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The Smeg 1950's style refrigerator has been in production since 1997 and been sold in the USA since in 2007, today it is a focal point of many kitchens around the world. In the 19<sup>th</sup> century, the Bertazzoni family's entrepreneurial history began with members of the family starting out as blacksmiths. Vittorio Bertazzoni founded Smeg in Italy in 1948, focusing on kitchen building.

The family history of both the past and present remind me of *Who We Are: Manifesto of the Constructivist Group* by Aleksandr Rodchenko, Varvara Stepanova, Aleksei Gan. Given the Bertazzoni family history I feel like this reading is both relevant but also at times the opposite of who they are. "BUT WE, artist yesterday CONSTRUCTORS today" this quote is opposite to the family's history, the family started as blacksmiths or constructors and are now making designer appliance's which makes them in a way artist. "PREVIOUSLY - engineers relaxed with art NOW – Artist relax with technology" in terms of the crafts that this family had made throughout the generations, this segment is accurate for the family. Black smiths were able to add an element of art into their work to make it their own whereas the art of the Smeg refrigerator is loaded with the best materials and modern technology. This family has proven that the theories in this manifesto aren't as cookie cutter perfect as its authors thought they were.

The Smeg Group is credited for the design of their 1950's style refrigerators, with the FAB28 being one of the most popular. The FAB28 originally came in five colors but now is offered in 15 colors and designs. In recent years Smeg has even collaborated with Dolce & Gabbana, covering the kitchen appliance's in patterned prints that incorporate floral, leaf, lemon, pear, and cherry motifs. Making it the only time the design duo designed for the kitchen. Event

in its original form its vibrant colors, chrome details, distinctive lettering and smooth curved design makes it a stylish appliance that outshines its surroundings. The FAB28 transforms a functional appliance into décor while still including innovative technological features. Today it is one of the worlds most recognizable kitchen appliances.

In the 1950 electric refrigeration started rapidly replacing ice boxes in many kitchens. They were promoted first for the engineering that made it cleaner and more reliable, then shifting its focus to promote it as a labor-saving machine that that were intended to making cooking chores easier. Advertising for these refrigerators used images of the product for aspirational benefits. During this time the refrigerator became a decorative element of the visual whole of the kitchen design. Refrigerators became a window to a larger landscape.

With the warm welcoming refrigerators received in many kitchens in the 1950's it is easy to see why refrigerator manufactures today would want to replicate a style of that era. Not only were they seen as a hot commodity, they were also seen as a focal point in the kitchen. Smeg refrigerators embody those all those same elements today with its sleek and very desirable design and modern technology.

When looking into the Smeg refrigerators it is hard to miss its timeless design and smooth curved edges. It is the master of minimalist design while also providing supreme state of the art function. Smeg is dedicated to using materials for their products which can be easily recycled, such as steel, glass, aluminum, and brass. Smeg designs its interior to allow full use of the space available. Its door and internal shelves are easily removable for cleaning and can be adjusted to different heights for maximum function.

While researching the Smeg refrigerator it is hard not to think of the Bauhaus. The Bauhaus was all about design for function. Many refrigerators in the USA today are big and

bulky, they don't always use all the interior space as well as they should and even have multiple functions that can be seen as unnecessary for a refrigerator. The Bauhaus designers would cringe at some of these modern refrigerator designs. When it comes to the Smeg refrigerator the Bauhaus designers would praise it for its sleek design and maximum function. It is beautiful to look at and feels great to use.

The Smeg FAB28 refrigerator has been talked about in countless magazines and blogs about homes and kitchen design. It is a highly sought-after appliance and having it gives owners such pride to show it off. It unintentionally follows design theories of Bauhaus while contradicting other design theories. If given enough attention to its detail it can help create design theories of its own.

## **Bibliography:**

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Dolce & Gabbana's Kitchen Appliances Now Come in Even More Colors and Patterns

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