

# LIFESTYLE

GORENJE MAGAZINE

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GORENJE AT IFA • FRANJO BOBINAC ON GROWTH, DIVERSIFICATION  
AND STRATEGIES • GORENJE - PANASONIC STRATEGIC ALLIANCE • THE  
ION GENERATION IS BORN • NEW SIMPLICITY COLLECTION • 50 YEARS OF  
DESIGN HERITAGE • KITCHEN ART: GET YOUR IONS ON • FULLY ADAPTABLE  
DESIGNER PHILIPPE STARCK • MAKING TASTY WAVES IN BERLIN

# THE ION GENERATION OF GORENJE FRIDGE FREEZERS

The new generation of Gorenje fridge freezers is made in silent cooperation with nature. New cooling technology emulates the natural process of ionization, and is found in each line of the new generation - Essential, Advanced and Superior.

This way we create an ideal, natural microclimate that keeps food fresh longer, because IonAir technology eliminates up to 95% of the bacteria and microorganisms inside the refrigerator.

DON'T WASTE YOUR GOOD FOOD WITH BAD STORAGE.  
GIVE IT THE IonAir TREATMENT - NATURALLY.

 **ion**generation



# **gorenje**



ADVANCED



SUPERIOR



ESSENTIAL



simplicity  
COLLECTION

It's so me!

RELIABLE. REPEATABLE. SIMPLE.

Built-in oven employs the AdaptBake technology to memorize my most frequent settings, and suggests them the next time around, so I don't have to repeat them. With its excellent design, the oven blends harmoniously with other appliances of the Gorenje Simplicity collection in black or white. It's so me!



# ADAPTING FOR THE BEST



▲ ALEKSANDER URANC, Brand Management Director

What do we usually want from our household appliances? To wash our clothes, to cook our meals, to keep our food fresh longer; and to be well designed. But above all, consumers also expect appliances that don't complicate the user's life – in other words, appliances that are as uncomplicated as possible. Over the past years the trend has moved toward simplification; and toward the simplification of user interfaces in order to deliver better user experience. But there is also a fast-developing next level of simplification, which is *adaptivity* – intelligence within the appliances that enables them to follow the user's habits and adapt automatically operation to them.

Adaptivity isn't new, the best case being we humans. We always adapt – sometimes faster, sometimes slower – to any new environment or situation. The same goes for nature. Today we see, in any number of various industries, accelerated development of new products that are moving toward, adopting if you will, adaptivity. The new adaptive thermostats from NEST are one such example.

Gorenje is one of the first in the industry intensively developing new products with built-in adaptive intelligence. New fridges monitor user habits and adjust the unit's cooling power accordingly; similarly, ovens detect how users are using their baking, roasting and broiling routines, and adapt

the oven's stored settings accordingly, making for smoother, smarter and tastier results.

These kinds of smart solutions point to trends of the (near) future, how many home appliances will develop further. Packing increasingly more intelligence inside, appliances will recognize users' habits and completely adjust to the routines and needs of specific users, delivering simple and unique user experiences every day.

All of our newest offerings and developments – including Gorenje's smart new adaptable appliances – are presented in this issue of Gorenje Lifestyle Magazine, and are on show in Berlin early September, at this year's IFA, Europe's largest and most exciting consumer electronics fair.

Among the many interesting stories, trends and technologies in the air at the moment is our newly formed strategic partnership with Panasonic and our new refrigerator production facilities in Serbia. And closing on adaptivity-related issues we here celebrate 50 Years of Design, launch a new generation of innovative cooling appliances and get a closer look at the definitively adaptable iconic designer Phillipe Starck.

With that I would like to take this opportunity to encourage and invite you to come see us at upcoming fairs and events, and to spend some engaging time with this latest magazine issue.



24

## INSIDE TRACK

FRANJO BOBINAC –  
NEW OPPORTUNITIES

28

## DESIGN TALK

50 YEARS OF DESIGN  
HERITAGE

36

## NOW FEATURING

THE ION  
GENERATION IS  
BORN

60

## HOW IT'S DONE

ON LINE  
REFRIGERATION  
PRODUCTION

78

## DESIGN TALK

PHILIPPE STARCK,  
FULLY ADAPTIVE  
DESIGNER

### 08 MARKET WATCH

- Gorenje opens first showroom in Brazil
- Gorenje shows its best at Casa Cor in Brazil
- IQ LAB thrills in Belgrade, @ Mikser festival
- IQcook a smart Plus X Award winner
- Launching the new and innovative ION Generation
- The ION launch event comes to Prague
- Gorenje in Mongolia's Ulan Batar
- ION Big in Bulgaria
- HomeCHEF, on MSN Mind-Blowing Appliances
- Cooling off in Porto Alegre
- Retros @ Picnic Afisha
- Gorenje opens first showroom in Israel
- Gorenje boosting presence in India
- Gorenje enters Malaysian Markets
- Campaign Germany – Colour Your Home

### 18 INSIDE TRACK

Gorenje at IFA: Where all the world meets

22 Gorenje opens second refrigerator factory in Valjevo

23 Gorenje and Panasonic create long-term strategic alliance

24 Franjo Bobinac on growth, diversification and strategies

### 28 DESIGN TALK

50 years of design heritage

### 36 NOW FEATURING

The ION generation: advanced technology keeps food fresh and healthy

### 42 OBJECTS OF DESIRE

Wholesome holistics: technology, design and the natural world

### 46 SHOWROOM

Gorenje's new Simplicity Collection: So me, so you

50 Passion for cooking, with Gorenje's Classico collection

### 56 INSIDE TRACK

Gorenje wins five prestigious red dot awards

58 Gorenje eco and quality standards echo around the world

### 60 HOW IT'S DONE

On-line refrigerator technology, in Valjevo

### 70 WHAT'S YOUR JOB:

New cooking technologies and co-development

### 73 TECH & TECH

Ionisation deconstructed

### 75 KITCHENART

Get your ions on

### 78 DESIGN TALK

Philippe Starck, fully adaptive designer extraordinaire

### 82 INSIDE TRACK

Gorenje proud sporting sponsor

### 84 AT HOME

In a gender-bender world, where do we draw the line?

### 86 FLAVOURS

Making tasty waves in Berlin's Mitte district

### 90 TRAVELS

What's Paris got to do with love?

### 94 LAST WORD

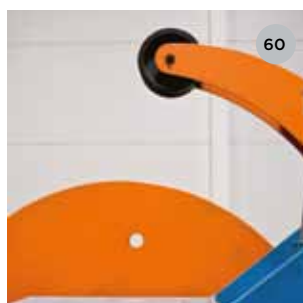
Sail for a reason, with Martin Starič



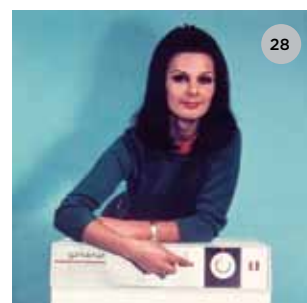
24



36



60



28



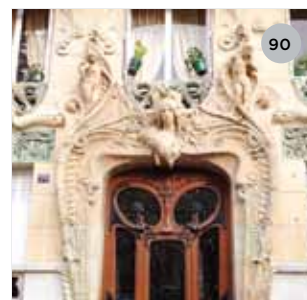
46



78



86



90



**Classico**  
collection

# Cooking with Passion

Good cuisine is the best recipe for a rich and passionate life. Full-bodied aromas and succulent flavours entice you back into a world of traditional culinary pleasures. Come take the journey there with Gorenje's Classico Collection of kitchen appliances – available in ivory and matte-black – and experience a moment of timeless satisfaction.



# BUILDING THE BRAND IN BRAZIL

## GORENJE OPENS FIRST SHOWROOM IN BRAZIL

Gorenje recently opened its **first showroom in Brazil**, located in Brazil's biggest metropolis, Sao Paulo, in the popular Avenida Brasil. The showroom, which extends over 400m<sup>2</sup>, offers a range Gorenje's highest-end appliances, including the prestigious designer lines by renowned designers like Karim Rashid, Paolo Pininfarina and Ora-ĭto, alongside the elegant Swarovski fridge-freezers. With this range, Gorenje is addressing Brazilian consumers looking for exclusive design and particularly high quality in the products they buy.

The opening saw some 400 visitors, many of them architects, designers, reporters, and key customers. Designer **Karim Rashid**, highly esteemed and widely known in Brazil, was guest of honour at the opening. Also in attendance at the opening was special guest Mrs. Milena Smit, Slovenian ambassador to Brazil.

This first showroom is an important step forward in consolidating recognition of Gorenje as a new brand in the market. "In 2013, we're looking to boost and expand our presence at key specialized dealers and furniture studios in Sao Paulo, and in all the major cities and states in Brazil" says Tatjana Moĉenik, managing director of Gorenje's subsidiary in Brazil. Brazil is currently the only South American market in which Gorenje is present.

- ▲ Gorenje Brazil team with special guest Karim Rashid. From left: Drago Urankar, Andy Miklav, Tatjana Pelussi, Karim Rashid, Tatjana Moĉenik, MatjaŹ Cokan, Milena Mainardi.
- Gorenje's showroom in Sao Paolo offers a range of Gorenje's highest-end appliances, including the prestigious designer lines.





## GORENJE SHOWS ITS BEST AT CASA COR

3 fairs, 3 cities, simultaneously

Gorenje's been making a splash this past summer all over Brazil, with appearances at not one but **three Casa Cor fairs** at the same time. Casa Cor is the largest decoration and architecture/trend setting event in Latin America. Gorenje paired up with architects and designers together with local participating partner companies to create exhibitions in **São Paulo, Florianópolis** and **Porto Alegre**. Select designer lines and appliances drew crowds, even awards, with **Gorenje taking two awards**, including Best Project, Casa Cor Rio Grande do Sul 2013 for the special Black Box installation there.



### ▲ CASA COR SANTA CATARINA, FLORIANÓPOLIS, CONDOMÍNIO JAZZ CLUB

Leading architects, designers and decorators in the region created 33 areas of good taste, style and daring. Gorenje Brazil exhibited with the support and partnership of Empório da Cozinha in a special loft space designed by architect Helena Rocha, with high-end products like the retro fridge and a cooktop designed by Karim Rashid.

### ◀ CASA COR RIO GRANDE DO SUL, PORTO ALEGRE, TRÊS FIGUEIRAS

The theme-concept "A view changes everything" exploited the many possibilities of interpretation. Gorenje Brazil appeared with the support and partnership of EXS-Eletrodomésticos in a space designed by architect Dall'Agnol R. Júnior called Crystal Living, and featuring products like the Gorenje Ora-Íto Black Collection together, again, with the Retro Collection fridge.

### ◀ CASA COR SÃO PAULO, JOCKEY CLUB DE SÃO PAULO

The 27th edition of the Casa Cor São Paulo exhibition featured innovative projects focussing on comfort and sophistication, with special attention to sustainability. Gorenje Brazil partnered with two architects – Denise Barretto and Gustavo Paschoalim – for the exhibition. In the 120 m<sup>2</sup> Super Loft space Gorenje Brazil presented two refrigerators from the Gorenje Ora-Íto Black Collection and the revolutionary HomeCHEF oven; and two Gorenje wine chillers in architect Gustavo Paschoalim's Wine Room.



## IQ LAB THRILLS

Gorenje Belgrade at the Mikser festival



◀ Welcome to the IQcook tasting experience, at the Gorenje IQ lab, @ Mikser Belgrade 2013

▼ Chefs from Modern Serbian Cuisine skilfully prepared delicious things on the IQcook hob, enticing any and all gourmet-passersby.



**Gorenje Belgrade** took part again this year at **Mikser**, the region's largest festival of creativity and innovation, bringing the brand and its products closer to the Serbia youth and the wider region, and showcasing the company's investments into advanced technologies.

And the response – excellent! Gorenje's smart laboratory, dubbed the IQ Lab, was a true attention grabber for both big cooking enthusiasts and novices alike. The world's smartest cooking hob – the **Gorenje IQcook** – succeeded in busting some common myths about cooking, demonstrating that food would never burn or boil over again. For many visitors it was love at first sight, as they saw what the hob could do – and

immediately wished it was part of their kitchen rig at home.

The phenomenal chefs from Modern Serbian Cuisine skilfully prepared delicious things on the IQcook hob, enticing any and all gourmet-passersby. They went further in convincing all cooking aficionados that IQcook hob is something anyone could handle, even the beginners. And those practicing particularly healthy diets were impressed by the special steam-cooking feature, **IQsteam**. Among them was Dr Feelgood, an ambassador of healthy food, who talked about healthy lifestyles and why we should pay attention to both our diets and the way we prepare our food.

## IQCOOK A SMART WINNER

Gorenje IQcook hob wins the Plus X Award as best product of 2013

Gorenje's **IQcook** induction hob was recently honoured with the international **Plus X Award** for the best product of the year in the category of home appliances. The hob, which features unique **IQ sensor technology**, was also awarded by the expert jury for innovation, superior quality, design and friendly control.

Unlike the oven, which is a closed environment, the cooking hob poses very different challenges. The unique sensor cooking technology allows simple cooking with five user-adjusted cooking presets. The IQ sensors automatically control the hob operation according to the selected settings, doing away with the need to constantly control the cooking progress. Moreover, the patented **SmartSense** safety feature automatically switches off the hob to prevent burning and boiling over.

*Gorenje is a perennial winner of the Plus X Award. The brand's award-winning products include the advanced HomeCHEF oven, the Simplicity washing machine, an oven from the Gorenje Ora-Ĵto Collection, and a refrigerator from the Gorenje Retro Collection. And Gorenje's IQcook hob also won the prestigious red dot design award.*



▲ Gisela Langel, Marketing Manager from Gorenje Germany at the Plus X Award ceremony



# LAUNCHING A NEW GENERATION

GORENJE'S NEW ION GENERATION IS A FRESH BREEZE IN THE MARKET



Following the launch of the new generation of refrigerators, **Gorenje Slovenia** organised a special training seminar for their business partners and sales personnel to present some of the many advanced solutions featured in the **ION Generation refrigerators**.

The theme of the event was to recreate the natural environment and natural processes that Gorenje experts have successfully captured with their latest technologies like **IonAir**, and integrated into the new refrigerators.

In this special atmosphere, company representatives presented the key technological and design advantages of the new generation of cooling appliances. Gorenje experts are confident that innovative technologies, user-friendly solutions, and high energy efficiency are strong selling points that will convince even the most demanding users.

◀ A special atmosphere to celebrate the new cooling generation – a rainforest with an immersive soundscape that included singing birds and trickling streams

## THE PARTY CONTINUES IN PRAGUE

These past months have seen a number of **Gorenje ION generation launch** events, including the launch party held **in Prague**. The event, held in the consecrated chapel of Sacre Coeur in the centre of Prague, was attended by more than 150 guests, including Gorenje partners and the media.

The evening's part of the program consisted of the election of a "beauty queen", where candidates were attributed certain qualities and functions of

individual products and product ranges. Once all were presented guests were invited to vote for the best one.

Selection of the beauty queen was followed by a fashion show showing off luxurious lingerie together with fridges. The event wrapped up with a draw, where Suad Hadžić, Executive Regional Director, handed out some highly valuable prizes – three fridges from the new ION generation.



▲ Suad Hadžić, Executive Regional Gorenje Director, with the beauty queen of the event, handing out the prizes

## GORENJE IN MONGOLIA'S ULAN BATAR

Simplicity, Pininfarina and Gorenje+ pair up with Häcker kitchen



Late May saw the grand opening of the new Häcker showroom in **Ulan Batar**, Mongolia, where the entire range of kitchen appliances from the Simplicity line and the **Pininfarina** design line as well as the **Gorenje+** oven and coffee machine generated a great deal of interest. The appliances were combined with installations from Häcker, a German luxury kitchen company, and were the perfect supplement for the showroom.

The **Häcker-Gorenje** combination turned out to be a highly engaging and effective mix, as both are designing and producing high-end products, but the big attention drawer turned out to be the Gorenje+ oven. With the help of Gorenje's Mongolian partner Euroelectronics the company was able to help strengthen Gorenje's brand recognition in the already booming Mongolian market, for whose growing consumer base there are big hopes.



- ▲ Famous Gorenje fridge freezer embellished with Swarovski elements attracted a lot of visitors
- ◀ Gorenje+ appliances in the new Häcker showroom in Ulan Batar

## ION BIG IN BULGARIA

This past May the **Gorenje Bulgaria** team was charged with impressing the managers of all main local business partners. After some sightseeing in Valjevo and sampling the local cuisine, everyone got focused on the real subject of the trip – the introduction of the very **new ION generation of refrigerators**. Visitors were acquainted with all of the many unique features of the new generation fridges and afterwards, even had the chance to visit the production facility in Valjevo to see just how these remarkable appliances are put together. All of the partners present were duly impressed by the innovative solutions, which suggests the ION generation should be a big hit on the Bulgarian market



- ▲ The Gorenje Bulgaria team with their main local business partners in Valjevo, at the introduction of the brand new ION generation of refrigerators.



## GORENJE GETS BIG ATTENTION ON THE DESIGN AND INNOVATION WATCH

### Innovation

REUTERS 10-48 | By Chris Healey, contributor, WIRE IMAGE

#### Mind-blowing next-generation appliances

HomeChef Smart oven

Share 61 Tweet 21 Share 77



Thanks to its huge touchscreen display and built-in memory the Gorenje BO998GAX HomeCHEF, €1,199, can relieve some of the pressure in the kitchen. With 65 pre-programmed recipes, and the ability to input 160 of your own, simply choose the dish, enter the ingredient weight and the oven will do the rest automatically.

▲ HomeCHEF makes big e-splash, at MSN on-line

## COOLING OFF IN PORTO ALEGRE, BRAZIL



GORENJE IS VERY PROUD THAT ITS ORA-ITO COLLECTION AND ICONIC RETRO FRIDGES ARE EXHIBITED AT THE EXS ELETRODOMESTICOS SHOWROOM IN PORTO ALEGRE, BRAZIL.

## RETROS @ PICNIC AFISHA



This summer **Gorenje retro fridges** were loaded up with ice cream at the highly popular Picnic Afisha event, a one-day outdoor festival at the Kolomenskoye Museum grounds in **Moscow**. The fridges were featured in the Gorenje brand zone inside the larger **VIP zone**, where visitors were treated to complimentary Gorenje-branded ice cream, making for a very cool live advertising action.



# BEYOND BORDERS

GORENJE OPENS ITS FIRST SHOWROOM IN ISRAEL



Together with its business partner H. Y. Group, Gorenje has opened its **first showroom** in an elite location near **Tel Aviv**, in the Herzliya Pituach beachfront district. The showroom showcases the broadest selection of Gorenje's up-market designer home appliances. The launch was also attended by celebrated designer **Ora-Īto**.

Gorenje's showroom spans 350 m<sup>2</sup> and is divided into several smaller conceptual kitchen spaces showcasing

high-end freestanding and built-in appliances of the Gorenje and Gorenje+ brands.

Back in 2011 Gorenje entered the Israeli market with two of its own brands – Gorenje and Gorenje+. Today, Gorenje appliances are available in 21 stores in all major cities in the country. Entry into the Israeli market is part of Gorenje's strategy to boost sales in non-European markets by some EUR 50 million to a total of EUR 150 million by the year 2015.

▲ At the opening: (back, from left, Keren Rauchberger (Marketing Specialist HYE Israel), Elad Sayag (Samgal's owner) and his wife, Gideon Vigdor (Gorenje Brand Manager HYE Israel), Sabina Planko and Darko Mlinar (Gorenje d.d.), Eli Lavi (CEO HYE Israel), Yossi Sarudi (Owner and Chairman HYE Israel); front from left: Ohad Har-Noy (Gorenje Sales Division HYE Israel), special guest Ora-Īto, Mickey Senderov (White Goods Division General Manager HYE Israel) / photos: Noga Shadmi



## GORENJE BOOSTING PRESENCE IN INDIAN MARKET



▲ In India, Gorenje built-in appliances are available at the most eminent global furniture manufacturers; and now in four of Gorenje's own studios as well.

Since entering the Indian market back in 2012 in a teaming-up with **Enviro Appliances & Services**, Gorenje has opened its fourth showroom there. **Gorenje showrooms** in Mumbai – Andheri West, Chennai and Bangalore, are now joined by another in the city centre of **Mumbai – Lower Parrel**. Like its siblings, it offers a comprehensive line of Gorenje

brand home appliances, and all four also include a demo kitchen featuring the revolutionary IQcook hob and the innovative HomeChef oven, making Gorenje showrooms a frequent venue for hands-on workshops on healthy and delicious cooking.

“The opening of a new showroom in India is part of Gorenje's initial objec-

tives, as defined when we first entered the Indian market”, says Aleš Hrovat, regional sales manager. “Our appliances are smartly shown and demonstrated to customers here, and are available from the most eminent global furniture manufacturers. We are already looking forward to the fifth Gorenje showroom, which will open soon in Delhi.”

## GORENJE ENTERS MALAYSIAN MARKET



The futuristic **Gorenje Ora-ĭto kitchen** attracted a lot of visitors at the largest Malaysian home fair, the Perfect Livin' Exhibition 2013, which took place in the Malaysian capital **Kuala Lumpur**.

The event saw Gorenje showing its higher-end appliances and special designer lines. Showcasing the Gorenje Ora-ĭto kitchen in Kuala Lumpur marked the first big step towards gaining brand recognition on the promising Malaysian market, where earlier this year Gorenje entered the kitchen studios market through local business partner **Signature Kitchen**.

# COLOUR YOUR HOME

GORENJE'S CAMPAIGN OF THE YEAR IN GERMANY



This year Gorenje in Germany brings colour(s) back into play. The 2012 campaign "Year of Colours" continues with a variation on the theme for 2013, "Colour Your Home", again filled with colour and a big focus on design.

A highly diverse and timely sales and marketing campaign has been designed to accompany the current campaign, making Germany more colourful and helping build positive acceptance of the brand with partners and consumers alike.

The range of colourful Gorenje offerings includes a handsome selection of over 60 different models from washing&drying and cooling&freezing. The new Colour Folder, now reissued in a deluxe booklet and available since the beginning of June, provides both retail partners and consumers a quick,



▲ Gorenje offerings exhibited in a special colour-customized roadshow bus.

vibrant overview of the complete range of Gorenje's colourful designs.

## ROADSHOW TAKES TO THE STREETS

Gorenje's roadshow for the Colour Your Home 2013 campaign kicked off this summer in the German city of Nürnberg, and runs through mid-September. For this a special colour-customized Gorenje roadshow bus has been outfitted with a range of colourful Gorenje appliances.

Part of the campaign consists in presenting these appliances to trade- and retailing partners with a focus on consumer electronics, with daily visits to each partner. The public too will have plenty of opportunity to get on the bus and have a look at the colourful Gorenje offerings; and get in on the giveaways and raffle, too.





- ▲ A giant retro fridge in vibrant red, at “Surf & Style” at Munich airport.

Close to every second  
coloured appliance  
sold in Germany  
comes from Gorenje.



During the IFA fair in Berlin (6-11 September) Gorenje will also be seen in Berlin's city center near Kurfürstendamm, at the IFA public event “City West celebrates IFA 2013”, which will feature a live program and see thousands of visitors.

#### XXL RETRO FRIDGE AT SURF & STYLE MUNICH

One of the big pulls at this year's “surf style” at Munich airport was a faithfully

reconstructed giant retro fridge in vibrant red, with an impressive stainless interior, standing a whole 3.5 metres. For much of August, Munich Airport's MAC Forum was again transformed into a surfer's paradise, the highlight of which was the Stationary Wave Riding event, where the elite of the world's riversurfers met for the coveted championship title – which Gorenje supported this year together in cooperation with local partners.



# GORENJE AT IFA

GORENJE SHOWCASES VISION, DESIGN AND  
TECHNOLOGY AT THE IFA GLOBAL MARKETPLACE

GRETA KOKOT RAJKOVIĆ GORENJE ARCHIVES



IFA, the most important European consumer electronics and home appliance tradeshow, in Berlin is the place where producers and retailers gather under one roof to present important innovations, to make contacts both old and new, and of course to do business.

This year, Gorenje rises to new challenges with a striking new stand concept and an exhibition spanning two floors over 750 square meters. For the first time, the Gorenje stand includes the exciting premium Asko brand alongside highlights of the Gorenje brand.

## DYNAMIC MARKETPLACE, NEW IDEAS

The architectural inspiration for the stand comes from the marketplace itself, where we all meet. So Gorenje at IFA is where all the world meets – a dynamic marketplace of new ideas,

inspiring innovations and compelling new products. Gorenje's presentation at IFA this year has something for everyone. By offering a wide array of products in varied styles and different price segments, Gorenje gives users the possibility to express their own individual lifestyles.

## NEW TECHNOLOGIES, NEW DESIGN

Gorenje's showroom will spotlight the new Gorenje ION generation of fridge freezers featuring unique advanced AdaptCool technology and the IonAir system that keeps food fresher

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Gorenje rises to new challenges  
with a striking new stand concept  
and presents over two floors  
across 750 m<sup>2</sup>.

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Hall 1.1, Exhibition Area 201 | Berlin, September 6 – 11, 2013

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- New Retro Collection model in yellow
- ▼ The latest Gorenje washing machines (and dryers) thrill with daring colours: alongside classic white also in alluring red, orange, alux and black



longer; and the award-winning IQcook induction hob in combination with a brand new IQhood. Following up on the introduction of the revolutionary induction IQcook hob a year ago Gorenje is now introducing the prototype of the intelligent IQ hood. This intelligent new hood uses integrated sensors to connect to the sensors in the cooking hob, synchronizing operation with the hob and adjusting it to the entire cooking process. The hood can operate in both automatic and conventional manual modes.

#### MIND-BLOWING NEXT-GENERATION APPLIANCES

Talk of new technologies brings the smart HomeCHEF oven back into focus, which recently made MSN's selection of mind-blowing next-generation appliances. The HomeCHEF oven, one of the most innovative and advanced kitchen appliances from Gorenje, has been further upgraded with some new features. The new models, showcased at IFA 2013, boast a new, safe and ultra high energy-efficient UltraCoolDoor (UCD) system, considered among the best on the market. Extremely low exterior door temperatures during cooking – even under 30 °C – keeps everyone absolutely safe when touching the oven door.

The latest HomeCHEF models are also fitted with the new GentleClose soft oven door closing system.

#### SENSOCARE FULLY CUSTOMISED WASHING AND DRYING

Gorenje's latest SensoCare washing machines and dryers featuring the innovative user- and eco-friendly SensorIQ technology are also among Gorenje's proudest offerings being showcased at this year's IFA event. Gorenje washing machines are always well up to the task, and paired with new generation Gorenje dryers, offer peerless laundry care. Gorenje's SensoCARE dryers with heat pump feature unique IonTech technology that further smoothes fibres to eliminate creasing and static charge. And all these appliances boast high energy efficiency and overall friendliness – to both users and the environment.

#### FINE DESIGN WITH ADVANCED TECHNOLOGY

Gorenje's IFA offerings also feature the unveiling of the new Gorenje Simplicity collection and the new Gorenje Classico Collection which are sure to captivate audiences with their fine, traditional design, quality contemporary materials and





Experience our visionary  
innovation, advanced technology  
and contemporary design.

- ▲ The Showcased premium: Asko high performance kitchen
- ▼ Gorenje Ora-ĭto Collection, extended with new, wider 60 cm fridge freezers in black or white

simple controls. And one of the most popular design collections by Gorenje ever – the Gorenje Ora-ĭto Collection – has been extended with new, wider 60 cm fridge freezer models that feature the latest advanced AdaptCool cooling technologies. In addition to the existing range of colours Gorenje is also presenting a new model of the Retro Collection in yellow at this year's IFA fair; and introducing a new communication slogan "Keeping it cool!".

#### ASKO BRAND COMES TO IFA

For the first time this year, alongside the Gorenje brand, Gorenje Group is showcasing its premium ASKO brand, offering high-performance kitchen, laundry and professional products. ASKO appliances meet the most stringent demands in terms of design, function, durability and environmental awareness. The presentation at the IFA fair includes new range of ASKO Pro Series™ Kitchen and laundry products, with a new larger professional washing machine and the new professional ASKO tumble dryer with a drum volume of 145 litres and loading capacity of 8 kg. ASKO professional laundry products are intended for daily use for washing mop heads for cleaning companies, towels for local beauty salons, even for drying clothes at work-camp sites or on oil rigs.







# IQcook

## INGENIOUS COOKING REVOLUTION

NEW DIMENSIONS IN COOKING, WITH **IQ SENSOR TECHNOLOGY**

Superior IQcook induction hobs simplify cooking in a revolutionary way!

100% **automatic cooking control** using the IQ sensors

100% **safe from burning and boiling over** with the SmartSense function

100% **active preservation** of nutrients, vitamins and minerals with IQsteam steam cooking

Up to 40% **energy savings** with fully optimised performance

Scan the IQcook QR code and  
find out more about the IQcook  
revolution!

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



reddot design award  
winner 2012



# gorenje

# CELEBRATING NEW PRODUCTION

## GORENJE OPENS ITS SECOND REFRIGERATOR FACTORY IN VALJEVO

📍 ELIZABETA BILUŠ 📷 PETER GIODANI



- ▲ Cutting the inaugural ribbon: (left to right) Stanko Terzić, Franjo Bobinac, Prime Minister Ivica Dačić, Gorenje employee Jelena Mosurović, Minister of Finance and Economy of the Republic of Serbia Mlađan Dinkić, and Gorenje Valjevo employee Miloš Gavrilović.
- ◀ Tour of the plant: (left to right) Gorenje COO Branko Apat, Prime Minister Ivica Dačić, Franjo Bobinac, Mlađan Dinkić, Mayor Stanko Terzić, and managing director of Gorenje's Valjevo plant Mirko Meža.

- ▲ The solar power plant on the roof of a new factory, installed by Gorenje Solar, has a combined power of 250 kW and will generate 300 MWh of electric energy annually, equivalent to the annual power supply for 75 households.

July opened with Gorenje hosting a festive opening ceremony for its second cooling appliance plant in Valjevo, Serbia. The new plant in Valjevo is part of Gorenje's strategic restructuring of manufacturing facilities, which has been in progress since last year and is scheduled for completion this autumn. Gorenje's first cooling appliance plant in Valjevo, opened in 2006, was an important step in the Group's efforts to internationalize its manufacturing operations. Last summer, Gorenje started the construction of its second factory there, with production launched early this past winter. Investment into the new plant amounted to EUR 21 million.

Franjo Bobinac pointed out that it was an important day for Gorenje, as the new factory and successful launch of production demonstrate the ongoing success of Gorenje's corporate

strategy. He also went on to congratulate all employees for an excellent job. Prime Minister Ivica Dačić was pleased to see this new increase in international trade and economic cooperation between Serbia and Slovenia; and to have Gorenje as one of the key engines in the process. Gorenje plans a total output of 800,000 refrigerators from both plants combined, of which 85% will go to foreign markets. Mlađan Dinkić, then Minister of Finance and Economy, pointed out that Gorenje is the country's seventh largest exporter.

Gorenje has approximately 1,100 employees in Valjevo, two of which – Jelena Mosurović and Miloš Gavrilović – joined Gorenje President and CEO Franjo Bobinac, Prime Minister Ivica Dačić, Mlađan Dinkić, and Valjevo mayor Stanko Terzić in cutting the inaugural ribbon at the plant.

# FROM STRENGTH TO NEW STRENGTH

## GORENJE AND PANASONIC CREATE A LONG-TERM STRATEGIC ALLIANCE TO LEVERAGE COMBINED SCALES AND STRENGTHS

▲ ELIZABETA BILUŠ □ PETER MARINŠEK

The Gorenje Group and the Panasonic Corporation recently announced the creation of a long-term strategic alliance designed to take full advantage of the combined strengths and capabilities of the two companies, contribute to the profitability of both partners and improve their competitiveness, and all to the benefit of consumers.

The Gorenje-Panasonic alliance is structured around two pillars: joint R&D and sharing of selected manufacturing platforms for selected product categories (washing machines, refrigerators and built-in ovens); and the sales network and knowhow for distribution throughout Europe. In addition to these primary pillars, the alliance will also create a flexible foundation that allows both companies to pursue other areas of cooperation.

As a sign of confidence and commitment to the long-term business relationship, Panasonic is to invest 10 million euros and acquire a minority interest in Gorenje. Since its founding in 1918, Panasonic has expended globally and now operates over 500 consolidated companies worldwide, recording consolidated net sales of 68.2 billion euro last year.

Ultimately the alliance enables both companies to better serve their customers by creating synergies that build on the strengths and competitive advantages of each.

"Forging a strategic alliance with a corporation of such reputation as Panasonic is a historical milestone for Gorenje" says Franjo Bobinac, Gorenje President and CEO, "and an important step in the pursuit of our strategic policies. Panasonic is a global leader with a tradition spanning nearly 100 years and a strong commitment to investment



### ▲ Stronger together: Gorenje Group and Panasonic Corporation

From left: Ichiro Kikuchi, Vice President at Panasonic Corporation – Appliances Company, Laurent Abadie, Chairman & CEO at Panasonic Europe Ltd, Franjo Bobinac, Gorenje President and CEO, and Branko Apat, Gorenje COO

into green innovation. Gorenje, committed to its stand-alone long-term vision, has an in-depth knowledge of the European market and its consumers, and fosters a focus on design, innovation, and quality."

"Synergies in design, manufacturing, and sales will yield benefits for both enterprises" says Bobinac, "and will trickle down to end users as well as other stakeholders. This partnership will result in a number of opportunities for both corporations and will surely open up new ones as it develops in the years to come."

"Gorenje's commitment to developing innovative, design-led and high quality products make it the ideal partner for Panasonic," says Laurent Abadie, Chairman and CEO of Panasonic Europe. "We are looking forward to working together to build a solid and long-term platform for growth that

will propel both organizations to new strengths within the European home appliance market. By combining our complementary product and manufacturing technologies, sales channels and marketing expertise, we look forward to bringing advanced, smart and ecologically responsible appliances to consumers across Europe, including Russia, in the coming years."

**Gorenje and Panasonic  
will implement  
the alliance jointly in  
R&D, manufacturing,  
and sales.**



# NEW OPPORTUNITIES

GORENJE PRESIDENT AND CEO FRANJO BOBINAC  
ON CONTINUED GROWTH, DIVERSIFICATION AND  
SUCCESSFULLY REALISED STRATEGIES



◆ ELIZABETA BILUŠ    📷 PETER GIODANI

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Development of competitive edge and  
a quest for opportunities in the global  
framework of a rapidly changing world is  
what drives me forward.

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The new strategic partnership with the Panasonic Corporation and a successful restructuring of manufacturing operations, complete with construction of a new cooling appliances plant in Serbia have been the highlights of this year for Gorenje – as well as milestones along the way toward realising the strategic goals of the company. These events, sales plans beyond Europe, and consumers turning to the web when shopping for home appliances were some of the topics that came up in conversation with Gorenje President and CEO Franjo Bobinac.

**Mr Bobinac, on July 19 this year, you began your third term as Gorenje President and CEO. Such stability of management is surely a telling sign for Gorenje stakeholders.**

I view my appointment for a third term as recognition by the Supervisory Board of the work of the entire team, and a sign of confidence in policies and measures currently under way. A lot has been done, but a lot of goals still lay ahead. I believe we will be able to reach these goals and further consolidate Gorenje's position on the global map of home appliance manufacturers. In these hard times, it is neither customary nor easy to run a company that is the largest Slovenian manufacturer and exporter – and one of Europe's leading home appliance manufacturers – so long. So yes, the stability of the entire managerial team is very important for successful development, in terms of relations with business partners, customers, banks, and last but not least, the company's employees.

**Does this mean you are still drawn to the world of home appliances, even after 27 years of continuous service at Gorenje?**

Gorenje is operating in a mature industry where supply exceeds demand. As a result, the strain placed on all the players since the onset of the economic downturn, particularly in Europe, has been especially pronounced. Some have disappeared; and some new have arrived. No one in this industry can afford to rest on their laurels. We all have to be constantly on the lookout for new growth opportunities – in an environment that is not conducive to growth at all. Development of competitive edge and a quest for opportunities in the global framework of a rapidly changing world is what drives me forward.

**If you had to compare or liken the white goods industry to a sport, which one would it be?**

Certainly a long-distance run. On the other hand, managing a company is closer to team sports like team handball or basketball. In any case, it requires persistence and patience; good results cannot be achieved overnight.

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## The web has certainly changed end-users, and social networks play a very important role.

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### **You mentioned the search for new opportunities. Does the strategic partnership with the Japanese Panasonic corporation fall into this category?**

Certainly. I believe it is a historical milestone for Gorenje. We are truly pleased to have been able to forge a partnership with this international corporation that enjoys a strong reputation with the global business community and the general public. In just a few years, Panasonic will celebrate its 100th anniversary. They are very strong in development and they invest a lot in green innovation. Their products are marketed in many countries, and they are looking to grow their presence in the white goods segment in Europe – which is home to Gorenje. This is where our interests aligned. We are a European company with in-depth knowledge of the European consumer – or, better yet, we know the different types of European consumers, seeing as Europe is a highly diverse region. We also have our know-how in development and design. This is an instance two corporations looking to exploit synergies to the benefit of both – as well as to the benefit of the customer, as our joint efforts will allow us to develop appliances faster. Basically, this is a cooperation that involves development, manufacturing, and sales. It will be enhanced with Panasonic's investment as a minority shareholder in Gorenje, as a token of confidence in the success of the partnership and commitment to long-term business cooperation. Needless to say, despite the capital component of the alliance, Gorenje is further pursuing its own independent development.

### **Who made the first step?**

Panasonic. Negotiations lasted quite some time, but the advantages and benefits for both sides were sufficient to allow us to reach an agreement. We entered the alliance as equal partners.

### **When are the first palpable results of cooperation expected?**

Cooperation is already under way, albeit gradually and on a smaller scale. Specifically, it involves supply of refrigerators, and we are also launching joint development of washing machines. The development process will take place in Velenje, where our team will be joined by a group of development engineers from Panasonic. The results will become visible gradually; the strongest effects are expected in a few year's time.

### **Another notable process for Gorenje this year was the restructuring of manufacturing operations. At what stage is this project today?**

During the summer, dishwasher manufacturing equipment was transferred from the Swedish plant to Velenje, and pro-

duction was launched at the new site in early September. Before that, we had moved washing machine and dryer production from Sweden to Velenje; production of free-standing refrigerators from Velenje to the new plant in Serbia; and production of cooking appliances from the plant in Finland to the Czech Republic. The full effects of these relocations from costlier to lower-cost environments will be manifest in the coming year, when the entire relocation project is fully completed. Restructuring of manufacturing operations is only a part of our strategic initiatives designed to improve Gorenje Group's profitability and enhance its long-term competitive edge. The measures involve sales, product management, purchasing, development, finance, as well as an upgrade of corporate governance.

### **While announcing the strategic partnership with Panasonic in Ljubljana, you also mentioned the possibility of a secondary listing of Gorenje stock on the Warsaw stock exchange. Why Warsaw?**

We wish to improve the liquidity of Gorenje's share and we believe that the Warsaw stock exchange would be the right address. This is one of the most propulsive stock exchanges in Eastern Europe, which has succeeded in drawing several international companies.

### **Gorenje's home, as you put it, is Europe. However, the strategic plan also includes building a presence beyond Europe. Which are the target markets?**

Currently, a good 92 percent of revenue is generated in Europe, with Germany, Russia, and the Netherlands topping the list. Other notable markets include Southeastern Europe, where we are the market leader, Ukraine, Scandinavia etc. Looking at a map of the world, we see that economic growth in the years to come will be generated outside Europe, while we can expect growth in Europe to remain stagnant or even negative in some countries. Germany is one of the few countries with a healthy blood count.

In Europe, we see high unemployment, especially among the young who are equipping their first homes. Unemployment, needless to say, is depressing demand for durable goods that include home appliances. Our strategy includes the decision to seek to increase our market share in Europe with new products offering innovative features; however, markets outside Europe (as well as some European markets) are seen as motors of further growth. Today, growth can be seen in the Far East, South America, and the USA to a certain extent. Gorenje is aiming to gain on some of these markets. We have recently opened showrooms in Israel, Shanghai, São Paulo,





and India. We are taking our first steps in these markets. On the other hand, we have been present for some time in Saudi Arabia, Iraq, Iran, Lebanon, Israel, and many other countries. Also notable among the emerging markets are Azerbaijan, Kazakhstan, Uzbekistan, and Kyrgyzstan. We are trying to beat our competition to these markets. Our advantage over other players in the industry is that we are large enough to exploit economies of scale, which is an important aspect in a mature industry, yet are still small enough to be flexible.

But the most promising market for us at this moment is certainly Australia, where we have been present for a while with Asko brand appliances. Our goal is to double our revenue there in the coming three years. By 2016 Australia would join the group of markets bringing in over EUR 100 million in revenue. Currently, this group includes Russia, Germany, and the Netherlands. We are seeking to boost growth in the Australian market by expanding our product range there. To date, we have largely focussed on washing machines and dryers.

#### **How is Gorenje trying to convince an end-user to choose (Gorenje) from a number of brands?**

For some years, our distinctiveness and recognition have relied on design and development of innovative features. These are recognised by the consumers. In Germany, for example, we are the market leader in coloured appliances and the most popular non-German home appliance brand. In Hong Kong, our designer appliances are standard equipment in upmarket luxury apartment developments. Moreover, Gorenje's customers can also choose between several Gorenje brands. Our global presence is based on the Gorenje and Asko brands; the latter is being shown for the first time at this year's IFA tradeshow. Asko appliances are positioned in the upmarket segment, and our goal for the coming few years is to boost the share of this brand in our total revenue. Moreover, our portfolio also includes several local or regional brands such as Atag, Pelgrim, Etna, Mora, Upo and Körting.

#### **Are home appliance buyers today different than they were a decade or more ago?**

Today, end consumers are more demanding, more educated and better informed. The quality of life has changed; the range of lifestyles is broader. In Western Europe, for example, the number of smaller households is growing. It is very important for us to understand the end-user in order to know what products and features should be developed. The most obvious difference between buyers in the past and today is that today, they tend to shop online a lot. The web has certainly changed end-users, and social networks play a very important role.

#### **How has the online sales trend affected Gorenje?**

We find that we are very appealing for online distribution as a home appliance provider. Why? Probably because of our attractive brands that have an air of innovation and superior design to them. Nearly 13 percent of our total home appliance sales are generated online. In Germany, Gorenje accounts for 12 percent of all refrigerators sold online. In the Czech Republic, we hold a 35-percent share in online sales of kitchen appliances. Incidentally, the Czech Republic leads Europe in online retail, followed by England.

#### **To wrap up: where do you see Gorenje in five years?**

I see it as a very important European home product provider with notable presence in select countries outside Europe. We will generate most of our revenue with our own brands, and will operate strong regional sales centres on various continents. The largest part of manufacturing operations will be in Slovenia and Serbia, as well as in the Czech Republic and perhaps elsewhere. I believe Gorenje will develop over the next five years into an even stronger, more successful international corporation.

# 50 YEARS OF DESIGN HERITAGE

This year, Gorenje is celebrating 50 years since the company began designing its own products. It's been half a century since the first line drawn by Gorenje designer Marjan Dwořák in 1963. Since then, the scope of design work has grown as production programs were expanded and new factories were built.

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📍 URŠKA OJSTERŠEK, MANCA KRNEL, JEFF BICKERT 📷 GORENJE ARCHIVES

The 50 years of Gorenje's design heritage can be broken down into three distinct design periods: first, Gorenje as follower focussed on designing the product; then, Gorenje as challenger focussed on designing function; and today, with Gorenje as trendsetter focussed on designing the user experience.

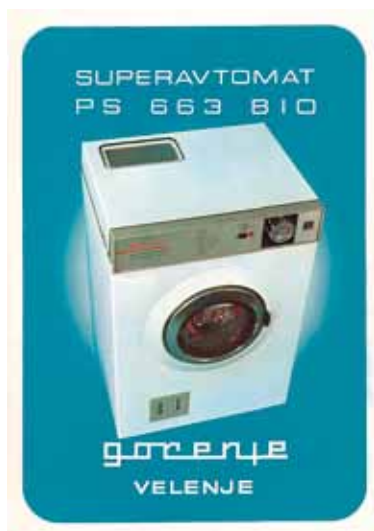
## DESIGNING THE PRODUCT

After constructing its first modern cooking, washing, and cooling appliances factory, Gorenje decided to switch from licensed manufacturing to manufacturing its own products. This required the company's own design and development. A milestone in this regard was the decision made in 1970 by company director Ivan Atelšek to invite Ciril Cesar, a designer educated in Germany, to introduce design to Gorenje. Cesar laid the foundations for the ascent of Gorenje's design work to worldwide repute. In 1971, Cesar founded the Gorenje Design Centre. He introduced the Ulm design model, according to which the product is firmly embedded in the centre of the

development triangle known as the Ma-De-Co system: Marketing – Design – Construction. He cleaned up production and made it compatible with the European modular system, which has been applied for all new products thereafter. This also led to technological rationalization and reduced production costs. A new corporate visual identity introduced in 1977 also left its impression on the period; indeed, it has stood the test of time and still remains in use to this day.

## DESIGNING THE FUNCTION

In 1980, Gorenje Design Centre was merged with the research and development department. Ciril Cesar was succeeded in 1981 by industrial designer Janez Smerdelj, who had studied at the Cleveland Institute of Art in the USA. The focus of design shifted from white goods to all-around support and the offer of design services to the entire Gorenje corporation. In the early 1990s, design was given a more prominent role still within Gorenje, then headed by Herman Rigelnik, who ap-



▲ Gorenje Superavtomat 663 BIO washing machine, designed by Marjan Dvořák, 1965

▼ Gorenje Exclusive stove, designed by Ciril Cesar, 1973



► Touch the future, conceptual project, designed by Oskar Fučik, Anton Holobar, Saša Hribnik, Lidija Pritržnik and Janez Smerdelj, 2001



▲ Simple&Logical washing machine, designed by Janez Smerdelj and Anton Holobar, 1995



▼ Gorenje Premium Touch washer and dryer, designed by Rok Jenko and Lidija Pritržnik, 2003

pointed Janez Smerdelj as an board management consultant. During this time, Italian designer Paolo Pininfarina was invited to work with Gorenje for the first time. In 1991, Gorenje Design Centre again became an independent department. With a new development-driven agenda, management specified design as a strategically important field. Changing economic conditions and developments allow Gorenje to re-position the company in the market. Gorenje evolves from a mere follower to a challenger.

### DESIGNING THE USER EXPERIENCE

Jože Stanič managed the company throughout the period of the country's post-independence transition in the early 1990s.

In 2003, he passed the torch to Franjo Bobinac, who stressed the following among the key motors of success: innovation, design, environmental friendliness and brand investment; and oversaw the company's transition to fully independent manufacturer, and its transformation from challenger to trendsetter. The first trend-setting project to come out of Gorenje was the Simple & Logical washing machine, which spurred a further leap in the focus on design where designing the function was succeeded by designing the user experience. The serial development process gave way to the parallel, simultaneous, teamwork-based process of product creation. And the use of techniques and tools of concurrent development led to better understanding of the end-user.





◀ Gorenje Pininfarina Collection, designed by Pininfarina, 2005



▲ Gorenje Simplicity Collection; Night & Light, designed by GDS, Lidija Priržnik and Matevž Popič, 2009

In 2008, Gorenje Design Centre was transformed into an independent company – Gorenje Design Studio – that offered its services to third-party customers as well. Moreover, Gorenje further pursued co-branding projects with internationally renowned designers like Pininfarina, Ora-İto, and Karim Rashid. In 2009, Janez Smerdelj was succeeded by then already established designer Lidija Priržnik. With each new generation, Gorenje appliances are smarter and more advanced, reflecting a new era of design and a focus on superior user experience based on intuition, emotion, and simplification of features and controls.



## 50 YEARS OF DESIGN HERITAGE

### G—TWEETS

#### Andy Miklav

Design as the art of possible and necessary @Gorenje

#### Tomaž Korošec

For me, #Pininfarina 2 is the best designer line to date.

#### Matej Kotnik

HomeChef oven is an indisputable winner. @Gorenje

#### Dmitry Barkanov

#GDS is a strong and creative team that can look toward to the future and show new vision for design and life.

#### Blanka Valenčak

Yes, I live with #Gorenje. If not at work, then at home.

#### Irena Knez

#Gorenje means more comfort and excellent user experience.

#### Kristian Hansen

When Gorenje introduced in 2000 the first designer line Gorenje #Pininfarina, we took a giant step into the future.

#### Blaž Jelen

All-around creative studio work, meticulous production, and clarity and #simplicity for the user.

#### Sašo Uratarič

My favourite is the new #SensoCare washing machine – Mercedes of washing machines.

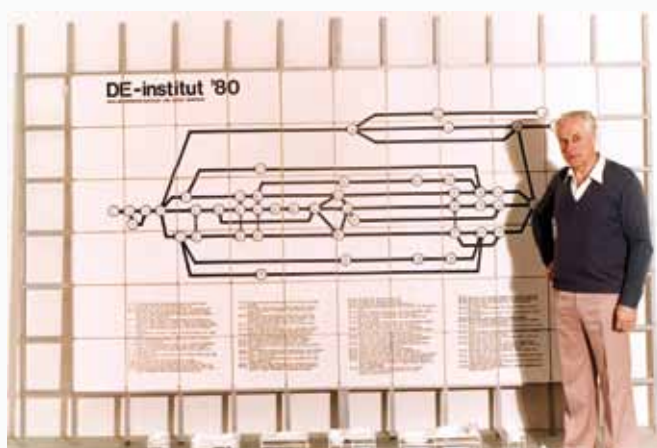
#### Nives Kraševac

Designing #Gorenje products – slalom between competitors.

# IMPASSIONED OBJECTIVITY

CIRIL CESAR: DESIGNER, SCULPTOR, COMMITTED VISIONARY

Ciril Cesar, a sculptor and designer educated at Ulm, Hochschule für Gestaltung in Germany, joined Gorenje in 1970. He took the important step of introducing the systemic ma-de-co formula (marketing–design–construction), a model for interdisciplinary development processes, and led the Gorenje Design Centre until 1980.



My idea was to create a Gorenje Design Institute combining research, innovation, design, marketing and construction in a single unit.

Ciril Cesar

Among his contributions at Gorenje was the idea of upgrading the design centre into a bonafide design institute. His work left a wide-reaching imprint on Slovenian industrial design and sculpture.

**What work method did you introduce at Gorenje? How would you describe your design approach?**

It is well known in industry today that successful development of products and production processes rests on the co-dependence of key sectors and co-operation between different teams. Fifty years ago, thinking about combining different departments was seen as very new; therefore, coordination and finding common ground was often difficult in practice. My intent and the goal of the Gorenje Design Centre was to make

the designed lines uniform and modular, and to bring different styles into line, in order to make the production process faster and cheaper. We had to know when thinking creatively about the function of the form, what tools are necessary to produce such form as a part of a whole, or to produce the whole itself.

**What are you thinking when you design something? Who do you design for?**

As an academically trained sculptor and professor I have always had problems with the lack of objective criteria required to establish the quality of works of art, and have objected to the fact that any such assessments were subject to subjective opinions on the aesthetic aspect seen as a testimonial of a particular work of art, or a product, for that mat-

ter. In design, I have always looked to develop products innovations, and have lead projects all the way through the patent process or at least utility model protection. For me, patented innovation represented an objective criterion and a reflection of the quality of the work.

**What does Gorenje design mean for you today, what does it represent to you?**

The very fact that Gorenje has developed into the largest Slovenian exporter and an internationally recognised company is reason enough to be happy, knowing that our work since early played a part in building a globally competitive venture.

# DESIGN LEAD

GREAT DESIGN REQUIRES DESIGN LEADERS WITH A VISION TO EVOLVE AND TRANSFORM

Industrial design has had an important role at Gorenje since the very beginning. A pivotal turning point came in 1971 with the establishment of a Design Centre by Ciril Cesar. In the years to follow the Centre saw a number of strong, visionary leads take his work forward and leave their own individual marks: here Janez Smerdelj, long-time Head of Design at Gorenje, and Lidija Pritržnik, Head of Product Design today.

The right approach is to explore several possible scenarios at the early stages, where no ideas are rejected without first being evaluated.

Lidija Pritržnik



**How did you come to Gorenje? Who invited you to take part in the various Gorenje challenges of the day?**

**Janez Smerdelj:** Having completed my studies in the USA, where I graduated at the Cleveland Institute of Art, Department of Industrial Design, I returned to Slovenia in 1973 to join the Iskra design team. When I received the gold medal at the 7th Ljubljana Biennial of Industrial Design Jože Herlah, assistant to the general director Ivan Atelšek, invited me to come to Gorenje – and I was happy to

take up the challenge. This is how I joined the Gorenje and remained a dedicated Gorenje designer for more than 30 years.

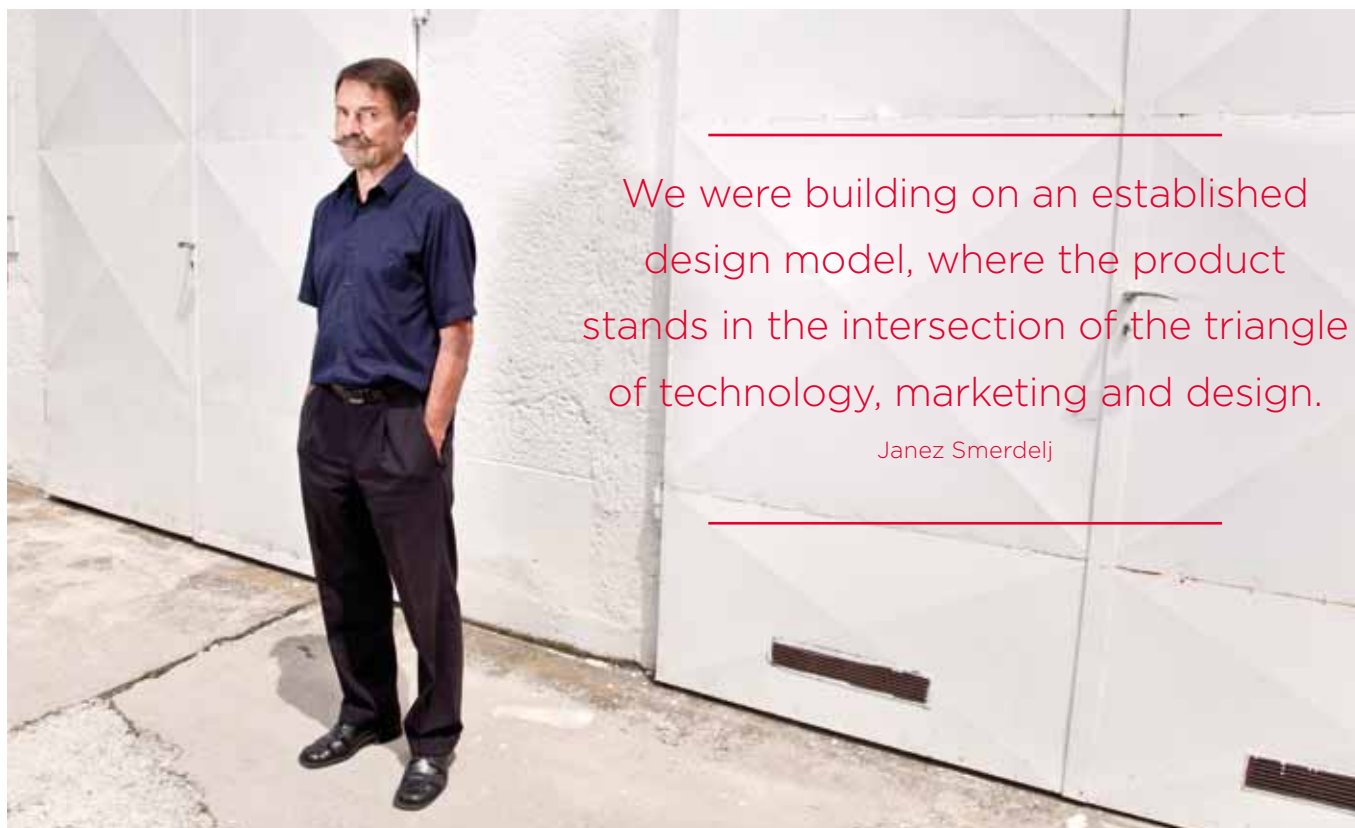
**Lidija Pritržnik:** Already during my studies at the high school for design I worked at the Design Centre several times, both within the framework of the school's work practice and during holidays. During my studies at the Academy of Fine Arts and Design I was a Gorenje scholarship recipient. This year marks 14 years since I started my apprenticeship with Janez Smerdelj; and four years

since my appointment as head of product design.

**What are you thinking, seeing, when you design something? Who do you design for?**

**Lidija Pritržnik:** When I design I look for inspiration from life and people – in my mind or on paper I create “personae” that will use and experience this product. There is no single person that would be a permanent source of my design inspiration. I'm surrounded by





people who are able to think creatively and whose brainstorming sessions have helped me develop good ideas and find solutions on more than one occasion.

**Janez Smerdelj:** The product with the highest value is the product that meets expectations as well as the wishes of the widest circle of users, something we refer to as design for all. For me, design is above all the process of tackling practical challenges while applying elements of the fine arts that give the product an emotional dimension.

#### **How would you describe your design approach in the design process?**

**Janez Smerdelj:** We were building on an established design model, where the product stands in the intersection of the triangle, composed of technology, marketing and design. We have worked very closely with engineers in the R&D department.

#### **What about design today excites you; frustrates you?**

**Lidija Pritržnik:** The word design is googled more often than the words god or sex. While everybody talks about "design" we still often have to deal with a very poor understanding of the role of designers, which is often understood as merely bringing a decorative or aes-

thetic function to the process. However, design is much more than just "making products pretty". In practice, design today is increasingly "strategic" and extends to the very functionality of the product.

#### **What part of the creative process in design is your favourite; and which do you find the most strenuous?**

**Janez Smerdelj:** The research-analysis phase is a key part of the design methodology that requires a systematic approach and application of modern methods to identify user needs. It is concluded with a synthesis of design guidelines when creativity can explode and experimentation takes place.

**Lidija Pritržnik:** What I enjoy most is solving complex problems. I find the early stages of the design process more challenging. The feeling of being powerless is what I hate most, when all you are required to do is finalise a design concept or solution that was conceived by someone else and with which I cannot identify, either because I'm not familiar with its premises or because I think the solution could be better, but I have no leverage to improve upon it.

#### **What does 50 years of Gorenje design mean to you; and how do you see**

#### **Gorenje's current design and design achievements?**

**Janez Smerdelj:** Slovenian architect Niko Kralj designed the famous Rex chair already in the 1950s and Iskra Kranj was the first to form a design department; but Gorenje remains the only Slovenian company with an uninterrupted 50-year design tradition, boasting the largest design studio in Slovenia today. This is testimony to the company's design culture, which incorporates and defines design in its strategic documents. I am proud of the young team of designers, most of whom trained at the Academy and who boast numerous awards.

**Lidija Pritržnik:** Fifty years of design at a company that isn't much older than that is an important occasion. In view of the environment back then we can trace back a good understanding of the role of design from very early on – it also testifies to an important affinity of Gorenje managers and executives for design. Throughout the years, they ensured design maintained its role and even integrated it into the corporate vision. I hope this will remain the case in the future, and that the strategic role of design expands in parallel with Gorenje's expanded operations and global presence.

# TOTAL DESIGN TEAM EFFORT

Today Gorenje Design Studio is a lively group of up to 25 people. It's a highly inter-disciplinary organisation with a distinctly holistic approach, employing extensive design and user research, including a number of younger designers that constitute the makings of a new design generation – and here, sharing some insights on their work today.



▲ Representatives of a new design generation  
(from left): Tomi Krašovec, Borut Keržič,  
Matevž Popič, Urša Kovačič and Tina Jeřabek

## What are you working on these days?

**Tina Jeřabek:** For quite some time now I've been working in the field of cooling appliances. I'm on projects that are developing new freestanding and built-in cooling ranges for Gorenje, Asko and Atag brands.

## How would you describe your work with others on your immediate team; on the project?

**Urša Kovačič:** Each product that comes to life within the Gorenje Design Studio is the result of research, cooperation, goal orientation, limitations, creativity. My main responsibility within GDS has

to do with product graphics design, but I also participate in designing other elements that serve as a consistent and creative means of presenting us to consumers. My work is the element that can define the product already at an early stage – or wrap it up.

## Does it ever happen that people do something, use something in the research process, in a way that surprises you; that proves helpful, suggests or provides a new and unexpected answer?

**Borut Keržič:** Believe it or not, it happens a lot. It's interesting to see how people's

approaches, reactions etc. can vary. Even within our design studio we have different approaches when it comes to product usage, aesthetics etc. So it's a good way to do the initial tests, among ourselves, and determine whether we're on the right path. Different insights are always good because they help us on the way to making user-friendly products for a variety of people.

## What's the most interesting or challenging part of your job?

**Tina Jeřabek:** In design there is no blank canvas where the only constraint is your imagination. Functionality and utility,

## I grew up with Gorenje products, they're sort of built-in in my life.

technology, cost-efficiency and many other things set many limits. It's a challenge to accept and then exceed them to create something new, different and amazing. Sometimes you succeed – and then you go back to try hard, again.

**The Red Dot winner IQcook induction cooking hob was an entirely new product; which meant that it was a ground-up project where everything could be defined, developed and prioritised from the start. You, Matevž Popič, designed the hob, in close conjunction with Gorenje's development team.**

**Matevž Popič:** This induction hob technology is entirely new, it makes use of new technologies, and the way we use it is different as well – it's more flexible and user-friendly. Our competitors – also very reputable – feature fixed sensors, on the back, which allows sensor-controlled cooking only on the two more powerful (rear) elements, not on the smaller front ones. Our technology is built into all cooking zones; and you can also cook with or without a lid.

**Do you yourself cook – here and/or at home? (I'm not sure you look like the cooking type.)**

**Matevž Popič:** Yes, but actually more at work than at home. Here we had to do a lot of real-life hands-on testing to ensure everything worked, together, as it should. We tried to get things to burn and boil over – but the sensors shut us down.

**What, as lead designer on the red dot-winning Gorenje SensoCARE washing machine, was your experience of the design process?**

**Borut Keržič:** We (as designers at GDS) were involved in the process of product development for the Gorenje Sen-

soCARE washing machine at the very early stages. In my opinion that is very positive, because as designers we have a broader insight into user behaviour. We gain that insight through various surveys, user testing, knowledge of ergonomics etc. Therefore we not only work on the visual design of the product, but also co-create the user experience with a carefully designed path considering product usage, ergonomics, materials, product identity, and so on.

**What about design today excites you; frustrates you?**

**Tomi Krašovec:** Definitely clarity, simplicity of form and story, experience perceived by all senses, (multi)functionality and responsible use of materials. I could describe this as the Scandinavian approach. As early as in the 1950s Alvar Aalto said that "Beauty is the harmony of purpose and form."

**What does Gorenje design mean to you; what does 50 years of G-design say to you?**

**Tomi Krašovec:** I grew up with Gorenje products, they're sort of built-in in my life. Having worked at Gorenje for so long, however, I can tell you first hand that there is an extremely creative working climate that has been improving and growing with time, and is fully focused on comprehensive design of products and product mixes.

**Urša Kovačič:** In 2012 I had the opportunity to participate in the "Gorenje with a Vision" exhibition, where we wanted to incorporate all of the milestones marking the Gorenje path into the story of 50 years' tradition in product design. It seems the further away in time we are from those events, the easier and more objective it gets to evaluate both the causes and the effects.

### G—TWEETS

#### Marko Jevšenak

Future-focused, inventive, attention-grabbing appeal.

#### Tjaša Kobal

My favourite #Gorenje appliance is the oven. Why? It is the heart of the kitchen, its warmest part, and the smell from there is so good.

#### Almir Kurbegović

If I take Steve #Jobs words – 'Design is not what it looks like and feels like. Design is how it works.' – it feels and looks like Gorenje will work for many years to come.

#### Peter Čas

Design that's simple for the user, yet candy for the eye. Oldtimer rules. #Retro

#### Klemen Taušič

Exquisitely designed appliances of various lines for every #lifestyle!

#### Jernej Hren

Gorenje #Retro lime – my favourite!

#### Netolická Regina

Modern, simple, functional design of our Gorenje products reflects the current #lifestyles of our customers.

#### Matjaž Bergant

When superior design matches perfect #functionality, it's called>>>>GORENJE.

#### Jasna Petan

#Gorenje used to be a copier, a skilful follower, but now we are – in some aspects – a #trendsetter.

#### Nermin Salman

The success of Gorenje's design inspires me to think outside the box and unleash my creativity.

#### Urška Kupec

I am pleased to see such a great design team @Gorenje. Keep going!

#### Tsvetelina Karachomakova

@Gorenje design should scream for young people!!!

#### Vera Kelečević

Design is one of the key points of #differentiation of the Gorenje brand from its competitors.



# THE **ion**generation

NEW, ADVANCED TECHNOLOGY FRIDGE

FREEZERS ENSURE FOOD STAYS FRESH

AND HEALTHY LONGER

Gorenje's new line of ION generation fridge freezers has been created in perfect harmony with nature — and with your good health foremost in mind. The ION generation is a result of careful consideration of real user needs and natural processes which, when combined, go a long way to keep food fresh and healthy longer.

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📍 GRETA KOKOT RAJKOVIČ 📷 GORENJE ARCHIVES







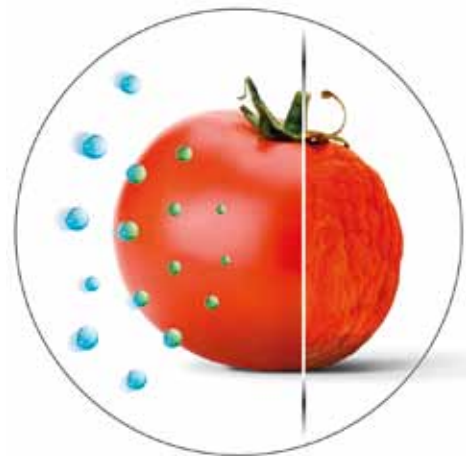
#### CRISPZONE

Ideal drawer for storage of fruit and vegetables with HumidityControl system.

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Special IonAir technology purifies the air and eliminates up to 95% of bacteria.

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For the latest in smart living solutions, Gorenje has drawn on the best nature has to offer, employing anions that purify the air as part of a highly-effective process known as ionisation. By cleaning the air and fully enriching it with oxygen, these anions help create the ideal microclimate for keeping food fresh and healthy inside your refrigerator.

Every year we end up throwing out large amounts of food due to improper storage and eventual spoilage. But ION generation refrigerators provide the ideal solution—optimal temperatures combined with anions, creating the ideal environment for storing and caring for your good food, keeping it fresh and bacteria-free far longer than any conventional systems.

#### FRESH AND HEALTHY AS CAN BE

By keeping our food healthy we're looking out for our own health as well. Maximum food protection is provided by a three-tier system—IonAir, with MultiFlow 360°, and NoFrost Plus. Multiflow 360° is an intensive ventilation system that blows fresh air through 14 ventilation slots to maintain even, constant temperatures on each individual shelf. NoFrost Plus technology entirely prevents accumulation of frost on the food and ice in the freezer interior. Further, it prevents food in the fridge compartment from drying out by keeping it fresh and moist.





#### HEALTH IS IN THE AIR

Know why we have that amazing feeling after a storm? And how we feel so fresh and good in the natural world? It's not magic: the answer is ions, negatively-charged ions—anions—which affect us, strangely enough, positively.

Anions are nature's own powerful little weapon, tiny air purifiers that carry oxygen into the body. Positively charged ions are commonly found in closed spaces—like where we keep our food, which soon starts to lose its freshness, and all those valuable vitamins and minerals with it. ION generation fridge freezers employ special IonAir technology, which purifies the air and eliminates up to 95% of bacteria, providing essential fresh air inside the refrigerator, prolonging the freshness and vital properties of our food. So you won't be wasting any more good food; instead you'll have fresh and healthy groceries all the time.

#### THE RIGHT TEMPERATURE, EVERYWHERE

Plenty of other features contribute to maximum food freshness. Every model of the new generation is enhanced with the extraordinary CrispZone pull-out vegetable drawer that maintains optimal humidity and holds up to 36l of fresh fruit, vegetables and more. Professional, extra-fast freezing in the Superior line's XtremeFreeze drawer preserves vitamins, minerals and nutrients in frozen food by freezing it twice as fast. Other smart features include the SuperCool drawer, for restocking after a major shopping trip; or the ZeroZone drawer for storing meat and fish at a critical 0° C.

#### UNIQUE SENSOR TECHNOLOGY BY GORENJE

Gorenje's "self-learning" refrigerators feature AdaptCool advanced sensor technology, which harnesses a powerful sensor system that keeps track of user habits—when and how often we open the fridge—and adjusts operation accordingly, maintaining even, steady temperatures throughout. This helps food keep longer and saves energy by adapting to each individual household.

#### USER-FRIENDLY DESIGN

The fridges also feature a variety of other smart, user-friendly functions, like sliding PullOut shelves that hold up to 22 kg each. The SimpleSlide principle enables easy movement of shelves up and down, with multi-point adjustment; and the SlotIn function allows flexible, easy opening of the door, even when the refrigerator is placed next to a wall or another appliance.

#### KEEPING IT GREEN

Gorenje is working to find new ways to save both energy and money. All ION generation fridge freezers boast high energy class ratings, from A+ to A+++. They're also controlled by InverterCompressors, which adjust operation according to temperature and can save up to 50% in energy consumption. The EcoMode program saves while you're away from home, and fine LED illumination is as easy on the eyes as it is on the wallet.

These compelling features are available in the three lines of Gorenje's new refrigerators – Essential, Advanced and Superior.

A CLOSER LOOK AT HOW ION GENERATION  
REFRIGERATORS KEEP FOOD FRESHER LONGER. ►►



MultiFlow 360°, with IonAir and AdaptCool functions carefully regulate all cooling variables



AdaptCool technology keeps food fresh 20% longer, minimising spoilage and energy consumption



SuperCool function, great when restocking after a major shopping trip



ZeroZone drawer is ideal for storing meat and fish at a critical 0°C.



CrispZone drawer, ideal for storage of fruit and vegetables with HumidityControl system



XtremeFreeze boost is ideal for quick and healthy freezing twice as fast as a regular drawer



XXL SpaceBox for storing large frozen food items in the freezer compartment



FastFreeze, a dedicated prolonged cold push after seriously restocking the freezer





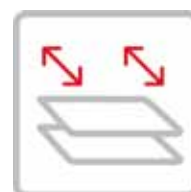
**Air-tight MultiBox** 3-in-1 bin prevents odours from spreading throughout the refrigerator



**LED Light**, strong, energy-efficient illumination



**Simple PullOut** glass shelves provide easy access and hold up to a whole 22 kg of food



**Adjustable SimpleSlide** shelves in the door make storing food a snap, regardless of shape or size



**Easy Open** door hinges allow easy opening of the door, at the right angle, whatever the fridge position



**NoFrost Plus** technology prevents accumulation of ice and frost on the food



**EcoMode** maintains optimum temperature while saving energy



**A+++** All ION generation fridge freezers boast high energy class ratings, from A+ to A+++





# WHOLESOME HOLISTICS

Technology, design and the natural world  
come together to create some of summer's  
most wholesome holistic offerings

✦ JERICA ŽIVA PUTERLE    📷 COURTESY OF THE MANUFACTURERS



## DRYING OUT - FOR GOOD GORENJE FOOD DEHYDRATOR

Drying is one of the oldest and easiest methods of food preservation. Removing moisture from foods makes them smaller and lighter - and don't require refrigeration. With its five large removable and adjustable trays you can perfectly dry and preserve even big pieces of fruit, mushrooms, meat and more. It's quiet, easy to use and clean, with digital control settings and timer. Homemade, healthy snacks and practical storage, both at your fingertips.

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



## FUTURE FLAWLESS WRINKLE MD EYE QUICK START SYSTEM

The home beauty department just got a lot more futuristic looking. WrinkleMD infuses your skin with the wrinkle filler usually injected by dermatologists, gently, safely and painlessly at home. The new technology delivers essential rejuvenating nutrients deeper into your skin around your eye area and the INFUSION pulse technology works miracles to plump up your skin. After 40 minutes you'll emerge a younger, fresher version of yourself.

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



### **NUTRITION GETS STEAMY** **GORENJE COMBINED STEAM OVEN**

Anyone serious devotees of health and nutrition will love the new built-in compact combined steam oven from Gorenje. Cooking retains the full flavour of the food, vitamins, and nutrients. Simple preset programs and convenient functions produce quality, balanced meals – every day. And the 34 litre oven can steam cook food on two levels simultaneously; or bake small cakes with the conventional hot-air method on three layers at a time. Efficient circulation of hot air ensures excellent results while also saving time and energy. Tasty and healthy – now combined on the same plate.  
[www.gorenje.com](http://www.gorenje.com)

### **CHARCOAL CLEANSE, FROM THE INSIDE OUT** **SORTOFCOAL EDIBLE KURO POWDER**

Kuro, a form of organically produced white charcoal, has long been an essential ingredient in traditional Japanese baking, naturally detoxifying our foods and bodies, absorbing impurities while heightening the natural flavour of foods. In water, the charcoal draws away impurities, adds nutrients and leaves it better tasting – basically turning tap water into mineral water. And the handmade bottle from Danish designers Fragile holds and displays the Kishu Binchotan.  
[www.sortofcoal.com](http://www.sortofcoal.com)



### **SPA DAY FACIAL, HOME EDITION** **PANASONIC NANOCARE FACIAL STEAMER**

Glowing, dewy skin rarely comes naturally, and not all of us can afford the time nor means to drop by the local spa religiously. This compact machine functions as a hot or cold steamer with nano-sized ionic steam particles that moisturise and cleanse, able to reach even the deepest layers of skin and retain moisture there. It claims to reduce dark circles and dullness, increase skin elasticity and restore the natural sebum balance. (No one said beauty comes easy.)  
[www.panasonic.com](http://www.panasonic.com)



### **MULTIFUNCTIONALITY, MULTIPERSONALITY** **LEKUE STEAM ROASTER**

This versatile cooking utensil pretends to be a humble bowl, but makes steaming and baking a more fun. Made of flexible silicone you can prepare, measure, mix and weigh all ingredients in the same object and just pop it in the oven. It's perfect for preparing fish: when closed it combines the advantages of steam cooking while giving it a crunchy finish produced by the air circulation from the open ends. And less dishes to wash – who can argue with that?  
[www.lekue.es](http://www.lekue.es)



## COOKING FOR ROYALTY

### GORENJE CERAMIC PRINCESS COOKWARE

Ever tried preparing your favourite meal in a ceramic pan? With less fat and absolutely stick-free? A set of Gorenje Ceramic Princess kitchen cookware proves ideal for fast and healthy preparation of all sorts of dishes, while the fine ceramic coating helps maintain the natural, juicy taste of food. And its suitable for all kinds of cooking hobs – including induction. The energy-saving bottom delivers uniform heat dispersion, retains heat well, and it's good up to temperatures of 450°C. And saucepans with cast iron handles can safely be used in hot ovens; it's even dishwasher-safe.

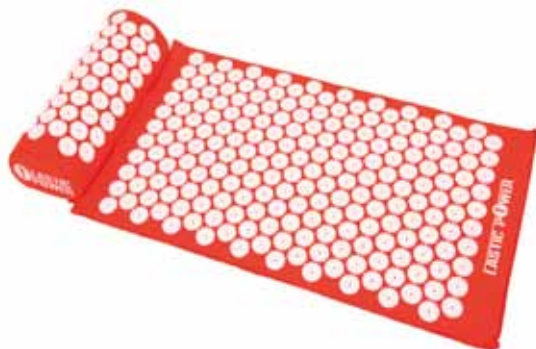
[www.gorenje.com](http://www.gorenje.com)

## ROLL YOUR PAIN AWAY

### NAYOYA ACUPRESSURE MAT AND PILLOW

Bad posture, endless hours behind a computer and unhealthy sleeping habits are slowly turning us into a herd of hunchbacks. So if you need a bit of pain and stress relief these two could be your answer. The mat has 6,210 and the pillow 1,782 acupressure points that help with neck-, back pain and headaches, improve circulation and digestion, and simply relax you a whole lot. (Cancel your reflexology appointment while you're at it.)

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



## BE SEEN BY BEING SEEN

### REVOLIGHTS BICYCLE LIGHTS

Stylish and safe at the same time, these lights provide cyclists with superior lighting and illuminate the path in front of them. Two thin profile LED arcs (white in front, red in back) that clip on to your wheels result in beautiful arcs of light that make you visible from all angles. The lights use two mechanisms to tell the LEDs when to turn on and off: at low speeds an accelerometer reads the pull of gravity, at higher ones the lights switch to calculating wheel speed.

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



## GROWING UP

### BALMAIN BOAT COMPANY SAILBOAT KIT

If you dabbled in modelling as a kid, this is the best next step. The company specialises in rowboats and sailboats and recently launched this action-packed kit: detailed plans and construction notes, precision-cut plywood, screws, nails and epoxy glue, sail, rope, mast boom and gaff. It should take you about 30 hours to assemble, but what's that compared with the satisfaction you'll get from taking it out to sea?

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





## ADDRESSING TRADITION

### WOOD STOVE

Generally seen as an imposing, static object, a wood stove was traditionally more than that – the heart of the kitchen and thus the home. If they seem redundant, witness the shift towards biomass-friendly heaters. Made of concrete, Corten steel and cast iron this lovely stove also maintains air humidity. The sculptural piece is movable and small enough to sit in a small room, but big enough to produce decent heat – and cosy atmosphere.

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



## BURN, BABY, BURN

### PAPER BRIQUETTE MAKER

Al fresco dining almost always means having to fire up the grill; and what better than paper to start up the fire. Made from heavy-duty steel components this makes it fun – even for kids – to turn yesterday's news into a compact brick of flammable fuel. A fun and friendly way to recycle your paper – and comes handy in the colder seasons as well.

[www.allthingsgreen.net](http://www.allthingsgreen.net)

## THE POWER OF IONS

### ION GENERATION STEAM IRONS

Gorenje's ION generation steam irons boast a special ionic soleplate with a tourmaline crystal ceramic coating. Tourmaline is a semi-precious mineral generating up to six times more negative ions upon heating than classic ceramic coatings. These negative ions neutralize positive ions on a fabric surface, making it easier to iron and reducing static electricity. Ions also dissociate water (steam) molecules into smaller molecules which penetrate deeper, faster and better into the fabric. Less creasing, more satisfaction.

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



## A BETTER WORLD – ON THE CAMPSITE

### BIOLITE PORTABLE CAMP STOVE

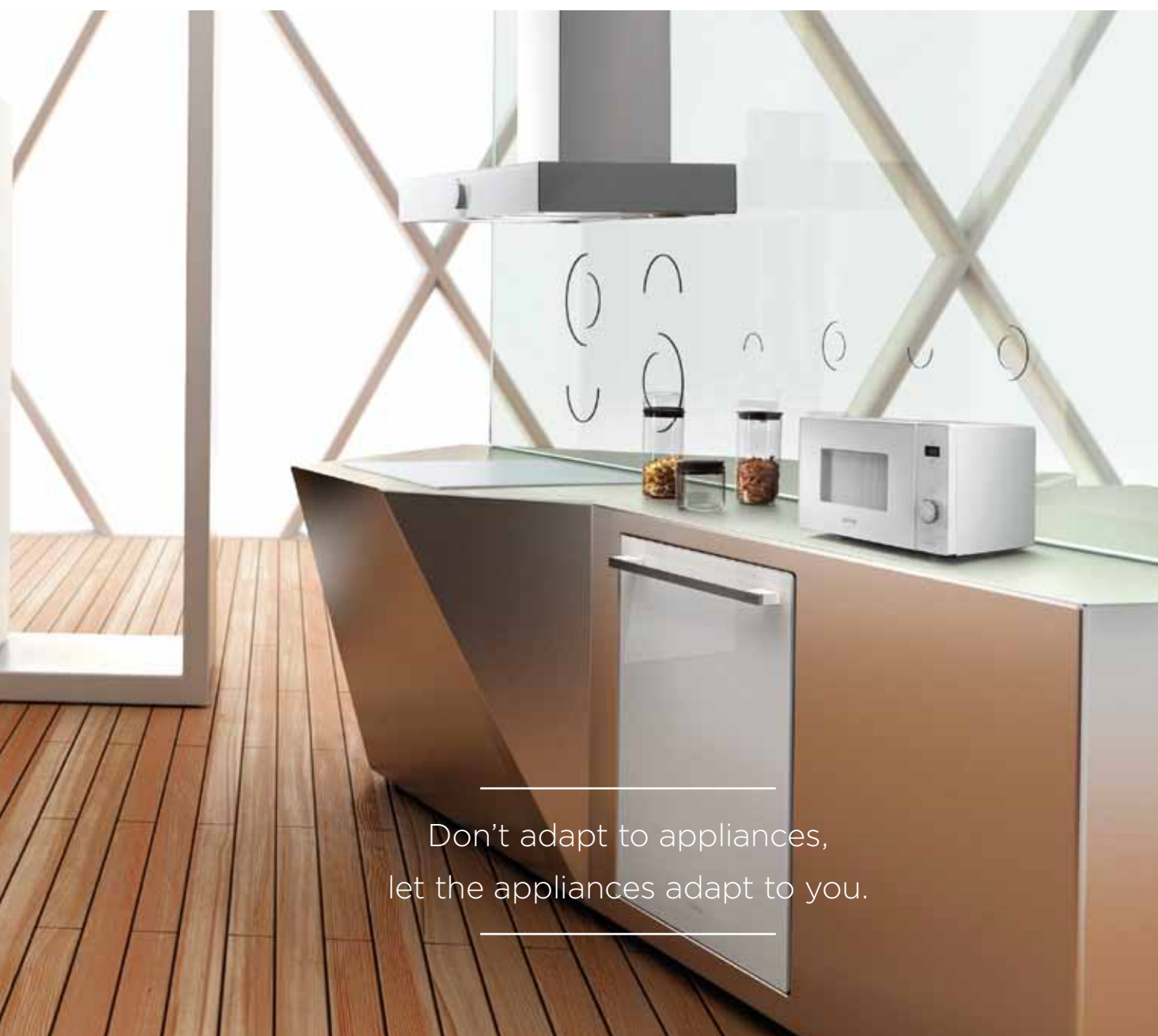
What makes this camp stove different is you can cook your meals and charge your gadgets with that bunch of sticks from the surrounding nature. It uses technology to produce efficient heat with a combustion chamber and focused, insulated chimney. By using a transduction process, BioLite generates electricity from the heat as the fire burns. Now laying low in the countryside you can stay off-grid. Until you need to recharge your phone again.

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



# SO ME, SO YOU

GORENJE'S NEW SIMPLICITY COLLECTION



The Gorenje Simplicity collection boasts marvellously easy control, adaptive technology, modern design, and excellent value. These harmoniously designed appliances are distinctive for their pure lines and minimalistic design, neatly packaged in the tried and tested “simplicity” style. And the elegant black or white glass finish works in perfect harmony with the pure lines of the handles. Together, they tell a timeless story of a beautiful, functional symbiosis between glass and metal.





▲ **Smart sensors, smart settings**

Innovative SensorIQ technology automatically adjusts the washing or drying process and delivers excellent energy efficiency.

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Simplicity appliances keep track of  
your personal settings for cooking,  
baking, washing, and drying.

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Gorenje's new Simplicity collection of kitchen and bathroom appliances includes state-of-the-art ovens, expert cooking hobs, refrigerators with unique adaptive technology, built-in dishwashers that deliver sparkling results, high-tech microwave ovens, a powerful washing machine, and a dryer with smart sensor technology.

The collection speaks to all those looking to design their living space their own way; who consider their own expression and style a top priority; who want appliances that blend easily and seamlessly with the design of a room; and who whose way of life has a genuine, simple message: it's so me! Just like the

Gorenje Simplicity collection has its message: "don't adapt to appliances, let the appliances adapt to you." Simple. Already upon first sight, Simplicity collection appliances convince with their refined design and genuine materials. And users are particularly taken with the simple, logical operation using only a single knob, all supported by advanced adaptive technology. The most advanced Simplicity appliances keep track of your personal settings for cooking, baking, washing, and drying programs. A mere touch or turn of a knob and your favourite settings are recalled and put into action. Simplicity does away with many a decision in your everyday life – and leaves you with more time for the things you enjoy.



- ▲ **Unique knobs** with built-in electronic timer.
- ▶ **Adaptive, automatic, appealing**  
The hoods boast genuine materials, single knob control and powerful halogen lighting of the cooktop.
- ▼ **Fast, efficient and safe cooking**  
Built-in electronic timer sets cooking times of up to 99 minutes. When the set time expires, the gas burner is automatically switched of.





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Old-style ceramic knobs allow  
simple, comfortable control.

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# PASSION FOR COOKING

CLARITY AND CONTROL

Gorenje's Classico collection of home appliances embody timeless aesthetics featuring carefully select materials, soft lines, and inspiring reliefs. The collection celebrates art and design elements of centuries past, while modern materials and advanced technologies ensure the appliances shine equally in contemporary or traditional settings.

GRETA KOKOT RAJKOVIĆ GORENJE ARCHIVES

The Classico collection consists of a range of appliances that share a refined, uniform design scheme: an oven, several cooking hobs, free-standing cookers and a kitchen hood. All share a variety of visual elements, like knobs, handles, program timers in analogue design and a clock sporting an aged, golden finish. And the Classico appliances are available in gentle ivory or black matte finish.

## MODERN, WITH A CLASSICAL TOUCH

Gorenje Classico appliances are the perfect choice when it's difficult to decide between traditional and modern. They're the right solution for contemporary homes that pay attention to decor with a pronounced, personal note. Meanwhile, advanced technologies allow for simple, functional operation to help create satisfying culinary experiences in the warm and welcoming heart of the home kitchen.

The ovens of the Gorenje Classico collection boast rich and dynamic design, but with a classical touch. Yet the oven also boasts advanced HomeMADE™ baking technology and high energy efficiency. The ovens also boast a safe and energy-

efficient double-glazed door that keeps the outside pane cool and safe to touch even during operation, and improves performance and energy efficiency.

## APPLIANCES FOR EXCEPTIONAL CULINARY EXPERIENCES

A range of high-quality gas and glass ceramic cooking hobs offers users the opportunity to match their cooking habits and expectations, and their ideas about interior design and home living. The gas hob features a special diamond burner layout for better clarity, and an original cast iron grid. Fans of Asian cuisine will love the special wok burner with a three-ring flame that provides outstanding energy efficiency. There's also a choice of gas and electric conventional cookers with hi-light technology, in 50- and 60cm-width models.

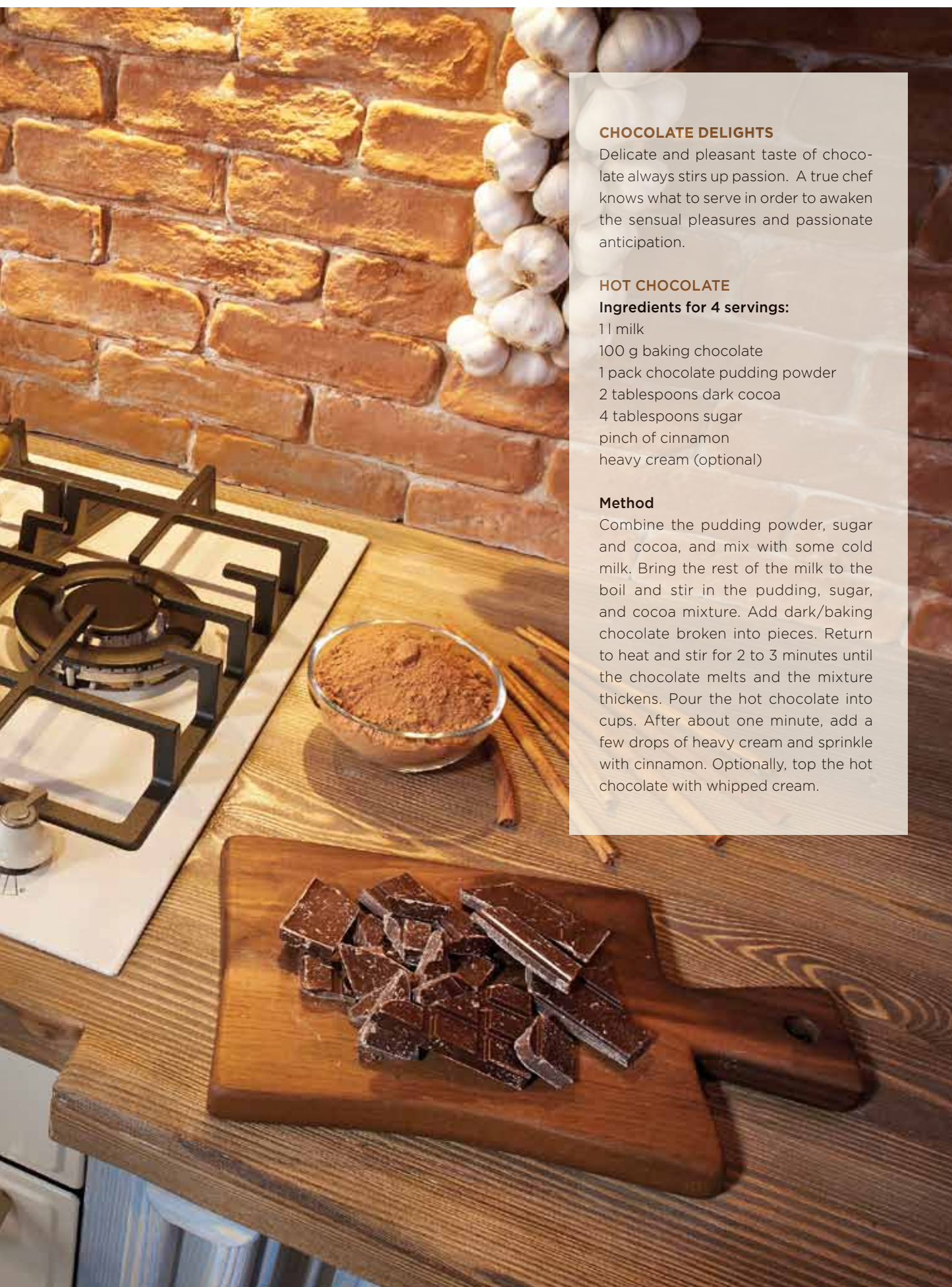
The Classico hood's minimalistic character, soft lines and details are common to all the appliances in the collection. It's also silent and efficient, and with a capacity of at least 750 m<sup>3</sup>/h, the Gorenje Classico hood provides the optimum power to eliminate odours, moisture, and particulates in spaces up to 35m<sup>2</sup>.





Cooking is a pleasure that takes  
us to the world of delicious  
refined flavours. .





### CHOCOLATE DELIGHTS

Delicate and pleasant taste of chocolate always stirs up passion. A true chef knows what to serve in order to awaken the sensual pleasures and passionate anticipation.

### HOT CHOCOLATE

#### Ingredients for 4 servings:

1 l milk  
100 g baking chocolate  
1 pack chocolate pudding powder  
2 tablespoons dark cocoa  
4 tablespoons sugar  
pinch of cinnamon  
heavy cream (optional)

#### Method

Combine the pudding powder, sugar and cocoa, and mix with some cold milk. Bring the rest of the milk to the boil and stir in the pudding, sugar, and cocoa mixture. Add dark/baking chocolate broken into pieces. Return to heat and stir for 2 to 3 minutes until the chocolate melts and the mixture thickens. Pour the hot chocolate into cups. After about one minute, add a few drops of heavy cream and sprinkle with cinnamon. Optionally, top the hot chocolate with whipped cream.



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-ĭto. Special **Gorenje Ora-ĭto Collection** of household appliances in black and white colour offers both: sparkle of light and power of darkness, simplicity and complexity at the same time. Associated with colour, design attains new significance.

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

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

**gorenje**



# DESIGN DRIVES RECOGNITION

This year's red dot international contest saw the Gorenje Group take home five prestigious red dot design awards for 2013.



▲ JEFF BICKERT    📁 GORENJE AND ATAG ARCHIVES

Among the Gorenje brand products, one award went to the outdoor unit of the Gorenje Aerogor heat pump, as well as one to the new generation Senso-Care washing machine, both designed by the Gorenje Design Studio. In addition, three awards went to Atag-brand cooking hobs: to the Atag Puzello modular gas hob and the Atag Magna gas hob, both of which feature the innovative Fusion Volcano wok burner; and the Atag induction hob with matte finish in ground glass. The international German Red dot award is one of the most widely recognised and respected accolades recognising excellence of design, innovation, and quality.

"Appliances with innovative features and sophisticated design are one of the motors of our growth and profitability" says Gorenje President and CEO Franjo Bobinac. "Well aware of this fact, Gorenje is continuously investing in development and design. The red dot awards received this year constitute recognition by the professional community that we have been successful in our pursuits."

## HOT PUMPS

The red-dot-award-winning outdoor unit of the Gorenje AeroGor heat pump is an element installed outdoors next to the residential building. As it is widely

▲ Award-winning designers from Gorenje Design Studio (from left) Lidija Pritrznik, Tomi Krašovec, Anton Holobar, Blaž Prestor, Borut Keržič and GDS director Jasna Petan.

seen, designers at Gorenje devoted particular attention to it. The jury was impressed by its sustainable qualities and thoughtfully designed housing, which allows users to select finishes to match the house and the environment. The unit is available in three versions: façade, wood, or metal. All housing materials are weather-resistant, which makes them durable throughout their useful life.



**reddot design award**  
winner 2013

- ▶ Atag Magna stainless steel gas hob with the Fusion Volcano wokburner; designed by: Waacs Design and Consultancy, VanBerlo, Willemien Brand from Buro Brand, author Vincent Hofstee
- ▶ Gorenje AeroGor heat pump; designed by Gorenje Design Studio, designers Anton Holobar and Blaž Prestor
- ▼ Gorenje SensoCare washing machine; designed by Gorenje Design Studio, designer Borut Keržič



Appliances with innovative features  
and sophisticated design are one of the  
motors of our growth.

### SENSITIVE WASHING

The Gorenje SensoCare new generation washing machine stands out with its refined lines and two highlighted details: the user interface and the door handle, where form and robustness communicate both durability and technical perfection. The jury liked the ergonomically tilted user interface which improves panel viewing, even when the washing machine is installed under a counter. The interface also affords intuitive control through a choice of highlighted, most frequently used programs which can be set in two steps; alternatively, users may select completely customised settings.

### NEW LEVELS OF DESIGN

"We consider it great success to see all three of our entries win an award" says Lidija Pritrznik, head of product design at Gorenje Design Studio. "The fact that we've succeeded in impressing the jury every year recently, despite the harsh competition and a large number of entries, is confirmation that our team is developing in the right direction."

### THE ATAG ERUPTION

"This year, we submitted three entries for the competition and all three won the award" says Vincent Hofstee, product manager for the Atag brand, in charge of design management. "Atag

Puzello and Atag Magna hobs swayed the jury with their innovative Fusion Volcano wok burner, while the induction hob impressed with its fine finish.

*In the last eight years, the Gorenje Group has won 24 red dot awards for home appliances branded Gorenje, Asko, and Atag. Seven award-winning products were designed at the Gorenje Design Studio.*

# ONLY EXCELLENCE WILL DO

GORENJE ECO AND QUALITY STANDARDS

ECHO AROUND THE WORLD

URŠKA OJSTERŠEK PETER GIODANI

## The way we treat our natural environment, be it as individuals or as part of a business entity, is reflected in our every action.

At Gorenje, exceptional value combining high design and technological innovation has been the key generator of sound business performance for years. A tradition of experience, competence and know-how is the foundation on which the brand is built; and will be further built and upgraded in the future. And the Gorenje brand pushes the boundaries of innovative design and technological refinement according to the highest standards of quality and ecological excellence.

On the path of company development Gorenje is guided by its customers. And the numerous, well-deserved awards speak for themselves. They prove that innovation in cutting-edge technology is more than simply appealing: it's the basic cell that unites the world in the desire to integrate our lives into a common, simple, and convenient space that defies borders.

"It almost goes without saying that we develop new production processes and quality, environment-friendly products within global environmental protection and quality standards. More and more users are aware that such purchases represent a step forward both in caring for the environment and in quality living. And awareness will continue to increase, because, whether we want like it or not, nature and our living performance needs will compel us to do so," says **Boštjan Pečnik**, executive director of Gorenje development.

### ATTITUDES AS REFLECTIONS OF OURSELVES

The way we treat our natural environment, be it as individuals or as part of a business entity, is reflected in our every action. Keen awareness of environmental issues should be developed not only at the corporate and managerial level, but by all users.

**Vilma Fece**, director of environmental protection at Gorenje, thinks and acts green in her every step: "Once I'd looked closer at the essence of environmental protection, I couldn't live without an environment-friendly way of life anymore. I started asking myself: Where do I live? How do I live? How will my living affect the lives of my children, of my nearest and dearest? I got serious and said to myself I had to start right away; this must become my lifestyle. People, as natural beings, are a part of nature and we know nature doesn't forgive. We pay for everything, good and bad. Actually, this is the way we recognise the essential facts – and which guides Gorenje's view of operations."

- ◀ Gorenje's six solar power plants with a combined total power output of 1,066 kW and 5 combined heat and power units with a total output power of 735 kW suffice for up to 15% of energy requirements in production processes. This also cuts down the annual carbon dioxide emissions by 2,100 tons.

### ECOLOGICAL EXCELLENCE AND SUSTAINABLE DEVELOPMENT

Implementing environmental policy based on the principles of sustainable development has been a major part of Gorenje's business decisions for decades. The company didn't wait for the EU's Climate and Energy Package. Actual environmental protection measures reflect our responsibility towards the planet and our successive generations to come. "A positive attitude towards the environment is highly important for the Gorenje Group. It involves the entire life cycle of our products and services. A systemic approach to environmental impact management has a tradition dating back almost 30 years and as a result, both development solutions and daily operations are interwoven with quality environmental solutions that are reflected in our attitude towards the user in offering truly quality, environmentally-friendly products," says Vilma Fece.

### PRINCIPLES, METHODOLOGIES AND SYSTEMS

Except for some exceptionally rare technologies, the true competitive edge today stems from knowledge and management of principles, methodologies and systems that allow bringing innovative solutions or products to the customer faster and more cost-effectively. "The future of process improvement no longer lies in the implementation of ever-new methods flouted by the business gurus. Serious enterprises devise their own sets of techniques, principles, and tools that work best for them. Gorenje follows this principle. Needless to say, we always keep up with the latest developments in system improvements, evaluating their usefulness, and adding them to Gorenje's arsenal if needed," explains **Aleš Brglez**, director of Gorenje quality assurance.

At Gorenje, care for quality is present in all stages of product life cycles: in development, production, after-sales services, as well as decommissioning and recycling.

"In the development stage, we heed the customer's wishes for function and aesthetics," says **Matej Mogilnicki**, Gorenje quality manager. "In the production stage, we check the assembly and quality of components produced both in-house and outsourced. Development and user tests, along with 100-percent control, are conducted to check the compatibility of our products with the mandatory and higher requirements of product safety and function. And we use environmentally friendly materials and technologies, and evaluate the feedback from after-sales with respect to easy servicing and disassembly. After assembly, we conduct additional sample tests where even more detailed inspections are aimed at preventing errors and the dispatch of inferior appliances. In order to prevent errors in the first place we also use various preventive methods and draw on our vast experience from the past."



# CHILLING IN VALJEVO

ON LINE - WITH REFRIGERATION  
TECHNOLOGY PRODUCTION



Ducts of the suction system for the housing insulation equipment; in the background, pre-assembly - assembling the housings prior to the filling of insulation



📷 GRETA KOKOT RAJKOVIČ 📷 PETER GIODANI

Manufacture of refrigeration appliances is one of the most complex and demanding procedures in home appliance production. In addition to sheet metal processing technology, powder coating, and assembly, production also involves thermo-forming and insulation using polyurethane foam technologies, and assembly of injection moulded





Rolls of sheet metal for doors and cabinets



**MIRKO MEŽA,  
DIRECTOR OF  
GORENJE VALJEVO:**

“Maximum capacity of the new cooling appliance plant in Valjevo, Serbia, is approximately 3,500-3,700 units per day. Actual daily output ranges from 3,400 to 3,600, depending on the type and composition of appliances. The basic products produced here are refrigerators, freezers, and combined fridge freezers. Output from the Valjevo plants this year is planned at nearly 800,000 units.«

semi-products. Intensive work on control procedures, staff education and training, and certain construction upgrades have enabled appliance quality to increase continuously, which in turn results in fewer repairs and lower servicing costs.



The first station of the housing manufacturing line –  
sheet metal straightening device





Powder coating process in special powder coating chamber



A cyclone; separation of the dust that remains in the process of powder coating

Material is stored in the automated high-bay warehouse, from which it is constantly supplied to the work stations.

The basic semi-products for fridge freezers are the housing and the door. An entire floor of suspended transporters hovers above the entire factory moving vital parts between operations; they also work to provide buffer storage.

Metal material for doors and cabinets is delivered in rolls or panels. The bottom of the compressor section and support structure are welded or pressed and clinched onto the housing, after which the housing is automatically hung on the hanging transporter.

Powder coating takes place in a powder coating chamber with an elec-

trostatic application that is less harmful to the environment. A nano-ceramic application is used for pre-treatment. In addition to black and white, 15 other colours are currently applied for various types of refrigerators and for serviced parts.





Hanging conveyor system for transport of semi-products from powder coating to assembly and the insulation department



Outgoing conveyor of inner liner cut-out device



Preparation of inner liner (refrigerator interior) for installation into the housing in the pre-assembly section

From the powder coating station, semi-products are transported to assembly and insulation. In the PUR door department, various reinforcements, rims, and other elements are added. Just before the insulation fitting procedure, the inner door liner is added.

Although small, the department for vacuum shaping of interior parts is very important. The panels are first heated

in machines. Then, pressure is used to inflate them, after which they are vacuumed to the shaping tools required by various forms of refrigerator freezer interiors.

The housings and the inner liners are assembled at the pre-assembly lines. Here, heaters and all cable sets are also fitted to be connected later at the assembly station. Final assembly of

refrigeration appliances takes place simultaneously at the pre-assembly lines that then merge into the assembly lines. These pre-assembly lines are heavy users of sealing materials and adhesive tape: at 3,700 appliances daily, some 100 km of adhesive tape is used.

In a computer-controlled housing insulation fitting process, the cell is filled with polyurethane foam. The housing is





Transport of final products to the 100% clean chamber for safety characteristics and operation testing

placed in the insulation mask where it is closed by the mask side walls, remaining in the mask until the polyurethane foam is polymerised.

Initially the appliance travels in a horizontal position. During this time the thermostat, electronic components, wire and dynamic evaporators, and doors are mounted on the appliance. Then the appliance is manipulated into

the upright position and is placed on a polystyrene base. The compressor and condenser are mounted on the appliance; then, the cooling system pipes welded together.

After the welding process, the refrigeration system is cleaned and emptied on the vacuum circuit. Sufficient vacuum and integrity are basic preconditions for good performance of the

cooling system. When the appliances reach sufficient vacuum, they are filled with the cooling medium – the refrigerant.

All manufacturing is controlled by a production information system. Full traceability is provided for each appliance through its serial number and technological code.



Each day 3,000 of appliances on 20 trucks are transported from Valjevo to different markets all over the world.

# WHAT'S YOUR JOB?

📍 JEFF BICKERT 📷 PETER GIODANI, GORENJE ARCHIVES



JANEZ MATAVŠ

SENIOR CATEGORY MANAGER,  
CATEGORY MANAGEMENT

## What's your job?

I'm Senior Category Manager responsible for the integrated cooking appliances product category – both for our in-house production and the complementary program.

## What specific tasks did you perform – as part of what you are working on – today?

Currently I'm involved in activities revolving around the modernisation and remodelling of the entire range of cooking appliances produced under the brands Gorenje, Gorenje+ and Asko. Our department, together with outside associates, has been carrying out the renovating of the entire range of gas cooking hobs, electric cooking hobs, integrated microwave ovens, integrated ovens of all types, and other less known integrated appliances like warmer drawers, coffee makers, grill plates, teppanyaki plates and the like.

## What are the key issues involved in what you do day-by-day?

Coming up with new ideas and scouting for new products, optimisation and preparation of and assistance with the product range, preparing the conceptual segments of projects, managing competitiveness, coordination between CM ATAG and CM Gorenje, coordination of activities related to complementary programs, and participation in project teams.

## What part of the actual project of the modernisation and remodelling of the entire range of cooking appliances are you responsible for; and how does it fit into the larger project picture?

Within the project I was responsible for the preparation of conceptual segment of the project (competition, price positioning, quantities per markets/products, product range by brands, features etc.). Currently, my associates are working on training and instruction materi-

als, organizing the final product range, arranging marketing strategy, and other activities required for the successful launch of the products in the market.

## What makes your job on that project interesting; and what is the best part of your job in general?

One important segment of this actual project is the application of new food preparation technologies. For the first time in the history of cooking appliance manufacturing at Gorenje we're going to use, in addition to traditional cooking methods, steam and microwaves for the preparation of food; and we're going to offer a compact (45cm) oven model in addition to the standard 60cm oven – again, for the first time in the history of oven manufacture in Velenje. These will be premium appliances and thereby also suitable for our ATAG and ASKO brands. It's a real challenge to be part of a team that sets new milestones in Gorenje.



GLM talks to three Gorenje people – a category manager and development engineers – about new cooking and food preparation technologies, co-development, and expanding and remodelling entire ranges of cooking appliances.



**GREGOR ŠTUMPFEL**  
**LEADING DEVELOPMENT ENGINEER,**  
**R&D ELECTRONICS**

#### **What's your job?**

I'm in charge of development projects for electronic modules intended for integration into cooking appliances. I make sure the electronic module development process is in sync with the development project for the appliance into which the module is to be integrated, both in terms of timing and technical aspects. In every project, I manage the development activities of my colleagues who work on development of electronic module hardware and software; in addition, I'm directly involved in hardware development.

#### **What specific tasks have you performed today – as a part of what you are currently working on?**

I was preparing electronics for the VDE safety certificate. I also discussed technical details of some electronic components developed especially for this project – specifically the membrane touch-sensitive keyboard and the passive LCD display.

#### **What are the key issues involved in what you do day-by-day?**

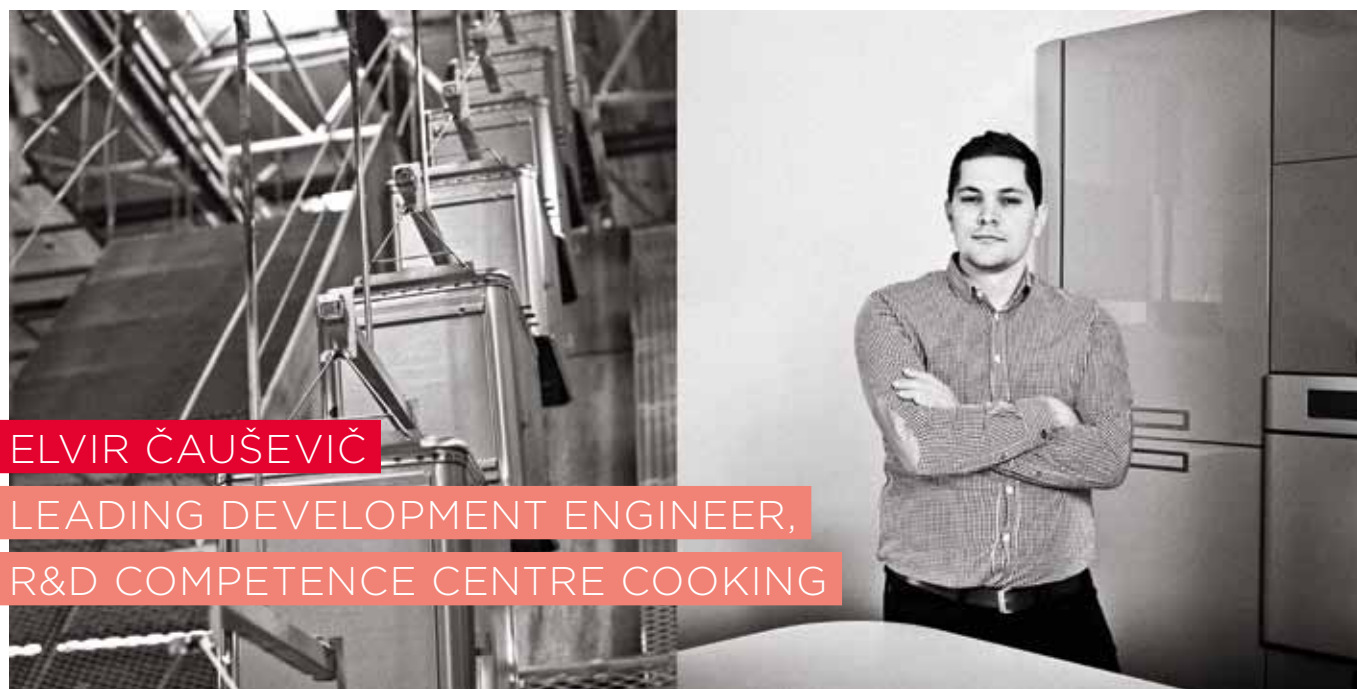
Our main concern is to develop an electronic circuit that is as inexpensive as possible, yet will safely and reliably function in the appliance, even under the adverse conditions of high temperatures, humidity, and interference. This can be achieved by employing new innovative solutions; however, there is always a risk that such solutions prove inadequate in the course of the development process. It's therefore very important that such solutions be tested as early as in the pre-development stage. Unfortunately, there is often no time set aside for this stage within a project. Therefore, every such solution must be carefully planned, anticipating possible shortcomings as well as solutions for overcoming them.

#### **What part of the actual project of the modernisation and remodelling of the entire range of cooking appliances are you responsible for; and how does it fit into the larger project picture?**

I'm responsible for development of all electronic modules that will control the new generation of cooking appliances. This includes the universal electronic control module that will functionally control all appliance models, and three versions of electronic user interface modules.

#### **What makes your job on that project interesting; and what is the best part of your job in general?**

The new generation of cooking appliances include several different types of appliances with highly differing user interfaces. All these appliance versions have to be controlled by electronic modules developed in our department. Every version of the electronic control module includes innovative solutions that allow cost-efficient and user-friendly appliance control. These innovative solutions, once properly implemented in the electronic modules integrated into the appliances, will represent a distinct competitive advantage for Gorenje in the white goods market.



**ELVIR ČAUŠEVIČ**

**LEADING DEVELOPMENT ENGINEER,  
R&D COMPETENCE CENTRE COOKING**

#### **What's your job?**

I work in the R&D competence centre as leading electrical engineer. My main occupation within the competence centre deals with cooking development projects in which I, along with other engineers, am responsible for development of the technical part of projects through all phases of project, from concept phase to final production launch. My job consists of working with people within the R&D competence centre, with people from other departments inside the Gorenje group, and with external parties such as suppliers, co-development partners and others.

#### **What specific tasks did you perform – as part of what you're working on – today?**

Currently I'm working with two development projects inside the R&D Competence Centre Cooking: a new generation of 45/60 ovens and the modernisation of the existing generation of ovens. Within the new generation 45/60 project we're currently assembling appliances for VDE certification, performing tests on prototypes, performing verification of software on user interfaces and finalising all technical documentation. Inside the modernisation project we're currently, together with the project manager, preparing the final version of the business case that we'll present to

our management board. Alongside the business case we're also resolving all technical details for the official start of the development phase of the project.

#### **What are the key issues involved in what you do day-by-day?**

Each development project has its deadline, budget, and defined performance markers that are all, at the end of the day, very important in ensuring our appliances are sufficiently competitive on the market. So my day to day issues mostly revolve around achieving, together with my project and team members, the project's defined goals. This involves meetings, discussions with the R&D team and project team members, suppliers, co-development partners, the coordination and planning of the next project phases and so on.

#### **What part of the actual project of the modernisation and remodelling of the entire range of cooking appliances are you responsible for; and how does it fit into the larger project picture?**

I'm responsible, with two other electrical engineers, for all electrical components, such as heaters, motors, user interfaces, coordination of work on electrical components, co-development of all platform used technologies and certification of appliances. I'm also in charge for development, communica-

tion with co-development partner and project management of microwave part of the project.

Both electrical components and microwave technology are key construction parts of BIO project and without them the project would not be possible to complete.

#### **What makes your job on that project interesting; and what's the best part of your job in general?**

The most interesting part of the project is that I have a chance to work and co-develop one of the largest development projects in the cooking department ever; and the fact that within the project we're currently developing a completely new 45cm and 60 cm range of ovens which will constitute the base for all future development on ovens and freestanding cookers. Alongside the new range of ovens and the well-developed convection and pyrolytic technologies we're also developing two completely new technologies combining microwaves and steam. Because of its complexity and scale it will serve, for me personally, a great learning experience and an important platform for my future work.

The best part of my job is the flexibility, the chance to work and co-develop new projects, and the constant drive to be better and more innovative.

# IONISATION DECONSTRUCTED

IONISATION TAKES MANY FORMS AND FINDS MANY APPLICATIONS IN THE WORLD AROUND US; YET FOR ALL THAT, IT REMAINS SOMETHING OF A MAGICAL MYSTERY – WHICH IN SOME MARVELLOUS WAY, IT IS.



◆ JEFF BICKERT    📁 GORENJE ARCHIVES

▲ Anions for Everyone: The IonAir feature of Gorenje's Ion Generation refrigerators provides a wash of anions, keeping both us and our food marvellously fresh and happy, naturally

Ionisation is the process by which an electrically neutral atom or molecule loses or gains one or more electrons and becomes an ion. An ion is an electrically charged atom or group of atoms, normally electrically neutral, because it has the same number of electrons (negatively-charged particles) as protons (positively-charged particles). The atom becomes a negative ion, or anion, upon gaining one or more electron.

In an electric discharge such as lightning or the electric arc in a fluorescent lamp, atoms are ionised by collisions with free electrons accelerated by a high voltage. The great attraction that ions of opposite charges exert on each other makes ions very reactive chemically.

The study of ions is important in chemistry, physics, biology, and geology. In industry, several processes involving ions are used, including electroplating, anodising, and arc welding. The ionisation of gases is used in the operation of such devices as electric discharge lamps (commonly fluorescent and neon) and air purifiers.

An air ionizer (or negative ion generator) for example is a device that uses high voltage to ionise (electrically charge) air molecules. Most commercial air purifiers are designed to generate negative ions. Russian scientist and inventor Alexander Chizhevsky produced the so-called Chizhevsky Chandelier around 1918. This was probably the first modern air ionizer.

## BREAKING DOWN THE BENEFITS

Ionisation as a means of cleaning air has become relatively widespread due to the success of the various popular, quality commercial air cleaning systems. The majority of these products work on the "electrostatic precipitator" principle, which means to generate a single polarity ion to attract dust or some other particle and to draw it back and collect it to an oppositely charged collector cell.

Bi-polar or dual polarity ionisation works on a different principle. Bi-polar systems generate both negative and positive ions. The systems are designed to provide sufficient ionisation to the

space to be treated and allow the energy supplied by the ions to transform ordinary oxygen into various compounds (commonly peroxides and others). These reactive oxygen species can provide a number of air quality benefits, including volatile organic compound breakdown and microbial (moulds, bacteria) reduction. Because of the variety of applications that can benefit from these systems, bi-polar ionisation has been used in Europe for some years, with studies showing that these systems are beneficial to improving overall indoor air quality.

Bi-Polar ionisation can curtail the spread of various illnesses, as its ability to decay particles out of air more rapidly takes them out of breathing range where they pose the most threat to people's health; and particles are often the vehicle for many bacteria, germs and viruses becoming airborne. The effect of bi-polar ions on forming reactive oxygen species also has a direct effect on bacteria, germs and viruses by disturbing their reproductive cycle and eventually destroying them.





# HomeCHEF. OVEN FULL OF KNOWLEDGE.

HomeCHEF is a revolutionary oven combining the knowledge of master chefs with user-friendly technology. While its large colour TFT display simplifies the selection of settings by simply sliding a finger across the display, the greatest benefit of the oven is a patented multi-step baking - **STEPbake**, which enables preset changes of temperature, heating elements and cooking time for your selected dish. HomeCHEF is the right choice for consistently delicious culinary experiences and will impress and inspire beginners and seasoned chefs alike.

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



reddot design award  
honourable mention 2011



**gorenje**

# GET YOUR IONS ON

Euphoric pre-party rush, intoxicating dress-up gestures and charged transfigurations mould and transform something not exactly small nor manageable, but the shiny new IonAir fridge.

CONCEPT: **JEFF BICKERT, MANCA KRNEL**

PHOTOS: **TILEN SEPIČ**

STYLING: **DAN ADLEŠIČ**



#### VIRESCENT ECLECTICA

Ion infused green never follows – it's always one step ahead. It's electrified nutrition gone mad, naturally. Behold it in all it's glorious prime.

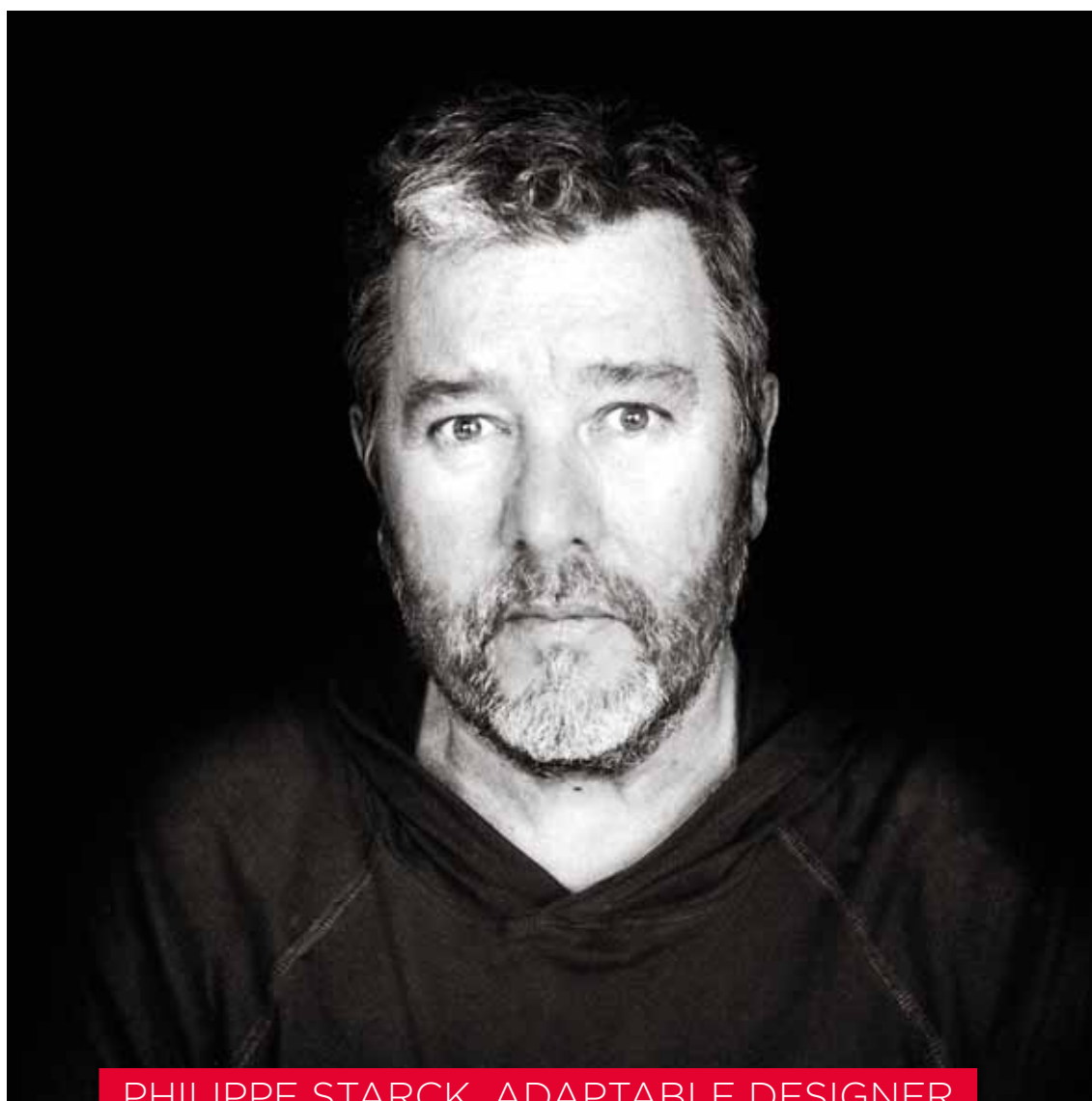




### BABY SUGAR ME!

Let them eat cake. Sugar rush, the sound of sizzling sparkle and the pop of balloons that dare come too close to the seductive fire.

# MAN FOR ALL SEASONS



PHILIPPE STARCK, ADAPTABLE DESIGNER

EXTRAORDINAIRE

◆ JEFF BICKERT    📷 PORTRAIT: THOMAS BILANGES  
📷 PHOTOS COURTESY OF PHILIPPE STARCK AND THE MANUFACTURERS

## ▼ Eros, for Kartell, 1999



Philippe Starck once said he can design a chair in two minutes; and a hotel in a day and a half. He prefers to work alone, sometimes “naked in the bedroom”. He’s conceived and designed thousands of products, interiors, even entire buildings for just about everyone, from Alessi, Baccarat, Kartell, Samsonite and Flos to Lacie, Adidas, Target, 7-Eleven and Microsoft. He also designed Steve Jobs’s yacht, *Venus*, which launched in October 2012.

Born in 1949 in Paris he’s well-known around the world as an interior designer, a designer of consumer goods, for his industrial design and his architectural creations. Starck set up his first industrial design company, Starck Product and began working with, among others, Alessi and Kartell in Italy, and with Vitra in Switzerland. In 1983, French President François Mitterrand chose Starck, via his minister of culture, to refurbish the President’s private apartments at the Élysée. The following year he transformed the Café Costes in Paris, part of the Hôtel Costes, and whose whose design maxim was “all things in excess”.

With his concept of democratic design that he developed early on in his career he has focussed – on and off over the decades – on mass-produced consumer goods rather than one-off pieces, looking to reduce costs and improve quality

in mass-market goods. This past spring he told the Guardian: “My thing is replacement. You propose an object. If it’s right, it works and the previous object vanishes. But it’s a natural process”.

Starting with the Paramount in New York in the early 1990s Starck also worked to democratise quality “designer” hotels. With rooms at \$100/night, it became a classic in its genre. Almost 20 years later he brought this same concept to Paris as the Mama Shelter in 2008, and soon afterward to Marseilles, Lyons, Bordeaux and Istanbul as well.

In fact Starck has been designing hotels all over the world for more than 30 years. Together with entrepreneur Sam Nazarian Starck he created the concept for the SLS chain of luxury hotels. The Bazaar lobby at the SLS Hotel in Beverly Hills became





- ▲ Juicy Salif juicer, for Alessi, 1990
- Louis Ghost chair, for Kartell, 2000



hugely popular with its Norwegian health bar, a pâtisserie and a Moss concept store. Recently Starck has continued producing designs for (extreme) luxury hotels like Le Meurice in 2008 and the Royal Monceau in 2010, both in Paris.

“Le Royal Monceau”, says Starck, “has nothing to do with the architecture or the decoration... (it’s) the creation of a mental space in a place that replaces decoration; where there’s the mind instead of aesthetics, literature instead of style. Creating a full space; of a life, of a memory, of a passage as if the air were vibrated by music, as if the air was palpable because of a perfume...”

#### **GOLD-PLATED EVERYDAY**

Starck’s prolific output touches on most every area of design: furniture, decoration, architecture, street furniture, industry, bathroom fittings, kitchens, floor and wall coverings, lighting, domestic appliances, office equipment, tableware and utensils, clothing and accessories, watches, toys, glassware, graphic design and publishing, even food and vehicles for land, sea and air.

His plastic furniture pieces, like the Kartell Louis Ghost chair, has sold over a million pieces. At roughly \$300 it represents something of a curious mix of the democratic and the elitist;

but its sheer popularity and accessibility speak for themselves. Designed by Starck in 1990, the Juicy Salif juicer for Alessi is considered an icon of industrial design. Probably his best known design it has been displayed in New York’s Museum of Modern Art among countless others. Company founder Alberto Alessi says he received a napkin from Starck with some sketches of squid on it that took on the shape of what was to become the Juicy Salif. “While eating a dish of squid and squeezing a lemon over it, Starck drew on the napkin his famous lemon squeezer.”

The juicer was made from cast and polished aluminium. But for the tenth anniversary of its launch, 10,000 numbered and gold-plated pieces were issued. Similarly, some 47,000 un-numbered anthracite-coloured units were produced, between 1991 and 2004, both of which are now collectors items. Starck claimed that his squeezer was “not meant to squeeze lemons” but “to start conversations”.

#### **FLIRTATIOUS MONK**

Starck has described himself as a sort of modern monk, staying out of everything, away from dinners, cocktails, movies and TV, architecture and design magazines and fairs; and other designers and architects. Nor does he ever collaborate – not because he doesn’t like other people, he says, but be-



▲ Le Bar Long, Royal Monceau, 2011  
 ◀ Superarchimoon, for Flos, 1999



▲ Romeo Hot Hot, for Flos, 2003  
 ▼ USB Hard Drive, for Lacie, 2009



cause he's simply not able to do it. And he works with only paper and pen, and knows, from the beginning, precisely its shape, weight, texture, cost, everything. His team, with whom he meets only a few times monthly, puts the design onto the computer so a prototype can be produced – and closely checked.

Most of Starck's designs/products have sensual, appealing forms, are often suggestive of character or personal identity, and commonly get smart and/or silly names – the Prince Aha stool or the Dr. No chair, which is a traditional club chair made instead of injection-moulded plastic. His work flirts with the subversive, blurs or crosses conventional boundaries, and is often witty, sexy and full of little surprises. Juxtaposing seemingly contradictory or incompatible forms, programs and materials is typical Starck, and part of what makes he and his work so compelling.

### MORE HAPPINESS

The Gun Lamp collection (Bedside Gun, Table Gun, Lounge Gun) designed in 2005 for Flos stands out – taking as his model the iconic Kalashnikov AK47 assault rifle and machine gun – as one of the more controversial or subversive of his designs. By the same token it has a distinct Warhol-like pop art

component to it – like many of his widely-popular designs for lamps, appliances and household objects of the 1990s – and is also among his best-known and celebrated pieces.

In conversation with designboom in 2005 he offered: "Light, functional, affordable and elegant, with over 100 million copies [half counterfeit] produced to date, the Kalashnikov is one of the industrial design success-stories of our age. [...] The Guns Collection is nothing but a sign of the times. We get the symbols we deserve."

He's also said that the designer's role is to create more "happiness" with less. "Even a toothbrush must deserve to exist by conjuring up another dimension, something more than just being a toothbrush, regardless of whether it's poetic, comic, sexy or political."

From toothbrushes and bathroom fittings, loudspeakers and headphones, to eyeglasses and lighting, hard discs and bicycles, Philippe Starck, adaptable designer extraordinaire, has long been and continues, full force, to be part of our everyday. Whatever the future (of design and beyond) holds, he will be there, with his finger on the pulse and the spin in the firmly grounded design ether. Starck naked.

# PROUD SPORTING SPONSOR

HIGH PERFORMANCE ATHLETES TAKE WINNING  
FLIGHT ON GORENJE'S WINGS

URŠKA OJSTERŠEK GORENJE ARCHIVES



Gorenje has been a proud sponsor of the Slovenian Nordic ski team for more than 20 years. Over the decades, Gorenje has stood behind many a celebrated name on the slopes and beyond, including Primož Ulaga, Franci Petek, Primož Peterka and Petra Majdič. This past competition year seasoned medal-winner Robert Kranjec and young rising star Jaka Hvala, who won his first World Cup event this year, clearly stood out among the names Gorenje has actively supported.

Indoors on the court floor Gorenje has also served as the general sponsor of the Gorenje Velenje handball club for more than 20 years. The 2012-2013 season saw the team manage to win their third Slovenian championship title. Slovenia's national

handball team, which features several Gorenje players, also had a highly successful showing at this year's World Men's Handball Championship in Spain, where Slovenia finished just outside the medal standings with a surprisingly strong fourth place performance.

Sport is one of the cornerstones of a healthy society, and Gorenje recognises and promotes such values with active engagement in and support of various sporting activities. Most recently, Gorenje's German subsidiary decided in March to support the Hamburg Freezers, one of the country's most successful ice hockey teams. For the occasion, Gorenje created two retro refrigerators sporting the distinctive team logo.





- ▲ Gorenje's German subsidiary is supporting the Hamburg Freezers, one of the country's most successful ice hockey teams. Gorenje created two retro refrigerators sporting the distinctive team logo.
- ◀ Slovenia's top ski jumper Robert Kranjec ended the season in sixth place in the overall World Cup standings. Also placing sixth in the World Cup standings was Slovenia's top woman ski jumper Katja Požun.

- ▲ After a host of wins last season, Slovenian ski jumpers brought home a full set of medals at the final World Cup event in Planica (Slovenia) in late March; with first, second, and third places in individual races, and first place in the team event.
- ▼ As sponsor of the Slovenian Handball Association, Gorenje cheered the Slovenian handball team on at the World Men's Handball Championship in Spain this past January, where Slovenia made history with a strong surprise fourth-place finish. At the end of this May Gorenje also joyfully celebrated the victory of Gorenje handball club team in Slovenian championship.



# MAN VS. MASCULINITY

IN A GENDER-BENDER WORLD,  
WHERE DO WE DRAW THE LINE?

✦ JERICA ŽIVA PUTERLE ✨ PETER GIODANI

I keep running into two kinds of guys: the self-absorbed ones, who always finish my funny story with a similar one that happened to them and is just so much funnier or poignant than mine; and the new urban species growing full veggie gardens on their balconies or raising bees on their highrise rooftops. What next?

I guess we're all constantly striving to make our lives more meaningful by investing in things that will heal our minds, bodies and souls. Things trend faster than I'm able to fully grasp just one. But I always thought it was us women who fell for all the fads and revolutionary regimes – how to improve literally anything, from curling lashes to healing oils to that special ritual that will transform your sexual drive.

It's the obsession that starts with organic-only, then no processed food at all, then a raw diet and suddenly all you eat is kale. Then you're healthy, fit, slim and alert, but you're miserable and your skin turns zombie green. Plus, you're missing out on some of the world's loveliest pleasures, like cheese. Then there's growing your own food, even in the world's most urban areas in the world.

But let's talk shopping and personal appearance. Not so long ago tweezers and beauty gadgets only came in different shades of pink. But I've seen guys plucking their eyebrows, spending hours styling their hair, and there's a whole phrase coined for body hair removal – manscaping. The metrosexual has become a version of us – women. Remember those days when your buddy would rather be caught dead than accompany you to a shop? Now you're sitting on that plush chaise lounge in the trendiest shop, yawning and dying to get out of there, while he can't decide which pair of shoes to buy. You do the thing girls always do – tell him to take both.

Then I come to the gym. And these guys are doing yoga, and buying special new, "performance" outfits. They own their own

yoga mat, yoga pants and yoga socks, and are more flexible than most of the women in the class. After your shower, you find them sipping a chocolate protein shake at the yoga bar when I just want to get out and grab a beer.

Come on, guys, since when was this your domain? I grew up believing all these hyped-up fads – food, fashion or bikini diets – were made for us wobbly women, so that we were so (pre) occupied that we let you run the world. But times are changing.

Now I'm all for full gender equality, believing women possess the best of graceful power, tenderness, compassion and solidarity, and that these things should be the heart and soul of every living thing. But this female-friendly economy means you guys are no longer the sole bread winners, which opens up a whole lot of gender-based issues that sprung up only recently – delayed adulthood, delayed career choices, delayed family planning. When women have more choices than ever before, whether it comes to work, home or lifestyles, and are slowly achieving gender equality, does that mean we are also more and more alike?

Women have been fed with the many ideas of what they "need" for decades. But the novelty frenzy caught up with our men, and they're more than excited to get that buzz out of anything that promises to make them born again. Gone are the days when I'd spy the (obviously single) guy in front of me at the check out line, with his cart piled with ready meals for one, crackers and beer. That guy is probably down at the eco-market right now. Crackers? Only if they're gluten-free. When did dieting become your thing? For me, it was always a girlfriend who inducted us into those wonderful sisterhoods of denial that take you to a happier place. But today I see I eat more than my date. He knows the calorie count for every bite. He probably has vitamin supplements I've never known existed. His nutritionist taught him everything about goji and acai berries, about drinking pure coconut water, the wonders

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His nutritionist taught him everything about goji and acai berries, pure coconut water and the wonders of vitamin E.

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of vitamin E. He also explains the gratification of swimming, combined with sauna, the occasional fast and a colonoscopy – all while I decide if it's bad manners to order dessert. When was it you snatched the joy of self-deprecation from us? I wonder if you're even aware of the downward spiral you've so happily embarked upon.

Now I'm all for self-improvement. I do not take pleasure assessing (criticising) others' lifestyle choices, passing judgement on ability, intellect and self-worth, and I compliment when compliment is due. But where are we heading? If men are embracing values and accolades that are so conventionally feminine are they silently affirming that they're fed up with male/masculine responsibilities too? In this world of myriad choices and roles, where individuals are led to believe they themselves determine the terms of success and fulfilment yet

possess a poor internal compass, they can wind up utterly lost – no matter how educated, informed or confident you are.

All I need from you guys is to stay as you were. As much as we hate to admit it, every girl dreams of an alpha-male, with all his stubbornness and grumpiness and general being-a-guy-ness. We don't need another girlfriend, we have plenty of those. Don't succumb to the vanities that women like to call their day-to-day lifestyle. We need to feed off our differences to empower ourselves – and you, too. Whenever we groan about your inability to communicate or wash the dishes or your sudden ineptitude when it comes to ironing your shirts, those are the things that make us need each other. Stay as you are, even if you have to pretend – the idea of us needing you and you needing us, that's the glue of the world. So maybe we patronise you, and you us; that's just the way it was meant to be.





# RECREATING TRADITION A NEW IN BERLIN

MAKING TASTY WAVES IN BERLIN'S MITTE DISTRICT,  
AT MOGG & MELZER AND PAULY SAAL

📍 JEFF BICKERT 📷 STEFAN KORTE, MOGG & MELZER, PAULY SAAL

## MOGG & MELZER, DELECTABLE DELI

Here at their Mogg & Melzer deli in the Jüdische Mädchenschule, Oskar Melzer and Paul Mogg have brought classic New York deli food culture to Berlin, serving up homemade meat delicacies like pastrami and barbecued brisket from early morning until late at night. The seductive aroma of spiced smoked meat can't help but draw even unsuspecting visitors to the galleries housed in the same marvellously rich yet understated former city school.

Their special smoked meats are served up as grilled sandwiches or served cold with salad. Hardcore deli devotees will also delight in their classic matzah ball soup, together with daily specials and homemade desserts. And delicatessen products such as kosher salt or tasty wine from the Pauly Saal restaurant next door are also for sale – to be enjoyed there or at home.

Inside the decor is reminiscent of American delis of the 1930s, featuring a handful of country tables, more intimate

booths, even a small street-side stool-bar, combined with European design classics and fabrics by design-savvy Danish Kwadrat. And though the place represents an impeccably considered slice of retro, we're also seamlessly reminded this is 21st century Berlin.

Similarly, the Melzer-Mogg duo, whose backgrounds are actually in nightlife and DJing, have made sure to attend to basics, to the authentic, having New Yorker Joey Passarella oversee home-smoked pastrami and salt-pick-



- ◀ The classic deli pastrami sandwich, with kosher pickle and coleslaw



- ▲ Mogg & Melzer's open kitchen (above) and simple, restrained retro-design interior

led pickles, and the fragrant rye bread (almost) wrapping the Reuben sandwich is baked at Barcomi's, a bakery founded by Seattle native Cynthia Barcomi.

Alongside the standard deli delights diners discover modern takes on Hokkaido pumpkin with wild herbs, goat cheese salads and North African shakshuka (eggs poached in tomato sauce with chilli peppers, onions and

cumin). Of course the genuine deli experience wouldn't be complete without the New York-style cheesecake (also from a local specialist), which is one of the best you're likely to find anywhere. On top of that the service is very good and highly personable.

And while Mogg & Melzer is special, it's part of a larger resurgence of Jewish culture and cuisine that has emerged in Berlin in the past half-decade. And their

location means there's a close relationship with the neighbouring and equally compelling Pauly Saal restaurant, making the Jüdische Mädchenschule a very special Mitte-district venue.

**Mogg & Melzer**, Auguststraße 11-13;  
tel. +49 30 330 060 770;  
[www.moggandmelzer.com/](http://www.moggandmelzer.com/)  
Mon-Fri 8-late; weekends 10-late



### LANDKÜCHE REFINED, AT PAULY SAAL

Next door a very different experience awaits, yet one that bears certain underlying similarities, where restaurateurs Stephan Landwehr and Boris Radczun remodelled the long-vacant space for their latest culinary venture, Pauly Saal.

Outside in the courtyard is a charming brick patio where you can eat lunch in the afternoon or sip a cocktail at night. Inside, the impossibly high ceiling in the dining room, once a gym for students, is now filled with amber-hued Murano glass chandeliers.

The fare here is markedly up-market yet also subscribes to a taste for the local and the authentic – “Landküche”, a kind of cooking that Germans are well acquainted with, but which is not widely embraced in Berlin’s cultivated eateries. Landküche à la Pauly Saal began with potatoes and lentils from the surrounding region; but combined with their homemade wursts, rotisserie meats and a host of savoury preparations, it produces a veritable (meat) feast.

Here executive chef Siegfried Dan-

ler calmly prepares traditional Weimar cuisine in the open kitchen completely from scratch. He cooks with as much from the restaurant’s small garden as he can, and secures a good share of the meat he serves from his father. (Since opening in February 2012, Paul Saal has offered suckling pig, braised veal, offal and their signature dish, veal heart.) Meanwhile, the servers glide smoothly between tables, cutting bread and carving meat at a carving station in the middle of the room.

A Sunday roast or stew is standard, succulent fare, but the seasonally-changing dishes speak of plenty more to contemplate: braised veal and organic Pomeranian ox entrecôte (matured for 7 weeks and served on charcoal) evoke the taste of traditional cuisine that is the inspiration of all of the simple yet extravagant dishes that emerge from Danler’s kitchen.

A typical lunch might feature asparagus salad, haunch of roe buck with mushroom pasta and marinated fennel, and strawberry sponge cake with yogurt cream and an elderflower jelly for dessert. But lunch or dinner, the Ger-

manic centrepieces remain the high-point: the Zickleinschulter (shoulder of goat kid) comes with a healthy ladle of mashed potatoes decorated with morsels of blood sausage and tangy Spitzkohl (pointed cabbage) flavoured with wild garlic.

Local, fresh and seasonal are the operative imperatives here: the goat kid is recently slaughtered in Brandenburg only days before, the zander (pike-perch) likely caught the same morning in a local lake. Smoked eel with beetroot, pike dumplings, young goat ravioli, rye dumplings, rack of lamb from the Mürzitz, potato thyme blinis, sheep yogurt, morels and German raw milk cheeses all more only continue to tempt and titillate.

Reservations for the two-hour dinner service are highly recommended.

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**Pauly Saal**, Auguststraße 11-13, 10117 Berlin; tel. +49 30 33 00 60 70; <http://paulysaal.com/en/>  
Mon-Sat 12-15 & 20-03





◀ Dining room:  
former classroom turned  
tasteful chic, with a twist



- ◀ Landküche a la Pauly Saal:  
traditional cuisine, extravagant dishes
- ▼ Pauly Bar: well-stocked, smartly appointed



# WHAT'S PARIS GOT TO DO WITH LOVE?

TALKING WITH PARIS-BASED  
PHOTOGRAPHER ŠPELA KASAL



The first thing I came to understand, years ago when I met Špela Kasal, now an established fashion photographer, was that she never belonged anywhere else but in Paris. Originally from Ljubljana, Špela lives with a camera in one hand a handful of business cards in the other.





Špela made her way more or less directly to the city of love and into what this city does best – fashion. (And everything else connected with that very specific, strange way of life). It's also a little strange talking about the Paris we both know and love, because we all, everyone, has a very clear idea of what it is. Is Paris Jazz? Is Paris sitting on a coffin at Père Lachaise drinking coffee, is it Catherine Deneuve, or Olivier Zahm? Is Paris love; or is it just scandal (and the love of it)?

**Paris, the capital of fashion? Is it really? What does it have to offer young non-Parisian creatives working in the field?**

It's definitely the most creative, in the purest sense of fashion creation. It all depends on who you are and what you do. There are a lot of young, non-French working in the industry here. They're usually at the top of their game and highly inspiring. And they're usually

both talented and lucky. You have to be at the right place at the right time. And you also need to push doors.

**Does Paris feel welcoming?**

Paris is a strange city. There's hardly a movie where it isn't mentioned. Everybody has a certain vision, a dream about the city. It's full of clichés, of course. When you live in Paris it's all about the right connections, the people you know and your own experience. But it's true, it can be quite full of contrasts. Either it's great, or something entirely else. And it has the unique power to intensify the mood you're in – always.

**Are the attitudes towards French and not French and Parisian and not really that vivid?**

It really depends in what circles you move. I would say the biggest 'trouble' are Parisians. They like to keep their circles pretty closed – to both French

and non-French alike, but not to Parisians. Of course there are exceptions as well. I find the most inspiring and creative crowd is usually international. They know why they're here.

**Paris is also referred to as the city of love? For you (getting married there) it was. What's got love to do with fashion?**

I think a lot. It's all about the passion for whatever it is you do. My field is photography. Without love (of what you do) you can't make sacrifices, can't submit or subordinate so many things in your life to it. It's the constant drive in life that makes things move. It's basically unconditional – like love.

**In what sense is Paris extreme? Why does Paris call out for scandal?**

I actually no longer see Paris as so extreme as time passes. Maybe they've become far more liberal, and aren't so self-critical. They like to indulge them-





selves. Which is quite opposite from what we (Slovenes) are used to. Sometimes I have the feeling that Parisians haven't changed that much from the days of Versailles. Scandal is a part of what it is here – and should remain so. They're proud of it!

**Can it be peaceful? Where do you find that bit of peace for you, that bit of Paris that doesn't have its original buzz or some cinematic allure attached to it (if you ever get fed up, of course)?**

I live in Montmartre. I find my piece of quiet there. There are lots of trees, the air seems less polluted here, fresher, less crowded. It's my quartier, which is really dear to me.

**How well do you speak French? Do you get any smart, funny or simply stupid remarks on your accent?**

My French is pretty good now. I have the impression people respect the fact you're making an effort speaking their language. I find them quite encouraging. It's only between good friends who sometimes tease you about your accent, which they usually find pretty charming.

**Does living in Paris give you a sense of pride; or is simply getting on with everyday life somehow more the thing?**

Now I can't really imagine living anywhere else. Living in Paris is sometimes very easy and sometimes not. Working

in fashion photography I definitely have to be here, where things are happening.

**How about back at home, in your quartier? Are you the housekeeping type?**

It depends. I wish I were more inclined that way. A lot depends on how much work I have. But I really like the time I can really devote myself to it.

**Going back further, to your roots here, does Gorenje have a part in your life?**

It was a bit more while I was still living in Slovenia.

See more of Špela's work (her love), at: [www.spelakasal.com](http://www.spelakasal.com)

## TIPS, TRICKS AND HIDDEN GEMS

**BEST BRUNCHES**

In Paris things happen at night. So late mornings are an obvious Parisian delight – or just a bad habit turned delicious.

**Rose Bakery** — Lots of organic and carefully chosen goods. 30 rue Debelleye, 75003 Paris, Metro: Filles du Calvaire

**Tartes Kluger** — Flans, tarts, and millefeuilles with lots of attitude. 15 rue Trousseau, 75011 Paris, Metro: Ledru-rollin

**Soya Cantine Bio** — Vegetarianism with reputation – and Zen ambience. 20 rue de la Pierre Levée, 75011 Paris, Metro: Goncourt, République or Parmentier

**LUNCH & DINNER**

Not the trendiest, but surely the tastiest.

**Yen** — Japanese with no clichés included. (No sushi nor sashimi). 22, rue Saint-Benoît, 75006, Paris, tel: 01 45 44 11 18, Metro: Saint-Germain-des-Prés

**Cherche Midi** — The food is Italian, the décor French. Full of Americans and refined locals. 22 rue du Cherche-Midi, 75006 Paris, tel: 01 45 48 27 44, Metro: Sèvres – Baby-lone

**Pamela Popo** — Food is lovely, cocktails fab and only beautiful people. 15 rue Francois Miron, 75004 Paris, tel: 0142741465, Metro: Saint Paul

**FOOD SHOPPING**

The problem with great food shopping is the bags come home empty; good thing is, you don't have to cook.

**La Grand Epicerie** — Best packaging, best food halls organized by regions. 38, rue de Sèvres, 75007 Paris, Metro: Sèvres Babylone

**Marche des Enfants Rouges** — Don't just look, have it all. 39 rue de Bretagne, 75003 Paris, Metro: Arts-et-Métiers

**Autour du Saumon** — Always fresh fish, right up to dinner time. 60, rue François Miron, 75004 Paris, Metro: Saint Paul

**FASHION CAPITAL**

Nothing shockingly new, just top of the world.

**L'editeur** — Pioneers breaking with traditional retailing and distribution. 10 rue Boissy d'Anglas, 75008 Paris, Metro: Opera or Place de la Concorde

**Le Bon Marché** — Space for living and shopping; interprets trends, defines unique art de vivre. 24, rue de Sèvres, 75 007 Paris, Metro: Sèvres Babylone

**Azzedine Alaïa** — Ever an enigma, opening a new Maison, in a five-story hôtel particulier, with store, showroom and workshop. (Soon) Rue de Marignan, 75008 Paris, Metro: Franklin D. Roosevelt

**BOOKS**

Just for a taste – there's (so) many more.

**Comptoir de l'Image** — every uber-cool publication, with rare fashion and photography. 44 rue de Sévigné, 3e, 75003 Paris, Metro: Chemin Vert

**ofr** — Minimum two events weekly, from gigs to book signings, plus new books every day! 20, rue Dupetit

**Thouars** (Carreau du Temple) 75003 Paris, Metro: Temple

**Yvon Lambert** — The most daring art and books about the most innovative artists. 108 rue Vieille-du-Temple, 75003 Paris, Metro: Filles du Calvaire

**ART/MUSIC/FILM**

Most all Parisian institutions offer great culture, there's almost no need for alternative.

**Palais de Tokyo** — Smart, repurposed contemporary art space. 13, avenue du Président Wilson, 75116 Paris, tel: 01 81 97 35 88, Metro: Iéna

**Cinematheque Francaise** — Elaborate collection of cinematic remains. 51 Rue de Bercy, 75012 Paris, Metro: Bercy

**Musée Bourdelle** — Unique range of exhibition areas, with gardens ideal for relaxing. 18, rue Antoine Bourdelle, 75015 Paris, Metro: Falguière

**NIGHT & PARTY**

Jet set selection!

**Silencio** — Inspired by Club Silencio in Mulholland Drive, David Lynch has opened Paris's first private nightclub, 142 rue Montmartre, 75002 Paris, Metro: Bourse

**Montana** — Revamped by über-cool graphic artist André, a VIP magnet, 28 rue Saint-Benoît, 75006 Paris, Metro: Saint-Germain-des-Prés

**Le Baron** — decayed decadence operating on ultra-strict door policy. 6 avenue Marceau, 75008 Paris, Metro: Alma – Marceau

**OTHER**

**Wanderlust** — Platform on the Seine offering an array of hedonistic experiences. 32 Quai d'Austerlitz, 75013 Paris, Metro: Quai de la Gare

**The Impossible Project** — a new center for analog instant photography, 77 rue Charlot, 75003 Paris, Metro: Filles du Calvaire

**Piscine Pontoise** — Pool offers night swims and classical music. 17 rue de Pontoise, 75005 Paris, Metro: Maubert – Mutualité



# SAIL FOR A REASON

WITH MARTIN STARIČ,

HEAD OF THE ENGINEERING

OFFICE AT SEAWAY

MANCA KRNEL PETER GIODANI

**Martin Starič**, of the Slovenia-based Seaway company, shares his thoughts on high technology, the mystery of green, and the romantic impracticality of choosing a sleek and sexy sailboat.

**You're in the nautical industry. Sailboats are what you build. Sailboats have always been green, have they not?**

In my 20 years of sailing I don't think I've used 100 litres of oil. So very little. Once sailboats are built they are green, yes. There's nothing green about ship- or boatbuilding though. Some shipyards are so polluted that after a day of work you can't get your hands through your hair. The big dazzle behind "green" these days is that it attracts money for development. Seaway also produces hybrids yachts called Greenway. They are greener, from production on. For now let's call them blue.

**So it's all about a belief in the greener future?**

Somehow yes. Also, people who can afford to buy high-end yachts and sailboats, they're not usually thinking green. If they do, they solve their green problem by investing, with donations. We're the only ones who believe in the green power of A++ washing machines. But the impulse is the same. It's about how much you participate, how you do it, what you think it brings and so on.

**If we concentrate on Europe, the concept of the sailboat with a functional group of people, an informal exchange economy between them – the green lifestyle. That's so today!**

I don't think so. The concept of a sailboat runs contrary to all of our needs today. When sailing you can't exactly go wherever you want to, you can't go there as fast as you'd like; and even if everything looks as if you really will reach your goal it might happen you won't get there after all. Which means you are totally out of control. That's why sailing is so romantic.

**When does the length of a sailboat stop being functional, and the rest there just to show off?**

Boat length is always a commodity. The longer it is the faster it is, the more control you have over it, the further it takes you. So yes, when talking sailboats, size matters!

**How do you, as a nautical industry insider, look on high design yacht projects by big designer names? And do established boatbuilding companies buy their designs?**

Pininfarina, Starck and Armani are all people who have been connected with the sea since childhood. They understand it. As the times are what they are, perhaps Karim Rashid will come up with some sort of sailing egg, and Zaha Hadid will make a floating snicker. Architects are fanatics.

**What is your favourite sailboat design; your personal fetish?**

Riva for motorboats, Swan for sailboats – the 41 is my personal favorite. An excess of minimal. Remember that sailboats are not born from beauty, they are born from function.

**But are used to enhance or create beauty nonetheless.**

Myself I would start with it gliding smoothly through the waves first; then with how beautiful I might look on this sexy boat. But I'm not the average (type of) consumer, I'm too much of a sailor on the one hand and too much of an engineer on the other.

**What's with the speed? You mentioned earlier that people are more or less using the motor even on sailboats – if they're not showing off in the next marina. Do people race?**

Of course they race! Sailing is a total emotion, and no sailboat is sold without a (good) reason. (Only if there is some financial irregularity involved.) There is seriously no good reason to buy something that costs 300,000 EUR and makes your back hurt. So you can go and sail for the weekend, can't get up on Monday, then say to yourself "God, that was great!"



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