

Gorenje Pininfarina Black Collection

Press material



For further information, please contact:

- **Uršula Menih Dokl**, Public Relations Director
tel.: +386 3 899 28 33, ursula.menih@gorenje.si
- **Greta Kokot Rajkovič**, Head of Product PR
tel.: +386 3 899 16 62, greta.kokot@gorenje.si

Further info:

www.gorenje.com

www.gorenjepininfarina.com/black

*All the photos of the collection can be found in the Picture base in the toolbox.

Product information

Gorenje Pininfarina Black Collection

FATALLY ENTICING BLACK WITH A TOUCH OF TIMELESS ELEGANCE

The design of the **Gorenje Pininfarina Black Collection** features materials, functions, and forms that are combined, either by invigorating contrast or tranquil harmony, in a unique mutually complementing interweave. Excellent design creates a whole that is distinctive and easily intelligible at first sight. Each turn, each curve affects the comprehensiveness of the impression. The exquisite collection of appliances contains nothing that would intrude the masterly rounded experience of the perfect form. Everything is in a thrilling balance.

The Gorenje Pininfarina Black is an elegant and trendy version of the classic Gorenje Pininfarina Collection in silver, which follows the trend of glossy black surfaces and the timeless interweave of different materials and colours; aluminum and glass, glossy and matte. A glance at the elegant new kitchen sculptures will make you forget about the handles, buttons, and other jutting details. You are looking at a collection of elegant appliances that can be understood immediately and used more simply than you have ever hoped to expect. Simply, using a touch screen, or with gentle sliding across the surface.

Functional is beautiful. Lying underneath the solid surface is an abundance of technological achievements and advantages, loyal to the concept of permanence and timelessness. Design of the Gorenje Pininfarina Black Collection is a daring and invigorating combination of opposites, as the tradition and endurance face the glossy future and unpredictable spontaneity. Some forms may be attractive today and forgotten by tomorrow. The key to a valuable difference is survival – the ability to go beyond the trends and join the icons. Gorenje Pininfarina Black Collection is a completely new species, created to survive.

Gorenje Pininfarina Black Collection is distinctive for its surfaces which combine the black anodized aluminum with black glass and the characteristic touch screen operation. The appliance interiors are also in harmony with the exterior surfaces; hence, the refrigerator features elegant shelves made of smoked tempered glass. The collection comprises a combined fridge freezer, a built-in oven, kitchen hood, and a series of various glass-ceramic cooking hobs with either induction or hi-light heaters with a unique advanced function of slider touch control, for the first time introduced by the classic Gorenje Pininfarina line. To complement the collection, Gorenje also offers decorative panels to be installed on the completely integrated dishwasher and on the microwave oven.

Gorenje Pininfarina Black Collection is intended for the trend-conscious connoisseurs who knowingly value flawless aesthetics and timeless beauty.

FRIDGE FREEZER



Touch control screen

The vertical black line has an integrated touch control screen in tinted grey tones that reflect the sensitivity of aluminum. The easy-to-use interactive screen gives the refrigerator improved functionality, among others it enables the user to record and play voice messages, access recommendations on food storage, and even find a selection of recipes for delicious dishes.

'Quick View' -

A unique feature worldwide

A band of black glass flows down the front. By pressing the touch screen, a square area of that band changes into transparent tinted grey glass revealing a transparent window. The window offers a practical but always tantalizing glimpse of what is inside the fridge without opening it.



Two make-up cases in the refrigerator

Who wouldn't want these? Two small white cases in the door interior of the new Gorenje Pininfarina Black refrigerator, with neat covers are installed on each side of the refrigerator window to provide an ideal place to store your make-up and medicine. Convenient shape of the door enables soft closing and opening.

A bottle shelf with two compartments

A holder made of light metal is yet another smart functional detail offering flexible storage for bottles of different sizes.



No Frost Advantage Technology for Long-term Storage

The harmonious impression of the line's exciting appearance is further accentuated by ingenious functional features and state-of-the-art technology. The food in your Gorenje Pininfarina Black refrigerator will remain fresh and appealing for much longer. This is thanks to cutting edge No Frost Advantage technology, which allows for the circulation of chilled air in storage areas, reducing the level of humidity in the freezer and preventing the formation of ice on food items and in the interior. Frozen items do not stick together, while even temperature control helps to preserve the quality, colour and aroma of food. No accumulated ice also means the optimum use of storage space, while at the same time eliminating the need for time consuming defrosting. One of the key competitive advantages of Gorenje fridge freezers is a system which effectively eliminates humidity from the freezer section only, while maintaining the optimum level of it in the fridge section of the appliance. This prevents food from drying out, and ensures the optimum conditions for long-term storage of fresh food in the fridge.



In`n`Out tray

The combination of dark natural wood, durable aluminium and soft shapes pays respectful homage to the past, while considering the future. The multifunctional pull-out shelf can be used as a serving tray.

Zero`n`Fresh Zone

The two concave bins in Zero`n`Fresh drawer fit perfectly between the back panel and the door. Zero`n`Fresh compartment enables the maximum use of space, while at the same time provides a 0°C fresh zone for storing vegetables, fruit and meat.



OVEN



Touch control screen

The solid convex aluminium handle crossing the black glazed surface like a bridge and the touch control screen decorating the upper section create a uniform impression. The black band functions as a pristine and characteristic whole at first glance.

The touch control screen is a unique feature. The smooth glass surface is easy to clean, while the screen offers a wide array of possibilities. For example, it enables you to store your own combination of baking functions. Very convenient!

Quadro Ultra Cool Door

Both the kitchen range and the oven of the new Gorenje Pininfarina Black Collection feature a unique novelty. Employing advanced technology, Gorenje's experts have developed unique technological procedures for manufacturing oven door; owing to these achievements, the oven door will remain completely cool throughout the baking process. In addition to the care for your safety, Gorenje also provides economic use of energy. Despite cool doors, both models meet the most stringent standards of economic power consumption, ranking in class A.

Matching microwave décor panel

The bold and daring convex curves of the handle and front panel create an ingenious contrast to the austere appearance of the exterior, emphasising the energy and quality of design.



HOBS AND A HOOD



Slider touch control

A selection of four cooking hobs offered in the Gorenje Pininfarina Black Collection is based on the element of glass ceramic; with either hi-light heaters or induction which immediately heats up the cooking field, and equally swiftly cools it down as soon as the pan is removed. Three versions offer a unique advanced **Sliding touch control** – a feature developed in Gorenje. Temperature is set and controlled simply by sliding a finger across the control slider surface which is discreetly integrated into the black background. Once the hob is switched on, oval sensors radiate a gentle red light, creating thrilling reflections against the black facade.

Hood

The hood is nothing less than an outstanding feat of engineering. Its contrasts welcome your spontaneity, and have a calming effect by inspiring a feeling of inner balance and fulfilment. The line meets the curve. Glass meets aluminium. Grey meets black. Softness meets strength. It is so much more than a flawless display of superb materials and shapes - it is an efficient and super-silent appliance that cleans the air in your kitchen.

