



## Pininfarina won the Design Excellence Award for the Gorenje fridge



The international Jury of BIO 20, the Biennial of Industrial Design which took place a few days ago at the Architecture Museum of Ljubljana (Slovenia), assigned to the Gorenje fridge designed by Pininfarina the Design Excellence Award presented by ICSID (International Council of Societies of Industrial Design).

Members of the Jury - Judit Várhelyi (ICSID, Hungary), Leimei Julia Chiu (Japan), Jacques Lange (Icograda,

South Africa), Carlo Branzaglia (BEDA and EIDD – Design for All Europe, Italy) and Francisco Carrera (Spain) – motivated the prize as follows: *“This freestanding fridge and freezer unit is beautifully styled with extruded aluminium panels and an integrated touch screen. The interior is highly functional – flexible shelves, trays and boxes hold items of any size. The jury appreciated the high quality of the exterior and interior finishes”*.

The fridge awarded in Ljubljana is part of a project realized by Pininfarina Extra for the Slovenian company Gorenje. The cooperation between the two companies, started in 2000 with a first and successful range of electric home appliances, has produced in 2005 a new line that incorporates a refrigerator, a built-in oven, an extractor hood, a hob and a dishwasher. The contrast between aesthetic solidity and technological innovation is the distinctive feature of these appliances: a combination of satin effect aluminium surfaces and polished black glass, which hides cutting edge technology.