a co-founder of green2bee (www.green2bee.com).



REPLACING OLD APPLIANCES WITH NEW IS RESPONSIBLE AND ENVIRONMENTALLY CONSCIOUS

URŠKA OJSTERŠEK  ZEOS ARCHIVES AND COURTESY OF THE MANUFACTURERS AND STUDIOS

The European Committee of Domestic Equipment Manufacturers CECED, an organisation, which represents the interests of European domestic equipment and appliance manufacturers, declares there are still 188 million appliances in households all over Europe that are older than 10-years-old. Replacing them with high-energy-class appliances would provide savings equivalent to the annual production of 12 thermo-electric plants.

Each replacement-purchase of a new home appliance contributes significantly to reduced emissions of carbon dioxide into the atmosphere. On one side, the user of the appliance reduces CO₂ emissions into the household; and on the other side, the power company has to produce less power for the operation of the appliance. This represents a simple step towards more responsible and environmentally conscious conduct. How can we keep our outdated appliance on the path of environmental responsibility? These steps, too, are simple.

Already upon the birth of the product Gorenje is well

aware that one day it will stop working. Therefore all products are made in such a way as to allow for easy disassembling and recycling in their last stage of life. As few variants of the same material as possible are built into the product, so that the need for separating in the recycling procedure is limited. They also plan as few different types of joints as possible, which allows for easy disassembling in the recycle centre.

Products are made of materials and components which may be at least 80 percent recycled. All plastic parts are marked, which allows for easy separation of different types of plastics. By recycling materials waste emissions are reduced, and at the same time the company saves a lot indirectly, as the production of basic materials, such as metals, requires a lot of energy and thus results in emissions into both the air and the ground. Recycling procedures result in lower consumption of natural resources and fewer waste parts made of plastics and metals which may instead be returned to various production processes.



01 Collection of old appliances from the home



02 Delivering an appliance to the recycling centre



03 Old appliances are processed using dedicated technologies



04 Opening an appliance on the recycling line: before the process certain components are removed manually; with refrigeration appliances the cooling circuit is removed as well as cooling gases and oil



05 Separating metal, plastics, and other materials which are cut to required dimensions at the recycling centres



06 Materials recovered through recycling are reused by ironworks, forges, and plastics factories for processing, turning them into new raw material platforms



07 Manufacturers increasingly emphasise the fact that recycled materials are used in their products as a marketing benefit

FOLLOWING GORENJE'S WASHING MACHINE LINE FROM INITIAL CUTTING TO FINAL TESTING

◀ FRANJO CESAREC ◻ SAŠA HESS



01 | PRESSES ON THE WASHING MACHINE LINE



Production peaks on Gorenje's washing machine line can see as many as 3,000 appliances produced daily.

PRESSES ON THE WASHING MACHINE LINE

Washing machine housings with two sheet metal thickness gauges are produced on the new generation washing machine line. Press 1 forms the back wall and side walls on the panel; press 2 cuts out the back wall cover and the required holes on the back wall, and cuts the sheet metal to required measurements. Hydraulic units on top of the presses are enclosed in a noise suppression casing. Capacity of press 1 is 400 t, capacity of press 2 is 315 t. The scrap material produced in the process is collected in scrap containers.



02 | FEEDING UNIT WITH A ROLL, LIFTING TABLE, AND A GRIPPING WHEEL

TRANSFER LINE WITH FEEDING UNIT

The transfer line is largely used for the production of intermediate products for the requirements of the washing machine and tumble dryer programme. Intermediate products are made from circular bands and gradually formed into the desired shape through three or four operations. All operations of type changing, statistics, erasing alarms and errors, and operation regime are managed from the control desk, where the entire line is shown in graphs, with panes enabling the control of each phase of the process.

When the roll of sheet metal is mounted on the feeding pin, the roll is lifted to the desired height, slid onto the pin, and the clamps are spread. The gripper wheel is there for safety and to prevent the roll from falling off.



03 | PRESS WITH A FEEDING DEVICE - NORDA



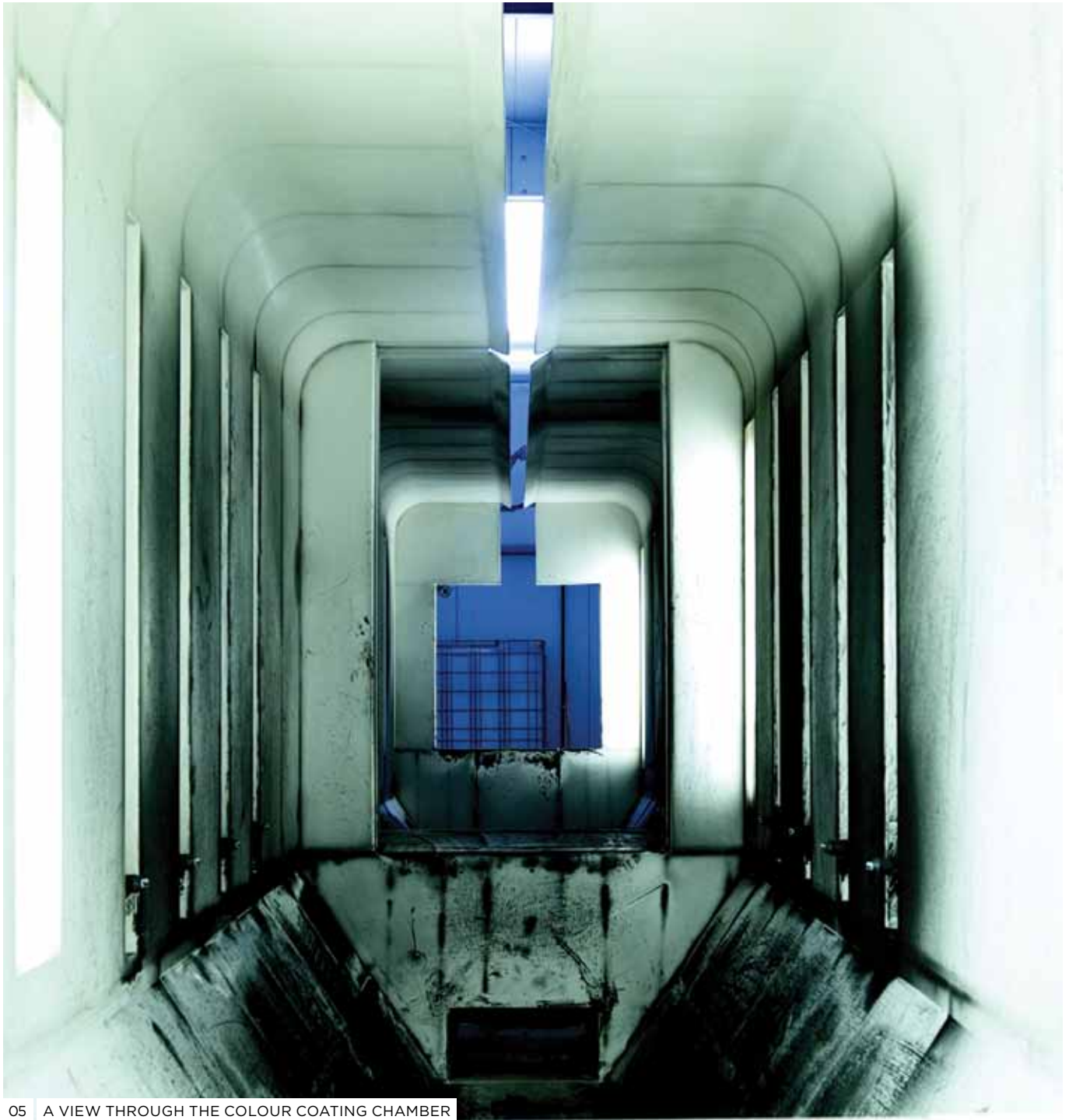
04 | DUST COATING IN THE WHITE CHAMBER

PRESS WITH A FEEDING DEVICE - NORDA

The press with a capacity of 500 t with a feeding device is an excellent example of process automation. The upper arm automatically inserts the cut sheet metal into the tool and the lower movable unit provides the shift in the operation of the tool.

DUST COATING IN THE WHITE CHAMBER

Here you can see the entry of the washing machine housing into the dusting chamber. Vertically moving spray guns are fitted on each side of the chamber for applying the dust to the housing. A movable cleaner pushes the dust falling to the bottom of the chamber towards the back, through a vacuum hose back into the dust container.



05 | A VIEW THROUGH THE COLOUR COATING CHAMBER

A VIEW THROUGH THE COLOUR COATING CHAMBER

In colour enamel coating, the white chamber is switched off and the colour chamber (black, red, grey) is engaged, which moves to the conveyor belt line as the colour is changed.

ASSEMBLING THE WASHING GROUP

Each assembly conveyor belt within the assembly department includes a conveyor line for assembling the washing group (tub, drum, hoses, motor, front weight) which is lowered into the washing machine housing as a single whole.

The image shows plastic tub assembly. Gorenje's product range also includes metal tubs; however, due to renewable resources and the difference in price, production of the latter is being phased out.

RUN-IN LABORATORY

In this laboratory, the reliability of appliance operation is tested. Occasionally, a series of specimens is taken from regular production and a functionality test is performed. About 2,300 tons of test laundry is being washed and dried for purposes of testing in the laboratory annually.



06 | ASSEMBLING THE WASHING GROUP



07 | RUN-IN LABORATORY

MAN VS. MACHINE

WHY IN THE MIDST OF TODAY'S GENDER-EQUALITY VICTORIES,
SOME THINGS STILL REMAIN RATHER VICTORIAN

✦ JERICA ŽIVA PUTERLE ✨ SAŠA HESS

No matter how many times the matter has been scrutinised, analysed and dismissed over laughter and cocktails on a girls' night out; written and masterfully deconstructed in illustrated step-by-step manuals, accompanied by information, graphs and symbols – the problem persists, thrives even. It is regularly the ruin of carefully selected daily chore schedules, at the heart of domestic discrepancies, with mutual audacity a big factor, and ultimately plays a formative role in the organisation of one's free time. Poorly understood and never fully resolved, it is, hands-down, the most baffling anomaly in the life of a shared household.

What is this particularly offensive complication in life? Well, we must shamefully admit, it is the constant, epic battle disrupting our domestic bliss – the one where we leave our man alone with his pile of dirty laundry. We know that by pointing out the helplessness of one lone specimen, we may be wronging a whole line of the young self-taught laundry brigade out there – but so far, none of those courageous troopers have shown up on our radar.

Don't get us wrong, we appreciate all the help we get when navigating the occasional mess that descends on or around us. Our men know how to a laptop apart, get a new hard disk for it and make it work again. They might be handy with bizarre-looking carpenters' tools that effect the birth of some kind of shelving above the bed. Our man even takes the initiative in the kitchen, and does the grocery shopping (full menu in mind) on his own, and – puzzling enough, with kudos to the mother-in-law – can sew much better than we do. But when he comes face to face with that greatest of mysteries, the washing machine – things grind to a halt. How does a self-declared geek, champion of games and gadgets, with a knowledge of all things electrical end up breaking out in a panic-driven sweat, calling everyone he knows for help operating the washing machine?

We have two theories on that subject. The first one, which we're sure most women will agree with, is that it derives from common laziness, a kind of 'whatever' attitude. And it has served them well since birth: however big that pile of nasty socks and such is, it will eventually end up washed, dried, ironed, folded, and will magically appear in the sock drawer, just as long as you leave it just where you left it. Because the magic laundry fairy (girlfriend, spouse, mother) will ultimately give up waiting for things to change and simply do it herself.

The second theory is a bit of a stretch, if you ask most any woman. It is, simply, that the washing machine is just too complicated for a man to use. It's the female's equivalent of a Playstation.

Only we get it, and only we get to have fun with it. Maybe it was made that way: the lingo is ours, since there's an undeniable relation between temperature, colour and fabric – and that's just fashion talking; almost like buying shoes, isn't it? So why should men even try, when we women are so good at it? Also, who else understands the separating of whites, colours, reds and blacks. It's boring, uneventful, and leaves our minds completely idle, unlike Grand Theft Auto – which you can play with us?

And so it goes. This way the washing machine could forever remain the exclusive domain of the woman. Even the occasional slip-up we all make: the favourite sweater that now fits the family lap dog, that dear lace camisole become dish rag, and all those left socks stolen by the right-sock dwarf – the one that has turned so many cherished white shirts an undefined grey. All is excusable – if not entirely forgotten – as long as HE doesn't have to do the laundry. (And hasn't seen one of his dear garments – like his sacred Mötley Crüe World Tour 1993 t-shirt – destroyed.)

But we have some seriously bad news for you guys. We may buy into your expertise in all things technical (though not domestic), yet some people in the business don't. When faced with a Gorenje Simplicity Line washing machine, we will be watching closely for any of your studied looks and gestures of confusion. That look of bafflement when confronted with the choice of detergent or softener in which compartment, the temperature, fabric selection and more. Lions and tigers and bears, oh my!

Not going to happen. Gorenje's made a washing machine so simple – and just for the likes of you and your kind – that you might never need to call your mother (us) again. No mysterious buttons, no detergent disasters, none of that embarrassing shouting from the laundry room. We'll still have to teach you the basics, how a red sock doesn't work well with white, crispy shirts, or how our favourite silk top sports a 'dry clean only' warning – but it's a big step forward. And the thing is, you have no idea how proud we'll all be at our next girls' night out!

If you ask most women it goes without saying, that the washing machine is just too complicated for a man to use. It's the female's equivalent of a Playstation.



THINK **BIG**

GORENJE SIDE BY SIDE FRIDGE FREEZERS

THINK SIDE
— BY —
SIDE

Gorenje new side by side models feature an elegant, ergonomic vertical handle and come in black, white, or the most popular, inox.



The luxury of freshness, convenient double-door opening with deep shelves and bins on the inside of the door, stylish form, easy energy consumption and electronic control via LCD screen – could you ask for anything more from your fridge freezer kitchen helper?

Gorenje side by side fridge freezers with a capacity of 540 litres accommodate even the most vigorous of shopping sprees. With 348 litres of volume in the refrigerator compartment and 192 litres in the freezer compartment it provides more than ample storage for your culinary ideas, desires and inspirational impulses.

However, it's not just the size that counts – in addition to the numerous cooling and freezing functions, the side by side models also include a drawer fitted with a special ProFresh LED that emits a light spectrum similar to sunlight to allow the natural process of photosynthesis in order to increase the time fresh vegetables and fruits can be stored; and there's a mechanical ice-maker with three ice cube trays that will help you on your way to becoming an



FRESHNESS,
EASE,
CONVENIENCE,
STYLE,
&
EFFICIENCY
TOO!

excellent host. The interior of both the fridge and freezer compartments illuminate everything in bright, stylish and energy efficient LED light. And strategically positioned lamps elegantly light the entire interior regardless of how loaded the refrigerator is.

Deep shelves and bins in the freezer compartment door are an ideal solution that allow you to store food in a neat and orderly manner. Open packages of frozen small vegetables, pizzas, and frozen treats are readily available on the convenient door shelves.

The new Gorenje side by side models consume a mere 551 kWh per year, and thus rank in the economic A+ energy class. Their performance is further upgraded by the

NoFrost 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. Similarly storage space is fully optimised.

Since no ice is accumulated, any tedious and lengthy defrosting procedures are also made obsolete. Hence, the food doesn't dry out, and retains its crispness, freshness and nutritional value.



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MORE DEALS IN HONG KONG

NEW CONTRACTS TO SUPPLY GORENJE APPLIANCES IN
HIGH-END RESIDENTIAL DEVELOPMENTS

Gorenje has managed to secure another bid for work in cooperation on another real estate project in Hong Kong. The property at hand is being developed by Kerry Properties, one of Hong Kong's leading real estate investors.

✦ VESNA PETKOVŠEK 📁 GORENJE ARCHIVES, KERRY PROPERTIES ARCHIVES

Gorenje was selected as the sole supplier of home appliances for 149 apartments in a new residential building called SOHO189 located in central Hong Kong and scheduled for completion in the first quarter of 2013. The company will provide over 1,000 appliances for both standard and super-standard apartments, all of which were sold virtually on the first day they were offered.

The apartments are to be fitted with refrigerators, washing machines and dryers, wok, gas and induction cookers, ovens, kitchen hoods, dishwashers, as well as compact steam ovens, microwave ovens, coffee machines, warming drawers, and wine chillers.

The trendy residential building will rise up in a lively neighbourhood called Sheung Wan which is dotted with specialty boutiques, prestigious restaurants and art galleries. This will be third skyscraper equipped with Gorenje appliances in

Hong Kong, a city-state, special administrative region, and one of the world's leading financial centres, located on the south coast of China.

"In Asia, apartments are largely built according to the key-in-hand principle, and the equipment is commonly chosen by the investor, as customers simply do not have the time to deal with such decisions themselves", offers Andy Miklav, head of Gorenje's representative office in China. "In addition, designer equipment in apartments is one of the stronger sales arguments."

Gorenje has been present with in-house brand appliances on the Asian market since 2005. Here the company offers exclusively high-end appliances in specialty stores and kitchen studios, since competition in lower segments is largely controlled by myriad domestic manufacturers. Further, Gorenje is intensively bidding with construction or real estate devel-

The goal of the Gorenje team is to establish Gorenje's presence in the majority of Asian countries, which is a long and demanding process.

opment investors, and now have seven showrooms intended both for end-users as well as interior designers and property investors, i.e. those making decisions on the equipment installed in apartments.

Chinese markets are divided into provinces, developed shorelines, and metropolises, each of which has their own workings and requirements.

"The size of the country and cities compels us to enter one city at a time, as if it were a new market, a new country", says Miklav. "We started in Shanghai, continued in Beijing, Wenzhou, and Shenzhen; and have also seen success in Hong Kong, Taiwan, and Thailand. We're gradually paving the way for entry into other countries of South-east Asia: Singapore, Indonesia, and the Philippines. Our goal is to establish Gorenje's presence in the majority of Asian countries, which is a long and demanding process."

- 01** Visual representation of a model kitchen
- 02** Kitchens will come in various configurations for even the most demanding clients
- 03** SOHO189 is the third skyscraper in the centre of Hong Kong to be equipped with Gorenje appliances



PLAY / EAT / SLEEP AND CLEANSE

In his true pink baron style, Karim Rashid showcased the 'Ideal Home' named Komb House at the Le Marche exhibition in Cairo last December, a techno-savvy, ecological and futuristic work of art. It also features the domino hobs and ovens from the collection Gorenje designed by Karim Rashid.

MANCA KRNEL HESS  GORENJE ARCHIVES

As the name implies, the parallels of lines lined up in arrays are the focal interest in this out-of-the box design. In true Karim form, the Komb is dynamic, well thought out, and fully designed by the master himself.

"Karim Rashid's style is stamped all over this project so the off-site manufacturing and on-site installation has a minimum impact on the environment. The Komb House is a dwelling that utilises technology to create traditions, customs, and a sense of family and community.

Incorporated within the house are ecological concepts like solar panel heated water, energy efficient appliances, the reuse of pluvial and grey water, low energy LED lighting, and raised radiant flooring. The Komb House mainly comprising materials like wood, metal, glass and solar panels, which means that it can easily be disassembled and reused. It is specifically designed to use technology to orchestrate modern traditions in a new wave of thinking which involves eco-loving objectives.

The dwelling's exterior shell is composed of repeating reclaimed wood fins, each set at slightly different profiles resulting in a dynamic, fluid quality to both the outside and inside walls of the house. Their varying angles and depth create a plan on privacy. From the outside, one can barely see into the house, but from the interior, the natural light creates a play of shadows. The self-supporting façade is prefabricated off-site and assembled on location for modularity and ease.

Inside the house is composed of four main spaces, representing the main activities of play, eat, sleep and cleanse. The house layout flows from the central pool and expands to four quadrants making up the living room, bathroom, bedroom and dining room. The black floor morphs into

different floor inlays throughout the kitchen and bathroom. In the living room and bedroom, the flooring motif translates into soft carpeting. The multi-colored vinyl flooring and carpet contain recycled content and low VOC emission materials.

The central space, inspired by Islamic patios, features an oasis with skylight and centre plunge pool while a skylight controls the house temperature. The skylight, when open, captures rain water which is filtered by a pool. A kinetic art sculpture levitates above, and as it rotates it captures wind power and distributes the energy throughout the house. A single oval couch is the main feature in the room with the purpose of creating a sense of gathering and community while also promoting communication and openness. Above it hangs a light-weight chandelier, creating an ambient glow for the entire living space. A small study area furnished with a fiberglass desk and office chair are tucked into the corner of the room.

The 'origami' kitchen is merged with the formal dining room and breakfast area. The kitchen unit features a concealed fridge and two built-in Gorenje ovens. The freestanding, faceted island has a built-in Gorenje induction hob in white. These brand new innovative and technologically perfected induction hobs in splendid white colour will turn even the most challenging of culinary endeavours into playful creation, while the reflections of magical light and modern aesthetics of new ovens will charm your senses. Just like the entire Komb House! The cantilevered counter creates an informal breakfast / bar setting adjacent to the kitchen is the formal dining area.

While the living spaces are partially opened to the abode's central area, the bedroom and bathroom areas are enclosed by white translucent glass walls and sliding doors allowing natural light to passing-through, while maintaining privacy.



In the “origami” kitchen you find two Gorenje built-in ovens and the induction hobs.

These two private areas are connected by a walk-in closet.

The bathroom features a central floating mirror with lit edge that divides the sinks and bathtub area. One can watch television through a one way mirror built into the bathtub side of the divider. When the television is off, you see only a mirror. The shower and toilet areas

share back-to-back configurations to facilitate plumbing within a single wall. the shower stall is created by an oval glass screen featuring digitally printed ‘technorganic’ artwork. the room is also furnished with a glass vanity table, cozy armchair and lamp. the water-proof floor inlay is meant to reflect one’s flow between ‘wet & dry’ areas within the bathroom.



Karim Rashid, one of the most prolific designers of his generation, having worked in over 35 countries, with over 3,000 designs in production and over 300 awards under his belt has designed the ‘Ideal Home’ KOMB HOUSE.

GORENJE R&D

THREE VISIONS OF A MORE INNOVATIVE, EFFICIENT AND COMPETITIVE TOMORROW

📍 JEFF BICKERT 📍 SAŠA HESS

In keeping with its vision to become the most original, sustainable-development and high-design oriented manufacturer of home appliances, Gorenje constantly expands its R&D activities aimed at improving energy efficiency, developing new, innovative technologies that enable simpler, more effective use, and exploring materials that could enhance functionality and aid the recycling process once the appliances reach the end of their useful life.



SEBASTJAN KOTNIK

LEADING ENGINEER IN MECHANICAL CONSTRUCTION

DEPARTMENT, COOKING APPLIANCE DIVISION

What's your job?

I'm in charge of R&D people and projects, which are directly connected to construction issues and mechanical components in the cooking department. My job is to find mechanical solutions which are cost effective and especially end-user friendly.

What particular task did you perform – as part of what you are working on – today?

Right now I'm working on the pre-development process of implementing the entire range of new Premium appliances into Gorenje's own product range and similar sold under other brand names abroad.

What are some key issues or questions surrounding what you do?

There is one question I must always first ask myself – "What does the end-user really, practically speaking, want to have at his/her home?". Because I think all future devices should be as simple as possible and well connected with contemporary design and technology.

What are you working on these days?

These days I'm deep inside the field of steam research, trying

to determine the most functional steam system solutions to provide the best possible cooking functions for end-users.

What makes your job interesting?

All the time there's a push to find something our competitors don't yet have, and for something that will make our products one of a kind on the market. We have to keep in mind a deep respect for all of our competitors, because they're also trying very hard.

Do you cook at home?

Oh yes, I like to cook at home. I especially like to test various appliance functions and compare the results, trying very hard to "get into the skin of the end user". And my wife is happy for this as well – but I don't like to wash the dishes at all.

What would you like your cooking unit to do that it doesn't do now?

Let's just say that we're working on many functions and technologies which will allow the end-user to prepare excellent food with very little cooking knowledge – simply and easily.



TIMOTEJ GLOBAČNIK

R&D MANAGER,

GORENJE POINT

What's your job?

I manage a group of people responsible for the development of electronic modules for our big household appliances. My job is to provide the conditions and creative climate which help the group discover new ideas, develop innovative solutions and bring them to life as innovative features of our new appliances.

What particular tasks did you perform - as part what you're working on - today?

Today, two of my colleagues and I went to our testing laboratory that contains two climate chambers used for electronic life-testing. Since we will soon acquire a third chamber, we inspected the new layout plan and tried to foresee possible shortcomings.

What are the key issues or questions surrounding what you do?

My work requires a lot of inventiveness in order to find solutions to unpredictable problems that could emerge during the project lifecycle. This implies helping my colleagues with suggestions and sometimes simply with support and understanding. The key issue is to be honest and at the disposal of my colleagues when needed.

What are you working on these days?

A lot of my time lately is devoted to improving our project planning scheme. Since electronics development is a very complex process it's crucial for our group to plan our activities and follow their progress as efficiently and accurately as possible.

What's the most interesting part of your job?

It's always a pleasure to work as a member of a competitive group of people that need only a bit of working freedom to let their ideas grow. Therefore the most challenging part of my job is to provide that freedom and maintain as high a creativity level as possible.

What can advanced electronics bring to the functionality and experience of (new) appliances?

Nowadays, electronics are the heart of almost every new appliance we take to market. During the last couple of years, we've been trying to develop electronics that are smart and simple to use. That means products can learn and adapt to the user's habits, making their lives easier and more efficient. Furthermore, advanced electronics implies innovative ideas as to how to perform a task better, faster, more effectively, while preserving the environment for our successors.



TOMO VODOVNIK

TEAM LEADER,

R&D WASHING MACHINES

What's your job?

I've been team leader of R&D washing machines since 2009; before that I was a mechanical designer in the same team. The R&D washing machine team consists of 20 people - mechanical, electro, chemical and textile engineers. I manage the teamwork. This means distribution of complex tasks into subtasks to each member of the team. So planning teamwork, tracking time schedules, technical correspondence with suppliers, the search for good technical solutions and improving the existing ones.

What are the key issues or questions surrounding what you do?

Developing functional, reliable, cost-efficient, ergonomic, aesthetic washing machines. This combination of traits is, in my opinion, crucial for good sales.

What are you working on these days?

I just returned from a business trip to Turkey, where I visited several of our supplier companies. We checked their production, discussed certain open issues and potential new opportunities.

What makes your job interesting and/or challenging?

The most challenging part is to develop good technical solutions within a planned time schedule. This is a very dynamic job. You should constantly follow developments in new materials, technologies, patents, the competition and more. We also enjoy a wide correspondence with a lot of people both inside and outside Gorenje.

What was the biggest priority in creating this new 2011 line; and in tomorrow's washing machines?

Finding good technical solutions; follow time schedules; developing quality washing machines - on price; developing energy-saving and good performing washing programs - the washing machine of tomorrow. I think the battle is being fought over energy class, price and quality.

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STEFAN LINDFORS, CHAMELEON CREATIVE

Ever since his “Scaragoo” lamp was introduced at the Milan Furniture Fair in 1988 by Ingo Maurer, Stefan Lindfors has completed hundreds of projects – as designer, architect, artist and more – for companies like Alessi, Amnesty, Arabia, Artek, Iittala, Ikea, Ingo Maurer, Marimekko, Nokia, Sony Playstation, Swatch, Vitra, and Warner Music.

◆ JEFF BICKERT 📷 COURTESY OF STEFAN LINDFORS

Stefan Lindfors graduated as Interior Architect & Furniture Designer from the University of Art and Design Helsinki (Uiah), Finland in 1988. In 1992, the jury of the Väinö Tanner Trailblazer Award – the largest cultural award in the Nordic countries – called Lindfors a Renaissance Man. That same year, the Times of London wrote: “Calling Lindfors an Industrial Designer would be like calling a Stravinsky Symphony a nice song.”

In a similar vein, calling someone a chameleon is something of a mixed blessing; it carries both positive and affirmative as well as negative and cynical associations. Chameleons change to adapt to their surroundings, to camouflage themselves in order to go undetected, whether to hide from a

predator or instead become predator and prey on something more vulnerable than itself.

The chameleon makes any circumstance or environment his own. And Stefan Lindfors may indeed be – between the predator and the prey – the predator, but a creatively benevolent and prolific one. Lindfors, does not, however, work to adapt per se to his task, client or environment; instead he appropriates the language, rules and conditions that come with the task at hand and produces a response distinctly his own.

One might say he breaks or changes the rules; then again one might say he simply goes and creates new ones. In actual fact he espouses a set of ten rules he calls his ‘Moses’;

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all of which are visibly instilled in and communicated by his work, which include:

Don't do anything that you don't want to do.

Don't do anything without a good idea.

A good idea that cannot be realised under existing conditions is not a good idea.

Every question has 1000 answers. As long as you stand behind your choice.

Carry out projects that provoke and inspire the environment to react and grow.

The chameleon makes any circumstance or environment his own. Similarly Lindfors moves across and between media, genres and entire disciplines – some say effortlessly. With each project he redefines and un-defines what, if classification carries any particular relevance here, [he is to be classified at all] he is: industrial designer, sculptor, artist, architect, film director, advertising creative, teacher, lecturer.

But there's nothing effortless about what Lindfors does – just the opposite. Lindfors projects are effort personified. To begin, Lindfors projects are about passion; unswerving enthusiasm infuses everything he does. He loves to get his hands (very) dirty. And his enthusiasm is infectious, he and his work capture people's imaginations, make everyone involved think anything is possible.

A film clip from early on his startling long (some 200 projects over 25 years) career shows him flip his welder's mask up to reveal a huge, child-like grin; the expression says "I know what I want to do, and I'm doing it". A sweeping unchecked curiosity leads to wild and heavy experimentation, with materials and techniques. Nobody's doing this, it can't be done? I'm doing it. Work in sculpted, bulbous and veined fibreglass hung over raw iron ribs produces entrance can-

opies and wing-tipped baby high chairs that crawl out of the distant past to meld with the outrageous fantasy sci-fi future.

Whatever the task, Lindfors manages to turn things around and in the process, himself with it. He has the uncanny ability and inclination to make seemingly simple things complex and conversely, complex things deceptively simple. Similarly, the body of his work embodies and exudes both an aggressive Neanderthal brutality and a refined, nurturing gentleness.

A heavily-machined-looking alien craft stainless salad bowl with serving utensils for Iittala occupies the same table as the elegant and graceful swoosh of the Food & Forest mushroom cleaning knife. The shiny red lego-like box-house for the Finnish Housing Fair comes from the same hands and heart that produce, what the New York Times called a "landmark", the dragon-like Tongues and Flames facade of Manhattan's Gershwin Hotel. The spindly spider web of metal frame for the Kosmos chair stands alongside if not astride his playfully, lovingly interlocking Mother and Child felt rugs for Marimekko.

What else, in the end, would you expect from a creative chameleon, as an independent creative at the Helsinki-based TBWA-PHS advertising agency, than to produce a short animated film employing clay figures and old-fashioned stop-motion photography against drunk-driving, and a strangely sleek, curvaceous neon-coloured vibrator he calls Serpent? Nothing less; and plenty more.

Photos: Ofer Amir, Charlotta Boucht, Kari Holopainen, Juha Kastinen, Marco Melander, Antero Tenhunen, Tom Vac

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01 Unique light sculpture installation

02 Qubico, pre-fabricated house, 1999

03 2XF, Food & Forest knife for outdoors & kitchen, Sami Knife Project Inari, 2009

04 EgO Plates, Bowls & Containers, for Arabia - Iittala, 2000

05 Tools 98, salad bowl & cutlery, for Hackman, 1998

06 Plup recyclable drinking-water bottles, PLUP Finland, 2008

07 Scaragoo, adjustable table lamp, for Ingo Maurer GmbH, 1988

08 Matilda foldable kitchen stool, Lundia, 2009

09 EgO Plates, Bowls & Containers, for Arabia - Iittala, 2000

10 Kosmos Chair, stackable indoor/outdoor chair, 2008

11 Mother and Child, three carpets in one, ARTEK, 2005

Carry out projects that provoke and inspire the environment to react and grow.

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CONTEMPORARY DESIGN IN SLOVENIA

The exhibition *Silent Revolutions / Contemporary Design in Slovenia* presents outstanding cases of recent Slovenian product design, and has been assembled with an international approach and audience in mind. It sets out to portray a state with a long and strong history of industrial design – one that was set in motion by the pioneers of modernist design after WW II and, perhaps arguably, peaked in the 60s and 70s – but was never established as a design country at the European level. This quiet history, this silence, was one of the impulses that triggered the concept of the exhibition, where one of the layers consists of museum pieces establishing historical context in dialogue with contemporary design.

SLOVENIAN DESIGN PAST AND THE PRESENT MEET IN AN ECLECTIC MIX OF ARCHETYPES, CRAFTSMANSHIP, INDIVIDUALISM AND INNOVATION

Traces of the 20th century are to be found in many examples of new products, while the revolutionary charge is found in numerous ground-breaking inventions. Innovation, along with functionality, sustainability, ergonomics, visibility, aesthetics and similar, is certainly a chief obligatory criterion followed in evaluating the particular quality of the production here. Beyond the excellence of a singular object, however, equal importance is placed on the position it occupies in the broader Slovenian context. As a result the selection presents not only designers and studios, but also the clients that played a crucial, pivotal role in seeing projects realised. *Silent Revolutions* does not therefore represent a systematic and general overview of design in a young (contemporary) European country, but instead presents outstanding and exceptional cases that reflect the period(s) in which they were created.

MAJA VARDJAN COURTESY OF RESPECTIVE STUDIOS AND MANUFACTURERS

THE GIANTS

Design in Slovenia is inherently linked with Slovenia's declaring its independence from Yugoslavia in 1991. The sudden transition to the free-market economy of late capitalism and the loss of given Yugoslavian markets forced the collapse of many large former state-owned companies. Only a handful of industrial giants survived the rigorous restructuring and successfully trade on international markets today.

One of the rare companies that, during the period of transition, maintained their development and design departments, was household appliances producer Gorenje. They invested extensively

past with the present. Established soon after WW II, they saw their peak in the 60s and 70s and have today re-established themselves as leading companies in their fields. Elan's revolutionary WaveFlex technology has set new benchmarks in the ski industry, while Alpina Racing Elite boots are used by many professional cross-country skiers all over the world.

Other important corporate players that also blossomed in the new state include Trimo and Riko hiše. Both successfully instilled and exploited the notion of design in prefabricated construction elements. Trimo, with

ENLIGHTENED INVENTORS

In surveying Slovenian design of the past 20 years one simply can not miss certain special products that do not, upon first glance, have much in common with the traditional notion of industrial design. One of both the specifics and traditions of Slovene space is the unusually high number of inventors and patents in the country. Dedicated individuals like engineer and audiophile Franc Kuzma, former professional motorcyclist Igor Akrapovič, economist and pilot Ivo Boscarol, or the Jakopin brothers with architecture and medical backgrounds, are producing exceptional products on a global scale. Kuzma turntables and



in the development of new products and technologies while persistently working to enhance the reputation of the brand in collaboration with both the in-house design department Gorenje Design Studio, as well with international stars like Pininfarina, Ora ĩto and Karim Rashid. Gorenje was also one of the first high-tech companies in its business field that, instead of glorifying increasingly complex programmes for house appliances, offered users soft and simple alternatives; first with their Simple and Logical washing machine in 1997 and later with the Simplicity line of 2009. Simplicity, which is also part of the exhibition, is a line of select appliances distinguished by their affordability and particularly simple, economic operation, all of which is handled by a single dial with easy-to-understand icons for selecting pre-set programmes. The ergonomically shaped dial also serves as a visual hallmark that unifies the look of the entire line.

The companies Elan and Alpina too are symbols that link Slovenian industry's

metal construction elements and panels like Qbiss One with Artme, and Riko hiše in wooden structure construction, linked the idea of standardisation and multiplication with the possibilities of individual choice and thereby avoided the monotony otherwise common to their product segment ranges.

DESIGN STUDIO LTD.

The time of transition also saw the professionalisation of design studios, which became agile service companies that, alongside design solutions, also offer clients expertise and advice in the conception, development and positioning of their brands. The new design studios like Gigodesign, Gorenje Design Studio, Studio Jure Miklavc, Asobi and Wilsonic Design are highly interdisciplinary, their operations are strategically oriented and closely linked to concrete objectives, interested primarily in the reality of everyday use and bottom-line results as opposed to loftier, abstract desires for expression.

tonearms, Akrapovič exhaust systems, the carbon sail- and powerboats by Seaway and the ultra light airplanes from Pipistrel were born of personal obsessions by their creators which, soon after their inception, grown into highly respected and successful companies.

THE PHENOMENA

Designers who follow their vision without compromise rarely find a compatible interlocutor in the industrial world. They often find their own paths to success, which often lead beyond their immediate borders. Nika Zupanc, with her provocative, seductive production has been exciting international audiences for some years now, collaborating with furniture giants such as Moooi and Moroso, as well as refining her own brand La femme at la maison Nika Zupanc. Similarly, after doing a Masters at the Royal College of in London, Lara Bohinc stayed and established a successful brand of high luxury goods that includes jewellery and handbags. Far less shiny at first

sight yet very strong in its conceptual approach is Rok Oblak's Holey Roket stove. The open-source design is easy to replicate and can be adapted by different local producers and users.

THE INDUSTRIAL CRAFTSMEN

While the majority of Slovenian traditional crafts are sadly disappearing, some few designers are returning to traditional practices and knowhow and invigorating them with contemporary experience. Glass designer Tanja Pak and architect/designer Janez Suhadolc have been connecting past and present in their work for quite some considerable time. The Lajt chair by Suhadolc is made in his own workshop and appears timeless owing to the raw, unfinished wood, its simple construction and archetypal shape. The work of Tanja Pak too embodies timeless, natural forms like water drops and waves in her subtle products and installations. Many textile designers have found their niche outside a severely diminished garment and fashion industry, like the Oloop collective that create unique objects from fabric, felt and wood, and encourage active user engagement.

THE NEW NORMALITY

Slovenia's design landscape is rich also by virtue of ordinary, simple products that don't particularly stand out – the quality of everyday products derived from archetypes transformed to meet the standards and sensibilities of

today. A wooden armchair from Arne Vehovar, chairs and fittings from Rok Kuhar and Katjuša Kranjc, the wall coat hanger by Toni Kancilija, the Slim lamp from Bevk Perovič arhitekti, even the Efekt Shovel are all strong Slovenian representatives of this quiet, neo-normal phenomenon.

THE PERSPECTIVES

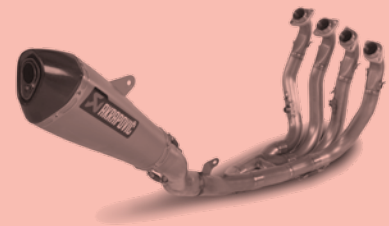
The thematic chapters that crystallised over the course of evaluating the production, designers and companies assembled here are evidence that there is no such thing as "typical" Slovenian design; what does exist, however, is a typical Slovenian context. In this context individual actors are left largely to themselves. But strong initiatives from a handful of designers and enlightened companies – including Gorenje – for decisive changes in the national political agenda as regards design are out there. The project Silent Revolutions – the travelling exhibition and accompanying publication – is the first visible result of their effort.

**The first exhibition Silent Revolutions / Contemporary Design in Slovenia will be presented at London Design Week in Dray Walk Gallery from 22nd to 25th of September 2011.*

Maja Vardjan is Curator, on behalf of the Museum of Architecture and Design (Ljubljana), for Silent Revolutions / Contemporary Design in Slovenia.

Gorenje was one of the first high-tech companies that offered users soft and simple alternatives.

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One of the rare companies that maintained their development and design departments was household appliances producer Gorenje.

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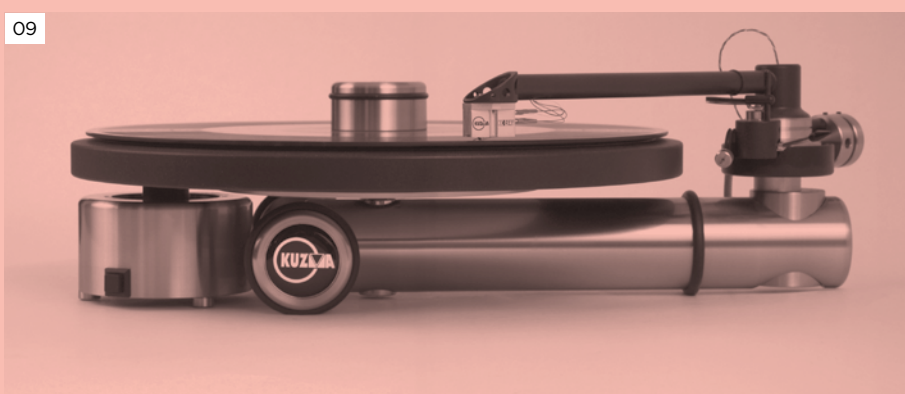
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- 01 Simplicity Line appliances, Gorenje
- 02 Exhaust systems, Akrapovič
- 03 Wooden armchair, Arne Vehovar
- 04 Lajt chair, Janez Suhadolc
- 05 Flow decanter & glass, Tanja Pak
- 06 Slim lamp, Bevk Perovič arhitekti
- 07 Examination table, Novak-M
- 08 Ultra light airplanes, Pipistrel
- 09 Turntables and tonearms, Kuzma
- 10 Microphones, Marko Turk
- 11 EFEKT ergonomic shovel, Rinž, Pavlinec in Pavlinec
- 12 Telephones & systems, Iskra



BLACK OR WHITE. A HEARTBREAKING DECISION, ISN'T IT?

DESIGNED BY

ora-ito



Magic light. Mysterious darkness. Futuristic, provocative, outstanding. Inspiration of daring cosmopolitan designer Ora-İto. Special **Gorenje Ora-İto 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

gorenje



GOURMET DELIGHTS - FROM YOUR KITCHEN

Spice up the family routine or a romantic dinner, introduce a taste of culinary travel, and take your pick from these tempting offerings. Simple to prepare, they'll tickle your taste buds and add a pinch of excitement to the everyday. Prepare and enjoy!

📍 GORENJE KITCHEN 📷 MATEJA JORDOVIČ POTOČNIK



CARROT SOUP WITH OATS

Preparation time

10 minutes

Ingredients

2 tbsp pumpkin seed oil

2 carrots, grated

2 tbsp rolled oats

1 l water

1 stock cube with olives

1 sprig laurel

1 sprig marjoram

1 sprig savory

Start by washing the carrots and finely grate or julienne slice them. Heat the oil over medium heat in a heavy - bottom pan. Add the carrots and oats, and sauté for about 5 minutes, stirring occasionally to prevent burning.

Dissolve the stock cube in warm water and add it to the pan. Raise the heat and bring to a boil. Add the herbs and simmer for 10 minutes. Add salt to taste.

Serve as is or blend it in a blender until creamy. Optional garnishes are lemon or grated ginger for an extra tang, or sour cream for the hearty.

PORK CHOPS WITH APPLES AND ONIONS

Preparation time

20 minutes

Ingredients

4 bone-in pork chops, 20 dag / 1/2 lb each
 pinch of salt, pepper and ground cumin
 1 tbsp oil
 2 apples
 1 red hot pepper
 2 tbsp sugar
 3 tbsp apple cider vinegar
 2.5 dl / 7 fl-oz of orange juice
 juice of one lemon
 3 red onions
 2 tbsp chopped parsley
 1 tbsp butter
 1 tsp grated ginger root

Start by removing all visible fat and tendons from the meat, then french* the bones and rub the chops generously with salt, pepper and cumin.

Turn the Gorenje oven to the 'grill' setting (210 °C) and put the meat into a heated oven, then roast for 15 mins.

Peel the apples and cut them into 0.5 cm (1/4 inch) slices. Cut the hot pepper in half, remove the seeds and dice it. Peel the onions and cut them, first in halves, then into thick strips.

Swirl the butter into the pan. Caramelize one spoon of sugar in a pan, add the onions and ginger and fry until golden yellow. Add the orange and lemon juices, bring to a boil and thin with the apple cider vinegar.

Slowly heat the apple slices in the sauce until they are soft. Finally, season the sauce with diced hot pepper, pepper and chopped parsley. Stir well.

Serve the chops on warm plates, topped with apple-onion sauce.

**For those of us unfamiliar with the technique 'frenching the bone', it means to cut the meat away from the end of a rib or chop, so that part of the bone is exposed. This is done with racks of lamb, beef and pork for aesthetic reasons.*



BRAISED WILD RICE

Preparation time

15 - 20 minutes

Ingredients

2 cups rice
 4 cups water
 1 tsp salt
 2 tsp olive oil

Bring the water to a boil, add salt and pour in the rice (2:1 water:rice ratio). Slowly boil for 20 minutes (or according to the instructions). When the rice is done, add the olive oil to bring out the flavour.

Recommended wine to serve with the dish: semi-sweet white wine (Rhine wine) or barrique red wine (Cabernet Sauvignon).

VANILLA SOUFFLÉ WITH FLOWING CHOCOLATE AND ORANGE

Preparation time

25 minutes

Ingredients

5 dag / 1 ¾ oz of butter

8 dag / 2 ¾ oz of flour

1.25 dl / 4 ½ fl-oz of milk

5 egg whites

1 vanilla sugar

5 egg yolks

5 dag / 1 ¾ oz sugar

butter and sugar for the baking tins

Over medium heat, melt the butter in a pan, pour in the flour and fry until light brown. Add the milk and slowly heat on an induction hob, stirring until it thickens. Let cool.

Meanwhile, beat the egg yolks, half of the sugar and the vanilla sugar until fluffy, and add to the mixture. Stir until smooth, then carefully add the egg whites and the rest of the sugar beaten into stiff peaks. Pour the mixture into buttered and sugar-sprinkled baking tins.

Cover with tin foil and bake in the Gorenje oven for 15 minutes at 175 °C.

Overturn the tins and serve the souffles hot.

Sauce

15 dag / 5 oz dark (70%) chocolate

juice of one orange

splash of rum

cream (if desired)

Add the juice of one orange to the chocolate and melt it in a baine-marie or double boiler. Add a touch of rum and cream if desired. The sauce should be thick and creamy.

If you don't have single-serving baking tins, you can prepare the soufflé in a larger baking pan (the ring - or bundt-cake type, for example). In this case, baking time is 40 minutes.





LONDON CALLING

THE BRITISH CAPITAL IS AT ONCE ABSURD, PHENOMENAL
AND ROMANTIC

Jasmina Cibic is an artist working across a range of media including photography, performance, installation and video. Her works posit themselves as site-specific interventions where myths are fabricated in order to disrupt the normal flow of events. Born in Ljubljana but living and working now in London, Jasmina offers up her own personal guide to the best of her London.

MANCA KRNEL HESS JASMINA CIBIC

When did you move to London, and why do you think so many people do exactly the same?

I arrived straight after finishing the Accademia di Belle Arti in Venice to do my MA in Fine Art at Goldsmiths College, which still represents the best contemporary critique of visual art and pushes its students to question basically everything they come up with. The UK does have an amazing repertoire of not only courses in creative thinking and visual art, but also offers a broad spectrum of their various applications after finishing – obviously a very welcome trait in the current wobbly economic climate and big budget cuts in culture.

Does London feel welcoming? And is it welcoming for a young artist like yourself?

London is an extremely large city and it does take a bit of getting used to the fact that one can only physically manage to attend events on one side of the river. However it does have a great vibe once you identify and focus your interests and accept the fact that going from A to B equals the amount of travel you would do in the course of getting out of Slovenia.

Can it be romantic?

The absurd conglomerate of skyscrapers in the city at dusk is a phenomenal, utopian scene, which I find incredibly romantic. It's like walking into a surreal cartoon on a first date.

You seem quite adventurous; does London ever let you get bored?

These days I would quite welcome some boredom.

Do you think in English or Slovene?

As we have a child of two and are really pushing for bilingual upbringing, I often find myself asking this question. As much as I hate to admit it, my Slovene has been affected by English, especially when I need to write texts about my work, but I do practice the feminine-dual tense each day with my daughter.

Does being in London give you a sense of pride or simply being somehow more useful?

Probably useful, as much as this sounds like an utter contradiction of my work.

Are you the housekeeping type?

To my horror, yes. Sometimes I catch myself polishing the kitchen knives.

Going back to your roots here, is Gorenje a part of your life?

Oddly enough I actually use Gorenje in my art. Gorenje has been a major sponsor of two of my large scale projects: an installation for the "Museum on the Street" by the Museum of Modern Art, Ljubljana, and an enormous undertaking at the Maribor Art Gallery UGM within the solo exhibition "Other Mythologies". In both of these I used Gorenje ceramic tiles onto which silk screened images were printed.



TIPS & TRICKS

MARKETS

London is now the mecca for organic food traders, and the sight of cyclists wearing proper peasant woven straw baskets is not a rarity. Saturday mornings at Maltby Street market by London bridge is a real foody experience. There's also Borough Market.

www.boroughmarket.org.uk

If you want to avoid the tourists, check out Stoke Newington's Farmers market on Saturdays, where only organic food produced from within a 50 mile radius of London is sold. It's very small and comes with its own harmonica player. If you're in the area, grab breakfast or brunch at HOMA or The Blue Legume.

www.homalondon.co.uk

www.thebluelegume.co.uk

Columbia Road flower market is superb, but try to get there relatively early to beat the tourists. Broadway Market (Saturdays) still, despite its popularity, maintains its local flavour, offering a superb selection of food and curiosities, much of it organic.

Pass by Portobello Market but be prepared to battle it out with Italian tourists over 5p worth of porcelain. There are great shops with 20th Century furniture and design objects on Columbia Road - Fandango - and Green & Fay in Islington.

www.portbellomarket.org

www.twocolumbiaroad.co.uk

www.fandangointeriors.co.uk

www.greenandfay.co.uk

FOOD AND DRINK

One of my favourites is Bistroteque close to Bethnal Green tube. Relaxed atmosphere, brilliant cocktail bar. Clientele: artists and creatives. Very child-friendly, even though they have the occasional piano player (even for the weekend brunch!). Others include Boundary Rooftop, Wapping Food in Old Pump Station, East End Boozers.

www.bistrotheque.com

www.theboundary.co.uk

www.thewappingproject.com

Soho still has its charms, even though you need to pick your venue carefully: the French house is a delightful Soho tradition and is always busy with local tradesmen and actors. If you're in Soho, visit Maison Berteaux, and order a Cafe au lait and a cheese pie.

www.frenchhousesoho.com

www.maisonbertaux.com

SHOPPING

Box Park opens in Shoreditch this August - pop-up shops with cool fashion designers. Also check out the newly designed shoe floor at Selfridges, boasting more square meters than the ground floor of the Tate Modern. Wonderful-scary.

www.boxpark.co.uk

www.selfridges.com





HIDDEN GEMS

This September hundreds of great buildings of different historic periods and architectures open their doors to the public.

www.londonopenhouse.org

TRAFFIC

Avoid public transport at rush hour. A perfect way to get around is Barclays Cycle Hire, also known as Boris' Bikes. Try out your navigation skills without needing to return the bike to its original location, but simply one of many drop off points around London.

www.tfl.gov.uk/roadusers/cycling/14808.aspx

ART

East London: First Thursdays is a joint initiative of over 100 east London's galleries and museums which stay open until 9pm every first Thursday of the month. The East End galleries to watch are Calvert 22 (with the newly appointed Lina Džuverović; Calvert 22 is the UK's only not-for-profit foundation focused on contemporary art from Russia and Eastern Europe), Maureen Payley, Nettie Horn, Matt's Gallery and the Whitechapel gallery, with the first UK survey of German artist Thomas Struth, one of the most important photographers of the late 20th century.

www.calvert22.org

www.maureenpaley.com

www.nettiehorn.com

www.mattsgallery.org

www.whitechapelgallery

If you are visiting the centre of the city, the newly reformed ICA at the Mall is going strongly with Gregor Muir. The current exhibition presents architectural interventions with choreographed art and ballet performances by Pablo Bronstein. Also see The Hayward Gallery and make sure you go to Cork Street and Saville Row in Mayfair for Hauser & Wirth.

www.ica.org.uk

www.hauserwirth.com





▲ MIKA CIMOLINI

SIMPLE, NOT SIMPLISTIC

WHITE AND SIMPLE IS ABOUT INNOVATION
AND MERGING UNEXPECTED FUNCTIONS
INTO NEW ENTITIES

The notion of “white and simple” is linked to a quest for a space motivated by two contradictory desires: the sublime need to encounter the unknown, something mysterious, and the conflicting desire for beauty, for the familiar that makes us feel at home. White carries references to purity, cleanness and perfection, together with the notion of simplicity; it represents a quest for the ultimate “timeless truth”.

White and simple is about function and proportion. When the young Le Corbusier, founder of modern 20th century functionalist architecture, travelled to Greece early last century, he was struck by the white and simple appearance of Ancient Greek architecture. Bleached over time, the forms were severe and pure, without any redundant decoration, and proportion and organisation came to occupy the centre of his professional, design-attention.

This newly defined aesthetic changed the way we live, and grew out of a new spirit that defined the industrial age, which demanded a re-birth of architecture based on function and a new aesthetic based on pure form.

White and simple is about pure structure. The most radical form of functionalism is the minimalist style, where the subject is reduced to its necessary elements exclusively. The structure's beauty is determined by the use of light and basic geometric shapes as outlines, using a few like shapes as component parts of a overriding design unity. The beauty of structure is expressed in natural patterns on stone cladding, basic wood and metal producing simple yet prestigious architectures and interior designs.

Architect Mies van der Rohe adopted the motto “Less is more” to describe his aesthetic approach of arranging the numerous necessary components of a building to create an impression of extreme simplicity, by enlisting every element and detail to serve multiple visual and functional purposes. And German industrial designer Dieter Rams (of Braun fame) offered the motto, “Less but better” when creating “innovative, aesthetic, useful, understandable, environmentally friendly, unobtrusive and as little designed as possible” objects for everyday life.

Modern minimalist home architecture, with its unnecessary internal walls removed, led in part to the popularity of the open-plan kitchen and living room style. The strategy of creating multi-functional elements and removing all obstructive elements we, at Elastik, recently used in the design of a row-house apartment in the Netherlands. But one important, much neglected function of living is storage. A vast waste of living space is often dedicated to storing the things we amass over our lives. Here, in order to maximise the views over the notorious Dutch dykes, all of the storage spaces were merged with the staircases. Nickknacks are neatly tucked away. Bookshelves are hidden away behind sliding doors in private parts of the house – why display books to everyone anyway? And a thick wall on one side of the house gave us the opportunity to create sleek, clean, white and simple spaces to inhabit.

Previously functions that were assigned to separate rooms now merged kitchen and living room with the bedroom to become one continuous living space. The relaxing view over the water can now become the most important element of the living spaces. Merging kitchen elements with the floors and walls of the living room made possible a kitchen island with the cooker as the social communication platform. Only one function of the kitchen is exposed – talking over the food.

White and simple should not be reduced to the superficial or stripped of complexity. Unfortunately minimalism as practiced came to result in the white, industrially produced box, stripped off everything but bare walls and flat roofs – just enough to maintain the basic form and function of the building. Real wood, metal and structure are substituted in the new white industrial shed of the outlet discount store, the industrial storage or the affordable housing complex in the middle of nowhere. A design, building or object must reveal its internal logic by communicating a true sense of its structure. Simple – not simplistic – white and simple design is about innovation and merging unexpected functions into new entities.

Mika Cimolini is a Ljubljana-based architect and critic.



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