LIFE STYLE

THE INSIDE STORY
NEW GENERATION APPLIANCES: A NEW COOKING EXPERIENCE

THE INNOVATIVE HomeMADE OVEN
THE EFFECT OF A TRADITIONAL WOOD-FIRED OVEN

NEW GENERATION OF COOKING HOBS
THE EXPERIENCE OF ORIGINAL CUISINE

ORA-ITO
A BOY DELUXE

DR. NADYA ZHEXEMBAYEVA
WHENEVER WE BUY WE VOTE
A PERFECT DISH AT YOUR FINGERTIPS. JUST A TOUCH AWAY, THANKS TO THE INNOVATIVE PATENTED DirecTOUCH electronic programme module, based on the innovative UseLogic® technology that is incorporated into the entire generation of new Gorenje built-in appliances. All the latest Gorenje ovens can now be operated quite literally with your fingertips. DirecTOUCH allows accurate input of your own cooking parameters or activates the preset programmes at a mere touch of the symbol indicating the dish you want to cook. The most accommodating appliance ever will inevitably touch your life. Touch up your most successful cooking story so far and turn it into an enchanting story. The inside story.
Halfway though the previous century, the English physicist and mathematician Freeman Dyson wrote: “The technologies which have had the most profound effects on human life are usually simple.” Some decades later, we can only nod in agreement. Nothing has changed our lives more than a personal computer which merely addressed a simple issue and a need of each human being: how to make life easier and save some time for more pleasant moments. Just like a working environment can no longer be conceived of without technology, so have our homes also been affected by it. With astonishing ease and quite spontaneously – almost naturally – technological solutions have entered our kitchens, bathrooms, and other parts of our homes. This can hardly come as a surprise: they facilitated our work, paved the way for creativity, and effectively defied the limits of time. They have changed our lives.

Simplicity of use is one of the key principles pursued by Gorenje when developing new, technologically advanced solutions; hence, these are more advanced and closer to perfection with every step of their progress. It is in our nature, so to speak, to constantly strive for improvement; to be better and to rise above the average; to be innovative and different. Therefore, each generation of our appliances brings progress in several aspects: more technology and functionality on one hand, and innovative design and ecology on the other. We refuse to accept any compromises and we are determined not to stray from the only path worth taking: the path of constant improvement and manufacturing better appliances that will serve every customer even better and longer. This is where technology has lent us its hand – and where it continues to enable the performance of even the most demanding functions and most complex tasks merely by pressing a button, sliding across a sensor, or – which is only a matter of time – by uttering a command.

We have the courage; we dare to push the limits of the possible with regard to development of household and other appliances; we are bold enough to discover the unknown. We do not see the intensity and the rapid pace of development as obstacles but rather as challenges that fuel our creative drive. Just over ten years, programmed cooking that enables total control over complex cooking procedures was hardly imaginable; today, it is here. Even the simple feature of automatic shutdown of an oven when the dish is done was something that few dared to dream about; we were certainly among them. Today, all this has become quite common, or even an indispensable part of our lives that enables us to withstand the (overly) rapid pace. These, perhaps seemingly less important elements of our lives enable us to be creative despite the lack of time and fresh ideas, and to easily surprise ourselves, our beloved ones, or our guest. We can be curious, live a full life, and exceed what is commonplace and taken for granted. It is true. Technologies that have affected our lives most profoundly are indeed simple.
The new generation of built-in Gorenje appliances is a whole new story. With no rules set in stone to follow, everything is possible. Thanks to their technological perfection the appliances enable exactly what the person touching them commands. These patented innovations are not only a technological novelty; they are a fresh view of how we live: each in our own distinct way. The new generation of built-in Gorenje appliances is for each of us our own private story. The story you experience: The inside story!

HomeMADE is a novel concept that involves uniquely shaped vaulted ceiling and side panels, featured in the new Gorenje built-in ovens. It was modelled on traditional wood-fired bread ovens and has been proven to guarantee excellent baking results. The dishes are succulent yet crispy, the breads are soft with perfect crusts ... Discover the inviting scent of your own story.
Contemporary consumers are increasingly aware that price and appearance can no longer be the sole criteria for decisions regarding the purchase of a household appliance; appliance’s impact on the environment should also be considered as a major aspect. Every household consumes a lot of power to provide a good and comfortable life. Purchasing energy efficient appliances with state-of-the-art technology, which enable optimum consumption, and careful and aware daily conduct, can cut down power consumption and alleviate your carbon footprint.

Mr. Ora-Ïto is a thoroughly-electrified French designer who successfully charges his high-voltage system by having turned his childhood obsession with big brands into his life’s work. Vuitton, Heineken, Gorenje, Cartier and others tailor his co-brand identity, existing in a parallel universe of fame and pomposity. Ora-Ïto is a proud Parisian, a design fantasist, a boy deluxe; and he invited us to his home.
Nika Zupanc, one of the most prominent Slovenian designers of the young generation, will present her work at the Milan Design Week from April 22nd to 27th year. The designer whose innovativeness and boldness are said to excite and push the boundaries of creativity will reveal her exhibition titled I Will Buy Flowers Myself at the famous Zona Tortona in Milan. The exhibition will also include this year’s novelty: the mini hot plate Mrs. D. designed especially for Gorenje. Mrs. D. is deconstructing the myth that household appliances are only made for kitchens and housewives. Like most Nika’s products, it is different, boldly innovative, and playfully witty. Due to its unusual shape, it comes closer to resembling a fashion accessory than a kitchen appliance. In other words, it is a must have for every city girl and desperate housewife.
Following the cooperation with the famous Italian design studio Pininfarina and the keen French designer Ora-Iti, Gorenje is now betting on the talent and boldness of designer Nika Zupanc who has won numerous awards both in Slovenia and abroad. Her creations have introduced freshness and a gentle female touch into the often minimalistic and cold world of household appliances. Thus, the appliances are elevated to exclusive fashion accessories.

“I am truly looking forward to this year’s presentation of my collection at the Superstudio Più, particularly since this is a wonderful and very important project carried out in partnership with Gorenje and Trimo. In addition to the renowned collection “La femme et la maison,” two of my novelties will see their debut at the exhibition: the mini hot plate Mrs. D., designed in association with Gorenje, and the somewhat mischievous house called the Doll House, designed in association with Trimo,” commented Mrs. Nika Zupanc, the bold industrial designer with a special feel for emotional extravagance.

The exhibition was also sponsored by the Ministry of Culture of the Republic of Slovenia.

www.nika-zupanc.net

Zona Tortona is considered one of the central locations of the Milan Design Week, featuring only select examples of creativity and innovation in industrial design from around the globe. Having established itself as a design-minded household appliance manufacturer, Gorenje deems the opportunity to appear at this event, alongside designer Nika Zupanc, too important to miss.
Gorenje wins the China Home Style Award 2008

Late last year, Gorenje took part at the Interior Lifestyle China Fair in Shanghai, China, a specialized interior design and equipment fair. The company presented a selection of its most prestigious products and received the China Home Style Award for the best newcomer brand of the year 2008 in the Chinese market. Over 70 companies nominated by an expert jury were eligible for the award and the winner was partly decided through online voting.

www.sina.com.cn

Spectacular dinner show with Jamie Oliver

At the spectacular Jamie Oliver Dinner Show, Jamie Oliver and his assistants cooked on Gorenje appliances.

The entire show was conceived as a cooking contest, spiced up with English humour and numerous surprises of which Jamie never seems to fall short. Jamie compiled a four-course menu and the dishes were prepared by his assistants who displayed their mastery by wielding their utensils and controlling the cooking progress on the hobs and in the ovens as each of them struggled to gain the sympathy of the crowd. Admittedly, that may not have been all that difficult as they used Gorenje Premium Touch appliances which are simple to use and make cooking a pleasant culinary experience.

www.gorenje.de
Gorenje Wins the "BIO Quality Concept" Award

The conceptual project of Qube freestanding appliances developed by Gorenje is a true revolution in contemporary residential interior design. It is an ideal concept for furnishing open attics of old bourgeois mansions, lofts, and inventively and modernly decorated apartments set up in abandoned industrial facilities where the ambient is not defined by wall-restricted rooms. At the 21st Biennial of Industrial Design - BIO 21 - the Qube project won the "BIO Quality Concept Award".

www.gorenjedesignstudio.com

Gorenje experts were awarded The Best Paper Award by the Institute of Noise Control Engineering. They received the prize for the paper "Reducing the Noise Emitted from a Domestic Clothes-Drying Machine" which was published in the Noise Control Engineering Journal. The paper, written by Mr. Holeček, Mr. Grudnik, and three professors of the Ljubljana Faculty of Mechanical Engineering was awarded the Martin Hirschorn IAC Prize for the best paper on new and/or improved cost effective noise control and/or acoustical conditioning products published during 2006 and 2007.

Dr. Nikola Holeček, Head of Acoustic Lab and the first author of the said contribution: "This award is the best possible recognition of our work and proof that our work is globally competitive and that we have acquired top-class know-how with regard to noise acoustics."

The project was also supported by the Slovenian Ministry of Higher Education and Science, and the European Program EUREKA. The award and the authors will be presented in August this year at the Inter Noise conference in Ottawa, Canada.

Dr. Nikola Holeček (left) and Mr. Rok Grudnik (right), Gorenje, were awarded The Best Paper Award by the Institute of Noise Control Engineering.

Martin Hirschorn IAC Prize for the Paper on Noise Reduction and Control

Gorenje remains devoted to the humanitarian campaign carried out in cooperation with Zlatarna Celje (the Celje Goldsmiths) and The European Breast Cancer Coalition, an organization promoting the awareness about the struggle against breast cancer. Last year, Gorenje joined the activities that took place during the Pink October, the European month of the struggle against breast cancer, in Great Britain and in Croatia. Two more Gorenje Pink refrigerators with a precious golden ribbon contributed by the Celje Goldsmiths were sold at charity auctions. All funds raised by the sale of these appliances were donated to institutions specializing in fighting or curing breast cancer, and for upgrading the medical equipment for early cancer detection.

www.cancerworld.org

Pink refrigerator auctioned in London and Split

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Financial crisis, the credit crunch, and adverse attitude to investment during the recession resulted in a considerable decline in demand for household products in 2008. In the last quarter of the year, sales of large household appliances in the West dropped by 8 percent and plummeted by 15 percent in the East. For Gorenje, the drop in demand is even more severe than in the period following the dissolution of Yugoslavia and the resulting loss of market. In those times, the company fought its way out of trouble by challenging the emerging Eastern markets where Gorenje had not been present. Today, however, the crisis is global and its effects are impossible to hide from anywhere on the globe.

Fundamentally, we are dealing with a problem of confidence. During the recession, consumers fear: they fear loosing their jobs, defaulting on their loans, having to cut back and settle for a lower standard. In such circumstances, purchasing a new refrigerator is simply not on the top of one’s priorities, as the new fridge may very well be left empty as early as next month. Thus, it is hardly surprising that household appliance manufacturers around the world are faced with a painful decline in sales orders. “However, we are determined to fight for our place in the market and to keep the wheels of production spinning”, is the response from Gorenje.

THE YEAR OF TEST

Financial crisis in 2008 set a new challenge for the white goods manufacturers: operating in the conditions of diminishing revenue. In the past, sales growth was what saved the companies from trouble in an industry where production costs can be quite unpredictable. The amount of damage inflicted by the crisis varies from one company to the other, but for most of them the business environment has become notably hostile during the year.

Gorenje is responding to the decline in demand by adjusting the production output. The company is highly rational about all types of costs: material, services, and labour. Given the importance of all three aspects, activities are under way in each of those fields. Good news has been scarce for the major appliances manufacturers recently, but not completely absent: prices of raw and processed materials have fallen steeply. Accordingly, Gorenje is introducing alternative materials and technological advances that enable cutting both production costs and scrap which has been halved in the recent few years.

AHEAD OF COMPETITION

In the recent years, Gorenje has invested considerably more than its competitors. New plants and technologically
advanced lines have been set up, and a number of superiorly designed and innovative products were developed. Hence, the company can afford to cut its investment volume for the following three of four years without conceding any competitive edge.

In a highly mature industry where supply exceeds demand, it is important to be different than others – particularly in the time of crisis. “It would be very shortsighted to give up superior design which is, in addition to technological perfection and innovation, the heart of our vision and our competitive advantage.” Therefore, the company is teaming up with another exciting designer, an icon of the industry. The name is still a secret; the designer line, still concealed by a veil of anticipation, will see its debut at the international fair IFA in Berlin.

GORENJE BACK IN BERLIN
THIS YEAR

Following a notable appearance at the international fair HOME APPLIANCES @ IFA 2008, Gorenje will challenge the global streams of innovative design at this Berlin-based fair again this year as it exhibits from September 4th to 9th 2009 its select novelties and accomplishments of the recent years.

Last year, the new generation of built-in cooking appliances, the new trendy Ora-Ito White Collection, and the innovatively designed “Made for iPod” refrigerator all saw their debuts at the Berlin fair. The latter seemed to attract the most attention; for this appliance, Gorenje signed a licensing agreement with Apple to obtain the right to use their technology in Gorenje appliances.

Franjo Bobinac, Gorenje President and CEO, commented upon the conclusion of the HOME APPLIANCES@IFA 2008 fair: “Overwhelming number of merchants, business partners, and customers who visited Gorenje’s exhibition area at the IFA fair, along with great interest of the media, point out that Gorenje products are an excellent example of a marriage between technological innovation and sublime design. Following the decline of white goods fairs, the Berlin fair will give our industry the much needed impulse for a stronger drive and further development.”

IFA is one of the largest consumer electronics fairs in the world. It combines the innovation and technologies of the future with business, sales, and entertainment. A record attendance by 1,245 exhibitors from 63 countries and orders totalling 3 billion euros are proof that IFA is the world’s leading sales platform and the CE and Home Appliance industry’s number one venue for doing business. A showcase for innovation and the technology of tomorrow – coupled with a spectacular programme of entertainment events – the IFA 2008 fascinated 220,000 visitors from around the world. More than 6,182 accredited journalists from 67 countries visited IFA in 2008.

www.ifa-berlin.com

The IFA international trade fair, Berlin, Germany; September 4th – 9th 2009, Hall 1.1
It doesn’t seem so long ago that talk of ‘saving the planet’ was an idea associated with a minority of people whose beliefs in using fewer resources and creating less waste were seen as somewhat extreme and unnecessary. In recent years, even the most sceptical consumer will have come around to the idea that much of this ‘green thinking’ is important on a number of levels.

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

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

When you go to buy a dishwasher, consider the number of people who live in the home, calculate the capacity and use it accordingly. Although you may occasionally have more people around to visit, it is less efficient to have a large capacity dishwasher when most of this capacity is not utilised on a day-to-day basis. It’s vital to look closely at the energy rating. The higher the rating, the less energy it will consume. The energy savings can be maximised by operating the dishwasher during the night when electricity can be cheaper. Most of Gorenje models have a delayed start option, allowing you to set the start of a particular programme up to 19 hours in advance.

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

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

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

HIS MAJESTY, THE REFRIGERATOR

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

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

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

Finally, for older refrigerators or freezers, the door seal should be checked periodically. A simple test is to place a sheet of paper in the opening and then close the door. If the paper can be easily removed without opening the door then the seal should probably be replaced - or if the appliance is old, it may be more energy efficient still to replace it altogether.

As well as higher energy efficiency rating, new appliances often have a range of features designed to make the appliance perform better whilst using less power. For example, some Gorenje integrated refrigerators include a special hinge design that ensures a perfect fit.

There should be ice in the Antarctic, but not in your refrigerator. Ice deposits in the freezer considerably impair the cooling performance and increase power consumption. However, if your freezer is fitted with a NoFrost system, there will be no ice build-up at all.

From now on, Gorenje’s power- and water-saving appliances will carry a special ECO CARE green label that is designed to additionally draw the customers’ attention to those appliances that meet high eco standards.
Instead of the 40°C washing program, select the 30°C program and save 30 percent of power.

Integration of built-in fridges and freezers into the cabinets. By virtue of its extraordinary sturdiness it allows for a high load to be placed on the appliance door, and also enables the door to open at a wide angle of up to 115 degrees. This makes it easier for you to check and access the contents as the door remains firmly in place during this time.

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

**WASHING AT LOWER TEMPERATURES**

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

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

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

**COOKING ECONOMICALLY AND QUICKLY**

Despite the long-standing love affair that consumers have had with cooking on gas, induction cooking really is a strong alternative. The key advantages of induction hobs lie in their speed (twice as fast as using conventional gas cookers), economy of use, and safety. The Powerboost feature on Gorenje induction hobs further enhances the performance of the induction cooker, delivering additional time savings. You can easily activate the Powerboost option by simply touching the letter P on the control panel. The key feature of induction hobs is that only the content of the pot is heated, rather than the cooking hob itself. Hence, the hob remains more or less cool and thus safer to touch.

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

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

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

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

**WATER EFFICIENCY**

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

Such water can also be re-used outside of the home – for watering the garden for example.

Taps can also be fitted with aerators. These are easy to install and can cut the flow of water by half without reducing water pressure.

A tap that only allows one drop of water to leak each second, causes waste of water equivalent to 16 bath tubs per month.

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

**LOOKING AFTER YOUR KITCHEN**

- A blocked refrigeration condenser can result in a 23% increase in power consumption;
- A faulty door of fridge seal can cause an 11% increase in power consumption;
- Using a higher than required temperature setting on ovens and burners can cost an additional 6% in energy use;
- Incorrect gas/air mix on a burner can waste one-fifth of the gas through non combustion;
- A heating element thick with scale uses 50% more energy to reach the correct temperature – the most typical example of wasted energy being the kettle which is susceptible to limescale in hard water areas;
- Bear in mind: appliances that are 15 years old typically consume three times more energy than new ones.
Dr. Nadya Zhemzhabayeva, Ph.D., works as the Director of the one-year Executive MBA at IEDC School of Management in Bled, Slovenia. She is also an Agent of World Benefit of the Weatherhead School of Management, Case Western Reserve University, USA. Her research, teaching, and consulting work are currently focused on organizational design and management of change, and sustainability as a business strategy within the context of emerging economies. In 2007, Dr. Zhemzhabayeva joined Sustainable Value Partners, one of the oldest and most reputable sustainability and social accountability consultancies in the world.
Which are the main environmental challenges for the businesses today? Are they natural resources, transport, packaging, waste, all these together, or something else?

The greatest threat today is of course the production of energy which is immediately connected to oil, coal, soil, i.e. the natural resources that we are all dependent on. The next big wave will be water because we are witnessing a sharp decline in water resources which is directly connected to the issue of security and peace. War over water is one of the most extensive conflicts we have had in history of human kind.

The environment is demanding its “fee” – if we really want to change the direction we have to change our habits radically and plan the changes comprehensively.

All indications show that one way or another, we all have to rethink and redesign the business model for our companies. We should understand that sustainability is a win-win process and that we will be forced to adopt it sooner or later. If we do it now, we will have the advantages of being the first mover.

Any change demands investments. Where should one start?

It is important to find solutions for small changes and big breakthroughs. Best for any company is to choose something that is most relevant at present time, something that is a low hanging fruit, and start there. This way the results will show sooner.

The next important step is to identify what potential issues matter to the company’s stakeholders and which are most relevant to the company itself. Is it water and electricity, or paper and transportation? Equally important are the carbon footprint calculations that can give an indication of where your biggest footprint is, and what the biggest opportunities are for the company.

How can we as consumers contribute?

We vote every day. And the fact that more and more companies are starting to introduce environment-friendly products is the sign that we have voted in a particular direction, and that our votes have been heard. I understand that price of a product is of big relevance. When we are faced with a double or triple price for ecologically sound products, it is not an easy choice for most of us. Therefore, consumer education is very important. And, one should be wary of the threat of “green washing”, when a company pretends it is doing something while in reality it is just covering up something else.

To a certain extent, every company claims to be socially and environmentally responsible. How to distinguish products and services of the truly socially responsible companies?

The truth is that there is no company that is fully sustainable and probably even not a company that is 100% perfect in terms of social responsibility. When the company speaks about sustainability as innovation, as an opportunity, as an exciting force for their development, this is the first sign that the company is on the right track. If the company is trying to implement principles of sustainability and social responsibility at the strategic level, it is a good sign that it is really doing something.

How should one live in order to lead a sustainable life? What is your personal experience?

I’ve stopped eating meat because of the way it is produced. I try to buy clothes from fair trade and products grown without pesticides. When my family moved to Slovenia, we carefully looked for a place to live. We bought a rather small house where every square meter is used; it does not require air-conditioning in the summer, and it uses very little heat in the winter; it is also solar powered. Everyone should choose a place that suits their needs, rather than their preferences.
When purchasing a car, one should definitely consider fuel consumption, but also the way it is produced. There are car companies that for example mark every single part of the car and recycle it back.

Once you have a car, it is your responsibility not to drive too much. That is why we looked for a place in Bled where I work – this way, I can walk to work and my children can walk to school. We are also always trying to put as many people in the car, rather then driving separately. The same is with electricity - it is extremely important which light bulb we use, and to switch off the machines when we don’t use them... So there are a lot of things we can do and that definitely make a difference. One’s lifestyle involves the biggest decisions.

And what shows your personal carbon footprint? Where are still possibilities for improvement?

One of my biggest damages at this point are airplane flights, so I definitely consider more attentively whether it is really important to fly, and whether I can combine some of the trips.

Countries have quite different attitudes toward sustainability (USA, Europe, Slovenia). What is your experience?

There are great differences not only among countries, but also regions within individual countries. If you think of US for example – most sustainable companies have come out of Vermont. In Europe, Iceland has been one of the champions of thermal energy. Europe in general is more advanced than any other world region, but right now. Middle East is rising up rapidly in terms of green development, green architecture of the new towns, and green energy. We can see the same development in some parts of China which is a very big polluter but at the same time they understand that they simply won’t be able to go on the way it is. In Brazil too, they have also developed very innovative ways to address environmental issues.

Recession and crisis are also supposed to be an opportunity for the business to rethink their processes ...

Let’s consider our current state - growth is limited. We simply can not keep consuming so much. There were good estimates that at our current rate of consuming and our current rate of waste, would need six planets like Earth in order to reach a lifestyle of the developed world. But we only have one planet Earth. We should be realistic - the way to deal with growth and consumerism is not by trying to stop them. It is to take the line and make it into a circle - where at the end of the circle of life, everything becomes a raw material for something else. Unless we resolve that, we will not be able to develop and we will keep falling from one big crisis into another. If the financial crisis is not the end, we will have similar issues around weather, oil, water; in addition, we have already seen a small preview of a food crisis in 2008. So I think that unless we find a way to create a closed loop economy, instead of a throwaway economy, we will not be able to sustain our current rates of growth.

You had some opportunity to study Gorenje as well - how sustainable is it?

Gorenje has done very much with regard to design and I think design is the managerial requirement for the next century. I believe Gorenje is extremely well positioned for that. Design skills are necessary because we are dealing with problems we have never had before. We can not just maintain something, we can not just borrow something from the past; we have to design. Gorenje is a very deep thinker. So in that sense, I am very impressed.
GORENJE IN THE ADVANCED ECO HOUSES IN FRANCE AND THE UK

At the end of last year, Gorenje joined the team-up between the French Ministry of Environment and Sustainable Planning and the British company ZED Factory (Zero Energy Development Factory) to open the first zero-energy eco house in France. The house is located in the town of Ville de Grande-Synthe near Dunkerque in the far north of France. Gorenje is taking a part in the project after it was selected as the best supplier of environment-friendly and energy-efficient household appliances in the market; the cooperation is under way in the challenging British market as well.

For Gorenje, this cooperation with the ZED Factory is a major step ahead on the way of raising consumer awareness on environment-friendly and energy-efficient household appliances, as well as on the entire concept of an environment-friendly and responsible lifestyle. In terms of environment protection, Gorenje is among the top players in European industry, with regard to both appliance development and technological process management. This is also supported by a research conducted by the Advanced Project, a group of independent research institutes from several European countries, which ranks Gorenje in third place in Europe with regard to efficient environment protection operations. Zero-energy eco houses are autonomous in terms of generation and consumption of energy and have zero carbon dioxide emissions. They include innovative approaches to energy saving and environmental sustainability. The houses are built using thermally massive materials that store the heat during warm periods and release it during cold seasons. Energy is drawn from several sources – earth, sun, air, wooden waste; special power plants for combined heat and electricity have been built to this end. ZED factory is a group of English architects masterminded by Bill Dunster who described his commitment: “In the fight against global climate changes and on the road of reducing the carbon dioxide emissions, construction of energy-efficient houses is not enough. Our goal is to attain a zero carbon / zero waste society; i.e. a society with zero carbon dioxide emissions, and no waste generated.”

www.zedfactory.com

THE FUTURE LIES IN RENEWABLE SOURCES OF ENERGY

Gorenje heat pumps are an ecologically sound response to the increasing heating costs; they make use of up to 80 percent of the energy stored in your immediate environment. Heat accumulated in the earth, soil water, or the air, is always freely at our disposal, which enables our independence from the rising prices of oil and natural gas. At the same time, the economical heat pumps are more than adequate to meet our requirements for comfort and convenience. A heat pump can actually be used both for heating and for cooling, or air conditioning, especially when combined with a ventilation system; such solutions provide a pleasant atmosphere in your home throughout the year. Furthermore, they are well suited for heating sanitary water or even a swimming pool.
THE INSIDE STORY. NEW GENERATION OF HOUSEHOLD APPLIANCES ARE A PROMISE OF NEW COOKING ADVENTURES.
The new generation of built-in Gorenje appliances; the ALLURE line.
"I use my oven for shoe storage" is one of the infamous statements uttered by Carrie in Sex and the City while lunching with her friends in one of the many popular restaurants in New York. Between their jobs and shopping sprees, the girls just never seemed to find the time to prepare their own meal at home. For Carrie, the oven was simply a part of existing equipment in the apartment she was renting, without any particular added value.
The oven is a part of those pleasant childhood memories, when the women in our families brought out with formidable skill the best from appliances that would today appear pre-historic. Those appliances had a single function: cooking at a previously set temperature. And our aunts and grannies handled them with perfection. Without a single peek into the oven, and without a single piece of additional equipment, they would remove the delightfully smelling baking trays with their masterpieces from the oven at precisely the right time, celebrating with a proud, yet calm smile.

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

IT IS THE RIGHT TOUCH THAT MATTERS

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

Our grannies, mothers and aunts would have been appalled at such statements. Without an oven, it is all but impossible to prepare a decent meal. What would a breakfast be without freshly baked bread and pastry; what remains of the Sunday lunch without a roast; and what good is a summer dinner without fish and vegetables? Although most of what was said and done in this popular TV series has become nearly sacred, it is quite unlikely that women will have started to eliminate the ovens from their kitchens or indeed cram their shoes in them – even those of us who, admittedly, rarely switch one on.
DirectTOUCH, one touch for a prefect result

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

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

System. Removable door is a convenient feature when it comes to cleaning it. Similarly, cleaning the oven interior is made quite easy: instead of the drudgery of rubbing the oven walls, pour half a litre of water into the baking tray and turn on the oven for half an hour with the AquaClean feature; the steam will soften all the dirt. The oven with double lighting also includes removable and dishwasher-safe EasyClean accessories made of EcoClean enamel. Cleaning is further facilitated by the replaceable catalytic layer on the back wall of the oven cavity.

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

It is the task of contemporary kitchen assistants to give us an edge in our daily battle with time, and the new generation of Gorenje ovens with which everything is done quickly and merely by touching the right spots, seems a true relief.
WHAT YOU PREPARE AT HOME WILL FROM NOW ON SMELL SIMPLY TASTIER. AS IF BAKED IN A WOOD-FIRED OVEN. HomeMADE is a unique shape of vaulted ceiling and side panels featured by the new Gorenje built-in ovens. It was modelled on traditional wood-fired bread ovens and is proven to guarantee excellent baking results. The dishes are succulent yet crispy, the breads are soft with perfect crusts. Discover the scent of your own story. The inside story.
That Certain Something About Bread

Author: Valentina Smej Novak

It is a little piece of a miracle, time and again: loose flour lumping together with the fluid; at first, it is a sticky mixture; then, it gradually becomes smooth, flexible, and silky. The wonder of leavening. Then, the risen loaf is placed into the heated mouth of the arched baker’s oven, the rounded pit that evokes a promise of cosiness. It seems that with each loaf we are returning to where we have once already been: to a place of the original warmth where the basic elements are combined.

I have always felt that the rounded and arched construction is not there only because the masters of pottery, masonry, and oven building would simply find it easier to assemble it that way. I believed that this shape has a deeper meaning and purpose and that this meaning could probably be described by a set of equations that would include a lot of numbers and symbols to tame the theory of warm air circulation, only to confirm the fact which is so obvious in a wood-fired oven. Now, the experts at Gorenje have done just that. And what drove them was not merely their taste for tradition, but rather their pursuit of the latest findings and discoveries. Hence, the new miracle oven is arched and rounded as the baker’s ovens have always been – as if the arch of the bread oven mimicked the shape of the risen loaf. This is where symbolism meets the physics.
Needless to say, I hardly care what the contemplative white coats are calculating and testing in their labs when I am sieving the flour into a bowl. In the kitchen, I wear an apron and the accurate measurements, calculations, and numbers rarely cross my mind. The kitchen is a space of science that has developed through the millennia, but also a space of intuition and ritual. And a proper dinner is noting short of a ritual.

Could it be a coincidence that baking bread has become a new obsession in the most urban metropolitan areas? The chic Parisians, the platinum bronze Californians, the urbanly neurotic New Yorkers, London yummy mummies, and the merry women of Ljubljana are once again digging into the cookbooks, trying to find a way to summon a miracle from the fluffy flour. They want to bake BREAD. Baking bread has become the new psychoanalysis, the new beauty treatment, the new self-help therapy, a new trend. Although we may have forgotten about the original meanings of the metaphors and sayings such as the one about "earning one’s daily bread" or the "crust of bread" – and although we know that Marie Antoinette’s statement about bread and cake was never even said out loud, the phrase "tell me what kind of bread you eat and I will tell you who you are" applies much more than "whose bread I eat, his song I sing" in modern multicultural hubs.

Why is it that in the most sophisticated societies that are drowning in an overwhelming offer of products, we are returning to something as basic and simple as baking bread at home? As if it weren’t sold just around every corner: organic bread for the aware, crunchy baguettes for the bon vante, Indian naan to go with spicy curry, soft pita bread to spread hummus on, the smoothly rounded rolls to be served with Central European goulash, or country rye bread with its slightly sour aroma to go with the French rillettes. Kneaded into the dough of the bread are the centuries of our cultures.

In the developed world, baking bread at home has long ceased to be a must. It is a luxury that combines three non-material yet greatly desired components: time, knowledge, and tradition. Hence, a single perfect recipe for bread cannot exist. Baking bread has found its place on the watershed between the past and the future, between the material and the symbolic. Each time we knead the dough, we are looking for that certain something, caught between the flour and yeast, beyond the recipe, which turns bread into food.

FRENCH WALNUT BREAD

The words “bread” and “France” are immediately associated with the Parisian “baguette”, the long slender loafs of crispy bread, jutting out of the shopping bags or baskets. However, baking a baguette takes a highly skilled chef and homeMADE attempts are normally miles away from the real thing. Therefore, we opted to present another, very special type of French bread. The walnut bread is best served with cheese and wine, or seafood. Walnuts added to the bread dough can also be combined with raisins, or replaced altogether by a mixture of a variety of dried fruit.

Ingredients:
• 400 g flour
• 150 ml walnut oil
• 100 ml water
• 2 bags dry yeast (14 g or 4 tsp)
• 1 bags baking powder (2 tsp)
• 250 g whole walnuts
• 1 teaspoon salt
• oil for glaze

Method:
Shell the walnuts. Combine the dry ingredients – flour, yeast, and baking powder – into a large bowl and mix well. Add walnut oil, water, and a teaspoon of salt. Mix with the dry ingredients, if required, add some flour to prevent the dough from becoming too sticky. Add shelled walnuts and slowly knead the dough. Cover the dough and let it rise for at least three hours near a heat source. Carefully transfer the risen loaf onto a greased baking tray and brush some oil on top of it. Put the bread into a cool oven. Then, set the temperature to 250°C and bake 30 to 40 minutes.
I am familiar with the ovens from the new generation of cooking appliances as I have seen their entire development from the first concept to the viable version. We certainly invested a lot of effort to make this a successful development project as we worked together on transferring new original and patent-protected solutions into mass production. These solutions paved the way for the uniqueness of these products on global scale, as well as their user-friendliness and simplicity of use.

I have used the oven several times now and it is truly the best so far. Anything I have cooked, from Slovenian to international dishes, turned out excellent. I am particularly fond of the special shape of the oven which is reminiscent of the baker's oven. It distributes the heat in the oven even more evenly, and the enlarged oven cavity enables the use of even larger baking trays. I was also impressed by the very convenient preset programs that allow the user to simply press the relevant icon and let the technology take care of everything else – and still attain excellent results.

My impression is very positive. Firstly, I was captivated by the design of the new ovens, both in Allure and Pure line. Allure is so different that it hardly leaves any choice – one simply has to like it. I was won over by the innovative solution of the baker's oven effect offered by the oven cavity, as well as by ample equipment. Personally, I am very fond of the fully retractable telescopic guides. New generation cooking appliances are definitely the current flagship of Gorenje's products.
Gorenje has launched an entire line of household appliances, which delivers innovative technologies, excellent ergonomics, care for the environment, and user-friendly control. In addition, design was also considerably revamped. As Gorenje’s experts, marketers, and users talk about their experience with innovative construction and functional solutions offered by the new generation of ovens, which are unique in the industry, they agree on one thing: they find them excellent.

Maya Chowdhury  
Head of Marketing at Gorenje Greece

I do not own a new generation Gorenje oven yet; however, my first experience with one of them was excellent. I was impressed by the design and the spacious oven cavity. To me, the size of the cavity is the key attribute of the new generation, as it enables the use of really large baking trays. The oven is large enough to roast an entire lamb – if only I knew how (laughs).

Klemen Prešeren  
Managing Director of Gorenje Germany

When my associates and I first met the new generation cooking appliances and tested them as users, I was charmed. I have personally tested them and made sure that these products are absolutely superior to any other in the market. I was enchanted by the new design features, as well as all innovations and technological solutions. Moreover, the shape of the baker’s oven actually does lead to the best baking results.

Zora Poznič Polh  
Head of training and education at Gorenje Product Management

At my work, I always seek to identify myself with the role of a user and from this viewpoint I would decide to purchase the new generation Gorenje oven for its spacious cavity that offers the biggest capacity in the market. Among other appealing characteristics are the special cavity shape that resembles that of the baker’s oven and also leads to excellent baking results, and electronic touch control with numerous convenient preset programs and functions such as the variable grill, rapid preheat, and reheating. Last but not least, there are the easy cleaning function and low power consumption, as well as several safety functions. Finally, the design of these appliances is simply alluring.
THE INSIDE STORY. THE NEW GENERATION OF BUILT-IN GORENJE APPLIANCES IS A WHOLE NEW STORY.
The new generation of built-in Gorenje appliances; the PURE line.
SteamPower bath

During cooking, the steam is fed into the oven from a special water heater. Owing to innovative placement of the inlet duct, it is dissipated evenly across the entire oven cavity. This results in an incredible SteamPower steam bath with automatic control of steam flow according to the selected preset cooking program. Needless to say, the required steam volume for each dish can be set by the user as well.

The combined 27-litre steam oven enables cooking at two levels simultaneously; when using conventional heaters to bake small pastry, even three levels can be used at the same time.

Anyone seriously devoted to healthy nutrition will be delighted about the new built-in compact combined steam oven from Gorenje. Tasty or healthy is no longer a dilemma: in Gorenje steam oven, the two are combined on the same plate.
Semi-salted trout with sweet leeks and sauce Hollandaise

**Ingredients:**
- 600 g trout filet
- 2 tbsp sea salt
- 12 sweet leeks
- Sauce Hollandaise
  - ½ dl white wine vinegar
  - ½ dl water
  - 10 whole black peppercorns
  - ½ dl water
  - 6 egg yolks
  - 400 g butter, in small cubes
  - 1 bunch of broadleaf parsley

**Method:**
Check the fillet for bones and remove any you may find. Cut the fillet into four equally sized pieces. Sprinkle the salt lightly over the fish, cover it and put it in the refrigerator for 2-6 hours. Rinse the leeks and remove their outer leaves. Preheat the oven to 160°C. When the fish has been salted for 2-6 hours, put the leeks on the plateau in the steamer and arrange the pieces of fish on top of them.

Place the plateau in the oven and steam for 15-20 minutes. Put the white wine vinegar, water and peppercorns in a pot and reduce over strong heat to half. Take the pot off the stove and make sure the reduction has cooled off. Add the egg yolks and whisk them briskly over medium heat until the mass is thick and fluffy. It is imperative that it does not exceed 82°C. When fluffy, start adding the butter while still whisking. Serve immediately. Do not reheat!

**Wine suggestion:** the chef recommends Chardonnay.

Healthy nutrition has long ceased to be merely a fad. In fact, high quality and balanced diet has become an important, even indispensable part of our everyday. Steam cooking is becoming increasingly popular as it allows the food to preserve its full flavour, colour, vitamins, and minerals. The dishes will thus be light and juicy, hardly requiring any spices. Steam cooking is also an excellent choice for the diabetics.

The combined Gorenje steam oven ranks in the “A” energy class. It allows cooking with steam or with hot air – or a combination of both! In addition to the 50 preset cooking programs and various functions, the oven is distinguished by simple and convenient touch screen operation. The functions available or in use are indicated on the display in one of the five preset languages of your choice. Advanced functions also make appliance maintenance extremely simple.
Is spaghetti your favourite dish?  
**Al dente – not mushy, not chewy**

Spaghetti, a pinch of salt, and just the right temperature. You will need 6 to 7 litres of water per 500 grams of pasta. Throw the spaghetti into boiling water without breaking them. Add the salt just before the water starts to boil. Cooking time for pasta can vary as it depends on the quality of pasta, water, temperature, etc. Observe the instructions on the packaging and sample often towards the end of cooking. If your cooking hob has the BoilControl function, cooking is made easier. You do not need to supervise the water boiling in the pot as the Boil Control function in Gorenje cooking hobs makes sure that the temperature, after reaching the boiling point, is rapidly and automatically reduced to the level of gentle simmering. Thus, your spaghetti will always have just the right consistency. Al dente!

A lovely crunchy crust?  
**Use a mug of water.**

When baking bread, use the following trick: place a mug of water on the bottom of the oven. The water will evaporate from the mug, making the crust golden brown, yet not too dry or cracked; the crumb will stay juicy, and the bread will rise better as well. The same effect will also be attained by employing the automatic DirecTouch setting for baking bread, offered in Gorenje’s latest ovens. When the bread is done, cover it with a cloth. It will cool and dry more slowly, retaining a delightful crust.

A cupcake from the middle or the edge of the baking tray?  
**Let us make them all equally done!**

When baking small pastry, or when preparing dishes au gratin or other similar manner, it may often happen that the food is done more thoroughly in the middle of the baking tray than at the edges. Using the a Gorenje oven with the PerfectGrill function will not only allow you to bake more at a time due to its larger volume; the innovatively placed heaters that improve air circulation will make sure that all goodies in the oven are uniformly done regardless of where they are placed. Ingredients for muffins should only be mixed as long as there are no more visible dry particles. Over-mixing will make the muffins hard!
How to know when the artichoke is done?
**Pull and tug.**

Cooking time for artichokes is 25-45 minutes. The bigger the artichoke, the longer the cooking time. If you want to avoid serving hard uncooked leaves, do the following: pull on one of the bottom curved leaves. If it’s easily removed the artichoke is tender and ready to come out of the pot and onto the table. Pluck each of the leaves and dip the “meaty” end into oil and vinegar dressing, then scrap the meat off with your teeth. Yummy...

How to avoid serving grey sugar peas?
**Give them a cold shower.**

Green vegetables are more fragile by nature. If you keep them warm for a little while they will loose their taste, freshness, crispness, colour, and vitamins. And who wants to serve military green to grey vegetables deficient in vitamins A, B, C, D, and E? So, next time you prepare your vegetables, for example sugar peas, try this: first, blanch them in boiling water, then rinse them in cold water or give them a quick ice bath. When the guests have had their welcome drink and it’s time to serve the meal, warm the peas up again. Everything green that contains chlorophyll should be heated just before it is served.

How to get the best out of your green asparagus?
**Break and wring.**

Green asparagus – how does one best treat these peculiar, stalk-like vegetables? The root has to be cut off and thrown away, but at which point exactly should the cut on the green stalk be made? The answer is simple. You don’t cut the green stalk at all. Hold the middle of the asparagus with one hand and the bottom of the stalk with the other. The asparagus will break at exactly the best point, with no waste. The asparagus season being only 2 months a year, from April to June, it is important to get the most out of the stalk.

How to roast a chicken to make it healthy and crunchy?
**Put on a bed of salt.**

An excellently roasted chicken does not require any fat. Try a healthier way: roasting the chicken on a bed of salt! Spread one kilogram of coarsely ground salt on a baking tray and place a whole chicken, cleaned and plucked, over it. First, cook for 30 minutes at 220 degrees Celsius, than reduce the heat to 200 degrees and roast for another hour. It is even easier to use a Gorenje oven and select the preset roast program on the DirecTouch module. One touch is all it takes for the oven to automatically set the right temperature and prepare a wholesome and tasty meal. When it is done and the oven is switched off, the chicken should be left in oven for another 10 minutes to allow the juices in the meat to settle and distribute, making meat more juicy and easier to cut.
Cooking is a pleasure: using the right accessories for simple, economic, and safe operation, there is really no reason to give it up. The times when it took hours of preparation before a pleasant smell started to spread from an open fireplace of a wood-fired stove are long gone. Today, cooking is a matter of a gentle touch, inspiration, aesthetics, and idea. Particularly with Gorenje’s technologically perfected cooking hobs which will turn even the most challenging task into an act of playful creation.
Glass ceramic hob with induction or Hi-Light heaters with the special UseLogic® technology; gas burners on glass ceramic, glass, or stainless steel surface, with wok burners and additional grill plates; combinations of various domino hobs intended for assembly into sets of your own choice - all this can contribute to exciting culinary experiences! Each type of cooking hob has its advantages and all Gorenje hobs boast superior design. The special shapes and versatile edge treatment allow them to fit into any style while their numerous functions will bring out a smile on the faces of even the most demanding master chefs.

**INDUCTION: SIMPLE AND ECONOMICAL**

Up to 30 percent faster heating and 40 percent lesser power consumption: these are only two, perhaps most striking arguments supporting the decision for an induction hob. Add to this the simple maintenance using only a damp cloth – even during cooking, as the hob will remain cool – there is hardly a reason to hesitate.

Induction hobs are among the most economical, modern, and safe in the market. These characteristics rely partly on the Power-Boost function which enhances the efficiency of this appliance by up to 50 percent. Furthermore, the remarkably fast heating and cooling of the hob will not only save power but also save time as the food will be done much faster. The option to change the temperature in a matter of moments will please the masters of cuisine as it enables better control over the demanding cooking processes. The smart induction hob will also take care of safety as it will automatically recognize the pot and the material it is made of. If a plastic, glass, or ceramic pot is placed on the hob, it will not heat up. During cooking, the area around the pan will heat up only slightly. Hence, the food will not burn to the hob if it boils over, making maintenance easier and faster. If the idea of induction has won your sympathy, yet you feel reluctant to part with your conventional cookware which may not be induction-ready, there is the smart combination of a cooking hob that combines induction and Hi-Light heaters.

The option of cooking in XL cookware

In its wide array of options, Gorenje offers an induction hob with three cooking zones of which the largest has a diameter of 26 centimetres.
PLEDGING LOYALTY TO GAS COOKERS

Modernly designed gas cookers from Gorenje with ergonomically shaped buttons and very clear layout set the stage for excellent cooking results. Furthermore, gas burners enable optimum use of the direct flame and thus improve the performance in terms of thermal processing of the food. The food will coagulate faster and therefore retain most of its nutritive value as well as its natural taste. You may choose between conventional gas burners on a stainless steel, glass ceramic, or glass surface, or opt for a combination with conventional Hi-Light heaters or even a removable grill plate.

Glass on glass - in the colour of your choice

Glass cooking hobs with four gas burners are available in three colour versions: black, anthracite, or white. Heavy duty, highly resistant cast iron pan supports or grids will withstand even the highest temperatures, and cleaning is also a breeze.

Glass ceramic hob with a combination of gas burners

A combination of pleasing appearance and professional performance - while cleaning is made a child’s play.

Domino hobs for playful tiling puzzles

Domino is a special program of built-in electric and gas glass ceramic hobs, consisting of 30-cm wide components. As they can be arranged in any way desired, they enable countless combinations, allowing anyone to fully customize their cooking setup.
For wok and grill fans

Fans of the Asian cuisine will be thrilled by the series of gas burners on glass ceramic surface with new high-performance wok burners. These are available in numerous versions; some hobs even allow placing a cast iron grill plate over the remaining two burners.

Connect Four!

Gorenje glass ceramic cooking hob “Connect Four” is special for its shape and functionality: convenient ergonomic layout of four cooking zones in a single row, next to another, enables excellent overview, easy access, and total control over the cooking process. The hob also proudly features unique electronic control and temperature regulation by a single touch, and the functions can also be controlled on the electronic display. The “Connect Four” cooking hob with dimensions 90 × 35 centimetres is also appropriate for fitting into oblong custom made kitchen islands as it allows full access and control from both sides.
When today’s customers are choosing a kitchen hood, they are interested not only in technical details and capacity but also in extra functions and design. The cooker hood has become the central design feature of the modern kitchen, the eye-catching item of the room.
Before purchasing a new kitchen hood, you should consider your actual power requirements and the installation possibilities in your kitchen. There are two different types available: hoods with air extraction and hoods with recirculation. Extraction hoods draw in the cooking fumes and trap the vapours in a filter while expelling odours to the outside through a ventilation duct. Recirculating hoods draw in the steam- and odour-saturated air through a filter and then return the treated air into the kitchen.

A recirculation hood is a good choice if a ventilation duct cannot be installed in your kitchen. The air is sucked in through an activated carbon filter which has to be replaced once or twice a year, depending on the use of the hood.

Capacity depends largely on the size of the kitchen. A good rule of thumb is that the hood should be able to replace the air 10 to 20 times an hour. For instance, if a kitchen measures 4 x 4 m with a ceiling height of 2.5 m, the cooker hood should replace approximately 400-800 m³ per hour.

The volume can be easily calculated: width x height x depth of the kitchen. Calculation of the power of the hood needed: volume of the kitchen space x 10.

W x H x D = power of the hood needed

AutoSense automatic hood is controlled by a preset sensor and the hood reacts to any impurities or changes in the air. When switched off, it is closed; when switched on, it changes from a vertical-flow hood to a chimney hood that admits the air. You can simply close it after use.
Useful tips

• Remember never to open the kitchen window when using a cooker hood, as this affects air circulation and cancels out the low pressure.

• The air cools, and the fat particles are trapped by the filter, while the air is expelled to the outside. Metal filters are the most effective.

• Remember to switch the cooker hood on before starting to cook, as this maximises the hood’s capacity.

• Leave the cooker hood running for another 15 minutes once you have finished cooking to remove the last few traces of cooking odours.

• Choose a cooker hood that is at least as wide as your hob to achieve the best effect.

With new perimetric suction system, the P.A.E System, Gorenje is introducing a brand new, revolutionary suction technique.

With the P.A.E. System, the suction zone has been moved from the central part of the cooker hood to the outer edges. This provides improved and more concentrated suction, while also reducing energy consumption and noise levels.

There is also the Sensibila – an extremely responsive sensor hood: in Air Quality Control mode, the hood maintains air quality in the room when you are away from home for a long time. The user can preset the necessary parameters and, upon the smallest deterioration in air quality, the sensors will activate the hood to ensure that the air in the kitchen always remains fresh.

It is also possible to define the type of hob - gas, induction or electric. On/off operation is automatic, while the hood detects temperature and humidity levels during cooking, adjusting the suction power accordingly to ensure complete control over air quality.

Fully sensor-driven hood will switch on automatically as soon as it perceives a higher humidity or temperature level in the room.
Gorenje's wide range of cooker hoods in different styles and shapes makes it easy to find a model that adds a unique touch to any kitchen.
The Demel confectionery shop is a prominent Viennese institution. It boasts a rich tradition dating back into the year 1786. One of their most eminent early fans was the whimsy Empress Sissy for whom they made special violet sorbet. We were warmly welcomed by chief confectioner Mr. Dietmar F. Muthenthaler. The beautiful, the famous, and the rich of this world hardly miss a chance to pay a visit to the man with a big smile and the distinctive Demel toque, in order to replenish their supply of renowned handmade sweets from this prestigious store. The sweets are also shipped worldwide.
How do you account for the fact that so many famous deserts come from Austria, or more precisely, from Vienna? Does this have to do with the fastidious imperial family and the many bon vivants at the royal court who could easily afford nothing but the best and enjoy what is beautiful and good?

This seems quite plausible. Our rich tradition in confectionery art certainly dates back to the imperial age, the Austro-Hungarian monarchy, of which your home country Slovenia was also a part. Those were the times when many famous dishes were invented, such as the Kaiserschmarrn, Gugelhupf (the ring cake), and many others. As for the sweet treats, the Austrian royal court was no different from the French. We are all familiar with the infamous statement of Marie Antoinette, Mary Theresa's daughter, who, on learning of the shortage of »daily bread« for the people, replied nonchalantly: »Then let them eat cake«. Even in those times, pastry and sweets were seen as something exquisite.

The history of the Demel shop is quite extraordinary and would probably make a good script for a Hollywood film, wouldn't it?

Demel was founded in 1786 by Ludwig Dehne, a confectioner's assistant from Wuerttemberg. Initially, he only made a desert made of ice and salt, a sort of precursor to ice cream. In those days sugar was only available in pharmacies; it was an exclusive commodity. Seven decades later, around 1860, Ludwig Dehne's son sold the shop to his first assistant at the time, Christoph Demel. This happened during the reign of the mighty Emperor Franz Joseph who had the shop owners summoned at his premises and appointed them as the Imperial and Royal Bakers / Pastry Chefs. Such appointments did not apply only to the confectioners and bakers; similarly, other craftsmen and traders were appointed as Imperial and Royal onion suppliers, shoemakers, etc.

Empress Sissy was one of your most prominent customers?

Yes, the unique Empress Sissy has strong ties to the Demel bakery – most notably to our violet sorbet that she adored. At the time, ladies were often offered aromatic salt to alleviate their problems associated with anaemia or breathing difficulties caused by tight corsets, as these problems often resulted in dizziness and fainting. Thus, Demel came up with the idea for this sorbet for the Empress. Today, production of this delicacy is very expensive and it is only made upon special order. It is made of candied violets supplied to us from Southern France.

There is, however, another strong and unique woman that left her mark in the history of your shop.

Yes, it was Anna Demel who led the Demel shop to the pinnacle of its glory. She was a lady held in the highest regard in the Viennese social circles of the time, a close friend of Anna Sacher, and the first female councillor of commerce after World War II – a rather unusual achievement at the time. Anna was a very strict person and there are still employees among us who worked under the command of the »gracious lady«, which is how everyone was required to address her. She insisted on controlling all aspects of the shop operations: when the egg whites were beaten, she personally inspected the results and approved further processing. Anna had a daughter Klara Demel, who married the notorious artist baron Federico V. Berzweicz-Pallavicini; he also contributed a lot to Demel. This gentleman initially worked for Elizabeth Arden; later on, he was a lecturer at the famous Viennese school of applied arts. His unique sketches are featured on the packaging of most of our products, and they also adorn both our house and display windows. To this day, his works of art can be found at or premises.

Which are the flagship sweets of the Demel shop?

The most popular sweets certainly include the snowball, the Anna Demel cake, the Dorry cake, etc. We are mostly famous for our rich, buttery, creamy cakes. Each day, we offer a new selection of about two dozen fresh cakes. In addition, we are known worldwide for our handmade truffles (chocolates) packed in boxes with witty names. Our most famous box of candies even has a Hollywood career (laugh) as it was featured in the film The English Patient in which the main character was a regular customer at Demel. Our sour candies are also quite special and rather rare in today's confectioneries. I also believe we are the only sweet shop that still produces large filled candy. All machines for candy production are still original and over 100 years old. We also offer our own marmalades and jams, and jelly candy; our chocolate bars and »cat tongues« are a smashing hit as well.
Your carnival Berliner doughnuts are also exceptional. As I noticed, their fame even earned them a place on one of Klimt’s paintings.

True, this was one of our highly successful display window ideas. We put our Berliners into the hands of Klimt’s ladies. These doughnuts are still made according to old recipes, i.e. they are first filled with marmalade and then fried. In terms of preparation it is of course much easier to fill them after they have been fried and we even tried that once. However, some ladies were so upset by our experiment that we immediately abandoned the idea; Berliner doughnuts made at Demel’s simply cannot afford to have a hole in them (laugh).

What about the ingredients for all these prestigious products? Do you have, in addition to the enviable recipe book, a list of special suppliers, or is this also a big secret?

We have risen above the myths of secret ingredients. Some of our recipes have even been published in a recipe book. Before Demel was acquired by the Do&Co Group in 2002, secret versions of quasi-Demel sweets were constantly in circulation. This only led to confusion, leaving our customers upset and therefore I decided to publish some of our recipes – which ones are published is subject to my decision. Each of our confectioners who prepare these sweets every day can write down the recipe and publish it at any time; hence, any kind of confidentiality is quite meaningless. The same applies to the Sachertorte (the Sacher cake) and the dispute over who has the original recipe and who is producing the copy, the Sacher Hotel or Demel. A legal battle over this issue went on for years and today, each of the two institutions sell their own version and everyone is fine with that. Theirs is filled with jam, ours is not, and the customers love them both! As far as the ingredients are concerned, we tend to choose our suppliers carefully. When deciding on a new supplier, i.e. for candied oranges, we organize a sampling session where the offer of all suppliers is tested in order to identify the one that best suits our quality requirements. We can always be better and we are of course constantly monitoring the market. We do insist on using no semi-products. Everything has to be completely fresh, including the lemon aroma which is always freshly made at our shop. The cakes, too are made daily; however, some must be left to stand for 24 hours before they are served. Most cakes are also shipped around the globe.

A question for an expert: can you share with our readers any secrets on how to keep a cake fresh?

It is important to avoid the common error of putting the cake into the refrigerator with all the other food. This may only be done if the cake is first sealed in a special container, or covered in such way that it cannot absorb the smells of other food. There is a simple test...
you can perform: place a bar of chocolate into a box and add two drops of peppermint oil into it. After 10 hours, the chocolate will change its flavour completely. All sweets, including chocolate, readily absorb other odours. Buttery and creamy cakes tend to be less susceptible to such changes in flavour than spongy ones or those with a lot of whipped cream. The cakes can also be frozen, but this will impair particularly its appearance.

Demel’s Easter eggs are a story unto itself, a truly exceptional product. (Laugh) These are the so-called seal eggs and it may be quite hard to believe that inside there is a real egg. The yolk and the egg white are blown out of the shell, the interior is washed four times and the shell is painted in standard colours: golden, red, green, and black. Then comes the hardest part: applying the original seal. Due to the spherical surface, this is a laborious task which has been performed for 25 years by a single person. We have tried to train younger workers to do this, but somehow nobody has managed to perform adequately. Our Easter eggs are filled with nougat cream and they can be peeled like a real egg. They are a real hit both among adults and children.

I was surprised to see that there is a museum in your basement.

During the refurbishment of our shop in 1993 we found some valuable archaeological artefacts. We decided to turn this unique ambient into a museum that features our most eminent works such as the biggest wedding cake which is 2.60 meters high and embellished with butterflies made of sugar. It was made for an Indian family who paid a hefty sum of 11,000 euros for it. Needless to say, we had to assemble the cake at the event location, which took four pastry chefs six hours; it was transported with three trucks escorted by the police. Other creations exhibited at the museum include statues of famous people shaped as cakes, a number of statuettes made according to Pallavicini’s sketches which are used to decorate our shop windows, etc.

Which is your favourite dessert?

It is hard to say; there are periods when I consume a lot of chocolate, while at other times again I may prefer tea biscuits. I grew up in a bakery and I have been surrounded by sweets since my cradle days, so to speak; but I have never thought of doing anything else. Being the head pastry chef is my dream job. You may not believe this, but my first encounter with Demel was at the age of eight, when a girlfriend from my youth gave me a wonderful Demel cookie as Christmas present. It was lavishly wrapped in paper with the famous »D« symbol and I was completely charmed by it.

I must confess I am charmed by your toque. Do you wear it while you work or is it more of an interview outfit?

”I grew up in a bakery and I have been surrounded by sweets since my cradle days, so to speak.”

I always wear it, of course, and we are very proud of these hats. That is why we use toques made of woven, not mesh fabric. Our waiting staff is not called waiters and we do not employ men to serve the customers. The ladies who do this job are called the Demelinerinnen. The chronicles report that they were once the disciples of the monastic school, hence the typical black outfit. And there is another tradition: our guests are always addressed in third person, i.e. they are addressed very formally, like in the old times.

I feel you somehow docked the question about your favourite sweet. Is it true that you are something of a chocolate addict?

(Laugh) Yes, I do like chocolate very much. But I am only interested in chocolate bars that do not weigh more than 20 grams. I dislike thick bars, and the temperature of the chocolate must be between 15 and 18 degrees as chocolate from the refrigerator does not have the right aroma. When I need an ample dose, however, I treat myself to our chocolate drink which contains 56 grams of chocolate per 2 decilitres of milk!

I heard that Juliette Binoche who gave a stunning performance in the film Chocolate has also visited your shop. I was told that she was enchanted and that she left with a large bag of chocolate. Did you charm your wife with sweets as well?

Oh no, my wife does not like sweets at all, except for crème brulée perhaps. Although I like to cook when I am off duty as well, I do not prepare any sweets at home. I get my dose at work.
A GLASS OF PERFECT PLEASURE

Author: Neža Lavrenčič

Wine, a magnificent treasure of Mother Nature and a precious work of human art... As one of humanity’s sweetest foibles, cherished since ancient times, it has emerged as the purest incarnation of hedonism. Yet, wine-making has only recently become a truly recognized art, as well as a way of life, an invigorating potion that spices up the everyday just like a good book, theatre, or soothing music.
As with every treat and sheer pleasure, it should be consumed moderately, as only thus can one truly indulge in every sip... Reaching into the depths of wine’s relishes, however, may also require some knowledge of wines. By using it skilfully, wine will be even more likely to yield the ultimate enjoyment. Wine is a beverage that requires the kind of care that suits the world’s most beautiful, revered, as well as delicate and prestigious elixir.

Wine is highly sensitive to light as it promotes oxidation. It appreciates constant low temperatures and high humidity, as high as 80-85 percent, since such conditions slow down evaporation. As a result, dark cellars make the perfect storage for wine. Temperature is an important aspect of the wine culture as it paves the way for tasting and enjoying it in the most pleasurable way. Hence, a wine thermometer will prove particularly convenient; however, this essential instrument should be used discreetly and never before the eyes of your guests. Furthermore, clay or glass wine chillers that also make great serving vessels are a valuable accessory as well. Wine must be stored horizontally on stable shelves, and the cork should always be wet. Cool,
Wine should be served at the right temperature:
Sparkling and desert wines: 6 – 8 °C
White dry and aromatic wines: 8 – 12 °C
Roses: 12 – 14 °C
Light bodied and new red wines: 13 – 15 °C
Darker and full bodied red wines: 16 – 18 °C
dark and humid storage should not be exposed to vibration or constant noise. Cellars that are too warm, or apartments with dry air, are not appropriate for storing high-quality wines. Real cellars lying under ancient chateaus, which are deemed the ideal storages for these valuable products, are aptly simulated by wine coolers. These are indispensable in any aspiring wine bar or restaurant; however, one will also perfectly fit your kitchen, making this exquisite potion readily available for your pleasure. Treat yourself to a Gorenje Monarque wine cooler that enables proper storage - including ideal temperature, shelf positioning, humidity, and light. Wine will retain its original full flavour, aroma, and colour for a long time, and you will be well-equipped to start creating your own collection of your favourite white or red wines in your kitchen. Monarque is a luxurious and appealingly designed household wine storage that can accommodate up to 52 bottles and offer them optimum conditions. The temperature can be adjusted between 5 and 15 degrees Celsius to establish the perfect environment for maturing and ageing of both white and red wine. Air conditioned storages and wine coolers are undoubtedly the best and safest "simulated cellars"; in terms of wine storage, they are superior to newly built cellars or beverage refrigerators. They are also suited for long-term wine storage since the tightly closed door of the elegant cooler protects the wine from sound and other vibrations. If you are taken by surprise by a visit and you would like to offer your guests some white wine with their snack, but the wine is too warm,
Reach into your favourite corner, the Monarque wine cooler, and pick the grape your taste buds crave for at the moment. Soothe your yearning for prestige, your thirst for a potion of liquid gold or precious ruby riches. Pour yourself a glass of pure hedonism and enjoy the charm of a real art. Immerse yourself into a magic weave of rich flavours and treat yourself to a lifestyle of true class. Let a glass of precious wine take you on the road to pleasure.

There are several ways to chill it in a matter of minutes. The best way to cool the wine is in an ice bucket as this does not inflict too much of a temperature shock on the wine, allowing it to retain its original qualities – colour, flavour, and scent. However, you should be careful to avoid too low temperatures; the bottle should be removed from the bucket just in time. Ice chilling is particularly suitable for sparkling wines and champagnes as the chill will allow them to retain the carbon dioxide. However, an even more convenient way to chill your wine is offered by Gorenje refrigerators: with the rapid chill function that employs the Multiflow system, cool air will be blown through the slots at the back of the refrigerator while the bottles rest on a special elegantly designed removable support made of precious materials. Wine can also be quickly chilled in a Gorenje freezer; thus, you will be ready for the party in no time. If the rapid chill function is not deactivated manually, you will be warned by an audible signal that will prevent the nuisance of a cracked bottle that had been left in the freezer for too long.

Rules and commandments with regard to combining a grape with a particular type of food have long been abandoned. On the contrary, excellent food should be accompanied by a glass of wine that will best please your taste buds at that particular moment; taste and preference vary from one person to another. However, it is important to differ between light bodied and full bodied wines, as this will make our combinations more pleasing. Nevertheless, the following cannot be denied: a bad wine can never be masked by good food – or vice versa. Excellent wine goes with excellent food, and neither should dominate the other.

Strong, spicy, fatty, and heavy food will go best with a strong wine with higher alcohol content; light and fresh food will taste better with wine with less alcohol. On the other hand, opposing flavours can also make interesting culinary experiences; thus, spicy and hot dishes, such as curry or Thai food, can be excellently complemented with a sweet wine. If several grapes are served at a single meal, the lightest one should be served first.
A HARMONY IN WHITE

Coat rack / hanger, Cappellini

Pen, Diablo de Cartier

Vacuum cleaner, Gorenje Pearl +

Stitch chair, Cappellini

Freestanding lamp, Mini Malgò, Luzifer

White plasma display, Gorenje

Portable computer, MacBook Air

Sandals, Chanel, spring/summer 2009 collection

Music playback device, Apple iPod nano

Sandals, Chanel, spring/summer 2009 collection
White is more than a colour; white is inspiration. It is timeless, and it is the colour of light. White has the magical power to become light through reflection. It enlightens the space and visually enlarges it while the objects in white shine out with an exquisite elegance. White embodies luxury; it is minimalistically plain and infinitely refined at the same time. White reflects all colours of the universe, evoking a sense of magical lavishness and an astonishing play of colours. Indulge in the magical moments induced by the view of white prestige in your apartment ... and in your life.
Mr. Ora-Ïto is a thoroughly-electrified French designer who successfully charges his high-voltage system by having turned his childhood obsession with big brands into his life’s work. And when much of the design system is celebrating old, established brands it’s no surprise Ora-Ïto’s website is still a smash, scoring millions of page-views monthly. Vuitton, Heineken, Gorenje, Cartier and others tailor his co-brand identity, existing in a parallel universe of fame and pomposity. Ora-Ïto is a proud Parisian, a design fantast, a boy deluxe; and he invited us to his home.
Ça va? Heavy fashion weeks or a lighter version-scenario this time?

I’m ok. It’s ok. Gently this time, yes.

But you are more of a nocturnal type; people are usually dancing around you, isn’t it so?

Yes, I do like partying. Every product is born with a big blast. This is the celebration at the end of a stretch of hard work; on occasions like that I do love to let loose. These kinds of events are, of course, double-sided. They are both relaxation for the team and promotion for the new product. Through partying people let the product get under their skin. Then it’s more likely they’ll consume it more spontaneously, with greater ease.

Oh yes, that promotional/promoting quality of yours has been spotted.

I hope it’s not the only one, though (laugh). I’m not especially good at networking. I never use people for what they are. But I do know people who are happy to take my card, and then hopefully we make something interesting together.

So, people do get attached to you. Why do you think?

Phone rings: “Oh, allo, ça va”... he quickly rejects the call with a classic 007 line: “I am sorry dear friend, but I have much better company. Good-bye!” He didn’t answer my question, but he got me. And he continues...

I’m good at promoting just because I have introduced into that dull and painfully monotonous mission called design a little bit of fun.

And there’s an espresso coming for me, too; an espresso that lasts forever, travels through the mouth and dissolves into an exceedingly aromatic emulsion, one that doesn’t stick the mouth together but leaves behind it a heavenly fragrance. I stir it with the little Ora-ïto spoon, the fruit of collaboration with Christofle, a luxury brand that wanted to become, to assume and usurp, the Ora-pop, and conquer the chic youth, like Heineken did with the Ora-ïto alu bottle.

In fact Ora-ïto’s flat is full of co-brand prototypes: wasted Frighetto sofas, Zanotta chairs, Davidoff smoker kits, and OGO oxygen water bottles... One of the rooms also proudly houses Gorenje’s luxurious table with an integrated fridge – the SmarTable. In one word, it’s an Ora-ïto wonderland. With one significant quality: surprisingly enough, the flat achieves its finest harmony via tempered-with-time, accumulated over generations, Parisian capital. There isn’t even the slightest hint of swagger, nor does it smell of fresh money, white leather, polished chandeliers, glass bathrooms or keys to the SUV. Quite the contrary: the ceiling is bare, timber-work is embellished by paintings from the late 18th century, corners are filled with massive bonsais and ethno trophies, and in between is a graphic here and there, a spacy box for tobacco and other delights, embroidered sheets and a Ping-Pong table. A propitious mix of colonial heritage, futurism and boyish puckishness.

Like a 20-year-old boy in a world of adults you said... but the world of adults spins largely around the qualities you possess for and among others; around marketing, periodic networking and mingling at parties.

You are right, I just happen to know a few designers who would do that deliberately. Either their product isn’t good enough or they don’t
Gorenje already did that. Ora-Ïto totally covered in crystals. Can you imagine?

Unbelievable what the world wants. It seems as if it was a very profitable connection for both of you. What’s the secret of such fruitful collaboration?

We try and create a joint-story, while making sure at the same time that it’s very clear what’s Ora-Ïto and what’s Gorenje. Maybe it will be clearer to you if I explain the process of co-branding using this spoon as an example. This spoon was made for Christofle. We made it out of steel and not silver, which has entirely changed the price of the spoon. As you may know, Christofle is a very highly-positioned brand for jewelry and luxury goods. With this product we made the price far more acceptable, but at the same time we have managed to maintain the enduring image and nobleness of the brand.

What exactly has Ora-Ïto got to offer to big brands?

The Ora-Ïto brand creates its own story, based on product design targeting young people with taste. People who like innovation, new, contemporary things, but at the same time respect the history and know-how of the established brands which have built a certain legitimacy in the world. With our collaboration, niche brand products become affordable and therefore gain a young public who evolve together with the development of the brand; and may one day become a buyer of their main, expensive lines.

So first we have Ora-Ïto accessibility, then maybe Louis Vuitton luxe?

I have to repeat it one more time: for me it’s very important that the product is widely affordable. When I was starting out I was not rich in any shape or form, but despite that I was always fond of beautiful things, and I could never understand why they were so bloody expensive. And the more I thought it through, the simpler design became, which also made it cheaper – but at the same time, more luxe. So the luxe of my products is hidden in the thinking behind them... or my time equals luxe.

Wow! And are you thinking a lot or a little lately, will there be a lot or a little luxe?

Ha, ha... yes there is a mass of projects in front of us: hotels and housing for LH&R, new products for Gorenje, a bathroom together with Supergirff and Altro, a new collection of tableware for fine silvemaker Christofle and an exclusive architectural project for a French luxury brand ...

"It’s my greatest pleasure to work with the people at Gorenje. At the end of the day it is them who took me to all these interesting countries."

Ora-Ïto during the launching of the new Gorenje Ora-Ïto White Collection in the Russian market (Moscow Fashion Week, 2008)
The products you design do look very futuristic on the surface, but underneath they are actually much the same as they were?

Exactly. It’s not very hard to make a spoon, without the spoon itself, because then we’re not talking about the spoon anymore. It is far smarter to bring some evolution to it. And it’s also much harder to make a new spoon again, that still looks like a spoon, and not like something completely different. You know a spoon will always be a spoon and the sofa is still a sofa, just because you have to put one hand here and another there, the back behind and the bottom underneath. My motto is symplexity. I’m trying to reduce materials as much as possible. I’m trying to design products that are made from a single material, or at least the minimum of materials needed, so we don’t have to import materials from India, China, Turkey; and as a kind of a side-effect-benefit, we don’t pollute that much. This, I think, reflects the mentality of the future. Look at this lamp for example: when I first designed it only neon was available and I needed to hide the bar behind a plastic layer so it all looked somehow decent. The new model of the same light is an evolved version of the previous one; now we have new technology...

LED!

Yes, LED diodes, and I didn’t have to cover up anything, and I didn’t need additional plastic. Maybe the light itself is a little colder, but the source is almost no longer there. Maybe the next step will be that only the light will appear. This is my phantasm as a designer – trying to reduce or eliminate all unnecessary materials. Of course in the end I add a little of my stylish design and that’s it. This kind of process involves some serious thinking.

Dear Ora-ïto, I wish you a successful journey towards new phantasms!

The interview was originally published in the Slovenian magazine Ambient.
BLACK OR WHITE. A HEARTBREAKING DECISION, ISN'T IT?
Magic light. Mysterious darkness. Futuristic, provocative, outstanding. Inspiration of daring cosmopolitan designer Ora-Ïto. Special Gorenje Ora-Ïto 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
The new Gorenje Ora-Ïto White Collection was launched in the Russian market last fall, during the 20th Moscow Fashion Week. Whishing the new collection bon voyage were its designer Ora-Ïto, and the popular Hollywood star Denise Richards.

Ora-Ïto and DJ SHE in the company of models of the Russian agency Fashion; the models are wearing the white creations of the Slovenian studio Oktober.

The star-studded presentation that drew attention of many visitors and the media took place in the snowy white ambiance of the kitchen fitted with the appliances of the new collection, set up to resemble a DJ table and thus setting the scene for the famous Russian female deejay DJ SHE who hit the turntables and entertained the guests. Welcoming the guests at the Gorenje Ora-Ïto White Collection stand were top models of the renowned Russian agency Fashion; they provided additional chic to the exhibition area ambiance. The event was attended by numerous stars from the world of entertainment and sports, including the several time world champion and Olympics gold medalist in gymnastics Svetlana Khorkina, former tennis champion Svetlana Kuznetsova, and Evgeni Plushenko, figure skater and several time world champion and Olympics gold medalist, as well as a member of the Russian winning team at the 2008 Eurovision Song Contest. With this event, Gorenje once again clearly confirmed that both its brand and its designer products are deservedly ranked among the world’s best.

www.gorenje-orida.com
PERFECTION IS PLAIN AND SIMPLE. THE ACCLAIMED GORENJE ORA-ÏTO COLLECTION NOW INCLUDES A MICROWAVE OVEN.

Technological perfection, minimalist appearance and user-friendly touch control. Superior design delivered by Gorenje's team-up with the excellent designer Ora-ïto. Minimalist composition of aluminium and black glass will crown the appearance of your kitchen. Simply perfect microwave oven that you will be eager to show off.


www.gorenje-oraito.com
THE POWER OF BEAUTY

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

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

Specially designed and developed Gorenje fridge features a docking station that enables charging the iPod, as well as playing back music and video. Wireless internet connectivity complements the functionality of the high-tech refrigerator, making various household tasks and appliance operation simpler and above all, more fun. The users can browse and display recipes in text or video format, check the instructions for washing the clothes or – in addition to their favourite music – listen to tips on household tasks. iPod has conquered the world, and new Gorenje appliances with interactive functions are conquering contemporary kitchens as they anticipate and set new trends.

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

“Made for iPod” means that an electronic accessory has been designed to connect specifically to iPod and has been certified by the developer to meet Apple performance standards. Apple is not responsible for the operation of this device or its compliance with safety and regulatory standards. iPod is a trademark of Apple Inc., registered in the U.S. and other countries.
Rounded edges of the Soraya kitchens, paired with imaginatively designed handles, stress the line of alluring shapes characteristic of the Gorenje Ora-Ïto appliances. The black and white ambient awakens the boldness of contemporary lifestyle which turns the shiny surfaces of white and elegant black into reflections of the most memorable moments.

The Soraya kitchen is distinctive for its specially designed handles that match the lines of the aluminium handles of the Gorenje Ora-Ïto Collection appliances.
THE IVA KITCHEN

Gorenje Premium kitchens will impress with their pure lines and inventive combinations of materials which allow you to customize your kitchen and turn it into a place of many intimate experiences.

The Iva kitchen features characteristic smooth and plain lines that are in tune with the minimalist guidelines of contemporary interior design. According to these, kitchens and living rooms are no longer separated by a door; rather, the kitchen is the central place of the family’s social life in a modern home. As a result, it is all the more important that furniture does not restrict the space but fits into it, thus allowing the freedom of combination.

Handle-less doors, numerous colour versions and extraordinary functionality are the advantages of the Iva, Gorenje Premium kitchen.
THE PERFECT RELAXATION

Health and wellness are essential. Therefore, the bathroom as the intimate corner of your home is increasingly important for the quality of living.

SOFTLY ROUNDED LINES

The Jazz bathroom program shines with its trendy softly rounded lines. The 75-cm washbasin offers ample storage space; underneath, there is a cupboard with playfully devised options of storing bathroom accessories, while above it there is a cupboard with a mirror. Normally, there is space left to fit another large cupboard or a number of smaller ones against the wall. The Jazz bathroom is available in four colours: red, magnolia, cappuccino, and walnut.

THE TRENDS OF STYLIZED FORMS IN CERAMICS

The trend of a swarming floral decoration and overwhelmingly decorated ambiences is retreating and giving way to a more tranquil approach. The patterns are becoming more abstract and pure geometry has also found its place. A novel feature is evoking 3D effects using relief structures, as well as plain graphics. The trend of mosaics in various versions does not appear to be loosing any steam. It has inspired the Sito series whose slick decors allow a plethora of combinations, hence allowing you to add a personal touch when creating the ambiance of your choice.
Bringing charm and warmth to your home. Radiators Gorenje, HF Chrome line,
www.gorenjetiki.si
THE LUXURY OF FRESHNESS

A luxury of freshness, convenient double opening, attractive form, and ecological consumption – could you ask for anything more from your fridge-freezer kitchen helper?

Gorenje Side-by-Side fridge freezers with a capacity of 521 litres will accommodate even the most vigorous of your shopping sprees. 341 litres of volume in the refrigerator compartment and 180 litres in the freezer compartment will surely provide ample storage for your culinary desires, ideas, and inspirational impulses. However, it is not only the size that matters – in addition to the cooling and freezing function, the Side-by-Side model also includes a water dispenser and an automatic icemaker that will help on your way to becoming an excellent host.

SIDE-BY-SIDE FRIDGE FREEZER

Large handles elegantly enhance the otherwise austere appearance of this convenient and friendly giant – and enable easy opening.

The Side-by-Side model is fitted with a water dispenser and an automatic icemaker.
“American-style” fridge freezers of similar dimensions were only recently still notorious for their huge power consumption. However, the new Gorenje Side-by-Side model has broken with this tradition as it only uses 536.5 kWh per year, thus ranking in the most economic A energy class. Its performance is further upgraded by the NO FROST Advanced system that provides optimum circulation of cool air and eliminates humidity from the freezer compartment to prevent accumulation of ice on the frozen food and in the freezer compartment interior.
ENJOY YOUR PERFECT CUP OF COFFEE

Allow us to present your new butler: the coffeemaker controlled by gentle taps on the multilingual LCD touch screen. In addition to the simplicity of operation, its contemporary design following the horizontal lines, accented with the inox colour that blends with the latest trends in kitchen design, is just as convincing. The option to save your settings will allow you to prepare your favourite cup of coffee, froth the milk, and trigger the coffeemaker self-cleaning procedure, by a single touch. Gorenje coffeemaker will surely become your best friend in the kitchen, suiting any taste and enlivening even the sleepiest of mornings.

FRESHLY GROUND

The right dose of freshly ground beans is the basis for an excellent coffee. With the Gorenje coffee machine you can adjust the fineness of grind for your coffee beans, choosing from no less than 9 levels of fineness. Grinding the beans just before making coffee preserves its aroma to perfection.
THE AUTOCAPPUCCINO FUNCTION

AutoCappuccino is a unique function that enables preparing this excellent Italian coffee beverage by a single touch of a button!
Ours is a time of increasingly rapid development of interactive media, rising tide of advertisements, and ever more insistent need on the part of the consumers for active engagement and customization. As the efficiency of traditional marketing tools is gradually fading and as marketing investments yielding fast and quantifiable results are becoming all but imperative, online communication between the users and the manufacturers is gaining weight as a competitive advantage, and Gorenje is well aware of this.

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

The fundamental purpose of setting up a web system at Gorenje is to develop open interactive communication with all company stakeholders and to build up the relationship between the brand and the users. Providing the foundations for the website are the tools that introduce in the long run a new quality of work and communication in the broad sense of the word. Hence, the revamped website is considerably more transparent, neat, functional, and above all, consistent with Gorenje’s vision of a design minded company.

Gorenje website is available in over 30 language versions.

www.gorenje.com
DESIGN THAT LASTS. THE ALLURING, Refined AND CLEAN CUT DESIGN MAKES THE GORENJE PININFARINA BLACK COLLECTION AN UNQUESTIONABLE DESIGN ICON.

The seductive exterior conceals a multitude of state-of-the-art technological advancements to create a masterful combination, coupled with outstanding durability. The Gorenje Pininfarina Black Collection is the rational choice of trend-conscious connoisseurs who knowingly value flawless aesthetics and timeless beauty.
SmarTable changes the view on commercial interior design. Imagine: sitting behind a prestigious table, you have just signed a milestone contract leading to your inevitable success; now, you impress your partners by summoning, as if by magic, chilled plateaus with exquisite drinks and snacks. A single touch of a remote control unit!
TRUE VALUE OF PRESTIGE IS DEFINED BY ITS OWNER

True prestige lies not in the price of an object, but rather in the possibilities that it opens up: mastering one’s time and space, living according to one’s own individuality. That is what makes the SmarTable a prestigious invention: a distinct element of interior design in elegant spaces.

The table is made of select materials that will only become more precious as they age: top-quality wood, natural stone, prestigious glass. The selection of materials is customisable to suit the customers’ desires. The basic version offering a table with a diameter of 170 cm will comfortably accommodate eight people; however, even in this respect, Gorenje provides a wide window of adaptability by offering, for example, a long conference table with two integrated refrigerators – or any other version that will best blend with its environment in terms of both form and materials.

SMARTABLE SURPRISES

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

However, the surprises that truly count belong to the proud owners of this table – a table that will make you a perfect host. Avoid moving from business to social location, avoid the sometimes annoying or intrusive service personnel, avoid losing time. SmarTable allows you to change your location without actually moving.

www.smar-table.com
Pitifully though, the noble warriors for clean environment soon walked into a trap, perhaps cunningly set up by the media: as they failed to agree on an alternative plan, more precisely, to reach some consensus with regard to the dilemma of whether to support the parallel plan of constructing six new nuclear plants or not, the splendour of their zeal has vanished. Instead of adopting high-tech, they seem to adopt that dusty Romanesque archetype of Cervantes, or Don Quixote.

The credit crunch that came next has driven all eco issues to obscurity and restricted them to only the most exotic packages and contexts, while the subconsciousness of the developed world got plagued by much more mundane wonderings focused on the hopes of staying out of trouble during the two years of deep recession. Scientists have recently discovered a very rare species of Pink Iguana the knowledge of which would probably make Charles Darwin quite enthusiastic. After several years of counting it was established that there are only 36 of these unfortunate reptiles left. Comparisons of genetic code have confirmed that the Rosadas are truly a separate species which diverged from its evolutionary lineage 5.7 million years ago. The math behind this discovery is, however, upset by the fact that the volcanic island where the Iguanas were found is only a million years old.

How the nature is taking revenge, or perhaps even mocking us! When it appeared that all the money is all but gone or that some had fictitiously lost it, the winter started to claw carelessly – especially in Great Britain. This is hardly surprising, given that on the Island, everyone is still relying on the transience of the perils of winter. As a result, house insulation is often nothing short of utopia while economizing with power has never been listed as a wont befitting the gentry anyway. And how can one feel pleased and appeased in this jumbled world if the efforts, plans, novelties, inventions, and the engineering that seem to go in the right, logical direction only remind us how disagreeable, painful, or even doomful wastefulness can be when it comes to energy?!

There are companies, though, that have managed to transcend the commonplace notions as their thinking is already two steps ahead. Gorenje, for example, offers power-saving appliances which were even selected for the “Zero-Energy” sample houses. These houses were designed by a group of architects that teamed up in the company ZED Factory in order to develop the houses of tomorrow: the “Zero-Energy” and the “Zero-Carbon” houses. There are companies that translate science, fables, technology, morale, and logic into reality. I guess there are a lot of reasons to be pleased and appeased after all.

These are odd times we live in. In mid summer last year, British environmentalists launched a head-on assault on the government’s idea to reconstruct and upgrade the Kingsnorth coal and oil power plant in South East England. Loud protestors gathered several times in the vicinity of the power station, and used other ways to convince the public that the hundreds of tons of carbon dioxide emissions simply cannot become a part of our future.
Gorenje is betting on black. A washing machine, condenser dryer, Old Timer fridge freezer and fridge freezer "Made with CRYSTALLIZED™ – Swarovski Elements" constitute a line of appliances in seductive black, boasting innovative design, superior technology, and excellent power efficiency.
FULL STEAM AHEAD TO A HEALTHY DIET.

Anyone seriously devoted to healthy nutrition will be delighted about the new built-in compact combined steam oven from Gorenje, featuring the innovative steam control technology called SteamPower.

High quality and balanced diet has become an important, even indispensable part of our everyday. Steam cooking is becoming increasingly popular as it allows the food to preserve its full flavour, colour, vitamins, and minerals. The dishes will thus be light and juicy, hardly requiring any spices. Steam cooking is also an excellent choice for the diabetics.

Tasty or healthy is no longer a dilemma: in Gorenje steam oven, the two are combined on the same plate.