

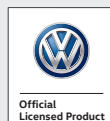
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Life Simplified



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IN YOUR  
KITCHEN**

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A CHARACTER**

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LIFE SIMPLIFIED

SUMMER 2017 / ISSUE 15

GORENJE MAGAZINE

Life Simplified

COMFORTABLE LIVING  
BY GORENJE



**6 benefits**  
OF HOMEMADE MEALS

**Cooking like A BOSS**

**Black is**  
THE NEW BLACK



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## INTRO

We believe every innovation, new tech and service we provide has to have a **simplifying purpose**, to make life's biggest milestones or the smallest everyday moments smoother.

Gorenje team

One day  
I will find the  
**right words**,  
and they will  
be simple.

Jack Kerouac,  
American novelist  
and poet

# Life simplified

What, why & how?



The best way  
to find out what  
we **really need**  
is to get rid of  
what we don't.

**Marie Kondō**,  
Japanese organizing  
consultant and author

**BUY LESS.  
CHOOSE WELL.**  
**Vivienne Westwood**,  
British fashion designer

Free yourself from the  
complexities and drama  
of your life. Simplify. Look  
within. Within ourselves  
we all have the **gifts and  
talents** we need to fulfill  
the purpose we've  
been blessed with.

**Steve Maraboli**, life-changing  
Speaker, bestselling Author, and  
Behavioral Scientist

**SIMPLICITIES  
ARE ENORMOUSLY  
COMPLEX.  
CONSIDER THE  
SENTENCE  
"I LOVE YOU".**

**Richard O. Moore**,  
American poet





**WE MAKE IT  
SIMPLIFIED.  
YOU MAKE  
IT PERFECT.**

**SPARK YOUR  
CREATIVITY WITH NEW  
GORENJE GAS HOBS.**

Cooking like a chef can be simple. All it takes is your creative spark as your **Gorenje gas hob** will take care of everything else. The **BigSurface** and **cast iron ProGrids** offer plenty of space and great support for every occasion. Highly efficient **ChefBurners** easily ignite your inspiration, while a powerful **Wok burner** brings the taste of the world into your kitchen. Surprising your loved ones with perfect dishes is now simply a spark away.



**CONTENT**



**Ana Roš,**  
World's Best  
Female Chef 2017

12

**WE RECOMMEND**

**6** ... How to simplify your life

**14** ... Cooking like **A BOSS**

**20** ... Trends: **BLACK** is the new black

**38** ... Small ideas, **BIG SOLUTIONS**

**52** ... Everybody wants a piece of you?

**64** ... Camping goes glamorous

Urban  
gardening

18

10



Benefits of  
homemade  
meals



**Food  
waste  
to zero  
waste**

28

**30** **THINK  
BLUE**





**PERSONAL CORNER -  
CLUTTER-FREE ZONE**

1

In order to keep your personal and inner peace in stressful situations, a “clutter-free zone” will be of great help. A zone, where you will be able to relax, breathe, and focus on positive thoughts. A space cleared of excess objects, that is bright and airy, will inspire you to view situations with more optimism and focus on the important things in life.



Supporters of minimalism do not find **HAPPINESS** in material things, but rather in activities that fulfil them and make them happy. The key question they ask themselves is - **WHY (DO I WANT THIS)?**

# How to *simplify* YOUR LIFE

**Y**ou can apply the minimalist philosophy, if you like, to all segments of your life. To the interior decoration of your home or work space, to your fashion style, the way you prepare and serve food ... But those who have applied minimalism and introduced major changes into their life, swear to its value that helps us maintain mental hygiene, spiritual health, personal peace, and happiness. In short, you will have the most benefit from minimalism if you use it as a tool which will help you successfully and without regrets, get rid of excess things as well as unnecessary habits, and focus on what really matters. Only then will you feel fulfilled, happy, and free. The minimalist trend has

The tremendously popular trend of minimalism has a much deeper meaning and contribution to the quality of life than one would expect. And no, it does not mean you have nothing. On the contrary! You have everything you need to be happy. And that's the best part of it!





increased remarkably in popularity over the last several years. It is most often mentioned in the context of fashion and design, but its essence holds a much more serious and profound meaning. What is it really about? In short, living according to the principles of minimalism means eliminating all unnecessary things to the greatest possible extent (and in accordance with your circumstances), as well as situations, activities, or people from your life; spending less, and owning less. This will allow you to make room for everything you want to do and experience, everything of value, and everything that yields happy memories. It is important not to view minimalism as limiting yourself, but rather as a type of freedom from enslavement of what you think you “need” to be happy, but in fact do not need at all.



## 2 FOOD AND SERVING

Foods prepared in a simple way are much healthier for our organism. Tibetans would say one should eat two times less, walk three times more, and laugh all the time. A simpler and less abundant (but still diverse) way of eating does not overburden digestion, and enables the optimal functioning of the body and mind.

### Make a list

The beauty of minimalism lies in the fact that with little steps you change your life for the better. All that is important is that you head in that direction. For starters, make a list of reasons why you want to simplify some things in your life. Write

» The process of minimalism is divided into **TWO PHASES** - first, you must realise what is important and valuable to you, and then slowly rid yourself of everything that represents nothing to you



## MINIMALISM IN DIGITAL SPACE

It sounds puzzling, but it actually has to do with selecting what is important in a multitude of, for example, photographs (why we incessantly scroll our phone’s photo gallery to find the right picture), an excessive number of icons on our desktops that makes it difficult both for us to find our way around, as well as for the functioning of the laptop itself, or computer or cell phone. The same goes for your workplace or desk. If they are messy and cluttered, we will lose time and disrupt our concentration in performing various tasks.

## 3

down everything you are reluctant to do and what causes you stress. Write down your priorities in life, for by doing so you will understand why you must “clear” your life of excess things and habits – specifically to make room for your priorities. It’s important to get rid of excess activities that do not bring you

pleasure either. If you cannot remove them from your daily lives, then at least – limit them. Go over a list of people who you spend the most time with, because it is important that you nurture relationships with as many positive and good-natured people as possible. If you often do several things at once, stop. Multitasking is becoming increasingly seen as a negative trait. It comes down to jumping from one activity to the next, without allowing you to properly fully complete one task. Minimalism aims at achieving high quality and functionality, durability, and longevity in everything. It is important to start step by step, then you will gradually begin to realise how much you enjoy your new freedom, how you began consuming less and creating more, how you managed to find more free time, learned to live in the moment, and properly devoted yourself to what you care about most, and what makes you happy.

## PHILOSOPHY OF MINIMALISM



## 4 MINIMALISTIC DESIGN

In addition to its simple, recognisable, and very attractive aesthetic, minimalist design in a given space is becoming more and more desirable and appreciated. Just avoid unnecessary decorations that serve no purpose and “speak” nothing.

» If **YOU CANNOT AVOID** certain activities in your everyday life, at least limit them!

# ORA İTO Oh...

### ... MINIMALISTIC APPROACH TO FINDING INSPIRATION

I love simplicity, so I don’t like complicating my design process. My inspiration in general comes from everyday life. I don’t look for it, I just observe everything that surrounds me, as everything can inspire me. That’s why each product I design is easy to understand, easy to live with, and highly functional.

hidden behind a minimalist façade. I apply that to my design, as well as to everything that surrounds me.

### ... MINIMALISM IN THE KITCHEN OF THE FUTURE

It will definitely look simple! The more complex the technologies are going to become, the more their interface with consumers will be simplified. Much like food is becoming. Less tastes better and looks better than more.

### ... MINIMALISTIC DESIGN

To me, a perfect form of minimalism is “simplicity” – the art of stripping an object of its complexity and highlighting the beauty of its simplicity. It’s when we put the core, the essence, in the limelight, with all the highly functional complexities

### ... FOOD

I like very simple food like the kind my mother prepared for me when I was a kid. My “faute de bon gout” or the lack of good taste for a French guy is McDonald’s, but I also love the food my girlfriend cooks for me.





1

**MORE TIME TO ENJOY THE MOMENT**

No more running to the store or snack bar and waiting in line just so you can eat something on your way back to the office. Use your 30 minutes for lunch wisely. Sit down and enjoy the meal you have prepared at home. Relax, refuel and you will be ready for everything that the day brings.

2

**A PINCH OF CREATIVITY, GOOD ENERGY AND COOPERATION IS WHAT MAKES HOMEMADE MEALS TASTE SO UNFORGETTABLE**

Food preparation itself is a relaxing process, while preparing meals together is an act that connects a family because everyone can be involved. Cook with your children and recreate old recipes. Make them "your own" by adding a special new ingredient. Discover new tastes and create unforgettable memories along the way.

**A LIGHT DIET CONTRIBUTES TO YOUR HEALTH**

Eat light and easy-to-prepare meals with plenty of rice and vegetables, fish, foods that don't overburden the digestive system, and contain all the nutrients necessary to function properly in all our daily situations. Another plus in homemade meals? The minus on your scale as you can control the portions and have a clear overview of the ingredients in your favourite dish. You would be surprised at how much hidden sugars, fats, and salt there is in ready-made foods ... even salads and fresh juices.

3

4

**TIP FROM THE LAB**

IF YOU DECIDE TO PREPARE YOUR FOOD AT HOME, YOU CAN ALMOST COMPLETELY CONTROL ITS QUALITY BY CHOOSING THE RIGHT INGREDIENTS AND COOKING METHODS. PREPARE A MEAL IN A STEAM OVEN AND YOU CAN EXPECT SUPER TASTY DISHES. HOW? ITS INVERTER TECHNOLOGY EVENLY DISTRIBUTES ENERGY (INSTEAD OF PULSING IT), THUS ALLOWING FOOD TO RETAIN ITS VITAMINS, MINERALS, FIBRES AND STRUCTURE. THE ADVANTAGE OF EVEN DISTRIBUTION OF ENERGY IS ESPECIALLY NOTICEABLE DURING RE-HEATING, DEFROSTING, OR COOKING LIQUIDS.

**6 benefits of HOMEMADE MEALS**

Are you always going somewhere and needing to do something? In such circumstances, it's hard to control what you eat, and poor nutrition will make you feel even more tired. But preparing meals at home will significantly improve the quality of your life in more ways than one. This is how.

**G**rilled chicken with a salad, or a slice of turkey on a whole-wheat bun may sound like fast-food, but these are quick, affordable, and healthy solutions for wholesome meals with nutrients your organism needs in your busiest days. You can prepare healthy and tasty meals in advance treating yourself and your loved ones with hearty homemade meals as well as enjoy the time you saved and have more relaxing breaks in the office.

5

**THOUGHTFULNESS FOR BEST RESULTS AND SAVINGS**

Ready-to-eat and takeaway meals are very convenient, but not necessarily healthy and budget friendly. With a little bit of smart organisation, you can prepare all your meals at home. Begin with preparing meals for just two days in advance, and gradually plan your meals for the whole week ahead. You'll look forward to Mondays, if you'll prepare everything during the weekend ... and you will soon notice positive effects on both your finances and overall feeling.

**FRESH, LOCAL AND SEASONAL**

The most nutritional foods grow in your neighbourhood, because they can reach you the quickest and lose none of their nutritional value. Buy particular products from small local manufacturers that grow best in a certain area, and which are ripe and full of flavour right at the time of consumption. It's no wonder that the most esteemed restaurants are those whose menus include dishes exclusively prepared from ingredients of proven organic origin.

6



The world's best chef **Ana Roš**

# DESTINY SERVED **on a plate**

The prestigious title of World's Best Female Chef 2017 has set the once-to-be diplomat up for a role as her country's ambassador instead. Gastronomists and everyone following gastro trends are thrilled with her culinary creativity, as well as her unassuming, humane work and activities.



**No. 69 ON THE LIST** of the 100 best restaurants in the world is Hiša Franko, run by Ana Roš together with her sommelier husband, Valter.



**LOCAL INGREDIENTS** are Hiša Franko's trademark, which sources the ingredients for all their dishes from nearby farms and agricultural homesteads.

**T**he best things in life are a mysterious result of a series of coincidences, or at least we'd like to think so, because wise people will say that nothing happens by chance. Such is the fate of Ana Roš, former national ski champion, Slovenian self-taught cook, who was supposed to become a diplomat, but stubbornly and with confidence headed in a culinary direction as though she was born just for the job. Rejecting a diplomatic career in Brussels so that in the year 2000 she could take over her husband's family-run restaurant – Hiša Franko, Ana bravely challenged her destiny, and after 17 years of hard work, effort, and love embedded in every acquired cooking lesson into which she meticulously and thoroughly integrated her personality, Roš was awarded with a crown to her career – the title of world's best chef in 2017.

## STORY BEHIND THE STORY

Roš first attracted media attention with her mentoring to impoverished Indians, and cooking lessons for children there, and found herself under the spotlight by participating in the Netflix series, Chef's Table. Then a whirlwind of reservations, awards, and recognitions began pouring in. Today, together with her sommelier husband, she proudly stands behind the name Hiša Franko and takes care of the kitchen where in an original way she fused the old with the new, inspired by the rich culinary history of Slovenia (which thanks to Ana's achievements is firmly rooted in the global gastro map), as well as Italy, Hungary, Austria, and Croatia. All the dishes at Hiša Franko are made from ingredients that come from nearby farms, and the only "problem" is the dilemma of what to order from the tantalising menu: cottage cheese ravioli and bone marrow, prosciutto broth, yeast oil, hazelnuts or cauliflower ravioli, »Drežnica« goat kid broth, brain, black bean and anchovy drops, and ground-ivy – a wild bitter herb.

## PERSONAL TOUCH

Whatever you order, you won't go wrong, because Ana's cooking is characterised as delicate, feminine, seasoned with flowers and various herbs; precise, and unique. In line with her sensitivity is the philosophy of Hiša Franko, which reads: Territory. Season. Very personal, spiced with the strong character of Ana. Local cheeses Tolminc, homemade butter, meadow (free-range) lambs, goat kids from the beautiful village of Drežica. And so we rightly conclude that it is almost irrelevant which dish you will order, as long as it contains the "strong character of Ana". All you have left to do is reserve your table on time.



“**ANA'S COOKING IS CHARACTERISED AS DELICATE, FEMININE, SEASONED WITH FLOWERS AND VARIOUS HERBS; PRECISE, AND UNIQUE**

**ONCE A YEAR** Ana invites local children to her kitchen to teach them the pleasure of making simple meals like an ordinary loaf of bread.



CLOSE UP

# COOKING LIKE A boss

The kitchen is a very intimate space where we lovingly prepare meals for our loved ones. This time we are interested in which smells and aromas are intertwined in the kitchens of leading people from Gorenje, what tricks of the trade they use in preparing their food, and what they learned from their grandmas ...



**Leon Terglav**  
Managing Director -  
Gorenje Asia (Shanghai)

### My all time favourite dish

**F**our seasons beans is a simple, yet incredibly difficult dish to make. I have been living in China for the past 9 years, so the various and colorful flavors of their cuisine have made a huge impact on my life.

In order to improve your cooking skills the only thing I would recommend is to be fearless and to practice a lot. There will be times when things will not work out as you hoped, however this should never deter you not to try it again and again ... one of these days you'll get it.

“ABOUT 20 YEARS AGO A YOUNG JAPANESE CHEF TOLD ME THAT YOU SHOULD ALWAYS KEEP YOUR KITCHEN CLEAN AND TIDY DURING FOOD PREPARATION. THIS STAYED WITH ME SINCE AND I ALWAYS FOLLOW HIS ADVICE

CLOSE UP

**Polona Bobinac**  
Gorenje Executive Sales Director Non EU markets

Leon's favourite recipe with his personal touch:



### SPIRALIZED CARROT PASTA WITH GINGER-LIME PEANUT SAUCE

• 5 large carrots peeled and spiraled into noodles • 1/3 cup of roasted cashews • 2 tablespoons of finely chopped fresh cilantro

#### Ginger-lime peanut sauce:

• 2 tablespoons of unsalted unsweetened creamy peanut butter (self-made) • 4 tablespoons of coconut milk • 2 tablespoons of liquid aminos • pinch of cayenne pepper • 2 cloves of garlic finely chopped • 1 tablespoon fresh ginger, peeled and grated • 1 tablespoon of lime juice

Coarse salt to taste. Wash the carrots and peel them, use a paper towel to dry them.

Using a spiral slicer, make noodles. Having really big carrots will make this process easier, otherwise you will end up with lots of small tidbits.

Place all of the noodles into a large serving bowl, pour the ginger-lime peanut sauce over the noodles and toss them gently.

Serve the dish with roasted cashews or peanuts and freshly chopped cilantro. You can make it with other vegetables.

**S**ince our family likes to eat meat, I prepare the Italian specialty Osso bucco. The preparation begins with the purchase of right meat - veal shanks, preparation of the necessary spices, choosing the right tomatoes, white wine and all the necessary vegetables. The whole process takes about 4 hours. The secret lies in the spices and tomatoes, and, of course, slow three-hour sautéing in a covered pot in the oven.

### My dishes are special because ...

First and foremost, I really love to cook and I'm convinced that if you cook with love and joy, it can be tasted in the food. I use a lot of different herbs, spices, fresh vegetables and salt from Piran - "fleur de sels", and during preparation, I respect the authentic dish. If the liver dumplings or sautéed potatoes according to my grandmother's original recipe require pork fat, I use it without sense of guilt.

### I adopted my way and knowledge of cooking

from my grandmother who cooked simple traditional dishes on a wood stove, for which she always gave herself enough time. I have upgraded it with the use of herbs and spices, and the tricks which for the most part I find in cookbooks and magazines, but sometimes I



create something according to my own inspiration. Grandma always said I should not use condiments from the store when cooking, but rather fresh herbs and vegetables.

**Our favourite dishes** are simple, traditional, rural dishes. My family isn't a fan of sophisticated food that requires many different ingredients. The best Sunday lunch for us is a beef bouillon with spleen dumplings and potato sauce with beef from the soup.

“IF YOU COOK WITH LOVE AND JOY, IT CAN BE TASTED IN THE FOOD. I USE A LOT OF DIFFERENT HERBS, SPICES, FRESH VEGETABLES AND SALT FROM PIRAN - "FLEUR DE SELS", AND DURING PREPARATION, I RESPECT THE AUTHENTIC DISH



## Stanka Pejanović

CEO of Gorenje Serbia and President of the Serbian Association of Managers



I love cooking, and my grandma gave me some of the best tips. For instance, she placed every pepper individually in tin foil. Then she would wait for them to wilt and cool down, so with one move she could remove the skin. The first time she showed me this, I rolled my eyes like a cash register in a supermarket, calculating how much foil she had used, but since then I've always done it her way! - Stanka Pejanović disclosed her secret for perfect roasted peppers.

### How to roast and sauté

For roasting foods, use only **organically produced oils**, with a high-boiling point, such as avocado or saffron oil.

**When sautéing**, use vegetable or chicken bouillon instead of oil. This way

the ingredients lose the least nutrients. In addition to bouillon, add chicken or vegetable seasoning mix, but avoid the store-bought ones with too much salt or monosodium glutamate. A bit of hot water with dissolved yeast extract will also do. Heat the bouillon in a stainless steel pan. When it starts to steam, add the vegetables, cover and sauté per recipe instructions (usually a few minutes). Sauté meat the same way. **Bouillon, which is the main ingredient in sautéing, usually contains 1% fat that contributes to extracting rich flavours from food.** This small amount of fat covers the food and the bottom of the pot, preventing the foods from sticking to the bottom. Since bouillon does not require high temperature, which is otherwise unavoidable for quick stir-frying, and since oil is not heated, no carcinogenic compounds occur, as they do when overheating oils at high temperatures.

**“ I ROLLED MY EYES LIKE A CASH REGISTER IN A SUPERMARKET, CALCULATING HOW MUCH FOIL GRANDMA USED, BUT SINCE THEN I'VE ALWAYS DONE IT HER WAY ”**

Stanka's favourite dessert recipe with added personal touch:



### BULA CAKE

Dough: • 15 egg whites • 450 g sugar • 450 g ground walnuts • 3 tablespoons cocoa

Filling 1: • 5 egg yolks • 200 g icing sugar • 1 vanilla sugar • 5 table-

spoons flour • 4.5 dcl milk • 250 g butter

Filling 2: 10 egg yolks • 300 g icing sugar • 200 g chocolate • 250 g butter

Dough: Mix the egg whites, add sugar and when it's well mixed, add the walnuts and cocoa. You should get 3 bases from this mixture: mix and bake them one by one or mix them all together and divide into 4 parts. Bake at 180 °C for about 30 minutes.

Filling 1: Mix the egg yolks, icing sugar, flour and vanilla sugar. Add this to hot milk and cook until it thickens. When it cools down, add beaten butter.

Filling 2: In a steam bath, cook 10 egg yolks, icing sugar and chocolate, mixing constantly. Once it thickens, remove from heat. Leave it to cool and then add and mix in beaten butter. Fill each base with both fillings.

Best: Base - Filling 2 - Filling 1 - Base - Filling 2 - Filling 1 - Base - Filling 2 - Filling 1

It's best to put the dark filling on the base first, because if you make it to thick, it will be difficult to spread over the yellow filling, and they will mix. I make icing from heavy cream and chocolate (mix 250 ml of heavy cream with 250 g of melted chocolate over a steam bath). Let it cool and then cover the cake.

# Delicate source OF HEALTH AND TASTE

It takes a lot of scientific knowledge and years of development to come up with features and functions that are able to treat food not only as a robust energy source but also as a delicate source of vitamins, minerals, fibres and, of course, smells, tastes and pleasures.



reddot design award winner 2017

**Gorenje Color Touchscreen ProCook Steam Oven was awarded with the notable Red Dot 2017 design award.**

It stood out with its elegant design that seamlessly fits into a variety of kitchen settings while its combination of glass surfaces, inox, smart interior settings, and complex technology translated into extremely easy-to-use features and the intuitive touchscreen interface make it ultimately user-friendly.

### Stanka's tip:

Prior to roasting, it is best to **marinate meat in a mixture containing lemon, onion, rosemary or black pepper**. Marinades that contain antioxidants can prevent the formation of cancer-causing heterocyclic amines in meat.

A healthy diet is the key to successful tackling of everyday challenges in the increasingly fast-paced lifestyle. That's why we appreciate quickly prepared yet healthy and delicious dishes. Did you know that food prepared with steam maintains its consistency, preserves textures, and retains colour, flavours, vitamins and minerals? So it's not only healthier, but also tastier. To ease your way toward making healthier choices

and a healthier you, Gorenje presents the Color Touchscreen ProCook Steam Oven, the combined steam oven with 3 in 1 operating modes: steaming, hot air baking and a combination of the two. It boasts excellent steaming performance that requires zero drops of water, just PureSteam, a feature for extracting water from the steam, leaving just a cloud of pure steam. The new ProCook Steam Oven also enables sous vide cooking (in a vacuum-sealed bag at low temperatures).



The progressive trend of greenery in human nutrition is certainly reflected in better health and even better mood, especially if, with increased consumption of fruits and vegetables, you decide to grow your own fresh herbs whose aroma is incomparably stronger than those dried. Before you start on another small green adventure, keep in mind that herbs need lots of light (put them in front of the window), and start off by choosing the “more versatile” ones that can be used in many dishes and drinks. Herbs will give every kitchen a special charm, and the combination of different, lively scents entices you to delight in making your favourite meals. Rosemary, mint and lavender will give your kitchen, as well as your interesting cocktails, a Mediterranean feel. And don't forget the ice! Lots of ice!

**Urban gardening is simple, more sustainable and space friendly. It enables you to enjoy fresh produce all-year-round.**



URBAN

**AROMATIC**

# GARDENING FOR SUMMER REFRESHMENT

**By growing fresh spices, you “revive” the Mediterranean atmosphere in your kitchen or on the balcony, and add more charm and flavour to your summer cocktails.**



**MINT CHILL**

- 2 glasses (20 cl) chilled mint tea
- 1 shot glass (3 cl) freshly squeezed lemon juice
- 1 shot glass (3 cl) maple syrup
- 1/2 lemon
- 1 sprig mint

Place 10 ice cubes in a chilled glass. Gently crush 10 mint leaves to release their aroma and add them to the ice. Pour chilled mint tea over the ice cubes and add freshly squeezed lemon juice and maple syrup. Garnish with sprigs of mint and lemon slices.



**CRANBERRY AND ROSEMARY REFRESHER**

- 2 cups water
- 3 fresh sprigs rosemary (more for garnish, if desired)
- 1 pound fresh cranberries (makes about 1 cup of juice)
- 4 apples (makes about 2 cups of juice)
- ice

Add water to a covered saucepan or small pot and bring to a boil. Add the rosemary, and lower heat to a simmer for 5 minutes. Remove from heat and leave it covered for one hour. Chill in the refrigerator until ready to serve. Juice the cranberries and apples. Mix with the chilled rosemary water. Garnish with fresh rosemary sprigs.



After conquering the world of fashion and beauty long ago, and embracing with ease all the glory brought to her through design, and taming even the most demanding interiors, the colour black faced its greatest challenge – to pour itself into a glass or splash upon a plate, and still look delicious and enticing. How will you know she succeeded? As soon as you see a black – macaron! In fact, you will probably find it difficult to imagine those popular colourful cookies in their prevalent pastel shades as mystical black delicacies, but the pressure of social media is too great for this French trademark to get away with not putting black on their list of possible foods. And after putting on your little black dress that the notorious Coco Chanel recommended women own and obediently keep in their closets since way back in the '30s, this season, dressed in that classic piece of attire, you will be serving your guests delicacies (or tasting them at fashion events) in this exact colour. Or non-colour to be precise.

#### What's her secret?

Black, namely, absorbs the entire spectrum, but does not reflect any part of it, which is why we see it as dark. It comes about by mixing cyan, magenta, and yellow. Black combines wonderfully with all shades, making them stand out. Black is the colour of luxury and refinement,

especially if combined with gold or silver nuances. Although in the past it was rarely used in interior design, black became an absolute hit in this sphere as well. Through careful dosage and precise combination, black can increase depth in a space, and create a relaxing atmosphere in the home. Black is the colour of authority and power. Leaders of the largest global companies love to encircle themselves with objects accentuating black details – from household appliances and technical equipment, to the most popular brands of high-end automobiles. Black is ruling the gastronomic world as well. While squid ink risotto was until recently considered a rare example of black food enjoyed by demanding food connoisseurs, black ink from these cuttlefish is used today for dyeing various types of pasta, desserts, drinks, sauces, and a whole assortment of delicacies.

#### Designers in love with black

Famous designer Ora ĩto especially values the colour black. "It is a rather new approach in household appliances. That's why my first Gorenje by Ora ĩto collection of kitchen appliances was black. Minimalist, elegant, and refined. Stylish ovens, hobs, hoods, fridge freezers and decor panels for microwaves and dishwashers – all in black and silver. It does not say too much, just what matters!"

“ **BLACK IS THE COLOUR OF AUTHORITY AND POWER. BUSINESS LEADERS ENCIRCLE THEMSELVES WITH OBJECTS ACCENTUATING BLACK DETAILS** ”

#### BLACK TAGLIATELLE WITH MUSSELS

Dough: • 500 g flour (half soft, half strong) • 5 eggs • ½ teaspoon salt • 2 sachets black squid ink • small amount of water

Mussels: • 1 kg mussels • olive oil • 1 large onion • 2-3 cloves garlic • 1 dl white wine • 2 tablespoons breadcrumbs • salt • pepper • chilli flakes • parsley leaf • small amount of water

To the flour, add the salt, eggs, and black squid ink diluted in a little water. Knead into a dough, wrap in plastic wrap and let rest for about 30 minutes.

Roll out the dough thinly and cut (this can be done manually or using a pasta maker machine) and dry lightly. Cook the tagliatelle for 5 minutes in a large pot, in plenty of salted water. Drain the pasta but leave a part of the water for the mussels. Wash and clean the mussels.

Heat the oil in a large pot, add finely chopped onion and a little salt, and sauté until the onion softens. Add the cleaned mussels, chopped garlic, pepper, and breadcrumbs. Mix, add wine, and after a few minutes, add a little water from the pasta. Cook until the mussels open up. When they are finished, add the cooked pasta and garnish everything with the chopped parsley leaf.

# BLACK IS THE NEW BLACK

Black is the colour of strictness, luxury, and refinement. It is tied to power, elegance, as well as mystery. It visually reduces, inspires, and confidently governs the world of fashion, **DESIGN** and **GASTRONOMY**. Yes, it's time to give the colour black a chance on your plate too.





## DARK MACARONS

• 3 egg whites • pinch of fine salt • 25 g sugar • 200 g powdered sugar • 110 g almonds • black food colouring for cakes

Heat water in a small pot. When it comes to a boil, remove from heat, add the almonds and cover. After a minute or two, drain the almonds and peel the skin. Dry them thoroughly, then blend in a food processor together with the powdered sugar.

Add a little salt to room-temperature egg whites and beat with a mixer until soft peaks form. Add the sugar and black food colouring, and mix briefly.

Gradually add the almond and powdered sugar mix to the beaten egg whites, and beat at high speed to combine the ingredients.

Line baking tins with baking paper. Place the macaron mixture in a pastry bag with a round tip and arrange onto the tins.

Let dry for 20 minutes, then place in a preheated oven and bake for 10-12 minutes at 150 °C.

For the cream you will need:

• 200 g dark chocolate • 200 ml whipping cream • grated rind of 1 orange • black food colouring for cakes • small amount of cinnamon

Simmer the whipping cream until it begins to boil, remove from heat, and add the chocolate cut into squares, grated orange rind, black food colouring, and cinnamon.

Mix the ganache cream thoroughly, let cool at room temperature, then place in refrigerator for 2-3 hours.

Apply the cooled cream (using a pastry bag with a round tip) to one half of the macaron shells, then close with the other half.



## CANDY APPLES

• 1 kg smaller-sized apples • 500 g sugar • black food colouring for cakes • small amount of oil

Line your baking pan with baking paper and lightly brush with a very thin layer of oil.

In a heavy bottom pot, add some of the sugar and dissolve it at low heat. Gradually add the remaining sugar and let it slowly dissolve at medium heat. Add the black food colouring to the caramelised sugar and stir. Remove from heat and carefully dip each apple in the caramelised sugar, letting each apple drip a little over the sugar bowl, then place on the prepared baking pan.

The oil will prevent the apples from sticking to the bottom, and when they cool, the sugar coating will harden.



## BLACK BURGER

Dough: • 500 g soft flour • 1 teaspoon salt • 1 cube fresh yeast • 1 tablespoon sugar • 1 egg • 70 g melted butter • 2 sachets black squid ink • 200 ml warm water

Brush and sprinkle: • 1 egg + tablespoon of water • black sesame seeds • black salt

Burgers • 1 tablespoon mustard • salt and pepper • oil

+ mayonnaise, mustard, ketchup, fried bacon, sliced cheese, green lettuce, tomato, onion

Prepare the rolls. In a little warm water, crumble the yeast, add sugar, stir and leave about 10 minutes until foamy.

To the flour add the salt, beaten egg, butter, prepared yeast, black squid ink, and warm water. Knead the dough until smooth and elastic, then cover and let it rise for about 1 hour.

When the dough has risen, divide it into 6-8 equal portions. Form each portion into a ball and flatten into a disc shape. Arrange them in a tin lined with baking paper, cover, and let rise for 30 minutes. Preheat your oven to 200 °C.

Beat an egg with a bit of water, brush the buns, sprinkle with black sesame seeds and black salt, and place in a preheated oven. Bake for 15-20 minutes at 200 °C.

Season the meat with salt and pepper, add mustard, and using your hands, combine all ingredients thoroughly for 5 minutes. Leave in the refrigerator for 1 hour, then divide the meat into 6-8 parts, forming first balls, then flattening out into discs. Heat your skillet at high heat, add a little oil, and fry your burgers briefly at a high heat, then reduce the heat and fry for another couple of minutes on each side. When the burgers are nearly done, place a slice of cheese on top to slowly melt. Take the meat out of the skillet and let it rest.

Slice the rolls in half and briefly brown them on the grease from the meat. Make a mayonnaise, ketchup and mustard dressing and brush it on the rolls. Put the meat on the bottom half of the roll, followed by the fried bacon, and vegetables to your liking – green lettuce leaves, some purple onion (which you previously thinly sliced, salted, and drizzled with vinegar), thinly sliced fresh tomatoes, and cover with the top half of the roll.



“ WHEN SERVING THIS GOTHIC HAMBURGER, YOUR GUESTS WILL BE DELIGHTED THAT THEIR FOOD HAS ALSO CROSSED OVER TO THE DARK SIDE





**HOW TO KEEP CUCUMBERS FRESH**

1

Keep them in a special section in the refrigerator. Cucumbers contain 97 percent water, which makes them particularly sensitive to mechanical damage and temperature changes. If you store them at too low a temperature, such as on a shelf in the refrigerator, they will get indents, and their flesh will become transparent. It is best to keep them at a temperature of 8 °C, in the vegetable drawer in the refrigerator.

Good tips are kind of like good jokes: you can never remember them when you need them. That's why we have collected a variety of good advice and kitchen tips, from storing to preparing food.

2



**KEEP APPLES, PLUMS, PEACHES AND PEARS AWAY FROM OTHER FRUITS**

These fruits release ethylene that activates the ripening process of other fruit, and bananas and cucumbers are particularly sensitive to it.



3

**HOW TO ACHIEVE A MORE SUCCULENT AND FULLER FLAVOUR OF FOOD**

The sous vide slow cooking method (in a vacuum) is a fantastic choice for preparing meat, fish and all kinds of fruits and vegetables. Its key factor is a low and stable temperature that needs to be precisely set up and maintained; most often this is temperature in the range of 60-85 °C. The food should be placed in a plastic bag, air taken from it and well "sealed" with a vacuum sealer (handheld or other). This method can also be applied in a steam oven.

# TOP 10 & TIPS TRICKS







**DO NOT CUT GREEN LETTUCE. RIP IT!**

Green lettuce will keep for several days, but if you cut it with a knife, you will destroy its natural protection. So it's better to rip it with your fingers, and it'll stay green longer.

4



**5 RECOGNIZE A JUICIER LEMON WITH MORE VITAMIN C**

When choosing a lemon at a market or in a store, keep in mind that round fruits are juicier than the long ones. Lemons with a more intense yellow colour have more vitamin C, so avoid or discard green lemons. Extra tip: if you only need a few drops of lemon juice, prick the lemon with a sewing needle and squeeze out the amount you need. The hole will close itself, so you'll still have the whole lemon.

6

**WHITE OR YELLOW RICE? CHOOSE THE COLOUR AS YOU WISH**

If you add a few drops of lemon juice to boiling water, the rice will be incredibly white. If you want to enjoy the tempting yellow colour, add some turmeric.



**7 WHERE TO KEEP EXOTIC FRUITS AND VEGETABLES?**

The old rule is that the fruits and vegetables from warmer places are best kept at higher temperatures. The same holds true for eggplant. Cooling harms them, as is visible by the darkening of the flesh, so they need to be kept at room temperature, in the pantry or on the balcony. The same goes for pineapples, avocados, bananas, olives, potatoes, beans, peppers, melons, squashes ...

8

**LET ROASTED MEAT SIT**

After roasting, meat should be left for half an hour covered with baking paper or a clean kitchen towel. This way, the juices will be evenly distributed throughout the entire piece of meat, which will make it more tender and the juice will not come out when it is cut. If you roast meat in a steam oven, the use of a combined steam system improves the sensory properties, which is an added benefit to the juiciness and tenderness of the meat, as well as the appropriate searing of the outside.



**9 SMART COOLERS PRESERVE FRESHNESS**

Gorenje new built-in fridge freezers come with the CrispZone drawer, perfect for fresh vegetables and fruits. It has lower temperature and adaptable humidity levels, owing to the SmartHumidity feature with a special membrane that automatically keeps the humidity in the drawer at optimum levels, which further prolongs freshness of fruits and vegetables. There is also the special VitaLight that maintains the natural ripening process to retain vitamins and keeps freshly picked or bought fruit and vegetables fresh and crisp for longer.



10

**PREVENT POTATO SOLANINE POISONING**

Can potatoes be poisonous? Yes, if they have been hit (as indicated by brown spots) or exposed to light (which makes them turn green). Potatoes then produce solanine, which can cause headaches, stomach cramps and diarrhoea. It cannot be removed by cooking, baking or removing the green parts, so be careful when selecting potatoes.



# FOOD waste 2 ZERO waste

Did it ever cross your mind that leftovers of food can make tastier meals, and that the parts of many ingredients that we typically throw away can find their place in a certain dish and significantly improve its flavour?



**Keep your food fresher for longer and reduce waste** by properly organising foods in your fridge. Doors are the warmest part of the fridge and should be reserved for foods that are most resistant to spoiling. Keep condiments, juices, and other foods that can stand up to temperature fluctuations here.

The latest gourmet trends reveal how useful leftovers and discarded parts of certain ingredients are (which we used to think were unusable), or even desirable in the preparation of certain dishes. We bring you several delicious recipes made from what's left over on your plate, as well as several tricks from the famous Italian chef Massimo Bottura which will make you change your approach when using many ingredients, and add a dose of creativity to your cuisine.

**VEGETABLE TRIMMINGS** Pea pods, asparagus ends, celery bottoms, etc. can and should be saved and used to make vegetable broths.

**DAY-OLD BREAD** is mostly used for breadcrumbs which is a common

ingredient in many Italian recipes. They can be flavoured in a skillet or baked with olive oil and herbs. When prepared this way, they can be used to thicken sauces, add texture and flavour to pasta dishes or soups. Breadcrumbs are the perfect replacement for pine nuts in a rich, vibrant green pesto! Day-old bread in an instant becomes bread pudding or an ingredient to make bread itself.



Photo: Aleš Beno

MASSIMO BOTTURA

“There are 60 million starving people in the world, 1.4 billion overweight people and there are 1.3 billion tons of food wasted every year. So, of course it's possible to feed everyone on the planet.”

## “ CASSEROLES, FRITTATAS, SMOOTHIES AND SOUPS ARE ALSO TASTY WAYS TO USE LEFTOVERS

**AGED CHEESE RINDS** can be added to dishes to enrich flavour.

**BRUISED, OVERRIPE OR UGLY FRUITS** can be puréed into all kinds of sauces and creams, added to breads and tarts, as well as turned into sorbets or ice creams — there is almost no fruit that ever needs to be thrown away. Fruits and vegetables can both be pickled and fermented to extend flavour and life.

**How to store fresh food, if we want the freshness and tastes to last?** The new generation of Gorenje built-in fridge freezers comes with the advanced NoFrost technology that ensures intensive circulation of cool air inside the fridge and freezer. This efficiently removes moisture, preventing the accumulation of frost and ice build-up on your food and the fridge and freezer walls. It also comes with many energy-efficiency boosting technologies such as the AdaptTech technology that tracks and analyses users' habits and frequency of opening the refrigerator door to automatically adjust the temperature of the refrigerator just before opening it. DynamiCooling, an advanced fan system that equalizes the temperature throughout the entire refrigerator, ensures any type of food can be placed on any shelf and still have a longer shelf life, while IonAir prevents and eliminates bad odours. Together they create the perfect nature-inspired microclimate for freshness and crispness that last longer and taste better.



### LEFTOVER MASHED POTATOES CAN BE USED TO MAKE: POTATO GNOCCHI WITH PESTO

• 500 g mashed potatoes • 1 table-spoon butter • 1 egg • salt • 300 g flour + flour for dusting

**Pesto:** • 100 g basil leaves • 50 g toasted pine nuts • 50 g grated parmesan • 1 clove garlic • salt and pepper • olive oil

Add butter, egg, salt and flour to the mashed potatoes. Knead until the mixture becomes homogenous. Form the dough into a ball and then divide into smaller parts and roll out into long strips. Dust your worktop with plenty of flour and cut up your gnocchi. Bring a large pot of salted water to a boil, and cook the gnocchi. When they float to the top, cook for another 2 to 3 minutes. While the gnocchi are cooking, prepare the pesto. In a blending cup, add toasted pine nuts, basil leaves, parmesan, garlic, salt and pepper. Blitz the mixture in the blender and gradually add olive oil until your pesto reaches the desired density. Drain the gnocchi and serve with the pesto.



### LEFTOVER RICE CAN BE USED TO MAKE: RICE BALLS (ARANCINI DI RISO)

• 250 g cooked rice (or risotto) • 200 g breadcrumbs • 3 eggs • 40 g grated parmesan • salt and pepper • 1 tablespoon finely chopped parsley leaves • 150 g smoked cheese

**Sauce:** • 5 red peppers • 2 cloves garlic • 100 g feta cheese • small amount of olive oil

In a bowl, add the cooked cold rice, add 150 g breadcrumbs, 1 egg, grated parmesan, salt, pepper, and finely chopped parsley leaves. Mix well to combine. The mixture must be firm enough to form balls; add more breadcrumbs or a little flour if necessary. Cut the cheese into cubes. Form balls from the above mixture, and stuff a cube of cheese into every ball, then close them up again. Beat the remaining 2 eggs. Roll the balls in the beaten eggs, then in breadcrumbs.

Fry the balls in hot oil until golden and crispy.

Serve your rice balls with a roasted pepper sauce. Roast the peppers and clean them, place in a blender, add garlic, feta cheese, and a little olive oil, and blend until you get a homogenous mixture.







Save a significant amount of water by selecting a new generation dishwasher with the highest A+++ energy class



Water is a powerful ally, providing energy, restoring and changing things from the roots. Although it is tasteless and odourless, it boasts an incredible character that disarms. Water does not resist, it adjusts and gently but steadily penetrates, descends and climbs wherever it wants. It changes landscapes, heals, shapes, cleanses.

**What you (don't) know**

Since elementary school, we have known that an adult body on average contains about 70 percent of water, which, as the basic ingredient of all body fluids, ensures normal functioning of the organs and muscles, regulates body temperature, moisturizes the skin, secretes waste, and transfers nutrients within the body. And did you know that as much as 80 percent of the oxygen on Earth comes from the sea, while only 20 percent comes from plants? People cannot live without oxygen and without water they would not survive for more than four to five days. The fact regarding the average amount of water a person drinks during their life is also interesting - about 35 tonnes. Most people drink water only when they feel thirsty, but at this stage the body is slightly dehydrated, which can be noticed on the skin in the long run - it loses its elasticity, becomes dry, wrinkled and with visible damage.

**It's time ...**

Dehydration also leads to headaches, muscle cramps, irritability, and various other problems. Although the seas and the oceans cover up to 71 percent of our planet, only three percent of the total water is potable. Regarding water consumption, it is devastating to see that many people waste water with no after-thought, while people in some countries have no drinking water sources but are forced to use water from polluted swamps or lakes. Whatever the case, the planet has placed us in debt, by giving us one of the greatest treasures. However, since water has been taken for granted for centuries, the reserves of potable water have drastically reduced. It's time to start saving seriously, it's time to pay back our debt to nature!

# THINK BLUE

Perfection comes in simple formulas. Like the one where two hydrogen atoms are connected at an angle of 104.5 degrees with oxygen to create water. It is the source of life. The power of nature. The unstoppable force that drives all living beings and quenches the thirst of mankind.

“ WHY IS WATER NOWHERE IN THE WORLD THE SAME? BECAUSE WHEN IT MAKES ITS WAY TO THE SURFACE, IT ABSORBS THE PROPERTIES OF THE SOIL, INFORMATION ABOUT ITS BIOLOGICAL AND ENERGETIC PROPERTIES



**3 tips for saving water in the household:**

1. Repair all the faucets and plumbing in your house. Incorrect installations can be the cause of unnecessary loss of several hundreds, even thousands of litres of water per year.
2. Turn off the water while lathering up in a shower or brushing your teeth.
3. Buy a washing machine and dishwasher of the A+++ class that consumes the least water.



**WASHING MACHINE**  
SensoCare

**RECOMMENDATION FROM THE LAB**

An appliance of dizzying growth in popularity is called a heat pump (A++). This is a device that, by means of a electric water heater heats in the winter and cools the facility in the summer, while at the same time heating sanitary water. The heat pump brings great savings - as much as 60-75% annually compared to the traditional heating systems (oil, gas). The appliance monitors the outdoor temperature and it evaluates the switch between heating and cooling according to the outside temperature.

**Turning the electric water heater on and off**

Experience shows that it is better to maintain constant temperature of 42-45 °C for an 80-liter electric water heater, and in case of higher consumption, it can be adjusted to 50 °C. It is always better to buy a larger litre capacity electric water heater (150 l) and heat the water to a high temperature (65 °C) overnight when the tariff is cheaper - then it does not need to work during the day because all the heat is accumulated. It is also essential for the insulation of the electric water heater to keep this heat.

**Smart water heaters**

record water consumption from 7 to 14 days, and on that basis, program when water needs to be heated to a higher level or not work at all - this can lead to savings of 15 to 20%. Although this percentage seems negligible, that amount of energy is equal to the energy consumed by a middle class refrigerator on an annual level.



**WATER HEATER**  
OTG Simplicity



**WATER HEATER**  
GBFU Smart



**HEATING PUMP**  
Aerogor ECO Inverter

Consumers are ever more demanding, their criteria are higher and more numerous! Buyers today want an efficient, quick, "smart" and beautiful dishwasher, and yet they expect that its efficiency, apart from clean and quickly washed dishes, be reflected in decreased consumption of water and energy, quieter operation, more diversified possibilities ... in short, they want to be impressed, they want everything.

**Most effective**

In winter 2017, European consumers' associations conducted a dishwasher test. They tested 155 dishwashers of renowned brands and compared them in categories relevant for the overall excellence of user experience and simplicity of use, with washing effectiveness being the most important testing category. Results showed that among the 155 tested models, Gorenje SmartFlex dishwasher, made in the EU, was the most effective.

**More than 16 reasons**

The new Gorenje SmartFlex dishwashers with fully adjustable interior can easily adapt to any amount, type and size of dishes at any time. Contributing to the outstanding energy efficiency and lower water consumption is a broad range of solutions, like the quick 20-minute programme with the SpeedWash function that handles the dishes in just 15 minutes, and the automatic program that adjusts the dishwashing process to how dirty the dishes are and cleans them perfectly. With SmartFlex dishwashers, you can take all the time you want to fill them up enough to start the washing cycle without being reminded that the dishes are stacking up, as the innovative IonTech technology that harnesses the natural principle of ionization neutralizes unpleasant odors without adding any artificial substances. With the TotalDry Technology, doors automatically open once the washing cycle is done, letting out excess steam and letting in the fresh air, thus helping to dry pieces of cutlery, mugs, cups and hard-to-dry plastic

**SAVE WATER  
CLEAN PERFECT**

dishes even better. Gorenje dishwashers take care of you by completely taking care of themselves, and they do that in almost complete silence, reaching noise-levels of just 41 dB, making them one of the most silently performing dishwashers on the market.

And a few more ... pluses for machine washing: well cared for hands that are no longer damaged by detergents for manual washing, preventing your injuries and a lesser possibility of mechanical damage to the dishes.

New generation dishwashers allow for extremely low water consumption, up to 40%, which puts you among those who behave responsibly towards nature and its resources



**... TIME**  
UP TO AN 300 HOURS / 13 DAYS OF "EXTRA" VACATION

Did you know that by washing the dishes in a dishwasher instead of manually, you save about 1 hour a day which adds up to 2 full weeks throughout the year.



**... MONEY**

If we calculate everything we save (water, electricity, power, time), we'll conclude that in two years the dishwasher covers the cost of its purchase.

**NEW GENERATION OF GORENJE DISHWASHERS SAVE AND PROTECT NATURE AND ITS RESOURCES**



**... ELECTRICITY**  
QUANTITY OF ELECTRICAL POWER CONSUMED ANNUALLY BY A REFRIGERATOR / FREEZER

Dishwashers spend 1-2 kWh when they run, while washing the same amount of dirty dishes manually consumes 2.5 kWh of electrical power. Power savings = up to 60%. Daily energy savings of 1 kWh, for all households in Europe means as much as the production of electricity in 2 average-sized nuclear power plants.



**... WATER 200 TUBS FULL OF WATER A YEAR**

Dishwashers consume 15 to 22 l of water when operated (some Gorenje models spend only 10 litres of water) while we use about 103 l of water for the same amount of dirty dishes when washing them by hand. Water savings = 85%.



# TIPS FROM GORENJE LABS

Did you know that from the initial idea for the creation of a product up to its placement on the market it takes an average of two to three years? We explored the Gorenje laboratories, saw hero products in their test phases, and got a lot of advice from Gorenje experts which will help you run your household to perfection.

After speaking to experts from the ovens department at Gorenje, the way we perceive peas and broccoli will never be the same. These vegetables are the fear and dread of standardised testing because their green colour is so sensitive that it became a measure and one of most demanding factors for product acceptance in independent consumer institutions testing. But **did you know that you can cook vegetables perfectly in a microwave oven** (add 1 tablespoon of water for each 100 g of vegetables), or make chips (thinly slice potatoes, dry, and place to bake for 3 minutes at a maximum microwave power or max 1000 watts)? Research has shown that people don't use all the features a particular product offers because they stick to traditional and familiar functions and programs, which they often use incorrectly. Well it's time we change this!



## WHAT TO DO WITH STEAM?

If you want to eat healthy and enjoy the rich flavors, infused with vitamins, minerals, and other nutrients, then the steam oven is perfect for you as it has many features that enable simple preparation of healthy and tasty dishes. You can bake bread in the classic way (fan), but **if you inject steam in the initial stage, your bread will have a greater volume and crispier crust.** You can use different temperatures of steam injection as an aid while roasting meat. Namely, the steam facilitates heat transfer and thus shortens the baking process, making the meat juicier as well. That is why you should cook fish at a lower temperature of 80 °C instead of 100 °C.

## HOW YOU DRY YOUR LAUNDRY

depends on the way you washed it. **If the fabric is thicker and has pockets, you should use an extra-dry program.** New generation tumble dryers have many programs for various types of laundry, and depending on the type of dryer (with a heater, condenser, or heat pump), offers the option of working at lower temperatures and saving energy. The drying cycle always ends with a cooling phase, ensuring that laundry, fresh out the dryer, has normal temperature.



**DESIGNERS AND ENGINEERS DRAW THEIR INSPIRATION FOR THE CREATION, DESIGN, AND FUNCTIONALITIES OF CERTAIN HOUSEHOLD APPLIANCES FROM VARIOUS AREAS OF LIFE, EVEN FROM AUTO SHOWS**



**TRUTH ABOUT WASHING MACHINES** is hidden, just like the secret of their efficiency, in your washing habits! Research has shown that Scandinavian countries wash most of their laundry using cold programs, while the population of Eastern Europe traditionally uses hot water programs even though **it is proven that 99% of microorganisms die at temperatures up to 40 °C.** Washing at 60 °C is enough for disinfection, and it only makes sense to boil those clothes that are in direct contact with the skin, especially baby skin, even though this is unnecessary as well.

When purchasing detergents, bear in mind that powder detergents are much more efficient because they contain a whitener that is not added to liquid detergents. For this reason, it is used to wash intimate wear and very dirty laundry, while liquid detergent is recommended for washing coloured fabrics, because, among other things, it causes less damage to the clothing.

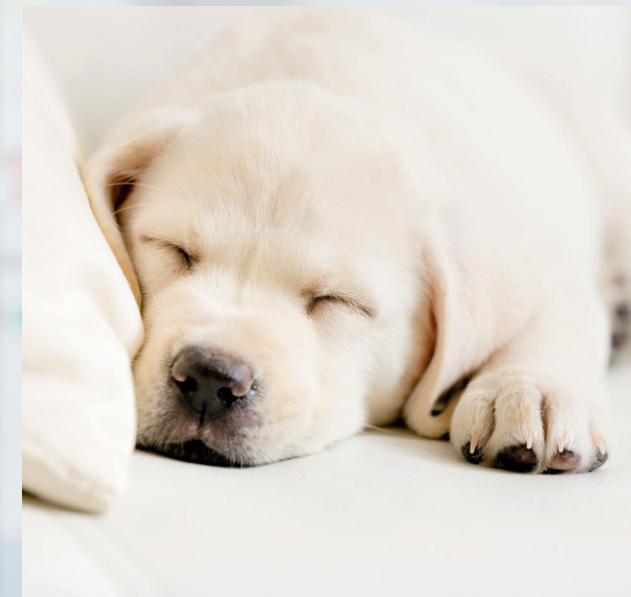
If you have problems with removing stains, know that **a stain always has to be "treated" before washing** (cold water and rubbing in a special product), but you should never let it dry. The inside of your washing machine must be cleaned once a month: remove detergent and fabric softener residue from the dispenser drawer, and turn your machine on a high temperature program. Also use powder detergent for this procedure, and if you add white vinegar to the machine (via the dispenser drawer or directly into the drum), you will get rid of any unpleasant smells that can transfer onto your clothes. And one more thing – **leave the door of your machine open after every wash** so that the inside can dry.



Washing your dishes in a dishwasher has positive effects on the environment because this cleaning method uses less water and detergent, and **if you were wondering which cleaning agent is the most effective, the answer is – gel.** It may be slightly more expensive than other agents, but its usability is virtually 100%, and will not damage delicate dishes like powder detergents can do with prolonged use.

Powder is, among other things, also more difficult to dissolve and break down, and may leave residue in the dispenser drawer. Combination agents in the form of tabs (cleaning, shine, and water softening function) work well with classic washing programs. Namely, all of these combined agents favour certain conditions (program duration, temperature, etc.), and so shorter and other special programs may affect the (non)usability of the tab, and may even cause poor drying results.

**IF YOU HAVE A PET WHOSE HAIR OR FUR GETS STUCK IN YOUR WASHING MACHINE, PULL A NYLON STOCKING ON YOUR HAND AND RUN IT OVER THE INSIDE OF THE MACHINE**

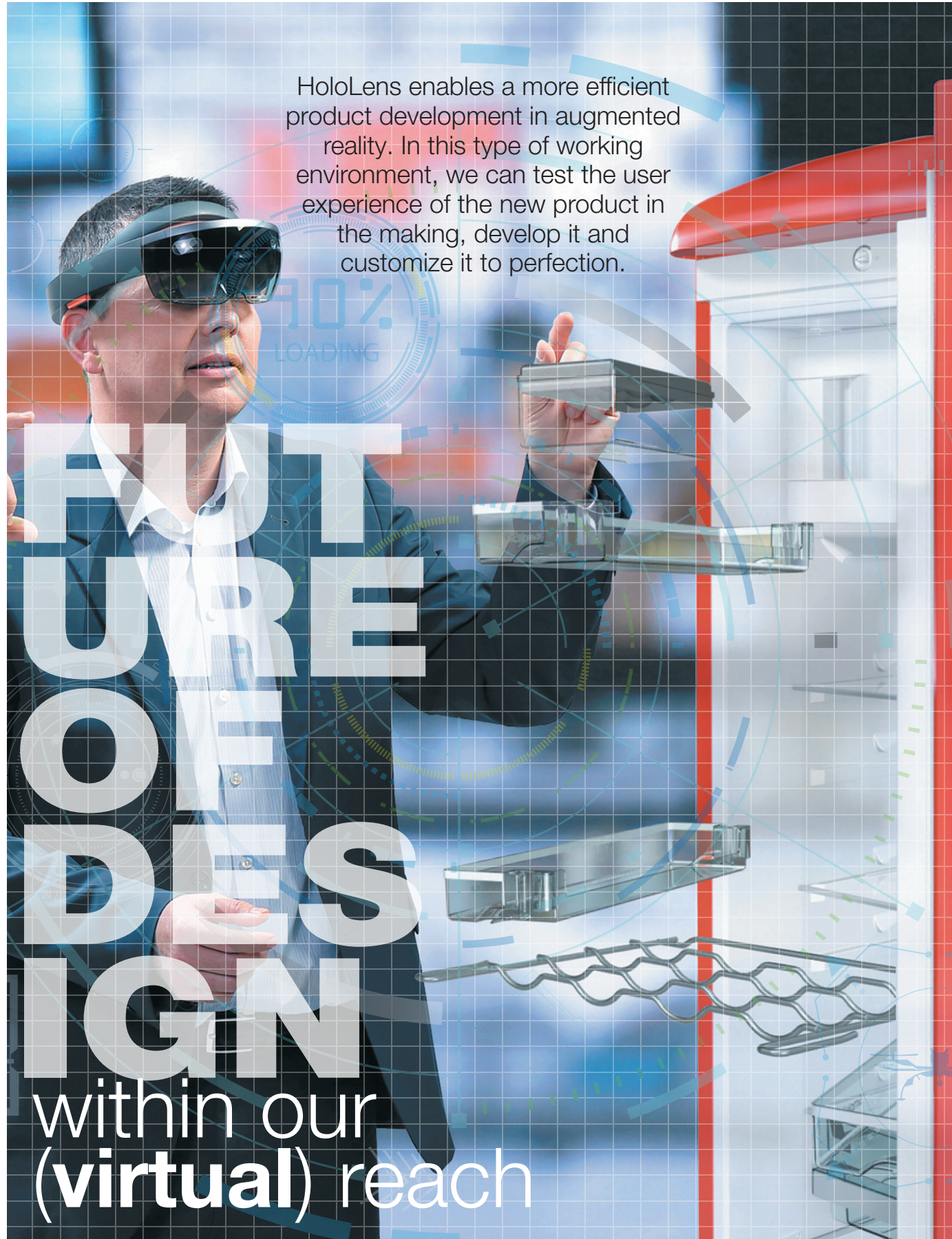


**Secret of cleaning products**



HoloLens enables a more efficient product development in augmented reality. In this type of working environment, we can test the user experience of the new product in the making, develop it and customize it to perfection.

**FUTURE  
DESIGN  
within our  
(virtual) reach**



Owing to the latest technology, the future is becoming more 'tangible' today. HoloLens enables a more advanced and more efficient product development as it uses AR to blend 3D objects into the physical reality.

**ALWAYS A CHANCE FOR A SECOND TRY**

AR enables designing, adapting, changing, and analyzing the constitution and design of a product that will eventually become a real product. You can control and 'form' holographic images using hand gestures, gazes, vocal instructions, or using a wireless remote control. Holographic images are simultaneously replicated in your current physical reality. It also enables faster and better cooperation of key departments in developing new products. But with so many benefits, there are bound to be some weaknesses. Matej Kebrič, 30-year-old industrial designer and mechanical engineer at the Gorenje Group R&D Competence Center in

Velenje, Slovenia, is one of the first users of the HoloLens goggles at Gorenje and also one of the first to notice a few weaknesses: "Because of limited field of view of the holographic image you have to stand far or close enough to the hologram to see it completely." To avoid 'disappearing' holograms, you simply have to get used to proper movement and positioning, which only requires some practice, he adds optimistically. With a positive attitude, the right expertise and use of cutting-edge technology, Gorenje is taking decisive steps towards a more digital future that we can (re)form and change already today and over and over again, until we design the best possible results.

**“ HOLOLENS ENABLES BETTER COOPERATION OF KEY DEPARTMENTS ON DEVELOPMENT OF NEW OR IMPROVING OF EXISTING PRODUCTS**

**IMAGINE YOURSELF ...**  
... standing in a R&D lab. Using the HoloLens goggles, you can design, change and choose what a new refrigerator model will look like, try adding different elements, search for the perfect interior layout, play with different shapes, colours, and dimensions, test more complex designs, and analyze them in each step and from all viewing points.



**“ BY USING THE HOLOLENS WE CAN CARRY OUT AN ENTIRE DEVELOPMENT PROJECT - FROM AN IDEA TO THE USER**





# SMALL IDEAS big SOLUTIONS

Can a small apartment of 37 square meters become a modern multipurpose living space, as well as an office? Check it out and get inspired!

Creative solution of the apartment: Mirjana Mikulec

## GOING SMALL

**FURNITURE MOBILITY** is especially desirable in multifunctional spaces. Tables of different dimensions look like sculptures and are easy to move around. Moss has been placed by the entrance to bring a dash of greenery to the space. The specialty of the kitchen is its "invisibility". All of the elements are skilfully hidden with doors that open up like an accordion. The corner next to the kitchen serves as a dining table for one person or as a work desk, and when it is not used, it can be folded and hidden in the closet.



### THE RIGHT CHOICE COLOUR AND TEXTURE

The walls are light gray, which feels warm. The ceilings are adorned with white stucco that gives the whole space a traditional feel and creates an effective counterweight to the industrial floor. All furniture, made to measure of medium-density fibreboard in a gentle shade of gray colour, is for the most part hidden away. Blue also dominates the space, on some closet parts and curtains. Some objects are multifunctional, just like the space itself.

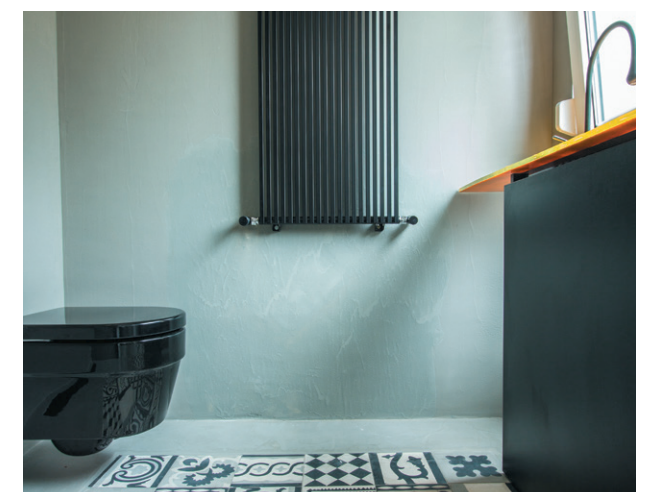
The closet, which hides part of the supporting wall, turns into a bed, while a work desk is lowered from the front of the closet.



Photo: Darko Mihalić

### DESIGN AND EXPRESSION

To make the bedroom turn into a living room, all that's needed is to lift up the bed, which then becomes part of the wall. And the work desk can be folded and hidden in the closet. Wallpaper that imitates shelves gives depth of space to the wall above the bed. The bathroom has a foldable shower and washbasin faucets, and the washbasin is made of one-piece cast glass. A harmonious whole is complemented by a black, designer radiator, and lamps normally used in the workplace. The central part of the floor is decorated with ceramic tiles that look like a carpet.





why  
do  
WE

# LOVE RETRO

## COLOURS AND PATTERNS

The use of colour used to be limited due to the cost, but ultimately it became the most outstanding feature of the retro style. Given that designers had to limit the use of colour in their work, they mostly used two-tone colours. Sometimes they would choose the main colour and mix it with a few selected colours to create a unique theme. In terms of patterns, the retro style simply adores geometric shapes and floral patterns.

## INTERIOR DESIGN & FURNITURE

It's everything but traditional. Simple lines and strong colours catch the eye. Psychedelic patterns, overflowing colours, and low tables for serving coffee are the symbol of the 1960s. The slow disappearance of elegance and turn to massiveness with avocado green, earthy brown, ripe wheat colour and orange marked the 1970s, while the following decade felt the influence of art déco and country style with patterns ranging from geometric to floral. One piece from your favourite era can take on the main role in your living space and determine all the other elements, and if you combine styles from different decades, you can combine them well under a common denominator, for example, a colour for a more harmonious result.



## HOUSEHOLD APPLIANCES

Curved lines, pastel colours and emphasized metal parts were popular in the 1970s, and to the satisfaction of retro-lovers this style evolved. A lot of thoughtful design solutions created so many decades ago can brilliantly be combined with the contemporary simple design of kitchens that we love today.



## FASHION & HAIR STYLE

Retro pieces in a newer version (retro cut with a modern pattern or vice versa) guarantee a unique style. Polka dots on a bell-shaped dancing dress with mandatory red lipstick cannot go unnoticed. When it comes to hair, the best of the best always comes back in some form or another. Quiffs with pony tails, teased hair with specifically longer bangs made famous by Brigitte Bardot or short slicked back hairstyles worn by Twiggy are an inspiration for today's stylists.

## RETRO GAMING

It is interesting to note that with all the benefits of new technologies and perfect graphics, there are now numerous fans of retro computer games. They will always give precedence to an old-fashioned feel on thinner and lighter than ever monitors to innovative novelties from the gaming world.



Favourite retro icons include **LP RECORDS**, old gramophone cases, analogue cameras, typewriters, chairs



Nostalgia is to be blamed, as this style takes us back to the past and invokes beautiful memories. That is why the work of contemporary designers who grew up at that time is influenced by styles from an earlier time.

The retro style without adequate dosing may be somewhat strange, unusual, marginal, or even kitsch, while thoughtfulness and the right measure create fabulous objects, excellent styling and pleasant surroundings. It consciously imitates trends, music, habits or attitudes from the past, from the 1960s to the 1980s, and designers looking for inspiration there justify themselves by saying that without looking into the past, it is

impossible to build the future. Already at first sight, the retro style should remind the potential users that they have already seen something similar and that beautiful memories are associated with it. Design should be fun for both the designer and the consumer, and emotionally connect them because they both went through the same experience. This is how this special relationship is created, making the modern retro so special and popular.



# TELL US how you live WE'LL FIND YOU a vacuum cleaner

Different personalities and lifestyles are an inspiration for experts in creating technologies which provide household appliances with two completely opposite characteristics at the same time - almost surreal in terms of their efficiency, yet human at times when they become man's ally in improving the quality of life.

## PET LOVER

**BEAT THAT FUR!** The challenge from an organized realist who knows that keeping his home clean with his playful Felix is a goal that's difficult to obtain without constantly using the sticky roller for collecting hair.

**P**et owners are patient and caring people. They are communicative, tolerant, open to new experiences, and are often the initiators of conversations in a group of people who don't know each other. They know how to take time for themselves and to enjoy the little pleasures in life. But the struggle with animal hair is a never-ending task for them. The hair sticks to the clothes and covers, gets into the couch and the other bits of upholstered furniture, and are almost an integral part of every carpet in the home. That is exactly why they need a reliable and powerful vacuum cleaner that will enable them to cope with these demanding tasks. The more extensions for precise and detailed vacuuming - the better!

### PET BRUSH

Ideal for cleaning your couch and massaging your pet



**“ ACTION BUFFS, AS WELL AS THOSE WHO PRIZE THEIR SOCIAL LIFE, APPRECIATE FAST AND EFFICIENT APPLIANCES WHICH “BUY” THEM EXTRA FREE TIME**

## ACTIVE PEOPLE

**WHAT CAN YOU DO AND HOW FAST?** What active people who like efficient and fast appliances with as many functions as possible will always ask.

**M**any people have a dynamic life full of activities or even socializing with friends and acquaintances. It is their nature to prioritize everything that makes them happy, and cleaning is certainly not on that list. They insist on comfort and pleasure, they will always accept an invitation entailing action, and they are great hosts. In their home you

can always eat and drink well, and delicious aromas always emanate from their kitchens. Every detail in their house or apartment is designed for maximum relaxation. Although they do not adhere to strict order in everyday life, they like things to be in their place. That is why they need assistants in the form of household appliances that will offer them maximum performance with minimal effort.



**2 IN 1**  
Cordless and bagless stick vacuum cleaner



# “THE LIST OF ACTIVITIES IN BIG FAMILIES IS INFINITE, SO THEY EXPECT A VERSATILE DEVICE THAT KEEPS UP WITH THEIR TEMPO



## FAMILY WITH KIDS

**CAN YOU REALLY DO IT ALL?** That's the question owners of creative disorder in families with children often ask themselves. This is why it's important to always be ready for everything that can happen.

**A** home with children is always loud, fun and relaxed, and every moment is unpredictable and exciting. Adult household members are prepared for unexpected scenarios, and the little ones for adventures. The list of activities is infinite: porridge is prepared, juices are squeezed, cookies baked and hungry mouths, which usually do not want to see anything green on the plate, are fed. Pastels and water colours are used to depict scenes from the neighbourhood. Natural materials

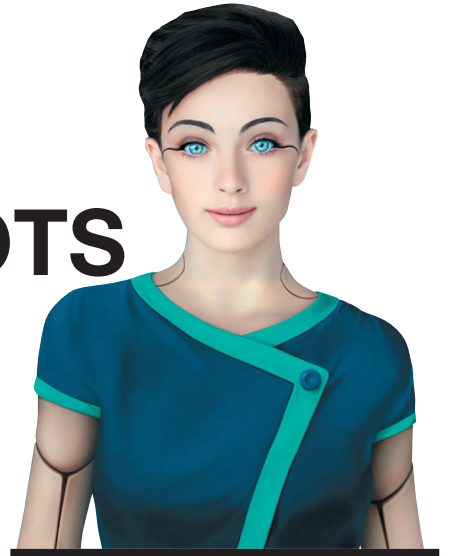
are used to do homework, create educational posters, or gifts for family members. Games are played, kids cars driven, dolls combed, and building blocks used to make the tallest architectural wonders. The moms and dads know well that in this environment only the most daring and the most challenging players win.

**G-FORCEPRO**  
Fearless family member



# Meet Anna!

## INTRODUCING CHATBOTS



Chatbots are quickly becoming the new normal of user experience, that is, a more pleasant, more personalized and more simplified user experience.

Chatbot is a computer programme (or an app) that users interact with in a computer assisted conversation. It usually takes the form of a human-like avatar and can communicate with text, cards or speech recognition.

Gorenje, a brand in the forefront of technological advancements, is embracing all the latest technology and to simplify users' lives as much as possible, Gorenje is also launching a new dimension of communicating with them.

The playful, **sparkly personality of Anna**, the Gorenje buying bot, will interact with visitors of Gorenje websites in human-to-human like conversation, as her responses and reactions will be based on visitor's answers. She will guide them through the home appliance seeking or purchase process, where one needs to consider a lot of different factors and information. Anna will do that for him.

## Anna

### The Gorenje chatbot and your very own personal buying assistant

Hello! Welcome to Life Simplified.

My name is Anna, I am the Gorenje bot. I can help you with interesting tips & tricks, answer your questions about products or I can help you find the perfect appliance that matches your needs.

Are you looking for a new appliance?

Yes

I am happy to help! What category of an appliance are you looking for?

Dishwasher

Do you collect a lot of dishes between washing ups?

Not really

Yes, often

In that case a smaller dishwasher might be better suited for you. Look for a dishwasher that can take 9 to 12-place settings.

A perfect little helper is all you need!

Going big, huh? :-)

If you have a big family, or just a lot of dishes, you'll need a lot of space. I'd suggest you look for a model with 14-place settings or more, that has plenty of space for utensils and coffee cups.

How about the environment? Are you interested in a model with lower energy and water consumption?

A little bit

I do my best to save on costs and energy

Great! Purchasing an energy-efficient dishwasher with low water consumption can cut your costs and help the environment.

Dishwashers in the A+++ class are the most energy efficient and can save you the most money.

Small steps are important! Based on your preferences, I'd suggest a dishwasher that has A+, A++, or A+++ ratings.

The higher the ratings, the bigger the savings on energy, water and monthly bills :-)

Now let's simplify your life :-)  
Based on your preferences, check the best suited dishwasher for you [bit.ly/SmartFlex](http://bit.ly/SmartFlex)

If you need anything else, just type help.



# Growing smart

With “out of the box” thinking and approach to child upbringing, children of parents with a modern world view who dare to explore, will develop happily.

**P**edokinetics provides parents with innovative possibilities for child development. This is a system designed by sports pedagogue Andreja Semolič, combining knowledge of the body and mind connected to the study of Kinesiology and the Feldenkrais method. The latter was designed by Israeli engineer Moshe Feldenkrais in order to reorganize the relationship between the brain and the body, thus enhancing movement and the psychological state, and improving wellbeing through a conscious analysis of neuromuscular activities through exercises that enhance flexibility, coordination and scope of movement. It is a unique combination of technical sciences, psychology and martial arts.

## PLAYFUL EXERCISES

Parents who have gone through the courses are thrilled. Most of them found out about pedokinetics while searching for something to learn how to best hold their babies, carry them, guide their motor development in an ideal way for them, without placing them in a mold. This group includes parents of neonates and babies that were not within the prescribed activities for a given age at the given time, and also of children whose developmental process was within medically prescribed parameters, but who were looking for something more so that their development could be even simpler, providing them at the same time with an even more solid interconnection. Playful exercises - or pedokinetics, as they are called - teach parents how to create a good relationship with their child through day-to-day care, how to distinguish between touches and communicate and feel through them. This technique opens up a completely independent path of child development without unsuitable incentives, for instance incentives for a baby to sit if she is not ready for it, according to her individual development.

## NUTRITION IS ESSENTIAL

In order for babies to be ready for any challenge and develop properly, they need a high quality diet, especially when other foods are introduced along with breastfeeding. Fruit and vegetable purees with the addition of cereals, and later meat are the best choice.

“ **STEAM WILL PRESERVE THE PRECIOUS VITAMINS AND NUTRIENTS IN THE FOOD. FOOD WILL RETAIN NATURAL COLOUR, SOFTNESS, JUCINESS AND FULL FLAVOUR**



## PREPARE FOOD WITH STEAM

because it's fast, simple, and healthy. One of the most important things is preserving precious vitamins and nutrients. Using steam, you can also effectively sterilize pacifiers, teethers, and other small objects used by babies, in a natural way without any harmful chemicals.

“ **THERE IS A LOT TO DO WHEN YOUR BABY ARRIVES ...**



## SECRETS OF THE KITCHEN AND COOKING

Why wouldn't the time you spend in the kitchen also be pleasant for the baby? Assign a cupboard or a shelf for your baby, and he will be happy to help you cook in his own way. A baby can play with pots, pans, lids, and spoons for hours. This will also soothe the baby's desire to make some noise. Be smart and choose a wooden spoon! Spur the baby's desire to explore by turning a pot upside down. What's hiding under the pot? What's hiding under the lid?



## Two Red Dot Awards for superior design by Gorenje

**In a competition of 5,500 entries from 54 countries, the expert committee awarded the outstanding design of the new Gorenje multifunctional ovens and gas hobs.**

Lidija Pritrznik, Product Design Director for Gorenje, says that the Gorenje design team is proud to receive the prestigious Red Dot Awards for yet another consecutive year: "This time we again stood out among thousands of entries from all over the world. Both awarded products are a result of in-depth research and understanding of our consumers' preferences, carried out by our design team and a broader research and development team. The oven boasts the intuitive and user-friendly color display, while the gas hob with extra-large and completely flat cooking surface enables effortless cleaning and use. These and more thoroughly thought-out solutions guarantee to simplify the key challenges in daily preparation of delicious quality

dishes." Design is an important part of Gorenje's vision, as we aim to become the most design-driven innovator of home appliances in the world. By distinctive and high quality design, together with notable

collaborations with world renowned masters of design we have been standing out as a trendsetter in the home appliance industry for many years.



### The Simplified Roadshow in Hanoi

In January, Gorenje Vietnam organized a 10-day roadshow campaign to promote the brand in the capital Hanoi. Eight promotion girls with Gorenje polo shirts and customized bicycles cycled around the main streets to catch the attention of pedestrians and distribute flyers. The first campaign was a success with a significant increase of social media followers.

### An underground spectacle

150 guests from the business world gathered at a special presentation of the new generation of SmartFlex dishwashers. The new masterpiece from Gorenje was disclosed for their eyes only in the concert hall of the Postojna Cave. The guiding theme of the event were the colour blue and water, without which there would be no Karst underground beauty, nor would there be any dishwashers. Due to its natural characteristics (such as moisture, droplets of water ...) the Postojna Cave is an excellent allegory of the interior of the dishwasher.



## Brace yourself for the Hypnotic Game

**Gorenje was present at the draw for the Men's EHF EURO 2018 for the first time as the Official Sponsor.** The 16 men's national teams to compete for the European title in January 2018 were drawn at a lavish event held in Zagreb's Lisinski Concert Hall. Assisting with the draw were top players Igor Vori (Croatia), Kristian Sæverås (Norway), Gergely Harsányi (Hungary) and Gašper Marguč (Slovenia) with whom we also had an

opportunity to talk at our Gorenje stand. An audience of 1,800 watched the draw for the Men's EHF EURO 2018, and many others watched it on LED screens in front of the hall and through social media broadcasting. Gorenje was present in front of the Lisinski Hall with its first sponsorship activation. The visitors had the opportunity to throw handball balls into the "net" of the washing machine.



### Gorenje launches a line-up of Spartak branded appliances

**This year Gorenje has extended its partnership by launching a line-up of Spartak-branded domestic appliances:** a kettle, a toaster, scales and a refrigerator. "Gorenje wanted to create something unique for Spartak, since they haven't seen any other football club in the region provide such products to their fans," said Franjo Bobinac, President and CEO of Gorenje Group. Among the Spartak branded products is also the legendary Gorenje Retro refrigerator. Through a partnership with Spartak Moscow football club, Gorenje is increasing its brand awareness throughout the whole CIS region as Spartak is the most popular football club in Eastern Europe.



Photo: G. I. Tepeš / HRS

### ICE MAKER No.1 in Austria

Falstaff, one of Austria's leading lifestyle magazines for culinary lifestyle & travel, has tested and published a list of the five best ice makers in the May 2017 issue and placed Gorenje ice maker IMC1200B as No. 1. With it you can make up to 9 ice cubes in 10 minutes or up to 12 kg of fresh ice per day. This lightweight and portable ice maker is perfect for use in the comfort of your home, in the office or in a camp. No doubt, this is the coolest small domestic appliance for the summer.





**gorenje**  
BY  
**ora ito**



**MAGICALLY  
SIMPLE.  
SIMPLY  
BEAUTIFUL.**

THE NEW  
COLLECTION.

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

Just a magician produces an illusion by the sleight of his hands, so you can flambé with the greatest of ease. Everything is possible with the new collection of kitchen appliances designed by Ora Íto. They are

simple, intuitive and integrate the best that technology has to offer. Feel them. Touch them. Enjoy the timeless perfection of their design.



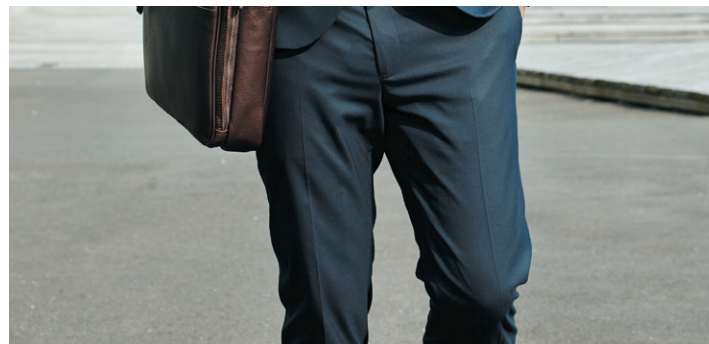
# EVERYBODY WANTS a piece of you?

Then it's time to learn to say no, for the sake of your mental health.

Can you remember the last time you looked up at the starry sky, made yourself your favourite drink or took the time to read a book? If you haven't taken a break yet, everything will seem just fine, because you are performing the daily routine mechanically. When you seriously start to wonder what your goals are, where it is all heading, and what was the last thing you did – than you will find you have a problem. And you are not the only one! On a modern man's average day, the ratio of obligations to activities we enjoy is almost devastating for both the body and the mind. Obligations are a given, because we simply cannot be free from everything, while having a family, work and a social life at the same time. But it takes real art to balance all of this into a harmonious set of activities that allow us to be happy. Truly, and according to our own rules.

## How to break circle of obligations

It's easy to say, but it's hard to get out of the routine and leave the vicious circle. Once you do, you will realize it was worth it and you will continue with changes in that direction. You must first perform the action from the beginning of the story - stop and ask yourself a few questions. Take a look at your priorities, wishes, activities, people who surround you ... On this list (a piece of paper and a pen will come in handy), put down everything - from morning routines, driving the children to kindergarten, school or activities, work, meetings, household duties ... You will quickly fill up the entire day with activities and people. Where are you in all of that? What on that list makes you happy? Well, to get to that, you will have to start cleaning, and you can do that efficiently only when you start refusing, when you start saying NO to yourself and others. Think which action you can do without, which processes can be shortened and



which can be skipped altogether, which sports activities you are overdoing, can you organize some things better (for example, talking with other parents about driving kids and taking turns), how you can save time and energy through smart household appliances, which people always keep you longer than you would like and what (or who) ultimately gives you a "bad" feeling.

## Look up! Even more!

Once you come clean with yourself, transfer what you have become aware of to real life and always start with small actions. Namely, as much as leaving the routine can be good in the long run, sudden changes can also cause stress and make you go back before you feel the benefit of your new thinking and action. Another thing: when you walk, don't always look at the ground or eye-level. If you look up sometimes, observe balconies, façades, and tree tops, or note the details and consciously breathe in a fine scent as you are passing by - it will feel as though you are waking up from centuries of sleep. A good feeling!

## POLITE REJECTION

Deep within us there is a need to be agreeable to others so they will love and appreciate us. But your own well-being should be the starting point for final decisions. Saying "no" is not easy, but you can reject someone without offending them. Although in many cases we should not have to justify ourselves, pre-planned commitments are a standard excuse. Some people will handle rejection easier if it's "gentler", for instance delaying it by saying you'll think about it and get back to them, and you can then send your rejection by e-mail.

## AN ARGUMENTED "NO" IS PARTICULARLY APPRECIATED AT WORK

We often lose precious hours in long communications or arranging meetings on problems that could be solved through several e-mails. But if you set your priorities on time and clearly communicate them with others, if you are aware of deadlines you must respect, you will start getting rid of everything that's taking away your attention. When you say "no", you show in the right way that you have a plan, a vision and an opinion. An elaborated rejection of someone's request will not be taken in the wrong way. And remember - if you do something that's not important well, it will not automatically become important.





# THE POWER of a good sleep

It is almost unbelievable how many ways sleep affects the quality of life. Getting rid of the dark circles under your eyes and a better mood are important, but we bring you many more serious arguments for a quality sleep.

“USE SIMPLE RELAXATION TECHNIQUES BEFORE BEDTIME. BREATHE DEEPLY, CLOSE YOUR EYES AND VISUALIZE A PEACEFUL PLACE

We spend a third of our lives sleeping, but it is still not fully explained what happens to us then, although it is clear that sleep processes are as important as the diurnal ones. The human organism is a complicated machine in which functions support one another, and a lack of sleep will greatly affect your emotions, overall energy, and decline in productivity, with the onset of irritability and apathy.

## What are the ideal conditions

It would be ideal to sleep 7 to 8 hours a day, but the need for sleep is specific for each individual. Sleeping less than 6 hours and more than 10 hours is considered unhealthy. Keep in mind that the length of sleep affects digestion, and sleep disorders are related to cardiac health, stroke, elevated blood pressure, arthritis, and premature aging. The circumstances in which you sleep are also important. The room temperature should be between 15 and 18° C, humidity between 50 and 60 percent, and the room should be well aired out at least 20 minutes before bedtime. It would be ideal for the soundproofing of the room to be as good as possible so no sounds disturb your sleep, otherwise use earplugs and an eye mask if the room is not dark enough. Say a huge NO to watching TV, reading or dining in bed, because these habits hurt the quality of a night's rest. A routine, i.e. going to bed at approximately the same time each day is also beneficial to health. A possible nap is recommended early in the afternoon, not longer than 20 minutes. Drowsiness affects the speed of physical reactions as well as decision making, and insufficient sleep for just one night is comparable to driving after drinking alcoholic beverages. The importance of quality sleep is best seen in children - unlike adults, if they don't get enough sleep, they can become hyperactive, and school children have a hard time following classes, learn with greater difficulty and have impulsive responses.

## Have you heard of the sleep revolution?

The digital revolution has a bad impact on the quality of sleep, explains Ariane Huffington, one of the founders of The Huffington Post, in her book *The Sleep Revolution*. Many people wake up in the middle of the night, check their messages on their cell phones or read the news. But we also got gadgets aimed at improving the quality of sleep. Sleep trackers, which are placed on our arms or next to the bed while we sleep, provide us with incredible insight

into a phase that makes up a third of our lives. It notes body activities and this information is used to raise sleep quality. Huffington also points to the problem of today's living - the growing expectation of 24/7 employee availability, creating stress and discomfort. "The sleep revolution comes with napping rooms, more flexible working hours, and business leaders who want a healthy environment for their employees," Huffington points out.

## MEMORY AND LEARNING

While we sleep, the brain is very active. During that time, we strengthen our memory or 'practice' the skills mastered while awake. Experts call this process consolidation.

## CREATIVITY

Although ancient texts note that Leonardo da Vinci slept for only an hour and a half a night and 15 minutes every 4 hours, while even 12 hours of sleep a day was not enough for Goethe, before you pick up a brush, chisel or keyboard, allow yourself the recommended amount of sleep from 7 to 8 hours. During that time, the brain restructures our memory, including the parts associated with emotions, which can stimulate creative processes.

## APPETITE AND SHAPE

If we do not sleep enough, certain hormones in the blood grow and trigger our appetite. In fact, the same area in our brain controls sleep and metabolism, so their connection is clear. Research on professional athletes showed that those who slept 10 hours a night for 7 weeks were faster, had greater endurance and were generally less tired.

## SILENT MODE OF HOUSEHOLD APPLIANCES

During the night, the silent mode of new generation household appliances will not disrupt your sleep. Even on the highest spin cycle, the noise from the SensoCare washing machine will not be louder than a normal conversation, due to its high-quality power components and insulation. The quietest SmartFlex dishwashers operate with a declared noise level of 41 dB, which is equal to a whispered conversation between two people. The inverter motor in tumble dryers does not use brushes, so it is significantly quieter. New air conditioners are equipped with adequate airflow through the device even at low speeds, which allows for quiet operation.



The rising sun symbolizes new hope, **NEW POSSIBILITIES** and opportunities. Build the success of the upcoming day on the morning's positive energy

# WHAT'S SO GOOD ABOUT mornings!

Tomorrow is another day! - is the famous sentence by Scarlett O'Hara from the even more famous movie "Gone with the Wind". It is legendary because its simplicity contains all the strength of a new beginning. A new beginning starts with a new day and morning, and an efficient morning routine is at the top of the to-do list of most successful people. In fact, research has shown that mornings have special energy, ideal for working on yourself, so if you get up earlier to prepare in peace for the day ahead,

with a calm spirit you will be much more organized and productive. All the morning stress which is transferred to the whole day, is a consequence of poor time management, which results in being in a hurry and running late.

**The first 60 minutes are crucial** Avoid this through good organisation the night before, when you can define the morning routine. Yes, routine! This is a system of small activities, always the same and in the same order, which

give you the opportunity to organize yourself in peace and quiet, create good energy and the right flow of thoughts for the challenges ahead of you. The entire day will depend on the success and energy of the start of the day, and waking up earlier and the routine within the first 60 minutes are crucial. During that time, you should include as many quality activities which will make you love mornings and start the new day with a smile. Considering the differences in human personalities and needs, everyone has to create

their own winning combination of morning activities. For starters, go to bed earlier, so you can get the most out of the relaxing, quiet morning atmosphere. As soon as you wake up, drink a glass of water to trigger the metabolism and rehydrate your body, while an addition of freshly squeezed lemon will positively affect your shape. If you set aside 15 minutes for easy exercise and stretching, or walk your pet a little longer and more actively, you will feel the positive effects of your new morning routine in just a few days. Then you will be even more motivated to adopt good morning habits.

**Mornings without media stimuli**

Dedicate at least five minutes to your mind. Try to completely empty it and relax as much as possible. Meditation is a skill that's acquired, so do not lose your patience. It will already be a great step ahead if you start your mornings without reading newspapers or e-mail and watching television. When relaxation becomes your morning routine, you will discover how much more focused and productive you are, greatly decreasing your daily stress. Then it's time for your healthy breakfast and coffee so you can plan the day and be focused on goals and tasks.

**Look good in order to feel good**

Every morning jump into a cold shower, to refresh yourself and improve your circulation (you must get used to it gradually). It takes only 3 minutes. After brushing your teeth and getting dressed, the beauty routine is next. Apply a moisturizing cream and your usual make-up on your face and do your hair: you will look good and feel good, exuding self-confidence. And finally you're ready for a new day!

*Perfect curls in 4 steps*

Do you often have the feeling that forming curls is mission impossible? **Just go for it!** We have prepared some crucial tricks for creating perfect curls that will be able to cope with all challenges of your lively day.

**1** Use a larger hairbrush when drying your hair.

**2** Divide the hair into strands.

**3** Wrap them around the curling iron.

**4** Cooled curls last longer.

“ **GOOD MORNING HABITS MAKE US MORE ORGANISED, PRODUCTIVE, HAPPIER ...** ”



**HAIR (& BEARD)**  
 Look for the right type of shampoo for your hair needs because hair responds to various grooming products - you can get more volume, you can tame it, get rid of dandruff or condition it. A step further is the use of a conditioner. One more piece of advice that does not apply to women, but they will very much appreciate it on you - use a conditioner for your beard as well. Regardless of its length, it will look much neater. Also, do not burden your hair with too many products for modelling it, such as gels and mousse. Instead, use wax or silicone.

**FOR HIM**

**HYDRATION**  
 Apply moisturizing cream to your skin at least in the morning after washing. Dry, wrinkled skin is rough and unattractive. The same holds true for lips (products with bees wax and vitamin E are good), as well as hands. Another thing ... during the summer, make an extra step towards grooming - use a cream with UV protection.

**HOW TO PUT ON PERFUME**

There are several key places - pulse points - where perfume is applied. When you put it on your chest or the base of your neck, the perfume combines with your natural scent and pheromones, creating something specifically yours. You can also place it behind the ears and on your wrists, but make sure you do not rub it into your skin, as friction will break the molecules, causing the scent to dissipate more quickly.

**A WOMAN'S GUIDE TO**

**MEN'S beauty**

**EYEBROW GROOMING**  
 Do not shave the area between the eyebrows, but pluck it. Women know why!

It's time to face the truth - we're at the threshold of an era when men are becoming women's equals in terms of the time spent in front of the mirror. So let them hear some women's advice.

**GENERAL RULES**

Apply to your basic hygiene: showering, using deodorants, clean teeth and fresh breath, groomed nails on the hands and feet and cared for skin. Hygiene is imperative because it suffices on its own, while without it, no cosmetic product can help you. However, try to spend less time on it than women, mainly to appear more laidback.



I WILL NOT COOK! NOT ON THAT OLD PIECE OF SCRAP METAL ... has become my standard excuse for buying new kitchen appliances. And now I can't even hide from the kids anymore that I upgrade my oven more often than my mobile apps.

**D**id your mother cook? She didn't. Then it dawns on me, because I'm frequently surprised when I notice a group of my fellow men sitting in a cafe and talking about cooking. I know, the introduction is not politically correct. Really, women aren't created to cook, or men to change tires. Still it seems certain things in life are predetermined. My idols were footballers, bands, singers, but quite certainly not chefs. I have only recently found out about male cooking as a special skill and I was flabbergasted to find how little I had in common with the various chefs. I could not understand that my childhood was obviously lacking, because it was mainly my mom who cooked, and not my dad. Likewise, I could not comprehend this fascination with sautéing, reducing, frying, and all these "thermal food processing" procedures. From the start, I considered everything fake. After all, it's just food. We have to eat, it is great when it's not burnt and it's certainly a good thing if it tastes good. But to stare at the TV for

**I COULD NOT COMPREHEND THIS FASCINATION WITH SAUTÉING, FRYING, AND ALL THESE THERMAL FOOD PROCESSING PROCEDURES** hours on end, watching him play with pots and pans is painfully boring. It is even more idiotic to catch yourself taking a photo from above a pasta with something (at least basil for sure) and publishing it on one of the social networks. And now you will

say, here we go, a dinosaur, a hick, a redneck. He is the one who hates the kitchen from the bottom of his heart. Absolutely incorrect. Although I still think that something that is reduced and thermally processed goes through me too quickly for me to be bothered with it, I actually worship the kitchen. Why? I guess because (again the stereotype) most of us dinosaurs love gadgets. I remember that new fridge, I could not stop myself from opening it. There is something beautiful in that coldness coming out of it and that discreet lamp, especially in the case of the forbidden night meals. I know it sounds strange, but I was never indifferent as to the appliances I would buy. In fact, I chose the last stove top myself. I felt like I did when I was buying a new car. Induction, timer, and those small LED lights that switch on when you run it ... To make things more interesting, when I tried to consult with my better half, she laughed, saying that she would leave the choice to me because she knew how sensitive I was to that, so my choice would surely be top. SENSITIVE?! TO OVENS? ME? At first I thought she was being ironic, but probably because it was just humbling how easily my wife saw through me. Okay, let's conclude with my admission that I'm sensitive to kitchen appliances, but that's the end of it, and I'm certainly not going to talk to the guys about it over a beer. So, in public I will continue calling the oven a gadget, in order to defend my consistency. A gadget is a gadget, even if it's in the kitchen.





# I CALL HIM MR. B. I EVEN TALK SWEET TO HIM

I admit, we women really like to change our minds a lot, are often weak when it comes to trends, and tend to be quite dramatic. But if someone was to tell me I would take more pictures of my blender than my shoes ...

**I**'m sitting on my balcony, drinking coffee, and loving the green smoothie photo I was quick to upload to my Instagram profile. The likes and comments began pouring in, and there she was ... the friend I had a dramatic coffee with a couple of years ago. "And he goes and buys me a blender for our anniversary, get it - a blender! Unbelievable!" she shouted at the time. OK, well a blender is a terrific gift, it means he cares about your health ... It didn't help, because the disappointed woman syndrome is unbeatable. She was expecting a trip, lingerie, jewellery, a scene like when Big gives Carrie a walk-in closet for her shoes ...

Though only a couple of years have passed since then, we considered ourselves muuuuch younger at the time, and our only task was to be full of life, independent femme fatales. The falling-

**“ JUST A FEW YEARS AGO THAT DRAMA QUEEN DIDN'T EVEN WANT TO SET HER EYES ON A BLENDER AND NOW ... WELL, YES - I HATE HER A BIT ...**

in-love kind. The blender symbolised the dullness of life when household appliances become your only friends ... For who wants to be in the kitchen, all sweaty, and smelling of food afterwards? Disgusting! Give me some toast or a pizza, and that's it. Food is last on my list; you eat when you can. Make yourself an egg; you don't even know the price of veal. Who cares? What matters is that you're in the centre of the action, at the main events of the day.

If only I had the DeLorean from Back to the Future Part II, and could see both of us today ... The blender was a slap in the face for her then, but now is a full-fledged member of the family. A helping hand for lunches, smoothies, and cakes. I don't succeed in making a feast every time, maybe every third time, but I'm working on it. Some would say I even compete with my other girlfriends - especially a certain drama queen who cooks better than I do today. She just zoomed right by me like Lindsey Vonn. But I'll never admit it to her.

I don't have a whole alphabet of gadgets in my kitchen, but I have enough. There's B for my blender (sometimes I lovingly call him Mr. B - when I try out new recipes and pray they'll turn out perfect), then there's C for my chopper, and S for slicer ... I've got my eyes on the letter T because I'm crazy about that little colourful toaster by Karim Rashid.

Thesedays, my girlfriends and I exchange recipes on a regular basis, we're happy with our kitchen hoods, and we love it when our kitchens

shine, and Mr. B is here too. Granted, he's a little more modern now - a true futuristic machine who I sweet talk to when I get carried away, and give him a regular buff and shine when it's Instagram photo time.

In the end, it turns out that my friend's boyfriend was ahead of his time, kind of like Steve Jobs ... although he must have joined sides with Merlin the Wizard, because it's a total wonder that she didn't dump him after "such a gift" ;-)

## DESTINATION 39° 32' N - 002° 35' E

The Puerto Portals Spanish port, situated in the Palma Bay around the popular Mallorca, is the most prestigious nautical complex on the Mediterranean. It is the perfect symbiosis of comfort, quality and superior design.

## ADMIRAL BOAT

The renowned designer Philippe Starck, whose Gorenje line is considered the "admiral boat" in the collection of household appliances, anchored his work in the desire to explore the elegance born of high quality and clean lines.

## FRIDGE FREEZER Gorenje by Philippe Starck



## HOOD Gorenje by Ora ĭto

## COMFORT, FUNCTIONALITY AND AESTHETIC PLEASURE

are a combination of the indivisible work and philosophy of Gorenje, which is particularly proud of its design lines of home appliances. Just as simple lines of top yachts embellish the vistas of the glittering Puerto Portals, the peculiar style of Ora ĭto brings harmony to the contemporary Gorenje kitchen that is designed according to the ideas of this French designer. Without exceptions and compromises.

**& TOUCH FEEL** a bit of luxury





**The tastiest recipes simplified**

**Auto programmes with StepBake function**

- Automatic cooking programmes with over 80 recipes
- HomeMade** • Optimal air circulation for delicious, even baking
- PureSteam** • Steam without water droplets prevents food from getting soggy



**Effective washing simplified**

**WaveActive drum**

- Unique wave-shaped drum treats your garments ever so gently

**IonTech** • Ionized air bubbles help dissolve the detergent and remove impurities

**SteamTech**

- Significantly reduces odours, bacteria, static charge and wrinkles

# GORENJE HEROES 2017

In this super-fast and busy world with too much stuff and too many choices, but too little time to enjoy, people appreciate solutions that help them live their life a little simpler. Gorenje delivers the experience of simplicity – with less worry and more joy.



**Staying fresh simplified**

**CrispZone with VitaLight and SmartHumidity**

- Prolongs freshness and allows your produce to continue ripening, naturally
- IonAir with DynamiCooling** • A perfectly ionized microclimate preserves flavours and removes unpleasant odours
- AdapTech** • Monitors the way you use your fridge and adjusts temperatures accordingly

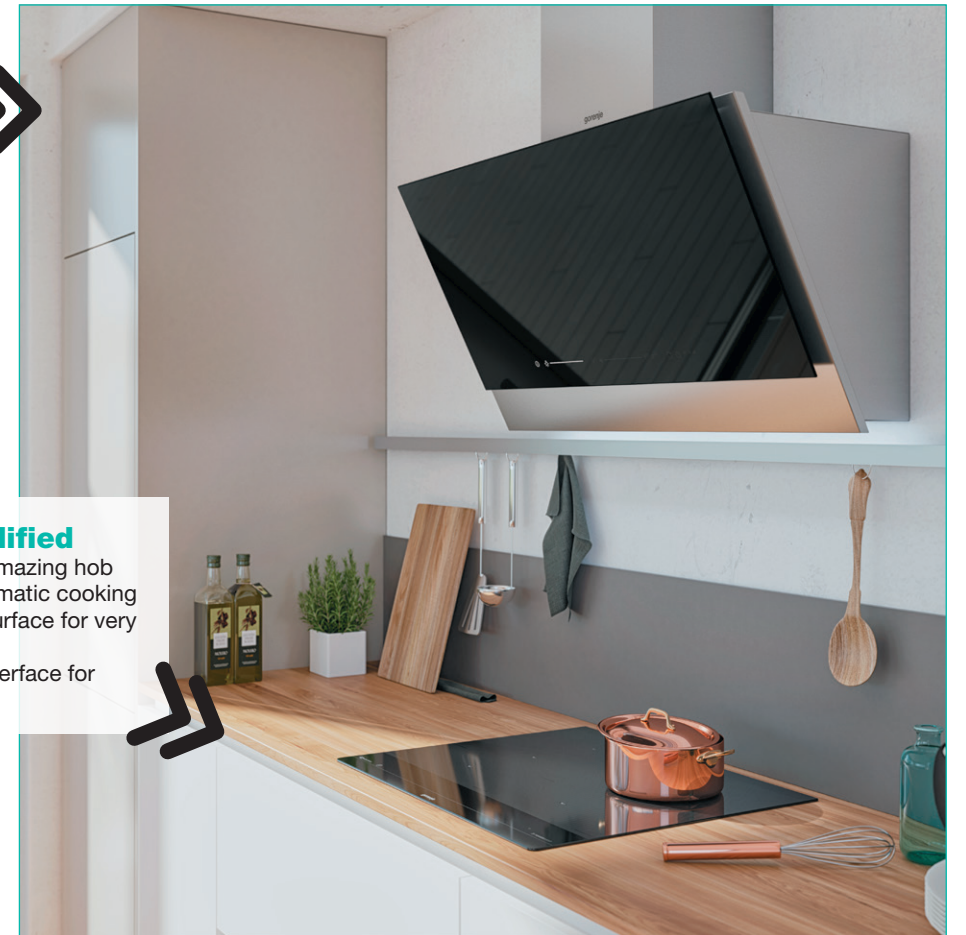
**Keeping odours out simplified**

**AdapTech** • A sensor that automatically adjusts fan settings

**SliderTouch** • An innovative slider for easy control

**Cleaning indicator**

- An indicator that tells you when filters need cleaning



**Cooking smart simplified**

**IQ automatic cooking** • An amazing hob for fast, healthy and fully-automatic cooking

**FullFlex** • An XXL induction surface for very large pots and pans

**DiracTouch** • Intuitive user interface for simple control



**Effortless dishwashing simplified**

**16 place settings**

- Fully flexible interior with different loading options

**IonTech** • Naturally eliminates any odours in a loaded dishwasher

**TotalDry**

- Dishwasher door automatically opens to let out excess steam



**Cooking big simplified**

**BigSpace** • A spacious oven for larger quantities of food

**HomeMade** • Optimal air circulation for tasty, even baking

**BridgeZone** • The induction hob with two connecting zones





# camping goes GLAMOROUS!

Are you dreaming of a fairy tale vacation? Glamping is the new international trend, which isn't leaving anyone indifferent. The fascinating combination of camping and luxurious vacations guarantees an unparalleled experience and just one wish - to repeat it!

The combination of camping and pure luxury sounds almost unreal, but when you find yourself at the recommended location, a fairytale vacation begins. Glamping is taking place everywhere - from London and New York to the Land of the Rising Sun, and it is increasingly taking over Europe. In Slovenia, you should visit Hiša Raduha which delights us with its proud and stunning combination of old and new architectural design, and the Herbal glamping resort Ljubno.

## GETAWAY DE LUX

Like a rare selection of jewels, the Charming Slovenian resorts LJUBNO are placed into some of the most beautiful and untainted parts of Slovenia. Hidden to uninvited eyes, the exceptional and unique architecture unites luxury and nature into a well-rounded whole, expecting to transform into a perfect fairy tale with your presence and individual touch. With the architecture of perfection and meticulous placement in a natural environment, the interior of the glamping tent will impress you, both technically and in terms of living, with the greatest level of prestige and complete privacy. You can start your day with breakfast, full of local delicacies, served on the terrace. After swimming in the bio pool, you will be able to enjoy house cocktail with the characteristic taste of herbs from their gardens. You may then prepare lunch in the company of the chef on the open terrace. After that you can explore the near and far

surroundings with electric bikes and in the winter you can go skiing on the nearby ski slope. At the end of the day you can indulge yourself in the house restaurant Herbal. All romantic souls will be served dinner by the campfire.

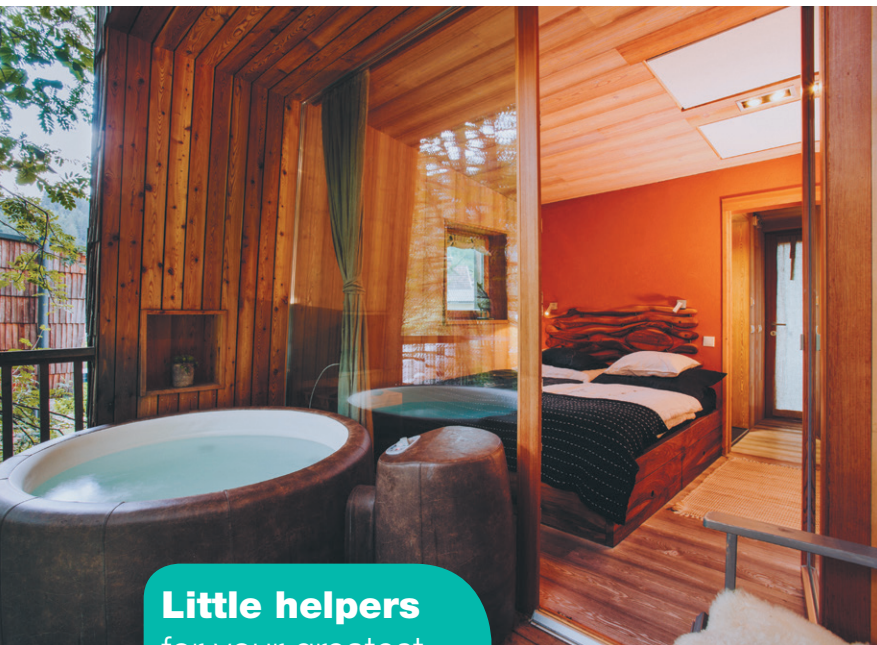
### Enjoying herbal wellness & restaurant

Relaxing and indulging in a massage, during a facial treatment or in a sauna in the wellness centre will completely reawaken all your senses. Surrounded by the wonderful herbal aroma, you will discover the beneficial effects of herbs on your skin and body, ideal for starting or finishing an unforgettable day. All ointments used contain the already-known herbs, and are completely natural, made according to the highest ecological standards. The daily offer, based on quality, will allow you to try a limited offer of dishes, prepared with the knowledge and efforts of an excellent master chef.

“ WITH THE ARCHITECTURE OF PERFECTION AND METICULOUS PLACEMENT IN A NATURAL ENVIRONMENT, THE INTERIOR OF THE GLAMPING TENT WILL IMPRESS YOU







**Little helpers**  
for your greatest  
outdoor trip



**PORTABLE INDUCTION HOB**

is a great option for fuss-free cooking on the go. Lightweight, super slim and compact hobs are perfect for use in the office, kitchen or outdoors. Temperature range 60–240 °C, touch slide control, timer and child lock are only a few of the many great features of your new must-have cooking assistant when travelling.

**AUTOMATIC COFFEE MAKER**

with Optiglow technology with boil control and a single button operation automatically brews up to 4 cups of delicious coffee at once. Just press the button and enjoy.



**H**iša RADUHA has been welcoming guests ever since 1875. It doesn't offer luxury, pearls or marble, but comfort, simplicity, authenticity, cordiality and honesty. The architectural design that combines the old with the new, created in cooperation with exceptional architects, creative artists, and local masters, creates a distinct feeling of comfort in the hayrack, a dreamlike experience in the tree house, and pleasant luxury in the homely old stall. Experiencing the structure, as well as the nature that surrounds it, will bring you closer to a world of nostalgia. Their wooden houses are a culmination of modern design that takes into account

traditional knowledge of the masters. They were created as an answer to our desire - local, pristine, individual, modern, and in concert with nature. And they have added the warmth of home - with flax fabric, felted decorations, lavender cosmetics, chocolate pralines, and other thoughtfully chosen details. Cuisine in Hiša Raduha is a sequel, paying homage to the stories of three wonderful cooks - the owner's mother, grandmother and great-grandmother. You will rarely find such an inspired combination of tradition and modern influences as those in the Hiša Raduha, which is also an ideal setting for hiking, cycling, rafting, skiing and cross-country skiing.

