

SINCE 1948, Smeg is a kitchen appliance company synonymous with brightly-coloured retro-style fridges. The company's motto "Tecnologia che arreda" translates as "Technology with Style" and their fridges epitomise this ideal. Today, Smeg is a leading European kitchen appliance manufacturer that produces a wide range of domestic appliances designed by masters such as architect Renzo Piano, Guido Canali, Mario Bellini to name a few. But more than just designing good-looking devices, all Smeg devices are engineered to last a long time and must provide useful features to tackle today's culinary demands.

Recently, Smeg commissioned Australian design wunderkind Marc Newson to create refined and elegant ovens and gas hobs for the notable Italian marque. These devices garnered *Wallpaper Magazine's* "Design Awards 2009" for their sophistication and

ability to underpin Smeg's philosophy. The black gas hob has a distinctive look with rugged cast iron stands and intuitive control dials in brass finish. Newson explains, "I think it's important to design things with a kind of personality and if you see something that you feel is familiar, it gives you an important kind of emotional connection." Newson designed six five-burner 75-cm gas hobs that provide directional flame, transferring maximum heat to the pot. They come in a range of eye-catching colours such as yellow and blue to add a visual punch to a modern kitchen.

Newson also performed his magic touch on a range of 60-cm ovens. These models ooze with a crisp aesthetic and most awe-inspiring are the fascias as they come in bright yellow, deep blue or mint green. However, traditionalists can stick to the white or black variants for a less showy feel.



Italian Tradition



The top model is an industry-leading 68-litre version that is backed by anti-fingerprint coating, multi-function pyrolytic self-cleaning feature and energy rating "A" for a wallet-friendly electricity bill. Also in the collection are 30-cm, 60-cm, 70-cm and 90-cm induction hobs that offer a minimalist aesthetic and can provide up to 4.6kW of power. Their straight edges allow them to flush with modern kitchen countertops, further elevating the product's desirability. Certainly, Newson's breath of products for Smeg expresses how the "Made in Italy" style can perfectly combine design, performance and attention to the smallest detail. It also demonstrates that Smeg is a forward-thinking Italian company that creates trends rather than following them.

SMEG

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