

Gorenje Ora-Īto  
EVENT IN ISTANBUL  
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International presentation of the new Gorenje Ora-İto Collection

## **GORENJE'S 1001 NIGHT IN ISTANBUL**

**Gala event in the Çiragan Palace on Bosphorus Strait - Futuristic kitchen displayed on the Şişli market in downtown Istanbul**

*Istanbul, May 16<sup>th</sup> 2007* – **Gorenje, superior-design-oriented European household appliance manufacturer, presented its business partners and the press from all over the world today in Istanbul its new Gorenje Ora-İto Collection. The appliance collection was unveiled in the Turkish mystic style by Mr. Franjo Bobinac, Gorenje president and CEO, and the collection designer Ora-İto. The event was attended by numerous reputable guests from 30 countries, including the internationally acclaimed Slovenian beauty, current Miss Slovenia, Iris Mulej, herself a fashion stylist and designer. International presentation and launching of the new collection in Istanbul was also a celebration of the recent opening of Gorenje's Turkish subsidiary Gorenje Istanbul, Ltd., founded last year. The gala event was hosted by the popular Turkish TV host, actress and model Eylem Şenkal, who also hosted the final evening of the Eurovision song contest held in Turkey three years ago.**

Gorenje's latest **Ora-İto Collection** combines **Gorenje's** technology and quality with the work of the world-famous designer of the young generation, **Ora-İto**. The Collection comprises a series of refrigerators/freezers, multifunctional ovens, glass-ceramic and induction hobs, hoods, and decorative panels for microwaves and dishwashers. The appliances are distinctive for their harmonious and uniform appearance of front panels which are entirely covered in black glass, and handles made of brushed aluminum, either in natural or in black color. This line addresses predominantly the trend-aware urban consumers who are looking to equip their kitchens with quality products of superior and distinctive design, which are however still reasonably priced.

Gorenje's cooperation with Ora-İto, the youngest world star of industrial design, who dubbed his design style ***simplicity*** – the combination of simplicity and complexity, launched a new trend in the design of the kitchens of tomorrow. *"When everything redundant is removed, only the distilled essence remains. Thus Ora-İto used the simple shapes that surround us to create an image of a futuristic kitchen for today, tomorrow, and the day after",* said **Mr. Franjo**

**Bobinac**, Gorenje President and CEO, on the new collection of household appliances.

**Ora-İto** commented on his cooperation with Gorenje: *"We took an excellent opportunity to combine our talents and we created together a collection of appliances and the futuristic kitchen that represents a milestone in the history of kitchen design. I am convinced that these appliances represent today the classic of tomorrow's kitchens."*

## **GORENJE ENTERED ON TURKISH MARKET**

**Gorenje, one of the largest household appliance manufacturers in Europe announced the entrance to the Turkish market with the international presentation of the new collection of household appliances Gorenje Ora-Ito in Istanbul.**

Last October Gorenje incorporated the *Gorenje Istanbul Ltd*, a subsidiary company in Turkey. Seventy-five million people that the Turkish market consists of have been living along with the overall development and global trends, and is seen in Gorenje as a country of limitless business opportunities.

Gorenje intends to build in Turkey solid sales and distribution network by offering top quality and prestige under the design oriented and technologically advanced brand Gorenje, along with all relevant after-sale services like the servicing assistance centers and supply of spare parts.

The Gorenje brand name is well known and recognized throughout Europe by sophisticated technology and top design. The Gorenje corporation is well known for its innovation and modern design, originating from respect towards traditional values of home and family, with numerous innovative and convenient solutions, tailored to suit the sophisticated urban consumer.

Gorenje assesses Turkey as a fast growing country in economic terms, with income growth expressed in double digits. Turkey is the country with 75 million inhabitants, and with its 3% demographic increase and average age of 25 years virtually an exception in Europe. New generations of Turks are increasingly interested in prestige, quality, and reliable after sale service. This is where Gorenje can see its decisive competitive edge. Large potential results from the fact that the Turkish market had been under the pricing monopoly of domestic production for over 20 years, that the market had been closed from foreign competition until 1985, and the fact that the generation born after the

liberalization of the market is today economically independent and eager to try new, fresh opportunities.

Turkey is the market which offers numerous opportunities for foreign investors. Their strategic aspects towards life and openness to globalization trends have been drawing it closer to the European Union. Even a superficial glance at the development of the market confirms its perpetual growth, despite all the crises that have been shaking the country ever since the nineties. Continuous economic growth is the principal guidance in the selection of the product range, and its consequence is the growth of urban population, and numerous large constructions and investments that have currently been taking place. Approaching of Turkey towards the European Union and its customs union, and thereby also even greater openness can bring numerous positive changes in the life of Turkey in the near future.

### **The new, Gorenje Ora-İto Collection – the new classic for tomorrow's kitchen.**

Photo:



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**THE UNIQUE FUTURISTIC KITCHEN IN THE SHAPE OF A ROUNDED CUBE**

**Photo:**

