

# LIFESTYLE

GORENJE MAGAZINE

Philippe Starck: Reflections of Freedom • Striking a Balance •  
Design Lines Get Funky, Chic and Romantic • Healthful, Healing  
Herbs for Life • IQcook: No More Fails • Simply the Chef •  
Celebrating Life • Finding More in Less • After Hours

AUTUMN 2015 / ISSUE 13

Featuring  
the exclusive  
new  
collection

Gorenje by  
STARCK

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

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تلفن : ۳۷۱۳۳۰۰۰ - ۵۱

80%  
faster40%  
energy  
saving100%  
healthy  
meals100%  
sensor  
controlled100%  
automatic  
cooking

# OPEN THE DOOR TO HEALTHY LIFESTYLE

## SENSORIC COOKING

Thanks to the cooperation between IQ sensor and the sensor inside the induction bottom of the IQcook, you are able to cook completely automatically.

Wireless communication between the pot and the hob actually controls the procedure, providing fully automatic cooking. Guaranteed.

**gorenje**  
Life Simplified

## Smart Solutions For a Better Life



The biggest advantage of ever faster technological progress is that it can make our daily chores easier and thereby simplify our lives. In the latest issue of Gorenje Lifestyle Magazine, we are pleased to present our take on the "Life Simplified" philosophy that underlies the smart technology and sophisticated design built into all of our products and in turn, offered to our users.

Cooking has become one of the most popular hobbies of our time, as witnessed by the popularity of countless cooking shows. But in all honesty, how many of us have the luxury of truly committing to sharpening our cooking skills? At Gorenje, we are well aware of this, and are looking to save home chefs all over the world valuable time and make cooking more fun. You no longer have to thumb through cookbooks and go through a trial and error process to figure out the oven settings that will give you just the right crunch from your bread's crust, one that will match that of the best Italian bakeries. Our newest ovens with smart automated programs do the work for you.

Another good example of automation designed to answer your needs is the IQcook induction hob that requires no more than the touch of a finger for healthy steam cooking or making the perfect pasta al dente. Such solutions combine advanced technology and ease of operation to

make daily cooking and observing healthy diets a pleasant and timesaving task, all the while delivering excellent cooking results.

We also make sure that our innovative solutions are supported by state-of-the-art design that is as elegant as it is engaging. After all, the kitchen is the heart of every home, where some of life's most beautiful moments take place: family breakfasts at weekends, birthday celebrations, intimate conversations until the wee hours of the night. Our newest line of home appliances, Gorenje by Starck, created in collaboration with renowned designer Philippe Starck, embodies the perfect mix of functionality and contemporary design. Clean, elegant appliances blend seamlessly with the kitchen environment while at the same time reflecting the story of each user. We are sure the combination of stainless steel and reflective glass with advanced and smart technology will make your kitchen moments even more memorable.

Dear readers, we invite you to discover an array of smart solutions that can simplify your life. We hope you will enjoy your time with the magazine.

Mario Vogl  
Senior Vice President, Corporate Marketing



# BIGGER. FRESHER.

DON'T WASTE YOUR FOOD WITH IMPROPER STORAGE. TRUST NATURE.

The ION generation of fridge freezers takes food freshness to a new level. An optimal, constant temperature and ideal, natural microclimate are what food needs to be as fresh as in a garden. Don't waste your food with improper storage. Trust nature.



**gorenje**  
Life Simplified

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DESIGNED  
BY  
S+ARCK®,  
DEFINED  
BY  
YOU.

THE NEW  
COLLECTION.

Get inspired with the new Gorenje by Starck collection. Choose from a whole range of 100 % matching design kitchen appliances and build your own unique kitchen. Its timeless design will reflect your personality, home and lifestyle as it blends perfectly into your environment.



# Reflections of Freedom

Celebrated designer Philippe Starck on quality, intelligence and honesty in design.



Jeff Bickert, photos: David Paige

**Could you tell us something about the collaboration between Gorenje and S+ARCK? What do the two brands have in common?**

I think what we have in common is perhaps the idea of Quality, and I hope Intelligence, because in the end that's everything we need. Then we can add honesty, thanks to which we can make affordable products.

One might ask what "Intelligence" means. Intelligence means doing your best to make your friends happy and help them to have a better life. Along with Intelligence comes the need for Quality, which ensures that our friends, who have worked hard to earn their money and who spent it to buy our product, can keep and use this product for a long time, which translates into notions of Longevity, Transmission and Heritage. These notions, which once became considered outdated concepts, are now the most modern. And finally, Honesty is there to ensure that there are no excessive margins, to guarantee that the final price is the right price. After you have brought all of these parameters together you can hope to get a product that is elegant and timeless, which is what we ultimately expect from a product today.

**You've been talking a lot about friends. When you're engaged in design, in the design process, are you thinking of people somehow as friends? Because that's a very intimate or personal kind of relationship.**

Some people design for what they call target consumers. The target consumer is actually you and me, but with a red dot on our head, waiting for something, maybe waiting to be killed. I can't believe in this idea. That's why I have always considered I was working and creating for

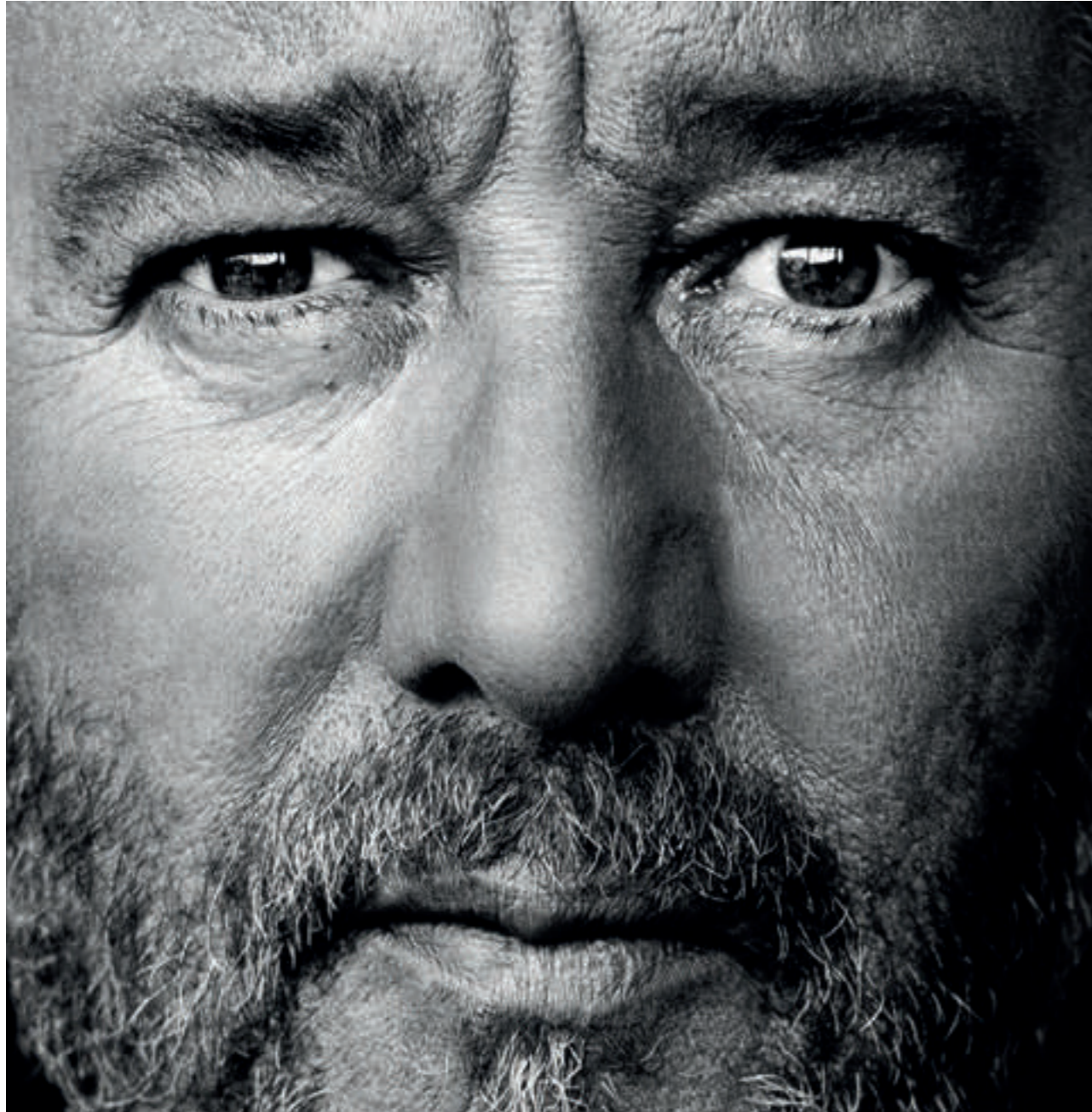
my tribe, my family and my friends. Because, you know, creation is a strange job: when we do it passionately like I do, it's like creating a Christmas gift for our friends every day. That's why in the end it's always only about love; love and respect.

**The notion of a gift to your friend sounds like a highly honorable and satisfying pursuit. As we're talking about gifts and friends, can you tell us something about the new Gorenje by Starck collection?**

The Gorenje by Starck collection of appliances was very challenging to design, because I had to deal with several paradoxical parameters. You want a product that works perfectly, with the latest cutting-edge technologies and materials - stainless steel for instance - but you don't want to live in a spaceship, because you simply don't live in space. The paradox was to create something that is technologically impeccable and still has a cozy, warm and human feeling to it.

In the end, the solution I found was to make everything with and around the "absolute minimum", with the least amount of design possible, in order to give people the space they need to comfortably inhabit their home as a reflection of themselves. On top of that, we also worked on the idea of adding a little bit of color on some pieces like the handle backs. Adding some color allows us to bring a little spark of life to the collection and to this otherwise largely invisible work. But if you come closer, if you look carefully at this work, you will see beyond the perfection of stainless steel. You will start to see yourself and the reflection of this spark of color. This is where the elegance of the collection lies, in the discretion of its high quality and minimalistic design.

**“The elegance of the collection lies in the discretion of its high quality and minimalistic design.”**



# “Intelligence means doing your best to make your friends happy and help them to have a better life.”

**Is that part of what we might say interests you about design, and about designing appliances in particular? Can you tell us more, about what is interesting or challenging about designing appliances - if we return again some to the question - because appliances are, to my mind, very different from lighting, bathroom accessories, transportation and the like.**

Designing a kitchen, a toothbrush, a rocket, a plane, underwear or a restaurant is always the same job. It might simply be a slightly different working process but the idea behind it is always the same. At the core of everything is the need to understand why we are alive, what happened when we were born. I think what happens is actually quite simple: it's a contract — a contract according to which we have to deserve to exist. As far as I am concerned, my reason for existing is to serve my community.

That's why when I work I never think about the product, because the product is just the final result. What interests me is the direct profit people can take out of its use, what this benefit will be and how it can work or act to make a life better for the users. It's as simple as that. When you have this in mind you can pretty much design anything. Nothing is difficult anymore; everything becomes obvious. You follow a way, pursue a direction straight to a particular need you have, to satisfy your wife, your family, your friends, your tribe.

**This brings us back, does it not, to your idea of democratic design?**

Absolutely. Democratic design is precisely about improving quality, lowering prices in order to achieve the right product and make it accessible to the maximum amount

of people possible. I invented the concept of Democratic design 30 years ago, and it took 25 years to win this battle. So today we are able to say that almost everyone can have the right product, with good design, at the right price, and it even seems normal. When I started to work as a designer, design was elitist. You could get a beautiful design made by a very good designer but it was really expensive and even hard to find, so only a very few people could afford it. This was not an elegant way of working.

**You were talking about the user and the user's relationship with the object. Which leads me to wonder how open or closed Starck designs are - how much room is there for the user to create their own experience?**

Theoretically, completely, entirely transparent. The user has limitless possibilities to create his or her own experience. But beyond that it depends on the proposal and the purpose of the object. Sometimes you need things to be completely transparent: for instance, I invented transparency for chairs, that way you can decide whether you want to see it or not. For the Louis Ghost chair, I didn't even design it myself. Instead, I started with our common occidental subconscious memory of what a chair - as a concept - would look like. And then I designed it with a minimum of plastic, without any added style; it was just the same chair everyone had in mind but in transparent polycarbonate. And it was a global success, because it wasn't designed by me but by our collective memory.

If you want to express a new idea or theory, to create something new, a new experience, it has to be stronger than what already exists. You have to design it not for yourself but for the people who will live with it or experience it. Thus, designing for me, for myself, would be com-



pletely stupid; and more than that, I can't imagine having this kind of success if I designed for myself. Because if I designed for myself I would be my only client.

**Having talked about not designing for yourself, I must push this a little, and ask - have you never designed a single thing for yourself?**

I have never designed for myself, basically because I am bad at it. It's even a joke I share with my wife. As she works with me, she sees me every day being the worst control freak on whatever project I'm working on with and for my partners. But when I need something for myself I am not able to do anything about it or even to figure out what I really want. I simply don't know how to make things for myself.

**It sounds like you are your own worst client.**

Yes, I'm my own worst client because anytime I make something for myself, I'm not happy. And I have no right to be happy, because it's not good.

**You've been working on so many projects - over 10,000 objects and projects - all over the world. Which makes me wonder - where does all this energy come from?**

Who knows? My job, shall I say it, is creativity. First we have to admit that it's a mortal sickness, beyond everything else, something a little crazy, something that has its origins in some sort of autism, which I am - autistic, a little. The second thing is this almost religious idea that you have to give - even though I'm not a believer. And the third thing is to do your work entirely yourself, with only your brain, with your one hand, with a pencil and a

piece of paper. It's beautiful, and a guarantee of a slave-free system.

And if you are interested in trying to understand, you will see the things around you that are not well done, that have not been made with honesty. You will also notice things that are missing, but for which there is a need. You will be aware of new needs, new parameters to take into account, and if you know how to do this, then why not take the risk of suggesting a new - and hopefully better - solution?

I never fight. Although I am little rebellious, not always in a good mood and sometimes even a little dark, I still never fight. When there is something I disagree with I try to replace it. I don't see the point in losing your energy to fight. I prefer to use this energy to create instead. And ultimately, if your proposal is better than the previous one then it will replace it. That's what I try to do everyday, every hour, every minute. I make a project a day, and it is possible because I work alone, very quickly, in deep concentration. I live like a monk, as far from everything as possible. It allows me to ask myself many questions to which I usually find the answers.

**If we return quickly, in closing, to the new Gorenje by Starck collection, how does this new line of appliances reflect your statement - "I think the only style of tomorrow is freedom. Freedom to choose what you need and what you want"?**

In a kitchen, the freedom is mainly what you will cook for your family. In fact, you don't need a lot of freedom for the shape of your oven or refrigerator. The real freedom is your own freedom. And with Gorenje by Starck, it's all about reflection - the reflection of your own freedom in your appliances.

**“I'm my own worst client.”**

# Starck On Line

Following the newest, most engaging new line of state-of-the-art ovens from the Gorenje by Starck collection, from single core components to elegant kitchen centerpiece.

Janez Paradiž, photos: Peter Giodani



## Heating things up

Nude, empty oven cavities on the premium assembly line awaiting the next step - the assembly of heating elements. Advanced, energy-efficient heating elements, together with smart oven programs, provide optimal baking conditions.

More ovens are produced than any other appliance from among the many hobs, hoods, fridges, dishwashers and microwaves of the Gorenje by Starck collection.



## Personal touch

Special 2, 3 or 4-ply glass doors are assembled by hand, separately, then mounted on the ovens. Each door also features a handle with a special, orange soft-touch lacquered finish - the signature element of the entire collection.

With years of training and experience those on the production line perform according to the most demanding standards, and are able to see to all of the smallest details required to produce an elegant, state-of-the-art appliance.





### Control is everything

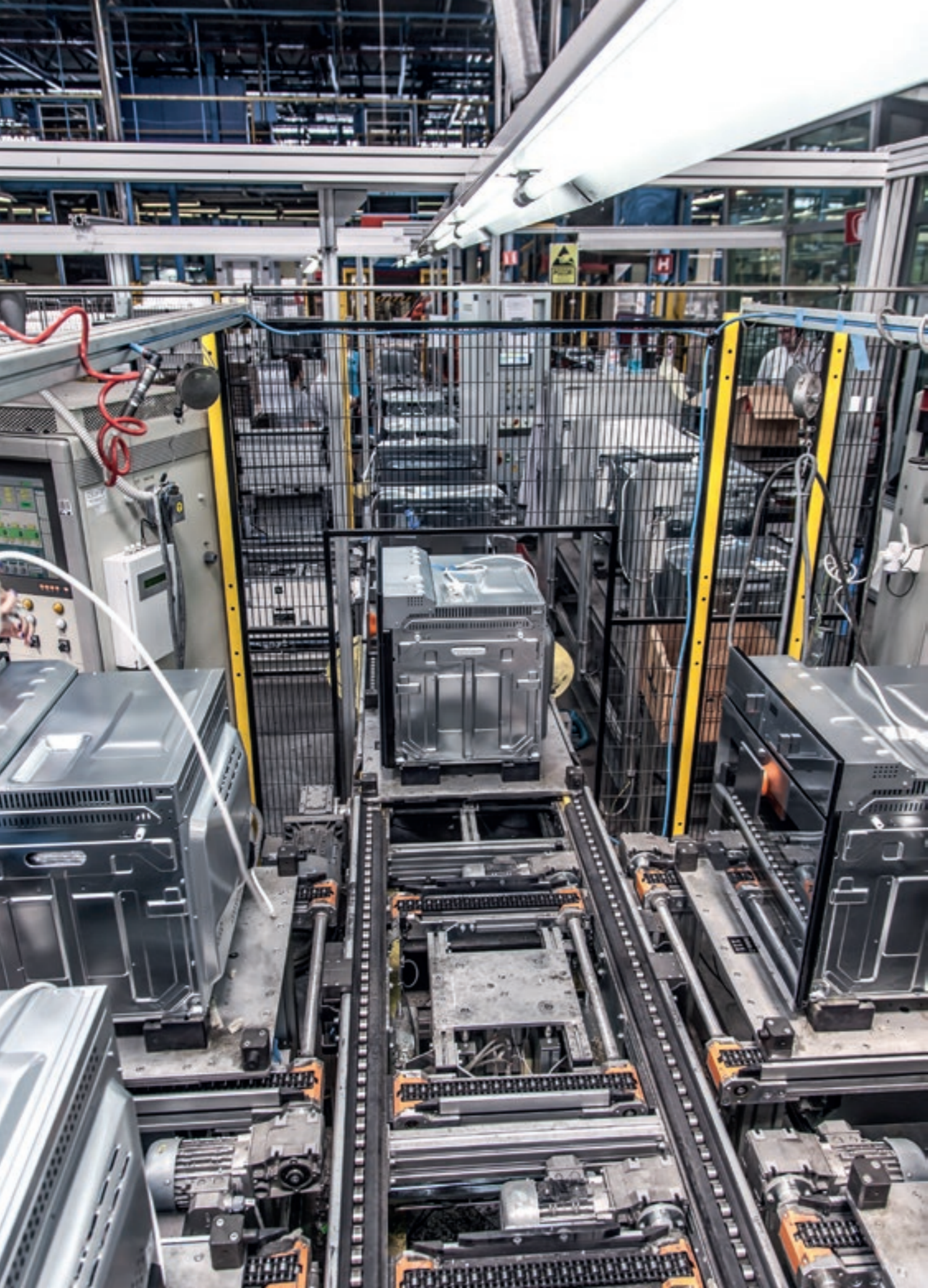
Power boards are the components that control all of the other oven components and functions. Using complex algorithms designed by the in-house technical engineering department they ensure that food is done just the way you want it.

Matching designs and materials are harmonized from the beginning: the same reflective glass is featured on the control panel and the door, to create a singular, highly efficient baking machine; and reflect the user's individual lifestyle.

### Entrance exams

After assembly, every appliance goes through a comprehensive testing procedure to verify that safety, functionality and appearance meet the highest standards - of both designers and users.





### Ready to launch

Before showing off its power and versatility in the kitchen, every single appliance is also tested for durability and performance and run rigorously through actual programs.

Now these perfectly designed chefs are ready to step into your kitchen, to define and realize your new style of cooking.



# Proud New Owners

The new Gorenje by Starck collection makes its anticipated debut appearance, reflecting our many individual styles and lifestyles; with freedom of design for all.



Gorenje's new collection of kitchen appliances has been designed by one of the world's most celebrated creative designers, Philippe Starck. Behind the simple elegance of the design, cutting-edge technologies deliver high performance and important energy efficiency.

The collection is represented by a comprehensive range of ovens, hobs, hoods, refrigerators and more, all entirely harmonized, and whose elegance lies in "the discretion of its high quality and its pure lines." Minimalistic design with high-end reflective glass and stainless steel blends seamlessly into its environment, reflecting both your lifestyle and personality. Carefully defined details and effects, together with the distinctive orange handles, introduce an extra spark of animation and elegance into your kitchen, into your life.

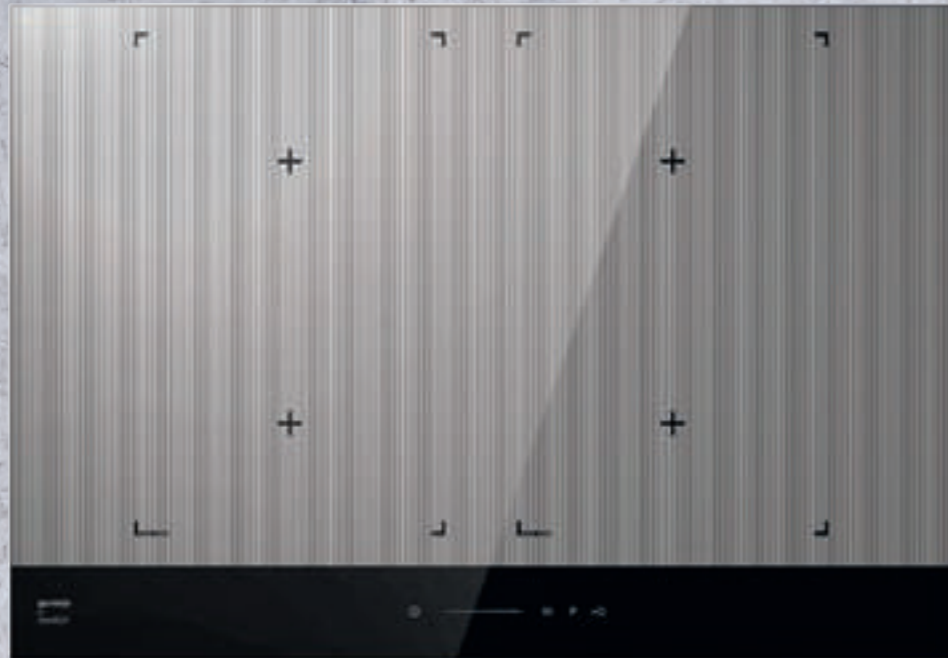
The new Gorenje by Starck collection strikes an optimal balance between engaging contemporary design and functional, efficient performance.

### When you expect a lot of guests

Gorenje by Starck induction hob

#### XPANDZONE

XpandZone allows cooking on almost the entire surface of the induction hob. When the XpandZone mode is activated, the cooking zones on the left or right side of the hob are combined into one extra-large cooking zone, creating more space for cooking, for larger cookware, or for several smaller pots or pans anywhere on the combined cooking zone. And the PowerBoost Supreme feature provides extreme heat to the pot and significantly cuts waiting time - just 4.2 minutes to boil 2l of water.



Sonja Popovski  
THE PERFECT HOST

She's the daughter of a dentist and a school principal. She grew up surrounded by people, has learned how different we really are, and has developed a special eye, a patience and tolerance for difference among individuals. She's tapped into those qualities and started to work in marketing for a small software startup. At home she throws dinner parties, thinks a little less about the food and settings, but always brings out the best in people. She doesn't know a lot about hobs and similar, but knows what she likes and what works - and this works, splendidly.

### Hear only what you want to hear

Gorenje by Starck hood

#### P.A.S. SYSTEM

The innovative parametric air suction system redirects air extraction from the central part to the outer edges of the hood. This technique optimizes energy consumption, reduces noise and makes air extraction considerably more efficient.



Chris Weilgoni  
SO YOU CAN FOCUS ON COOKING

He's always enjoyed spotting a missed opportunity. At the age of 27 he established his own public relations company to promote independent theatre. Then he set about organizing theatrical releases for independent movies. But now he's a different kind of mover and shaker. He closed his business, moved to a house in a nice suburb, and threw himself into film directing - what was once just a passionate hobby is now his passionate everyday. He's also passionate about directing in a well-lit, well-ventilated kitchen - so he's not reminded of it next morning when he's grabbing a bite on the way out the door.

STYLE COUNCIL



### The refrigerator that reflects your habits

Gorenje by Starck fridge freezer

#### ADAPTTECH

This smart system was devised to maintain the optimum temperature in the refrigerator regardless of how frequently you open the door. The refrigerator continuously monitors and analyzes the way you use it. Thus, it can predict when you will open the fridge door; just before you do, it lowers the temperature by 1 or 2 °C to make sure constant temperature is maintained and that the food stays fresh and full of nutrients. And with IonAir with the MultiFlow 360° function, every shelf is the best shelf. Advanced technology emulates the natural process of ionization to keep food fresh longer. Negatively charged ions generated by the appliance continuously refresh the air to mimic a natural microclimate, thus creating the ideal environment for fresh food.

#### MULTISHELF

And the MultiShelf feature adapts to your needs - a special, highly flexible shelf with special bottle retainers can be adapted to any need, for storing food anywhere in the fridge, or as a special design bottle rack that can hold up to 9 bottles.



Jean Marc Cyre  
MAN OF HABIT

Jean Marc is a family man. He has two kids and carefully divides his time between time for play, kids, his wife and work. He's a web developer, so his interest swirls around click-counts, duration of visits, click-throughs and the like. He likes predictability and apps he can rely on. He usually likes to eat and shop for delicatessen foods, which require less preparation time, so he can save some time for a good run or ride before the end of the day, maybe train for next month's triathlon. The fridge keeps track of the family's eating and snacking habits, so anticipates and compensates for temperature changes with numerous visits to the fridge. And the fridge finish lets him see just enough how he's looking on the way out the door, reflects his routine just the way he wants it to.

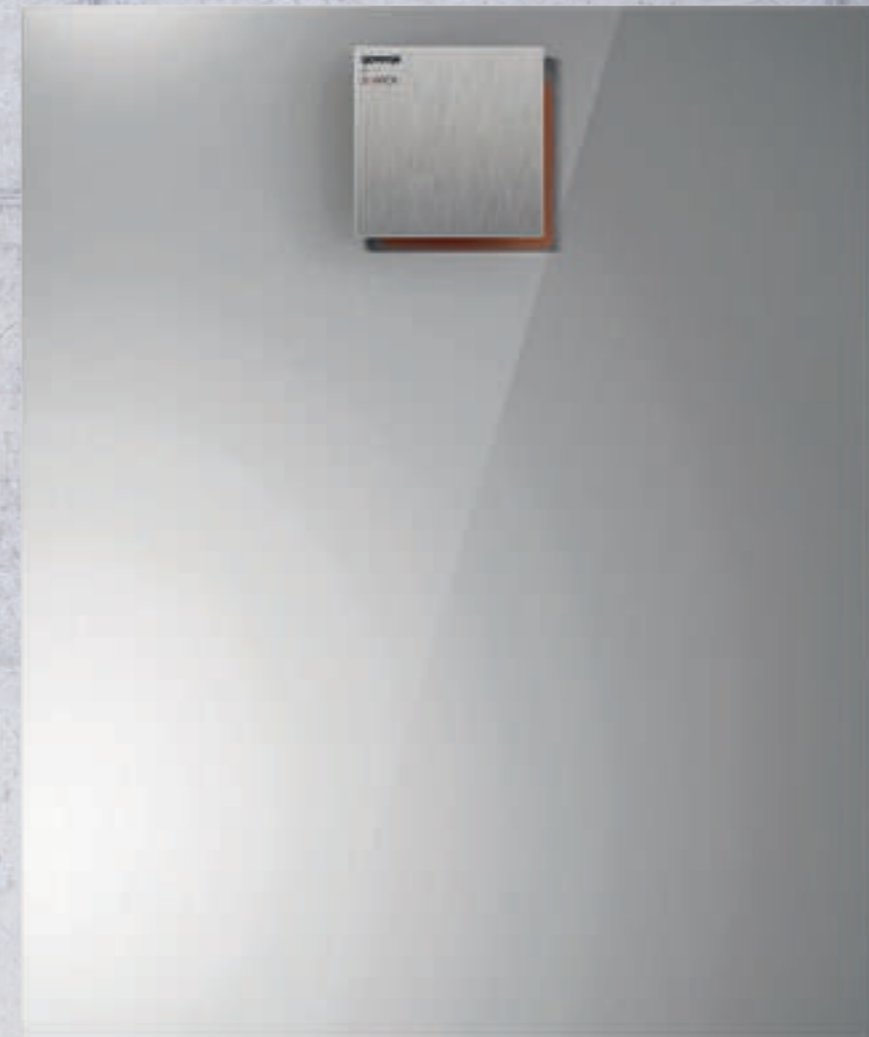
STYLE COUNCIL

### Always a clear reflection of you

Gorenje by Starck decor panels

#### TOUCHFREE COATING

All stainless steel surfaces are coated with a special TouchFree film that prevents fingerprint markings, leaving the surface always shiny and making cleaning much easier.



Rick Thomas  
NO FINGERPRINTS LEFT BEHIND

Rick isn't one to talk a lot about himself, nor about personal experiences. That's how he is. And he doesn't hide the fact he's not fond of formalities. Maybe that's why he's a mechanic - cars, bikes - makes them run the way they should, perfectly. He prefers to eat out rather than at home; or at other people's homes, because he can always show up for coffee at the end or leave in the middle. He likes to be able to escape some place whenever he needs to work, run or swim. He rides big bikes and draws comics. And he keeps a clean house, neat and ordered, so he stays sharp and focussed - no distractions, just compelling reflections.

STYLE COUNCIL

**Demand only perfect results**

Gorenje by Starck multifunctional oven

**MULTIFLOW 360°**

MultiFlow 360° guarantees the optimal circulation of heat within the oven. Due to smartly positioned ventilation openings on the back wall and the unique round shape, air is spread evenly throughout the oven. The fan pushes hot air around the entire oven volume, so food is perfectly and evenly baked on all sides.



Tara Badovinac  
ONLY PERFECT RESULTS WILL DO

She single-handedly created the stylish, charismatic interiors everybody wanted to live in, worked closely with many in the business dealing with intelligent design and fashion. Tara has an eye for detail, likes the discrete splash of orange on the handle-back. Her achievements are many and her influence has travelled far. If you're really lucky you might get to hear all the incredible stories while enjoying one of her deliciously extravagant dinners. A giant sea bass appearing out of her oven at midnight is hardly exceptional - it's been getting ready all evening, quietly, perfectly.

STYLE COUNCIL

**Eat tasty and nutritious food in no time**

Gorenje by Starck microwave

**INVERTER TECHNOLOGY**

Inverter technology ensures energy is evenly distributed throughout the oven. As a result, the food retains its initial structure, including its vitamins, minerals and fibers. Even energy distribution is particularly useful when reheating or defrosting, and when cooking liquids. The overall microwaving time is shorter, which reduces energy consumption as well. And with AutoMenu, cooking has never been so simple: a number of preset programs enables even simpler preparation of certain dishes. Just select the type of food and enter its weight, and the oven automatically adjusts the power and cooking time accordingly.



Teja Veho  
SAVING TIME FOR THE MORE IMPORTANT THINGS

She's all over the place - in a good way. One minute she's working a black tie affair in Barcelona, the next she's at the Flow festival in Helsinki, hyping up the better clubs with her trademark sound grounded in old-school house sounds from her hometown Chicago. Maybe it's her combination of musicality, human warmth and old-fashioned politesse, but for Teja, it seems that all doors are always open. And since they're always open, preparation and nourishment needs to be equally fast, simple and stylish.

# Striking a Balance

What's your Life Simplified story?



**FRANJO BOBINAC, MBA**  
President and CEO  
Gorenje Group

In life you can't simply come up with a plan and say - now it will be done exactly this way. After all, we are all different in our mutual interactions. I love people and enjoy communicating with them. And not everything just comes down to the purely rational, there are always other factors at work. This is key to successfully setting clearly defined objectives, as are perseverance and consistency in their implementation. Of course you need to stay honest with yourself and others, faithful to values like trust and respect.

Days are busy, sometimes it may seem like the workday lasts a full 24 hours. What might make it even more difficult is the fact that I never give up, I fight until the end. Dishonesty, and tasks not done right disappoint me, and that's where I'm tougher, where I succeed.

As a working tool I can't imagine a day without a mobile phone, especially now that e-mail and similar communica-

tion functions are fast and entirely everyday. By the same token, however, I really value interpersonal relationships. I would like to think that in our electronic global consumer society we won't take these for granted, forget how important they are - the real essence of communication. More than ever it's very important that we don't start alienating ourselves and each other.

I try to stay strong with plenty of sport, and have done so all my life. These days most of my physical activity happens over the weekends. That's when I play tennis with family or friends; and since we have a basketball net up at home we also indulge in the occasional "home game" as well. My only all-year recreation is hiking, out in the nature somewhere; then there's swimming in the summer and skiing in winter. Otherwise, I rely on the release that comes with being home, together with family and friends. And back at work we help and depend on each other, so that everyday tasks and problems aren't a source of stress but a challenge to be met and solved, together.



**IRENA KNEZ,**  
Deputy Marketing Director  
Gorenje Headquarters

I'm constantly trying to find a good balance between work and my personal life. Living Life Simplified requires some changes, being more organized, setting priorities, being focused, everything that will make my life more comfortable. I clear home and work of unimportant things to reduce stress and save time. Doing one thing at a time improves quality and saves energy.

At home I try to manage everyday routines with all the helpers available. Alongside my husband and kids that includes household appliances. Every smart solution or device that makes life easier or more comfortable is highly valuable. I almost never iron anymore, since I use a dryer for even the most delicate shirts or blouses.

I'd rather use time to enjoy what I like most: being out in the nature, shooting some nice photos, getting together with my girlfriends and singing, being with family and friends and traveling around, all of which gives me new energy and really makes life worth living.



**TOMAŽ VESELIČ,**  
Legal Department  
Gorenje Headquarters

The concept and slogan Life Simplified seems to me highly appropriate for the times, which is characterized by a particularly fast pace and a diverse range of inputs. Everyday we have to make a lot of decisions both in business as well as in our free, private time, so it's extremely important to simplify, across the board. With today's technologies, electronics and various equipment we can greatly simplify the work of daily life, at work and at home, so I try to make use of devices that are fast, simple and easy to use, because they help save a lot of valuable time and energy.



**ROK GRUDNIK,**  
Category Management, Deputy Executive Director  
Gorenje Headquarters

To me Life Simplified is about balance - balance between work, time spent with my family and friends, and the time I dedicate to myself. Since work, over both long-term and daily schedules, is the most structured of these activities it's something of an art not to jeopardize the balance, not to interfere with the other two elements in the circle. As a result, at work I seek to prioritize tasks and responsibilities, and optimize efficiency by acting, by taking the right actions. On the private side I've learned that simple schedules are what's needed, and that real value comes with the simple things that happen "in between".



**PETRA GAČNIK,**  
Head of Marketing  
Gorenje Slovenija

I try to live a simple, yet quality life, in which I strive to strike a more balanced relationship between work, obligations and the time I spend with my family. Teamwork, integration and common goals are values that are key for me in creating a creative environment for the challenges and tasks I face now and in the future. Trust and good relationships are integral, and actually make life easier both at work and at home.

Because we are a big family with four children I have to simplify the housework, a lot. Washing and drying which once took us a long time no longer require any special effort. The dirty laundry goes promptly into the designated hampers and later, the washer, which clearly indicates how the laundry is to be treated. We can even tell the children over the phone what needs to be washed and how; they're also very good with the dryer as well. And the laundry gets stacked as soon as it's dry, so only shirts and blouses get ironed; and with the large 9-kg machine it's all even easier.

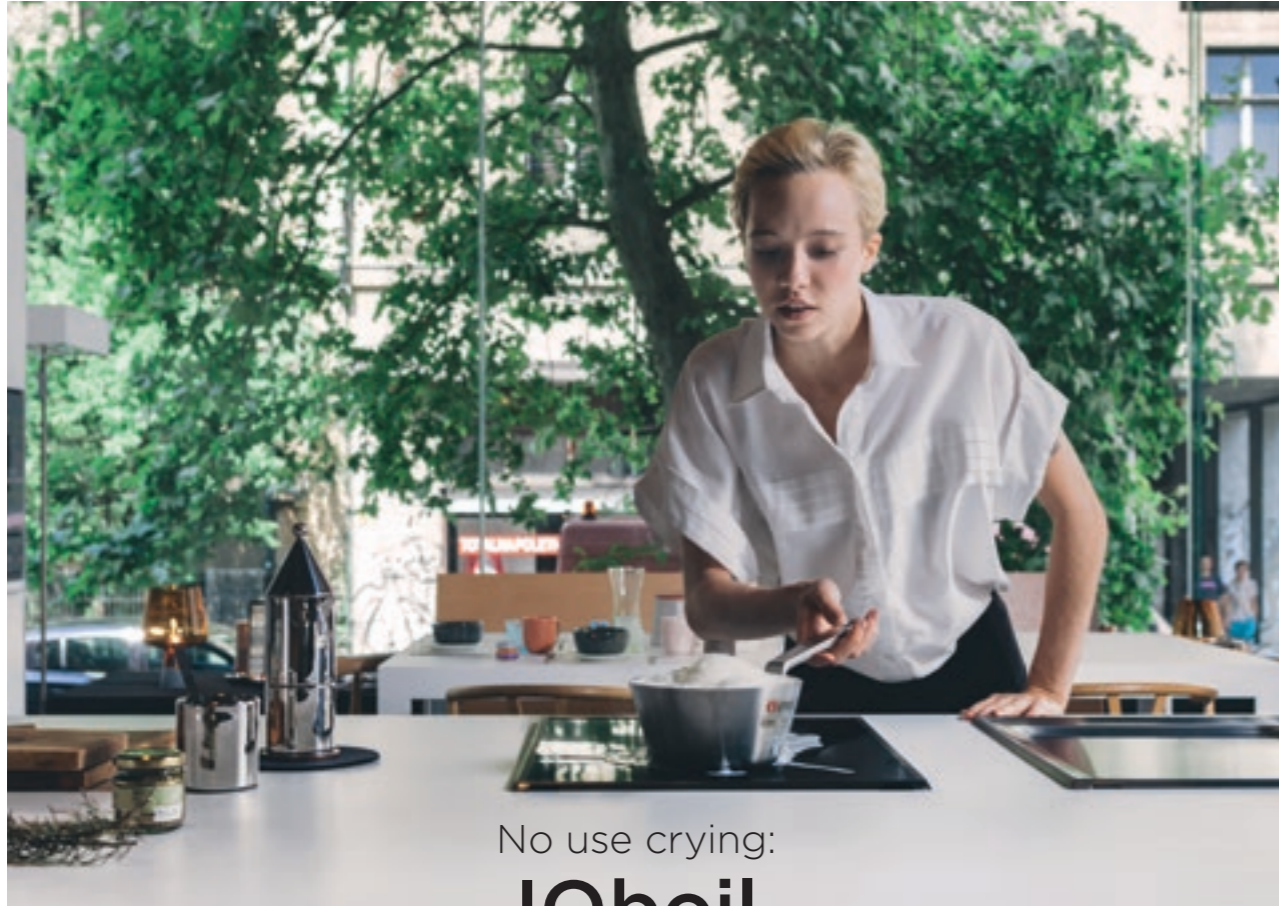
# No More Fails



## GORENJE IQCOOK MAKES FAILS A THING OF THE PAST

You might call the Gorenje IQcook an ingenious revolution in cooking. You might because it is - ingenious, revolutionary and ever so convenient. Gone are the days when a dish, or even an entire meal is ruined unnecessarily, whether due to the wrong settings, inattention or any number of other factors. Just select the setting best suited to your dish and let the tasting begin.





No use crying:  
**IQboil**

Sure it's cliché – that's because it happens all too often. Warming up some milk for your regular cup of morning joy, busy getting organised, the day's just begun and already you're in high gear. First you smell it, that sweet, heavy smell of caramelized lactose, i.e. milk sugar, i.e. the milk's burning! I don't have time for this! FAIL!



I told you so: also banal, cliché, and all too true. But with Gorenje's IQboil, you need never cry over spilled (boiled and burned) milk again; nor worry about anything getting out of hand and over the edge. It's all taken care of: the hob simply closely controls the boiling process and adjusts the temperature to prevent boiling over. No mess, no fuss. So you can rest easy – and enjoy!



Easy does it:  
**SoftMelt**

Few things look or smell as lovely as chocolate slowly melting, on the way to becoming something equally nice if not nicer – cake icing, a crepe topping, a mousse. But that won't last long, and you'd better pay attention – or you soon have a terrifically sticky mess on your hands, literally. Instead of savouring you'll be scraping and swearing. What an unnecessary waste of time and goodness. FAIL!



Instead, with Gorenje's smart SoftMelt feature, you take things a little slower, easier, the chocolate melts richly and evenly. Instead of sticking to the pot it sticks to the roof of your mouth, just enough, with that first mouthful of delicious cake. It's oh so easy. IQcook puts the joy back into the joy of cooking – and baking, all the good things we love to do and love to do well, effortlessly. Foolproof!



The right fries:  
**IQfry**

Looking for good, authentic french fries? Look no further than your own kitchen, right? Right - if you're paying attention, a lot of attention over a lot of time. Very quickly they get to that critical stage, and from there on it's downhill all the way. If, however, you're busy with other prep tasks, looking for the sea salt or similar, those fries are going to get nasty - real nasty: dark, hard, inedible and indigestible. FAIL!



Frutti di mare:  
**IQgrill**

A fish is a wonderful thing. It's tasty, healthful and so easy to prepare. It's also easy to destroy, which is a terrible shame, doing such injustice to such a gift from the sea. Fish like to be treated a little gently, with some personal care. But cook it too hot or too long and the magic goes up in smoke. FAIL!



Gorenje's IQfry isn't about to let that happen. Why over-fry fries - or anything for that matter? The IQfry feature is a preset mode for frying with larger quantities of oil, which ensures the oil never gets hot enough to smoke or burn. How smart is that? Smart enough for you to enjoy what you're doing, anticipate the tasty things to come, knowing your fries and everything else is in the best of hands.



But Gorenje's IQgrill offers a highly convenient preset grilling mode that allows you to choose between three grilling levels - for rare, medium and well-done. So it's perfect for grilling steaks, fish, omelettes and more, ensuring even cooking and retaining all those tasty juices. There's no need to guess, everything that goes into the pan is sure to come out beautifully done, to everyone's sheer satisfaction and delight.

# Simply the Chef

Gorenje's built-in ovens take the guesswork out of creating tasty and healthful dishes time after time.



The new generation of Gorenje built-in ovens turns every casual cook into a master chef. A wide array of smart presets puts a whole host of delicious dishes at everyone's fingertips. Delicious needn't be complex, on the contrary, it's marvelously simple to prepare otherwise daunting dishes that usually require many adjustments to make the very most of the dish.

Best of all, you don't have to know all of the tricks and treatments because the oven bakes, grills, steams microwaves and more according to the selected recipe.

Here, four of our current, easy and delicious favorites.

Jeff Bickert, illustrations: Ajda Fortuna, photos: Peter Giodani

## Asparagus (sous vide)

### INGREDIENTS

500 g asparagus  
olive oil  
pinch of salt  
pepper



### PREPARATION



Season to taste, with a splash of olive oil, and a pinch of salt and pepper.

Place the asparagus into a vacuum bag. Vacuum and seal the bag and place it into a shallow baking dish, on baking level 2.



WHAT TO DO:  
Select: Steam  
Set temperature at 90 °C,  
cooking time at 70 min



The first harbinger of spring in the vegetable kingdom offers much more than just a tasty experience. Fresh asparagus, treated right, is marvellously complex and sublime.

## Duck breasts (SousVide)

### INGREDIENTS

500 g duck breast  
1 clove garlic  
pinch of fresh thyme  
pinch of fresh rosemary  
salt  
pepper



### PREPARATION

Season to taste, with 1 clove garlic, pinch of fresh rosemary, thyme, salt and pepper.

Place the food into a vacuum bag. Vacuum and seal the bag and place it into a shallow baking dish, on baking level 2.

**WHAT TO DO:**  
Select: Steam  
Set temperature at 70 °C,  
cooking time at 100 min



Duck breast is a versatile, full-flavoured cut of meat and can be served in numerous ways. But keep things simple, serve it straight up, together with a salad or the light veggie soufflé prepared here.

## Zucchini soufflé

### INGREDIENTS

1 large courgette (zucchini)  
3 eggs  
3 cloves garlic  
pinch of salt  
pinch of pepper  
1 tbsp flour



### PREPARATION

Wait for excess liquid to drain.

Whisk eggs; add zucchini, crushed garlic cloves, and flour. Mix well.

Lightly oil a ceramic or glass baking dish. Only fill half way. Place it on baking level 1.

**SELECT: Zucchini soufflé**  
This is an automatic programme. When you set quantity, the oven automatically sets all other parameters.

**WHAT'S GOING ON IN THE OVEN:**  
mw power: 600  
cooking time: 8 min

Grate and salt zucchini.



This is a perfect late summer dish, best when there are plenty of zucchini just waiting to be eaten up. Don't forget to arrange some fresh zucchini slices nicely on top.

## Chocolate Bundt Cake

### INGREDIENTS

1 3/4 cups flour  
1 1/2 cups sugar  
cacao  
1 tbsp salt  
baking powder  
baking soda  
vanilla sugar

100 g butter (soft)  
2 eggs  
1 dl milk  
2 teaspoons rum



### PREPARATION



# THE WORLD'S GENTLEST TREATMENT OF VITAMINS

## FAST FORWARD TO JUICY AND HEALTHY

Gorenje ovens have been perfected to help you serve healthy meals any day of the week. Ultimately, this is what counts the most. With advanced steaming technology that uses a cloud of perfectly pure steam distributed evenly throughout the inside, the food is always juicy and full of vitamins. Now food is not only a source of energy but also the origin of tastes, smells and pleasures.

**gorenje**  
Life Simplified

# Celebrating Life



Master chef Andrej Kuhar hosts an afternoon at Vila Herberstein, and shows us the simple pleasures are still the best.

Manca Krnel, photos: Vladimir Mičković, Jeff Bickert

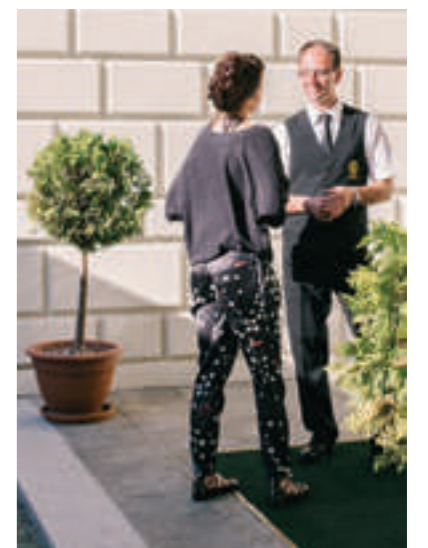


With a heavier, richer entrée lighter, simpler accompanying side dishes are the order of the day. With this well in mind, Chef Kuhar offered up prawns with cherry tomatoes, boiled potatoes with Swiss chard, various salads, and a number of light sauces to bring all of these distinct flavors together. Creating good choices is one thing, but achieving some strong yet delicate balance is yet another entirely.

Throughout most of restaurant history kitchens were a lot like small castles. They stood alone, closed and impenetrable, places of secret signature dishes and techniques. Now the gates of these ancient strongholds have been swung wide open. Chefs talk, share, show and taste with us.

Andrej Kuhar has used his long and varied professional experience to “interpret” and transform even the most complex recipes into simple directions and techniques for the “everychef.” On this celebratory occasion he was making lamb chops with an herb crust and stuffed artichokes. Chef Kuhar was happy to share every step of the preparation, and made it all look terribly easy to both follow and bring off.

A wonderful blend of fragrant aromas and tactile textures, together with the very visceral visual appeal inspired, speaking of yet more good things to come.



**On the menu:**

Prawns with cherry tomatoes

Baked honey-mustard ham

Herb-crusted lamb with stuffed artichokes

Creation mousse au chocolate

Poppy seed muffins with poached pears in red wine



Villa Herberstein, a micro-castle now standing in Slovenian suburbia, was built in the second half of the 19th century in Velenje, as the residence of Baron von Ritter, Josef Eder, and the country's last countess Maria Anna von Herberstein. Today it serves as a casually elegant culinary playground for the impossibly social and energetic Kuhar - and the lucky guests who come to dine or attend one of the villa's special events. In his work with the villa, he has managed to bring fresh takes on semi-haut cuisine to this traditional rustic venue, bringing together tasty, nutritious local ingredients and dishes under a single, simple and inviting hospitality umbrella.

Vila Herberstein veritably vibrates of warmth and openness, a refined communal experience that inspires and delights, reminding us that the simple pleasures in life are still the best.

Gatherings are all about little surprises. That's why we love them, anticipate them, miss them. You think a certain cuisine is the definitive one, but it turns out to be entirely other. Just like you think a certain person is one way but they're not. Or you find yourself re-confirming what you previously thought or knew, about a place or a tradition; but then you discover in reality it's actually far simpler, purer than that. Remember that night at Vila Herberstein? We were there, thinking "these people know how to live, they just know."



To finish, Kuhar doubled up on the desert: white and dark mousse au chocolate and delicious poached pears in red wine, accompanied by little poppy seed muffins featuring a crusty outer with a soft, liquid center. Rich flavors blended with sumptuous textures for a decidedly crowning culinary gesture.



Celebrating life doesn't end there however, when the last dish has been served and the chefs have gone home. By bringing something more, even the chefs themselves have been affected somehow, consider the new things they have seen, tasted, experienced, in turn serving as a source of inspiration back in their own kitchens.



# Food Basics

KEEPING IT SIMPLE,  
SUBLIME AND SO VERY RAW

Cooking is a wonderful thing. But sometimes a little change can be a good thing — which on occasion can mean not cooking at all. There's less to do, often less to clean, and there are so many tasty things out there, good wholesome ingredients simply bursting with attitude and flavour. Mix and match, complement and contrast, that's the simple scheme at work here.

Presentation matters. Any chef will tell you, show you, the way you lay a plate and serve it up has a big impact. Much of our sensation of taste is actually integrally connected with our sense of smell; and as visually-driven as we are, what we see is also what we taste.

And herbs, flowers and flowering herbs are naturally good foods and food accompaniments, they make things look, smell and taste better, richer, more complex. Here, four of our current favourites.

text & photos: Jeff Bickert  
styling (not cooking): Manca Krnel

## All stripped down: Gravlax

The word gravlax comes from the Scandinavian word grava (“to dig”; in the modern sense “to cure (fish)”), and lax (from laks, the Indo-European word for salmon). Typically gravlax or cold cured salmon is cured for some days in a mixture of salt, sugar and dill; and is often served with a mustard sauce, on bread, or with potatoes.

But we like it straight up, without the sugar, the wait or much of anything else for that matter. Lay out strips of very thinly-cut fresh salmon, sprinkle lightly with coarse sea salt and garnish with fresh dill; the lemon is largely decorative, but we're flexible. Grav!



Stuff, wrap and roll:

# Prosciutto, Prunes & Goat Cheese

We're a little conflicted: is this prunes stuffed with goat cheese and wrapped with prosciutto; or prosciutto stuffed with goat cheese-stuffed prunes? Matters not a bit. This is a classic case of sweet and salty, dry and creamy. Each ingredient complements one and contrasts with the other. Surreal and sublime.



Well pared down:

# Pears with Walnuts

Slice one ripe yet firm pear lengthwise, crack, halve and crumble a few walnuts, shave some parmesan or better, aged pecorino, and drizzle with truffle-flavoured honey. Fruits, nuts, cheese and honey are natural friends, bring out the best in each other: sweet with salty, dark and dry with fresh and juicy.

Snack, appetizer or dessert? Questions only distract, you'll know what to do.



# No rows necessary: Roe on Toast

The Russians, Finns, Swedes and some other equally eclectic northern culture might lay claim to this treat, but it amounts to the same thing: roe on toast. Salmon roe works well with its naturally bright colour, nice size and good texture, but plenty of other roes will delight equally well. Toast some sandwich bread well, butter it, spread thickly with full-fat sour cream or crème fraîche, spoon on a couple of teaspoons of roe, and grind some fresh, coarse black pepper over the whole thing. The hardcore practitioners would add some very finely chopped onion before the roe, but that doesn't swim with everyone - maybe try both, definitely enjoy.



# The Simple Miracle of Induction

Gorenje offers a range of fast, efficient and economical induction hobs, even design line induction hobs. Many come with advanced automatic features, even entire cooking programs. But while many of us are familiar with induction technology, few of us actually know what it is or how it works. Here, induction simplified.

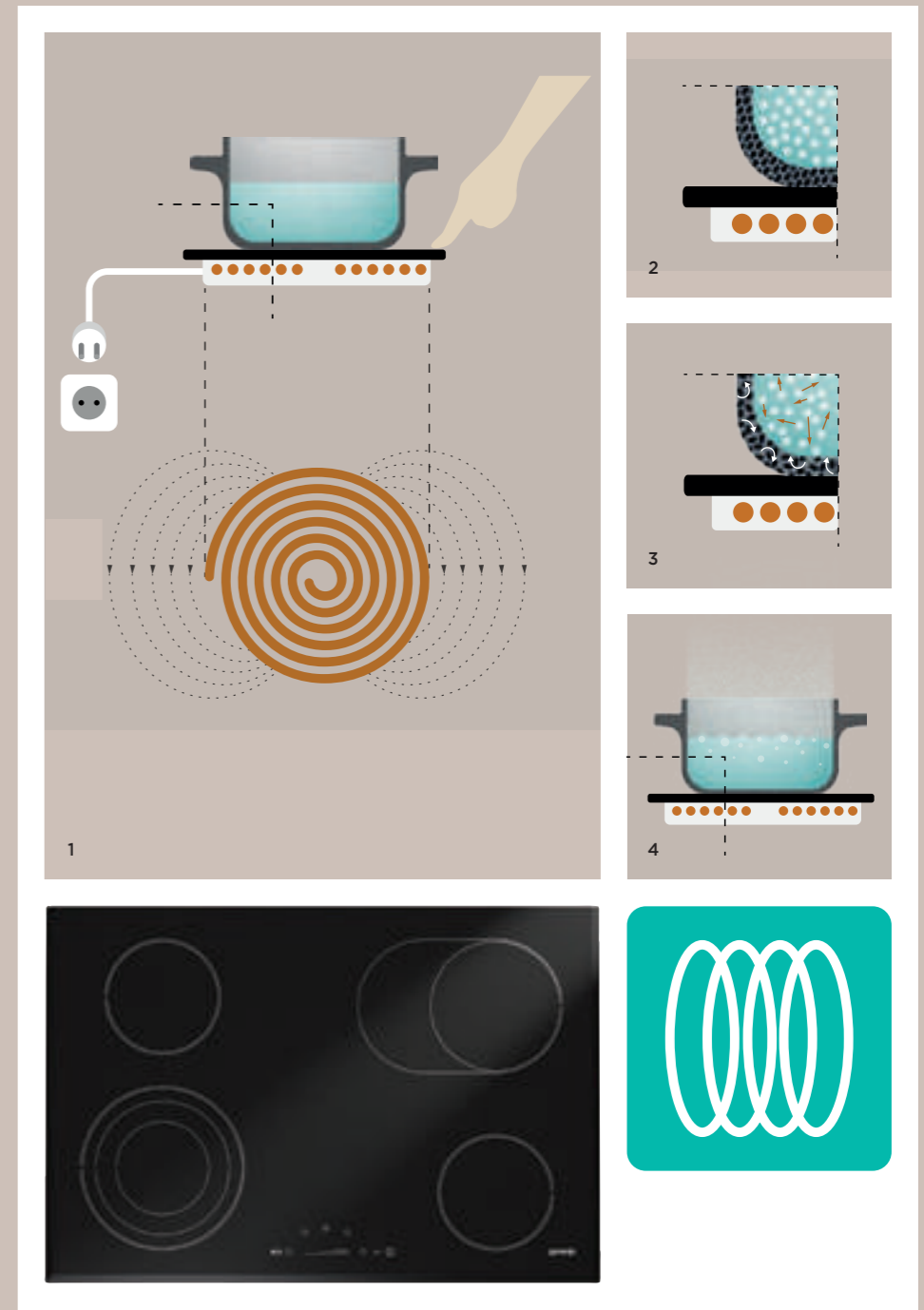
1 — A coil (coiled metal induction element) is located immediately beneath the cooktop surface, which is typically glass. When electricity is applied to the coils it creates a powerful, high-frequency magnetic field.

2 — Ferromagnetic cookware (containing iron) placed within that magnetic field on the glass cooktop acts as a second conductor, and an electrical current is induced in it.

3 — Electrical currents called eddy currents, produced by the varying magnetic field, are created within the cookware itself. The cookware has its own magnetic field, which resists the currents generated by the induction element.

4 — Energy created by the opposing magnetic field is released in the form of heat within the vessel; and the vessel, in turn, heats the contents of the vessel.

Once the vessel (pot, pan) is removed from the cooktop the glass cools almost immediately, as there is no longer any heat being generated by the interaction between the (metal) vessel and the induction element below. Smart, cool and efficient.



# Conscious Pleasantries

Looking after your mind, body and soul has never looked better, tasted so scrumptious or been delivered easier. Here some things to help prolong your summer glow deep into fall follies.



2



4



3



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## 1 — A WELL OILED MACHINE GORENJE OIL PRESS

The advantages of cold-pressed oils have been known to us forever. And thanks to Gorenje's oil press you can press every healthy, tasty nut and seed you can get your hands on. Processing temperatures never exceed the 50°C mark, so they retain all their flavours, aromas and nutritional value, boosting our immune system with antioxidants, vitamins and minerals. Use it for meals or aromatherapy for a rich, fresh and aromatic stirring of your senses. Our favorites? Flaxseeds, walnuts, almonds and sesame seeds – but go discover your own perfect blend.

## 2 — NOODLES AND PASTA IN DISGUISE SPIRALFIX SPIRAL SLICER BY GEFU

Since carbs have been public enemy number one, what could be better than a slicer that transforms veggies

into wannabe pasta? It cuts, juliennes or spirals most any vegetable or fruit into four different sized cuts with a simple turn of the handle. Raw or cooked, in a salad or camouflaged as spaghetti, it'll help make a light and healthy meal in no time. And it's dishwasher friendly. [www.gefu.us](http://www.gefu.us)

## 3 — FRESH FOOD - HAPPILY HIBERNATING EVAK FOOD CONTAINERS BY PREPARA

Whether it's leftovers, preserves, herbs, nuts or ground coffee, food loses its freshness, flavour and aroma the longer it makes contact with air. Prepara's Evak airtight storage containers are air-tight glass jars with stainless steel and silicone lids, whose twin valve system not only sucks all the air out as you push down the lid but also makes it easy to pull it back up and remove it. A simple and stylish solution to preserve all the



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good that's in your food. [www.prepara.com](http://www.prepara.com)

## 4 — UNBEARABLE LIGHTNESS OF BEING HEIMPLANET FISTRAL IN CAMO CAIRO

If you like the great outdoors, you're going to love the new inflatable tent from German outdoor lifestyle brand Heimplanet. It's stable, weatherproof and made of the best quality materials, and comes in a camouflage print inspired by traditional

Arabic patterns. This light, geodesic structure needs only a minute, and a pump, to set up. The structure ensures wind stability, a generous amount of space, and employs a patented multi-chamber safety system that separates the air frame into two chambers. [www.heimplanet.com](http://www.heimplanet.com)

## 5 — FOR TOOTH FAIRIES AT A LOSS GOODFLOSS BY THE GOODWELL COMPANY

The good folks at Goodwell have decided to simplify flossing for all of us with their greener and easier GoodFloss. They've made it portable, biodegradable and is designed to make flossing easier. The one-time flossing harps come in cards of four, are small enough to fit in a wallet, and include a toothpick for your on-the-go dental health. You'll never ask a friend if there's spinach between your teeth again. [www.thegoodwellcompany.com](http://www.thegoodwellcompany.com)

6 — BECAUSE GREY MATTER MATTERS  
THOUSAND HELMET BY THOUSAND  
If you're an avid biker, and a fashion conscious one at that, look no further. Thanks to designer Gloria Hwang here's a vintage equestrian and vintage motorcycle inspired helmet you will actually want to wear. And there's even more good news - it comes with a PopLock system that lets you lock it to your bike. It features multiple air vents

and internal cooling channels, leather straps with magnetic buckles and a matte finish in white, navy or black. [www.explorethousand.com](http://www.explorethousand.com)

7 — MOLECULAR MAGIC FOR FOODIES  
AROMA R-EVOLUTION BY MOLÉCULE-R FLAVORS  
Molécule-R's aim to democratize culinary innovation has resulted in the Aromafork and Aromaspoon – two cutlery products that produce intense and unique



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taste experiences. Because taste buds recognize only five primary tastes they focused on the nose. So a blotting paper is inserted into the specially designed cutlery and suffused with a concentrated aroma that intensifies flavours, thereby tricking the mind. This new chapter of kitchen science fiction is available with 21 fragrances to enhance the palate. [www.molecule-r.com](http://www.molecule-r.com)

# Herbs for Life

Tasty, healthful and healing, wild herbs bring back a taste and feel of simple old world traditions.



text & photos: Jeff Bickert



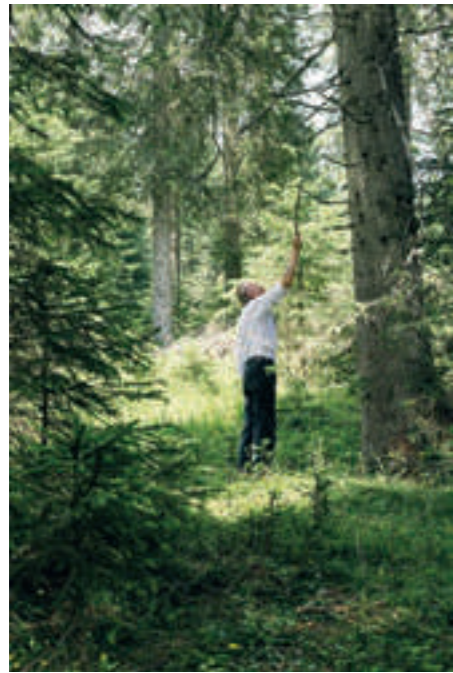
•  
THOSE WHO KNOW THEIR HERBS AND ENJOY LONG, LEISURELY WALKS OR DEMANDING HIKES COME HERE TO TAKE PART IN THE MAGIC - AND TAKE A LITTLE OF THAT MAGIC HOME.  
•

Pokljuka is a forested karst plateau at an elevation of some 1,100 to 1,400 metres located in the Julian Alps in northwestern Slovenia, and is part of Triglav National Park. While just 15 km west of the celebrated lake-side resort town of Bled it's a full 25 kilometres by car along marvelously scenic landscapes dotted with old farms and farming villages.

The plateau is known for its cross-country ski trails and the annual Biathlon World Cup held there. It's also well known as something of a hiker's paradise, with its lush, endless forests and equally lush mead-

ows and clearings. Which in turn are home to a vast array of wild herbs, roots, berries and mushrooms - everything tasty and healthy the wilds of mother nature has to offer.

Here, a basketful of herbs that are common and native to the area, yet found in any number of regions across Europe and well beyond. Because herbs are as healthful and healing as they are delicious, and are back in great demand in both the kitchens and pantries of the world; and because finding and picking them is a big part of the wonderful wild herb experience.



**1. RED RASPBERRY**

Red raspberry is the source of a widely eaten, tasty, sweet berry. Both the red raspberry fruit and leaf have also been used as medicine for centuries. Red raspberry fruit is eaten and made into jams and other foods. In small quantities red raspberry leaf is a source of natural flavoring in Europe. Red raspberry leaf is used for gastrointestinal disorders, for respiratory system disorders including flu, and for heart problems, fever, diabetes, and vitamin deficiency. Some women use raspberry leaf for painful periods and morning sickness associated with pregnancy.

**2. ARNICA**

Arnica is applied to the skin for pain and swelling associated with bruises, aches, sprains, and arthritis. It is also applied to the skin for insect bites, muscle pain, chapped lips, and acne. It's also taken by mouth for sore mouth and throat, insect bites and sore gums. In foods, arnica is a flavoring ingredient in beverages, frozen dairy desserts, candy, baked goods and puddings.

**3. WILLOW HERB**

(also Epilobium; also known as fireweed) Willow Herb has a long history of use as both a food and a medicinal. Historically, medicinal use includes oral use of the plant extracts, often in the form of an infusion or tea, as a treatment for various problems including gastrointestinal disorders. Typically the plant has been used traditionally as a soothing, cleansing and healing agent to treat minor burns, skin rashes and irritations. Willow Herb extracts possess antimicrobial effects against a number of bacteria, and appear to have an active anti-inflammatory component.

**4. LADY'S MANTLE**

The Lady's Mantle, a small, inconspicuous plant, has a considerable reputation as an herbal remedy. The leaves are used commercially in the blending of tea. The young leaves, raw or cooked, are also blended with other similar herbs as part of traditional (bitter) desserts. The Lady's Mantle also has astringent and styptic properties, on account of the tannin it contains, and is considered a good wound herb. It's even used in horticulture as a ground cover and in rock gardens.



THE DAY'S PICK

RED RASPBERRY, USED AS MEDICINE FOR CENTURIES  
 ARNICA, FLAVORING INGREDIENT, AND A BIG HEALER  
 WILLOW HERB, A LONG HISTORY AS BOTH FOOD AND MEDICINAL  
 LADY'S MANTLE, USED COMMERCIALY IN THE BLENDING OF TEA  
 ST. JOHN'S WORT, ANTIDEPRESSANT AND ANTI-INFLAMMATORY  
 LEMON THYME, FREQUENTLY USED AS A SEASONING  
 TORMENTIL, LONG USED AS AN HERBAL REMEDY

**5. ST. JOHN'S WORT**

St. John's Wort is a flowering plant with antidepressant activity and potent anti-inflammatory properties. It has become popular, again, as an antidepressant, and is actually the number one treatment in Germany, extensively studied by a scientific advisory panel to the German government. It contains several chemicals that are thought to be the major sources of antidepressant activity. And a salve made with the extract can be used topically to treat bruises, burns, insect bites and similar.

**6. LEMON THYME**

Lemon thyme is a hybrid thyme that is primarily grown as a culinary herb for its rich, lemon-scented leaves. It's tiny dark green leaves have a strong lemon scent which reaches its aromatic peak just before flowering. Leaves are frequently used fresh or dried (better fresh) as a seasoning in a variety of culinary applications including salads, soups, stews, sauces, and meat or fish dishes; fresh sprigs may be used as a garnish.

**7. TORMENTIL**

(also known as Potentilla)

Some species of Tormentil are used in herbalism. Common tormentil has long been used as an herbal remedy for inflammation and gastrointestinal disorders. It's also rich in flavonoids, which have been reported to have anti-diabetic activities by stimulating the exertion of insulin, improving glucose consumption and more.

# Out of the Fridge

An inspection of some lavishly distinct fridge contents, how it reflects the owners' personalities, and how Gorenje's series of IonGeneration refrigerators caters to each of their uncompromisingly individual lifestyles.

Manca Krnel, photos: Vladimir Mičković



### IonAir with MultiFlow 360°

This function emulates the natural process of ionization to keep the food fresh longer. Negatively charged ions refresh the air to mimic a natural microclimate, thus creating the ideal environment for fresh food. The MultiFlow 360° ventilation system evenly distributes the ionized air to maintain constant temperature on every shelf.



### NoFrost Plus

One of the best cooling systems on the market, installed in the freezer compartment, prevents the accumulation of ice and frost, keeping power consumption low while maintaining an ideal microclimate for fresh food.



### IonAir with MultiFlow 360°

Tina and George, school teacher and arborist

Feeling connected to nature is an integral part of their lives. And it's not something they need to leave their house to experience. "Nature is the mother of cooking", they insist. Great flavours never come out of bad ingredients, and the best ingredients can only be found in the healthiest of ecologies.

Some of their tasty nutrients from remote and untouched places include: Shea butter, coconut oil, goat's milk, tobacco root, aronia jam, ghee butter and lots of homegrown local vegetables.



### NoFrost Plus

Alex, architect, sailing aficionado

One of the most engaging architects in the sub-Alpine area may not know exactly how to redress a kindergarten, but he does know how to steer two distinctly different architectural firms simultaneously toward the sunny shores of success. Speaking of shores, he likes to gaze at them from afar - in the best case scenario, while sailing away from them. We were lucky to catch him just before he sailed off to Corsica. As he never knows when and where the good winds will blow, he keeps much of his dear goodies in the freezer.

Among a host of delicacies Alex has: frozen chocolate cake, muscles, herbs, lemon sorbet, premium ice creams, vodka, and a delicious assortment of berries.





### AdaptTech

This smart system continuously monitors and analyzes the way you use your fridge. Thus, it lowers the temperature by 1 or 2 °C just before you open the fridge door to make sure constant temperature is maintained and that the food stays fresh and full of nutrients.



### ConvertActive

Gorenje's ConvertActive feature converts the freezer compartment into a refrigerator with the simple push of a button. Two hours after activation all 300 l are refrigerated, with temperatures ranging from 4 to 9 °C in the upper compartment and from -2 to 3 °C in the lower compartment, leaving more storage space available for more beverages, snacks, cakes, large fruits and other party food.



### AdaptTech

Melisa, construction site manager

Her work days start very early. She opens the fridge some six times while making breakfast. Then she rarely gets back home before late afternoon. She likes to prepare comfort food in the evening, to soothe her body and soul, and unwind from the frantic tasks of the day. She often invites her neighbour and a good friend over to celebrate those short but relaxing moments in the embrace of her kitchen, the heart of her home.

Melisa's fridge invites with: peach compote, Maraska (cherry syrup & liquer), homemade humus, pickles, salted butter, fresh farm eggs, Berkswell sheep cheese and Baileys.



### ConvertActive

Tim and Dirk, advertising

They like to throw parties, arrange big dinners for two or for many, and enjoy life while swirling between the kitchen and entertaining guests and/or each other. Fridge compartments are largely empty throughout the week, or only inhabited by some standard holdovers like soft drinks and Parmesan. But they fill up every last square cm of fridge for the weekends. We caught them on a Thursday, just before the couple transforms into chef duo extraordinaire and recreates their latest cuisines of the moment.

Their fridge interior is occupied by: Coke, beer, ketchup, tomatoes, lettuce, aubergines, sugo sauce, sugar substitutes and watermelon.

# Yours in the Making

Gorenje design line pieces that are an integral part of making home special, making it you.

Borderline obsessive online shopping can result in some fruitful finds. Even if nothing new ends up in the virtual or real baskets you'll have a good idea of what's interesting, desirable, and simply what's out there. Here, four differently curated collages of some seriously amazing design, hard-to-finds and some everyday fare as well. Naturally Gorenje's popular Retro and Infinity design lines take centre-stage, so vintage eclectica is the theme of the day, with some fresh, contemporary picks mixed in for good design measure.

We've compiled a watch-list that must be pruned like a delicate bonsai. And that pruning process involves you. We hope you'll enjoy it, mix and match, and find some essential non-essential that makes your heart beat faster.

## Get down, get funky Retro Funky

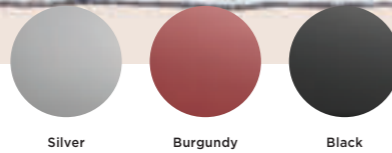
For those of us with living in unspectacular architecture with unflattering light, some good colour may be a necessity. Don't think cleaning things up necessarily means painting everything in neutrals and going gently into that good night. Bold colors on the walls, raw but angular-shaped wood, no pillows, some technical solutions, lots of sharp graphics and very little clutter. This is a space that could transition into someone's house, with enough clean space left for someone's (our) personal objects and miscellany.



This scheme is built around the Gorenje Retro fridge-freezer Baby Blue RB60299OBL.  
Create your own scheme, around any of these four funky colours.

## Smart, stylish elegance Retro Chic

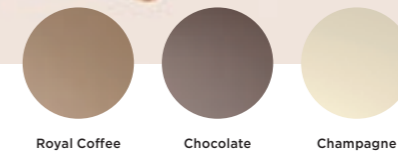
Some of these things simmer away in our imagination for some time, things like Henri Rousseau everything. The day may come when you want your entire house to look like those sublimely exotic paintings; and you'll plan to move in that direction as soon as you have more than two spare seconds (and a bit of money) to rub together. And when we're finished realizing that marvelous vision, we'll put a giant brass lion door knocker on top and call it a day.



This scheme is built around the Gorenje Retro fridge-freezer Bordeaux ORK192R.  
Create your own scheme, around any of these three chic colours.

## Stylish sentimental Retro Romantic

Don't ever let anyone tell you there's something wrong with a bit of stylish sentimentality. Especially when this is all about chilling and relaxing, with easy neutrals grounded in solid graphics. Nothing too crazy here, but you might wonder how you - and your home - ever felt complete without these anchor pieces.



This scheme is built around the Gorenje Retro fridge-freezer Royal Coffee ORK192CO.  
Create your own scheme, around any of these three romantic colours.

# Always and Forever:



**gorenje** InfinityCollection

This scheme is built around the Gorenje Infinity Collection: Oven (BO627INI), Hob (GW6NINI) and Hood (WHT68AINI).  
Create your own scheme, around any of the Gorenje Infinity appliances.

# Gorenje Infinity Collection



**gorenje** InfinityCollection

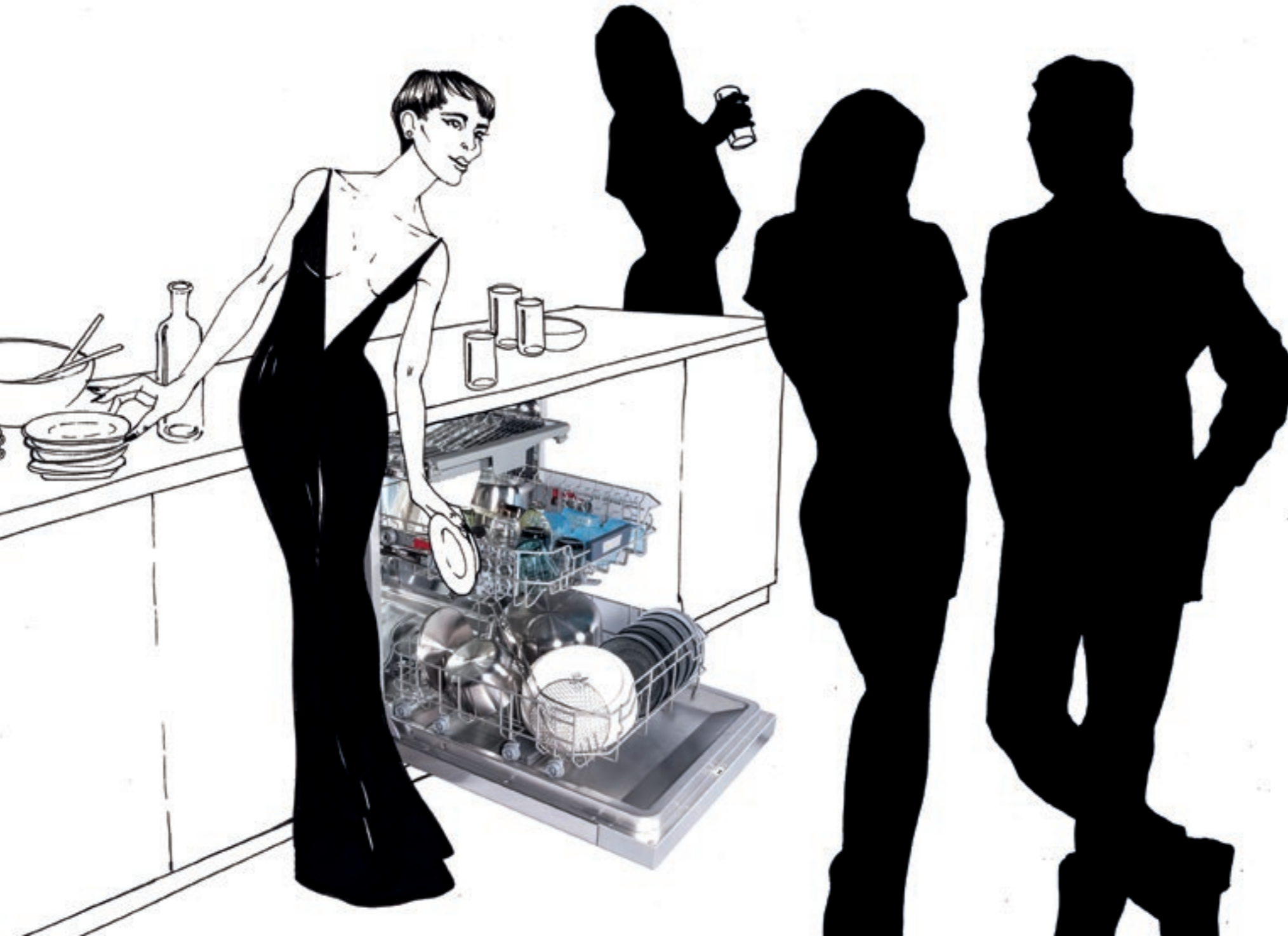
It's a particular, perhaps peculiar sensation, when you finally experience something you've known for a long time. It gives you a good feeling, yet leaves you just a little anxious - can I really do this? Making nostalgic pieces live again is always a bit of a curious project. Spice it up with some eternally eclectic objects - just so as to avoid any potential overemotional outbursts; and enjoy.

This scheme is built around the Gorenje Infinity Collection: Oven (BO637INB), Hob (IC6INB) and Microwave (MO25INB).  
Create your own scheme, around any of the Gorenje Infinity appliances.

## After Hours

Dirty details on the flawlessly clean houses we all love and hate

Manca Krnel, illustration: Anja Šlibar



It's not about hiding away high atop a mountain – though there are worse things you could do than go into monk-mode for a while here and there.

Because we all know there are times when all the hundreds of apps on your phone are very helpful. It is more about saying “I don't need it now, so it's coming off.”

### 1 – HOW IS A CLEAN HOUSE A SIGN OF WASTED TIME?

Cleanliness feels organic while being highly constructed. The relativism of hygiene over time is astounding. The ancient Romans would have found Renaissance-era Europeans disgusting beyond belief (as did their Muslim contemporaries); and certainly our grandmothers would find our houses filthy. Standards have changed. Fifty years ago, it was perfectly normal to iron sheets and vacuum drapes. They were “necessary” tasks. Now, we have better things to do (don't we?).

### 2 – WHO EMPTIES THE DISHWASHER?

Housework is intimate drudgery. Understanding its intimacy is at least as important as understanding its drudgery. Even the most basic housework proves ethereal on inspection. The mechanism of emptying the dishwasher is typically elaborate. When the husband cooks, the wife tends to be responsible for the dishes. But she hates removing the cutlery from the dishwasher. (To figure out why she (most of us) hates removing the cutlery would require decades of analysis.) Therefore, emptying the cutlery is his responsibility. So if he unloads all the dishes, it's a gift to his wife, but the cutlery is not. It's his marital duty. Every well-managed household is full of such curiously obtuse deals and compromises.

### 3 – HOUSE CHORES AND DESIRE

In a famous scene from season 5 of “Mad Men,” at a party at Pete Campbell's suburban spread, Don Draper rips off his shirt to fix a broken sink. The women applaud. Later, driving back to the city, Don and colleague Megan pull off the road, because, as Megan says, “I can't believe how much I loved watching you fix that sink.” The scene captures a discomfiting, somewhat humiliating, somewhat thrilling way of looking at housework. Chores are the world's dreariest form of flirting. There is no solution to the economic injustice of housework any more than there is a solution to human desire. So, go on, rip those shirts.

4 – DON'T LET THINGS GO OFF THE RAIL  
In the moment – the lazy, tempting moment – it may not feel like any big deal to leave those dirty dishes pile up till tomorrow. But too many until-laters and you find yourself with a house that feels too big to tackle. But doing the small things throughout the day and week – putting things back up when you're done with them, cleaning up as you go – takes less time overall and feels far more manageable. Doing this – plus keeping to a regular cleaning schedule – will leave you with a company-ready clean home that you can enjoy more often.

### 5 – DECLUTTER FOR LIFE

Decluttering and tidying up frees us of excess and allows us to refocus on what's actually important. Paring things down to the essentials allows us to free our minds, granting space for new ideas, relationships and more. Decluttering helps to approach the act of cleaning home as well as your entire lifestyle. This gives depth and meaning to the tidying process and makes it seem less of a superficial activity. It actually becomes about making a choice. (A little advice here, simply choose the things that bring most joy and trash the others.)

### 6 – FAKING IT

We all know that even the best of us have weeks (sometimes months) where it's difficult to deep-clean everything, every time. But folks who have homes that always seem clean pull off the appearance of cleanliness, sometimes by simply knowing the best things to give their limited time and energy to, so the whole home feels cleaner (even if every square inch hasn't recently got a thorough going over).

### 7 – DISINVESTMENT. CARING LESS IS THE HOPE OF THE FUTURE

Hooray! Housework is perhaps the only political problem in which doing less and caring less are the solution, where a little indifference and flexibility is the most progressive and sensible attitude. The solution to the partners' divide in housework is basically just that simple: don't bother. Leave the stairs a little untidy. Leave that squeaky garden gate. Repaint next year. Don't make the bed today.



# TIMELESS FASCINATION

INFINITELY INSPIRING LINE OF KITCHEN APPLIANCES

A touch of beauty that never fades. A captivating feel of perfection. The charm of living, bigger than the here and now. Meet the new Gorenje Infinity collection of kitchen appliances. The magic of nostalgia in modern forms of elegance makes your wishes of contemporary, technologically perfected lifestyle come true.

**Infinity**  
COLLECTION

Jerica Živa Puterle

# Finding More In Less

Smaller, lighter, better, faster – technology is on the roll, making your life easier and more comfortable than ever before.



3

**1 – BLENDER PAR EXCELLENCE**  
GORENJE POWER BLENDER (BPC2B)  
Say hello to the high-powered, versatile ‘super’ blender that does a lot more than your average kitchen blender. At a full 1500W of power it turns seeds and nuts into pastes, pulverizes grains, makes a sorbet from frozen fruit, and every fresh and healthy sauce or salsa you can imagine! Your smoothie never smooth enough? Not with the exceptional power and rotating speed of 30,000 rpm. This kitchen whiz(zard) brings the high performance of a professional kitchen straight into your kitchen.

**2 – BRING YOUR OWN SOUNDTRACK**  
MOVE COLLECTION BY NUDE AUDIO  
Now music lovers can share their tastes on the go, with the Move Collection of lightweight, pocket-friendly portable speakers. Available

in sizes S, M and L, they’re designed to move, with each bluetooth speaker wrapped in a protective silicone layer and equipped with an 8-hour rechargeable battery. But don’t let the size fool you, each speaker packs a serious punch, with the stereo drivers and passive subwoofers delivering rich, warm sounds.  
[www.nudeaudio.com](http://www.nudeaudio.com)

**3 – BAKE YOUR CAKE AND EAT IT TOO**  
PUSH PAN BY KUHN RIKON  
Here’s something every baker or baked-goods lover will appreciate – a no fuss, leak-free alternative to buckled old baking pans. Made of sturdy carbon steel with a nonstick coating it bakes nice and evenly. It features a silicone ring that tightly seals the bottom and round sides, so no gooey goodness escapes the pan. And it’s incredibly easy to use – just place it on a can or bowl after baking and push down.  
[www.kuhnrikonshop.com](http://www.kuhnrikonshop.com)

1

**4 – SMARTEN UP YOUR BIKE**  
CONNECTED PEDAL BY CONNECTED CYCLE  
The Connected Cycle is the first bicycle pedal in the world that provides a simple solution against bike theft, as the owner is instantly notified whenever it’s moved. And you’re able to locate it anytime via the built-in GPS device. On a daily basis, the aluminum-bodied pedal also records speed, routes, inclines, distances and calories burned on your

trips. It installs in under two minutes, and can also be removed easily with a coded key. No batteries required, and it’s compatible with most any bike on the planet.  
[www.connectedcycle.com](http://www.connectedcycle.com)

**5 – ALL IN ONE, ONE FOR ALL**  
SWYP CARD BY SWYP  
Wallet stretching your back pocket into a shapeless lump? Or carrying a wallet the size of your handbag in your actual handbag? Swyp



6



4



is a new high-tech card that stores and manages all your credit, gift and loyalty cards and can capture and organize all your receipts – all in one single device. Just scroll the screen and find the card you need. You just scan your cards, and the details are stored in the accompanying app. And it simply deactivates if your smartphone detects that the card is more than two meters away.  
[www.swypcard.com](http://www.swypcard.com)

2



6

**6 – RE-THINKING PRINTING**  
ZUTA POCKET PRINTER BY ZUTA LABS  
After a highly successful Kickstarter campaign, this little robotic mobile printer from ZUTA Labs is ready to take on the world – one sheet at a time. If you only need a printer here and there or in unlikely places, this pocket sized wireless printer works for an hour and recharges via micro USB. It also prints without any drivers, so smart phones and tablets apply, and

7

the cartridge should print up to 100 A4 sheets. With copy shops disappearing by the minute, and non-traditional working practices something of the norm, this may be the future of printing.  
[www.zutalabs.com](http://www.zutalabs.com)

**7 – STURDY SAFETY BUT NO PLAIN JANE**  
NOKE LOCK BY FÜZ DESIGNS  
Forget the combination? Forget about it. Noke was designed to be the simplest electronic padlock



5



ever. Together with your smartphone, this hardened steel and boron mix will safely, securely and easily lock up your prize possessions, and let you know when and where it’s being used. Compact and light, with four silicone gaskets to keep the water out, it has no external buttons, and the battery lasts more than a year thanks to the new, lighter Bluetooth technology.  
[www.fuzdesigns.com](http://www.fuzdesigns.com)

# Roll Up Those Sleeves

Most kids love to cook: it's hands on, it's messy, and there's plenty of room for creativity, not to mention a sense of achievement at the end. Teach your kids this life skill and you'll set them up for life; combine it with making a meal and you've set them up for the day, too.



HERE, TEN TIPS FOR SOME GOOD COOKING FUN WITH THE KIDS.

## 1 — GETTING ANXIOUS?

### TAKE YOUR TIME

Expect everything to take longer than it usually would. So set aside extra time for cooking and keep in mind, particularly for younger children, that the journey is as much fun as the destination!

## 2 — PLAN AHEAD

Select an appropriate recipe, one that they'll enjoy and that involves plenty of tasks suited to their age. Make sure you have all the ingredients and equipment at the ready. If necessary, do some pre-preparation before you ask them to join in. Baking is fun, but if you need to get the evening meal ready, think about how they might help you to do that.

## 3 — MAKE A MINI-COOKING STATION

Seat them at the table or counter, away from the heat, so you can whip up dinner with minimal interference. Give the kids a step stool for a good view, and give them their own dedicated space at the counter free of glassware, eggs, meat, fish, and sharp tools (including peelers and micro-plane graters!). They'll feel more in control and involved. And keep them busy with the safe stuff to keep them from grabbing your chef's knife or raw chicken out of boredom.

## 4 — LET THE MESS HAPPEN

Cooking is a messy business - and when kids are involved there'll be even more. Exercise a bit of damage control by putting a plastic tablecloth down on the floor or a tray underneath their work station. But ultimately you'll all have more fun if you just relax and then clean up together at the end. Enlisting kids in the cleanup will make the experience more pleasant for everyone - and teach them another essential life skill.

## 5 — TEACH CHILDREN FOOD HYGIENE

Ensure they wash their hands beforehand and between touching raw and cooked or ready-to-eat foods.





6 — TALK MUCH?

As you're cooking, talk about the ingredients and their origin, about cooking processes and techniques. Be honest. Beef is from a cow. Pork is from a pig. Apples are ready in the fall. And you can't get fresh asparagus in the summer. Cooking can be a great way to learn about science, geography, even maths (weighing, measuring, counting) in a very practical way. And it's good for fine motor skills and coordination, too.

7 — TOUCHING AND TASTING

This will make the experience more enjoyable for them, encourage more adventurous eating habits, plus it's a good opportunity to teach children which foods are safe to eat raw. Get them to use a clean spoon for tasting, not fingers and stirring spoons (at least not until the end!)

8 — ON EATING OLIVES AND OTHER PECULIARITIES

Mini chefs are more likely to eat what they make and become more adventurous about trying new foods. They'll start by eating string cheese but soon they'll be savoring Stilton. Avoid ancho chiles and they'll unexpectedly teach you they love anchovies. The moral of the story is: don't cook down to your kids - cook with them.



YOU'LL FIND THE SMALLEST OF HANDS CAN BE SURPRISINGLY GOOD IN THE KITCHEN. (JUST RELAX.)

9 — DON'T GO GORDON RAMSEY ON THEM

Engage the kids only as much as they want to be. Stuffing ravioli can be fun for a minute, but after five tries, it might get a bit dull for the little ones. And don't expect culinary perfection. A tough cookie, messy ravioli, or mauled herbs can be their signature on the meal. Let them play, eat it and enjoy it.

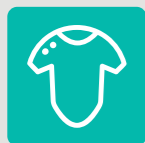
10 — NON-COOKING KIDS

Accept the fact that not all kids like to cook. Your non-cooking kids can still contribute to the meal by washing produce, rinsing cans, setting the table, folding napkins, deciding which platters to use, garnishing the dishes, clearing the table, and tasting each dish to determine if it needs additional seasoning.

# Simple Science

Gorenje's Sensocare washing technologies ensure the laundry items next to our skin are clean, vibrant and free of allergens and irritants – simple.

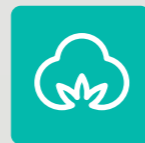
Scientists tell us low-temperature cycles in washing machines don't get rid of some of the most common causes of allergic reactions. To protect the most sensitive of skins, Gorenje has developed special SensoCare AntiAllergy washing programs that use higher temperatures, more water and extra rinsing. As a result, the detergent is dissolved more efficiently and the laundry is very thoroughly rinsed. Washing powders, various allergens and mites that can all cause unpleasant reactions are eliminated, from all of your clothing, bedding and larger laundry items.



**Baby**  
**Protecting delicate skin**  
 This program uses extra water to efficiently dissolve the detergent and wash the laundry more thoroughly. The laundry is soaked in warm water for a longer period of time in order to deal with the most stubborn of baby food stains. Laundry is spotlessly clean, without any trace of washing powder and allergens that could irritate babies' delicate skin.



**AntiMites**  
**For a good night's sleep**  
 This program is intended for larger items like bedding, pillows and blankets. To ensure they're perfectly washed, the washing rhythm is specially adjusted to prevent tangling, while the extra thorough rinse leaves them free of allergens and mites that otherwise irritate the skin.



**AntiAllergy Cotton**  
**A thorough rinse**  
 Extended washing times at higher temperatures with more water results in an excellent wash; and the AntiAllergy Cotton programme takes it even further with extra rinsing. This washing mode is particularly appropriate for those with delicate skin, as it thoroughly removes all irritants and allergens.

Manca Krnel, illustration: Ajda Fortuna



## FRESH LAUNDRY FACTORY

EVERYDAY ROUTINE AS AN ENJOYABLE EXPERIENCE

People care about fresh laundry. We like its fresh smell, the soft feel on the skin, the clean feeling it gives us. Therefore, Gorenje cares about laundry as well. SensoCare generation of washers and dryers is dedicated to turning a simple, sometimes dull, everyday routine into an enjoyable experience. Taking care of laundry means taking care of your loved ones, the ones you share your home and life with. Gorenje washers and dryers are your faithful assistants, the ones which are especially concerned about the health of the young ones, the fight against allergies and the well-being of the entire family.

## Man vs. Madness

How, in this fast-paced trying world we inhabit men can teach us something about staying cool.

Jerica Živa Puterle  
illustration: Anja Šlibar

Ticking off the to-do list of the day I wondered if this neo-version of feminism we bought into, pushing us into semi-maniacal over-achievers isn't taking its toll. We have to be (or at least appear to be) ambitious and career-driven, while still zealously holding on to the idealized traditional roles of woman, wife, mother, even lover. Striving for perfection in any given role was the great selling point - they tell us, repeatedly, that we can have it all! And so we shall. We are beautiful, strong, independent women - Beyonce told us that herself; emancipated (semi-)breadwinners and bill payers, so if we said we'll do it, then we're bloody well going to do it!

So why do I, dragging a ton of now ripped grocery bags, close to tears and cursing after a long, long day, almost hurl myself through the door, ready to throw a temper tantrum befitting a three year-old? I feel a semi-hysterical rant under my breath aimed at my non-suspecting better-half power-napping on the couch building. I'll let that slob know that I will never do all of this without his help ever again. Even though it was over the sweet, smell of morning coffee that I did, in fact, arduously insist that I am perfectly ready and able to do it all myself.

Just as I am ready to verbally abuse the lazy good-for-nothing here he comes, taking the bags out of my hands and greeting me with a warm smile and a big hug, and suddenly I'm immersed in a cool, calm and collected oasis of Zen-like serenity. My grumpy, (self-) tortured self melts away in his silent understanding. How do you do this?

What magical superpowers do you possess? How do you not let your emotions and frustrations get the better of you? Is that what those man caves are all about - wood-carving and billiards over a beer? Are you guys made of

teflon, to which nothing sticks? Teach me, sensei!

Men are problem solvers by nature. They are experts at compartmentalizing and repressing emotions, approach stress and frustration more rationally. Us women, we love to appear selfless and tend to sacrifice our own needs for the sake of others, even when not explicitly asked to do so. But we expect men to see through it; appreciate, acknowledge, admire it. But men are simple creatures and they can't always read us like an open book. So our insufficient self-maintenance, combined with overstretching ourselves results in anger aimed at something or someone who could actually teach

us a lesson in self-esteem, patience and egocentrism. Let him teach you a lesson on letting go.

The raging idiot in a giant SUV? Turn up the music and shout it out, but remember to laugh. Nagging kids, parents or partner? Zone out, think of rainbows and unicorns or whatever rocks your boat. Terrible boss almost made you cry in front of everyone? Go for a run, inhale nature, talk to the trees, no one is watching - and if they are, your man has probably taught you by now not to care. Let him teach you the art of escaping sometimes. Let him explain why a lot of times it's liberating just to not care, to take it easy and not have it all. And then there's always wine.



## Woman vs. Octopus

"At last", I thought when one of two girlfriends mentioned the mental joys of swimming. But just as quickly I was left on the margins, experienced that weird feeling of non-belonging to the female tribe. What was that about?

Manca Krnel  
illustration: Anja Šlibar

Fiona, who opened the conversation, started swimming laps in college, for exercise. In law school it eased her stress, enabled her to study efficiently. Now as a lawyer she uses it to structure her arguments and solve legal problems.

With the solitude, the blood coursing through her brain, she can think clearly, solve personal issues. "It's cheaper than psychotherapy", offers the other, Katarina. She, on the other hand, is a passionate surfer, coastal conservationist and lifeguard, who found her deep bond with the water the key to a life of adventure and meaning. Katarina continued, "I enter a meditative state. I practice my Italian: count the laps, conjugate verbs, construct proper sentences, hear my favourite arias in my head."

"Fantastico!", I thought. Am I the only person in our over-achieving Western culture that swims just for the joy of swimming? A sad little comment on society, on the myths surrounding competent female multitaskers?

Of course, we women like this special position we have cultivated: "How do you do so much!" we compliment each other. Maybe we should stop giving each other points for wearing ourselves to a nubbin, stop comparing ourselves unfavourably to frantic acquaintances who simply cannot sit still. Because actually we are not multitasking, we are just switching unfocused and clumsily between tasks. We should just let them careen along at hyperspeed, while we stay in the slow lane. Maybe when they get tired enough they'll join us - for a night of our kind of multitasking: doing our nails, say, while watching something really dumb on TV. Better yet, just watching something dumb on TV.

The word "should", though, always makes me nervous. "Should" is a kind of jail. We should eat vegetables and exercise. We should tell the truth. We should be the best we can be. And, if everything goes right, maybe we will. But more often than not, buffeted about by both shoulds and should-nots, we fall short. We crash our cars. We lie on our tax returns, maybe even cheat on our partners. We women don't like to wait for inspiration to strike, for the right moment to do things. We try and do them immediately, all at once. This does, admittedly, require some precision - even though I confess many of my own pursuits are largely non-essential.

Perhaps the point of keeping it essential is the process of self-actualization. If I were asked to identify the non-negotiables in my life, I wouldn't think about the shortcomings of my old kitchen or my abstinence from sugar, but about the times I've really lived. I couldn't imagine life without the rug I've just bought, without the feather hairpin I found, or my daughter's crazy travel

ideas (she's far too small to know how far China is from Europe). As we follow those internal pulls and irrational desires, the superfluity evaporates and leaves each of us with our own messy, eccentric authenticity - which is the only essential thing.

A good way to get back to those basics and off those passionately knotted daily agendas is to pause, look at the big picture and reflect on what really counts. That way we can weed out the stuff that only seems essential, then chuck it into the "no" trashcan. Or, for the indecisive, wait until stuff falls off the table by itself - and just keep thinking about that idyllic trip to China.





01



02

1. Opus Kuala Lumpur
2. Gorenje products in good decor company

### Perfect Fit

Gorenje awarded exclusive OPUS Kuala Lumpur project in Malaysia

In early June, Gorenje, Bina Puri Properties Sdb Bhd and Calvin Klein Furniture Company signed a partnership agreement to fit all 357 units in the low-density development Opus Kuala Lumpur. The project is due for completion in 2017, and will offer an incredible view of vibrant Kuala Lumpur city, as well as the world's second tallest building, the Warisan Merdeka, which is currently under construction.

Gorenje will contribute an entire range of products for kitchen and home - oven, hood, hob refrigerator and washer-dryer, all of which will fit perfectly with the exclusive Calvin Klein furniture, offering future residents a lifestyle scenario that is both stylish and practical.

To date, Gorenje has been awarded more than 20 premium projects in Hong Kong, and in just the past two years has been expanding the company's project business to Southeast Asia. In 2013 and 2014 Gorenje confirmed three new projects in Thailand and four new projects in Singapore, with bids in for a range of others as well.



Highlights from the Gorenje MINI event

### Two Trendy Brands, Together

Gorenje and MINI team up for a MAXI experience

This spring, MINI showrooms in Poland, Hungary and the Czech Republic hosted an inspiring collaborative event of two heroes - Gorenje and MINI. Test drives of the new MINI were accompanied by culinary adventures with famous chefs, who worked with Gorenje kitchens to add another layer of pleasure to the experience. The occasion was also celebrated with a limited edition of Gorenje Retro refrigerators exclusively designed with a MINI theme.

MINI, the legendary automotive brand, was making new friends in showrooms as the brands treated their fans to a series of innovative experiences. The purpose of these events was to socialize, to meet the new car, and to enjoy good food and superior design. Test drives of the new car were accompanied by cooking sessions in a specially designed Gorenje mini kitchen.

Renowned chefs whipped up breathtaking bites, impressing guests at the events. This unique collaboration also resulted in a special limited edition of Gorenje Retro refrigerators featuring the distinctive MINI design, in a striking combination of black and red, and the characteristic parallel lines. The limited edition of Gorenje MINI-themed refrigerators was created to celebrate cooperation between the two distinctive brands - and delight the enthusiastic visitors, of course.



Slovenian chef Primož Škerjanec presents the new generation in Prague in February 2015.

### New Generation of Cooking Appliances Debuts in Prague

Since the beginning of the year a number of exciting events have been unfolding in Prague, including the successful debut introduction of the new generation of Gorenje built-in appliances.

Journalists and professionals have been invited to have their first look at the new generation of built-in cooking appliances, and introduced to all of their new benefits and features. April saw a special event held in Gorenje Kitchen Studios in Prague, where the appliances were shown, in action, to current and potential customers.

Tasty Slovenian specialties were prepared, visitors could peek under the lids of various tempting pots and try out the many practical features of the appliances on show - like the IQcook hob and the intelligent multifunctional HomeChef oven. And kids were invited to bake their own pizzas in the steam oven - and had plenty of fun doing it.



01



02

- 01 Vertical hood for Gorenje+
- 02 Awarded Gorenje Design Studio team: Lidija Pritržnik, Uroš Bajt, Urša Kovačič

### Winner All Round

Vertical hood for Gorenje+ awarded Red Dot

Gorenje is again among the recipients of the Red Dot, one of the most coveted international design awards. The Gorenje+ kitchen hood, designed by Gorenje Design Studio is a sensor-operated vertical hood, and part of the new generation of Gorenje+ intelligent kitchen hoods.

With the new advanced perimeter system, the hood does not exhaust air merely through the central part, but deflects the air towards the perimeter for suction. The result is lower power consumption and silent hood operation. As the suction is more directed and faster, it's also more efficient.

The hood is controlled via a clearly laid out touch slide graphical interface. Fingerprint-resistant stainless steel housing, glass sur-

faces in the suction area, and washable filters make cleaning and maintenance easy. LED strips provide even lighting across the entire hob surface and allow easy adjustment of light intensity.

"Gorenje Design Studio is celebrating a Red Dot award for the sixth consecutive year", said Lidija Pritržnik, director of product designs. "The designers sought to endow it with a distinctive, yet timeless aesthetic to allow it to fit into a variety of environments."

And Uroš Bajt, senior product designer, offered: "The first Red Dot award for a kitchen hood reflects the work of the entire team. The biggest challenge was the user interface that combines a number of functions, yet remains logical and user friendly."



## Making the Rounds

Gorenje Caravan tour proves big success in Serbia

Driving around Serbia in the Gorenje caravan proved a big success in presenting a new line of built-in appliances in nine different cities. This unique expedition, comprised of 20 members, started out on its two-month tour in the Serbian capital Belgrade, with a colourful ceremony in late March in the Crown Plaza hotel.

This unique concept, organized by Gorenje, with the help of Gorenje distributors and direct buyers, served as a dynamic training and familiarisation setting for salespeople from more than 300 retail stores around Serbia.

Salespeople, journalists and invited guests – more than 1200 in all – enjoyed a unique opportunity to get better acquainted with the appliances, all of which was overseen by presenter and trainer at Gorenje Serbia Nikola Ljubenić.

The various events included a culinary competition “Who’s the chef in the kitchen?”, as well as a special demonstration of the highly intuitive IQcook induction hob by host-hotel chef Dejan Šutanović.

Over the eight weeks of the campaign, the new generation of Gorenje built-in appliances saw widespread coverage – print and web – in the Serbian media, gaining thousands of new social media fans and plenty of TV time.



Passionately creative: Bine Volčič has earned a reputation for great hospitality, with each dish seasoned with love.

## Well Seasoned

Gorenje Slovenia presents new generation of built-in appliances

With the first days of spring, Gorenje Slovenia launched the new generation of built-in appliances on the Slovenian market. New, technologically advanced line is another step closer to the users, to their contemporary, healthy lifestyle and a welcome help in preparing delicious food in their own kitchen.

What better way to emphasize this than to work with one of Slovenia’s most popular top chefs, Bine Volčič, a graduate of the celebrated Le Cordon Bleu cooking school in Paris, and a follower of traditional Slovenian cuisine spiced up with elements of contemporary culinary practice. Because the two share many things in common: a desire for constant development, hard work and innovation, at the highest level, to ensure satisfied customers with the help of advanced technologies. Similarly, both well understand the idea that food can’t be treated as a mere energy source, but as an important source of vitamins and minerals – not to mention enchanting fragrances, tastes and pleasures.

Chef Volčič, as ambassador for the entire new generation of Gorenje built-in appliances, has been speaking to Slovenian consumers through TV ads, on billboards across the country, in print and online media and more. Gorenje has also equipped his culinary studio, where he’s busy preparing video recipes for an online cooking school; and has also prepared a collection of 25 recipes for step-baking and steam cooking, so everyone can cook like a real, professional chef.



01 02



- 01 At the new Gorenje Experience Centre in Jerusalem, right to left: Y. Sarudi (H.Y. Group), A. Hrovat (Gorenje Group), M. Turgeman and I. Kellerman (city of Jerusalem), G. Vigdor (H.Y. Group).
- 02 The opening event attracted a large and enthusiastic audience.

## New Experiences, New Concepts

Gorenje event in Jerusalem marks an exciting presence in Israel

Gorenje entered the Israeli market four years ago. After opening an Experience Centre in Tel Aviv at the end of 2012, it opened a second one in May this year, this time in Jerusalem.

Gorenje has managed to build a strong brand presence on the Israeli market. And with the opening of the new Experience Centre in Jerusalem the Gorenje Group also introduced its premium brand Asko, which offers a comprehensive range of premium appliances for the most demanding customers, which received an extremely good reception on the market.

The opening attracted numerous architects, re-sale partners, politicians and journalists; and the event was also attended by Her Excellency Mrs. Alenka Suhadolnik, Ambassa-

dor of the Republic of Slovenia in Israel, and Mr. Meir Turgeman and Israel Kellerman, both vice-mayors of Jerusalem.

“We are proud to open our new Gorenje and Asko concept store today in Jerusalem”, said Mr. Yossi Sarudi, H.Y. Group Chairman and CEO at the opening. “This is our second concept store in Israel. The Gorenje brand has over 60 years of history behind it and we are privileged to be part of it.”

Aleš Hrovat, Head of Sales North America, Africa and Direct Markets, Region Overseas offered: “Gorenje Group’s very successful presence in the Israeli market is a result of structured activities, which among others enable a shift from a pan-European to global market presence, which we implement in Israel together with

our exclusive distribution partner H.Y. Group.

On the demanding Israeli market, the Gorenje brand is known for technologically advanced and superbly designed household appliances, which offer an unparalleled variety of user advantages and contribute to the quality of life in every household. The Gorenje Experience Centres in Tel Aviv and now also in Jerusalem contribute to this significantly.”

Both showrooms are true Experience Centres, where appliances are not only on display, but also have an active working kitchen where visitors can try out all the appliances. Culinary events with renowned chefs are organised regularly, to test and show all the advantages of both the Gorenje and Asko ranges of household appliances.



# YOUR DAY, BEAUTIFUL AND FREE

LESS COMPLICATED. MORE PLEASANT.

Gorenje appliances are practical and at the same time useful. But most of all, they are very human. They bring you comfortable quality, surprise you with original solutions and create more cosiness at home. They are nicely designed, durable and reliable. Every single day, they offer you a simple and energy-efficient way to the desired results. In a busy everyday schedule, with too many things to do and not enough time, Gorenje appliances enable you to live your life according to your values – to live well, be satisfied, and stay healthy.

Welcome to Gorenje. Welcome to life, beautiful and free.

**gorenje**  
*Life Simplified*

PERSONAL BEST

# Active Chilling

Taking nothing for granted, taking only deliberate, relaxing strokes is often an effective way of smoothing out, actively.

Manca Krnel, photo: Vladimir Mićković

PERSONAL BEST

It's not about hiding away high atop a mountain – though there are worse things you could do than go into monk-mode for a while here and there. Because we all know there are times when all the hundreds of apps on your phone are very helpful. It's more about saying "I don't need it now, so it's coming off."

As productive as it may feel, pursuing too many things can leave us stressed, anxious and drained instead of turning us into multitasking superheroes. How about worrying less and playing more?

By the same token, however, like all the other things that need to be done, relaxing too can pose a real problem, especially for those of us who can't sit still for more than five minutes without feeling the need to do something. But you can always try and use the following active rest & relaxation techniques to soothe your restless side, while still scoring some R&R points.

## 1 — KEEP IT LIGHT

Throw away the traditional definition of relaxation and find what works best for you. Choose a super-light, super-easy activity you enjoy that keeps your mind mildly occupied so your body can take a breather.

## 2 — FOCUS ON SINGLETASKING

The key is to do one thing and one thing only. It has to require your full attention, but it can't be emotionally or physically taxing. Focus on every detail of what you're doing: for example, try your hand at a word search or crossword puzzle. Read a book. Paint your nails. There are many people who've taken up knitting, quilting or embroidery because of its relaxing qualities: counting stitches, the movement of the needles, the patterns that emerge.

## 3 — DEFINE YOUR MOOD, DEFINE YOUR ACTIVITY

If you've had a lousy day at work and there's some pent-up anger going on, reading a book isn't going to cut it – reading the same sentence 70 times equals more frustration. Instead, go for a walk in a busy part of town where there's plenty of activity to distract you from your aggression. Or, if you're physically wiped out but your mind's racing, listen to soothing music while giving yourself a facial; iron some shirts with a good jazz program going in the background.

## 4 — DO WHAT'S RELAXING TO YOU

We all have quirky things we find relaxing that other people don't. Some find doing dishes to be relaxing; it's a solid combination of physical activity and mental focus that realigns the psyche when it's stressed. You might find bike rides relaxing, or polishing your car, or similarly putting on makeup.

## 5 — THINK ABOUT WHAT TO DO NEXT

Nowadays we leave very little time for doing nothing, but creating the space to imagine and think should be just as important. Face boredom so you can actually learn what and how you really want to do something.

## 6 — THE NEED FOR BEAUTY

Sometimes it's good to do something simply because it's aesthetically pleasing. You could argue that beauty is a need. (Let alone art.)

Test the waters and see what works for you. Turn pockets of time into active rest sessions and your stress will fade in no time.

# Simplifying, Maximizing and Optimizing

With fitness trainer, nutritionist and personal coach Jan Kovačič



Jan's way isn't about making New Year's resolutions to say "no" more often, nor about cleaning up your IN-box, or mastering some new approach to time management. It's about pausing, constantly, to ask – "Am I investing in the right activities; and how am I proceeding with them?"

There are far more activities and opportunities in our worlds than we have resources to invest. And although many of them may be good, or even very good, the fact is that many are trivial, while only a few are vital. Jan's modus operandi involves learning to tell the difference – learning to filter through all the options and selecting only those that are, for him, truly essential.

Manca Krnel, photo: Rok Mlinar



## IDENTIFYING THE NON-NEGOTIABLES, JAN'S WAY:

I ask myself how I'd like to spend the next 168 hours of the coming week. There are three things I hold on to as constants, and try to avoid having those regrets on my deathbed.

- First, I try to get eight hours of sleep, because if I don't then I can't discern properly, and if I can't discern I'll get tricked by the trivial.
- Second, I need 15 hours for my clients and friends to just be together – talking, connecting, going for a walk, running, camping, preparing food, so I get these things done while we're socializing.
- Then I'll take 15 hours for my personal training. No matter how much I exercise with my clients, there's an entirely different focus and set of results when I work, fully-concentrated, only on my own body in space.

Those are my non-negotiables. I protect those things first. That accounts for about half of the week.

## NOW, OUT OF THOSE REMAINING HOURS, WHAT'S THE BEST WAY I COULD USE THAT TIME?

- Try to reduce as much noise as possible on my way to executing the week's plan. A big, noisy distraction common to all of us is the cell phone. Or better, at least for me, is the mobile email app. Email is not a priority tool. As soon as we really have to be productive, we turn it off. I've learned to pick up the phone and call people.
- Instead of checking my phone 150 times a day, 900 times in worst case scenarios, I invite my correspondents for a walk and talk. I like having meetings on the go. That way I keep my body working – a bit out of obsession and a bit because it's practical not to have to warm up every time before every new client. We often go shopping for vegetables, meat, eggs or milk, the things that always have to be fresh and nutritious. That way we get business talk out of the way far quicker, and we can enjoy each other's company; meanwhile they learn something about nutrition by experience, not in some staged or artificial environment.

- I take time for posting and sharing, doing all the social media. And I've learned not to pretend it's so handy,

that it doesn't take up any space, time or concentration. Just the opposite – it sucks all of these three dimensions in an instant.

- I make all necessary calls and potential rescheduling during breaks. So nothing stays for later, for after-hours.
- As a professional eater I have to measure my lunches, so I always eat at home. I make raw or semi-raw, very simple dishes. I never heat things up or cook in advance. It's actually faster, better, and cheaper than eating out. And complex eating isn't the way to go after a beautiful body, either.

For Jan optimizing means regaining control over our work lives. It's about the paradox that success can become a catalyst for failure if it leads to the undisciplined pursuit of more – as it often does. It's when we are willing to give up the more, willing to give up those non-essential things – even if they're good, even if they are interesting and appear along the way to our goal. That's how it begins, is set in motion. Since you know you can't solve your problems just by spending more time at work than anyone else, you have to think smarter.

For more on how to optimize your life and beautify you body, visit: <http://resetworkout.com>





## Moscow

BUSINESS TRIP

### Serious Meetings, Passionate Hunting

Like Manhattan, Moscow is tough, busy and booming; and the competition is merciless. Everyone wants a piece of the new wealth-action. There's a sense of indulgence in the air, an energy in total harmony with the refinement found in the major hotels. After some serious meetings and talking business rent a mega-SUV and drive out to the Zhukovka woods (the Russian Hamptons) - a day of Czarist-era hunting might do you good, with venison and wild

boar, along with pickled mushrooms and pelmeni. Before you hit the Jet Set nightclub go and smooth out at the Sandunoff Bathhouse - tradition dictates that you whip yourself with birch branches and plunge into the cold pool water. This flamboyant, neo-Gothic bathhouse will draw you into the old-new world, together with bankers, new Russians and journalists, all with towels tied around their waists. Most importantly, have rubles with you at all times!

Manca Krnel, Jeff Bickert, photo: Anže Vrabl



## Paris

WEEKEND GETAWAY

### A Quick Blast of Everything You've Been Missing

Paris is the perfect location for those hungry to live life to the fullest. Once the home of cutting-edge art and fashion, then accused of resting on its laurels, Paris has been reasserting its cultural authority with the re-opening of the Palais de Tokyo and Musée Picasso, and a raft of new restaurants and producer-driven food outlets. Book a table at one of the ever-popular open-air bars (like Le Perchoir on BHV roof, Le Très Particulier in Montmartre). Shop at Rue du Faubourg Saint-Honoré, it's now more exclusive than ever; and top fashion brands are opening boutiques in Marais - which still wins the best-falafel competition. It might just make you forget the frustration of dealing with some Parisians.





## Australia

HOLIDAY

Carving it up

With more than 7.6 million km<sup>2</sup> there's a lot to choose from in the land down under. Nothing short of a year will let you see it all, so we opt for the beach - lots of it. The classic east coast route, from Melbourne to Cairns, makes for a great way of getting all the surf and sights you need. An intense two weeks and you'll be golden. To start, Sydney's Bondi beach is one of the world's great beaches, with consistently good waves that surfers carve up with a vengeance; but it's a good place for learners, too. With the serious swells swimming is an adventure, so stay between the safety flags and you won't end up on the news. If you're not up to lugging everything down there all you need, from boards and wetsuits to shorts and shoes, can all be properly acquired in the land of sun and surf.



# HOME OF THE FUTURE

THE KITCHEN AS THE CENTRE OF LIFE

The Futuristic Home offers an inspiringly fresh vision that combines technology with elegance and effectively integrates them into an aesthetically rewarding monochrome kitchen universe. Advanced technology, quality materials, elegance and fantastic user experience mix to create a distinctively pleasant affair.

The complete range of innovative GORENJE home appliances features minimalistic and warm design approach to accommodate our »next way of life«.

Available in black and white.



# THE COOL SIDE OF YOU

## GORENJE RETRO REFRIGERATORS

Whatever the colour, these modern icons are an instant hit wherever they pop up. Each Retro refrigerator boasts striking vintage design, optimal space usage and all features one would expect from a cooling and freezing appliance.

You can choose your iconic refrigerator from a romantic, chic and funky range of colours.

