



Smalterie Metallurgiche Emiliane Guastalla

Distinctive domestic appliances developed
in collaboration with leading architects of
the world.

Products that express "Made in Italy" by
perfectly combining design, performance,
and attention to detail.

Smeg. Technology with style.



Premium quality and Design

Indice

24

Ovens



120

Compact appliances



178

Hobs



430

Refrigeration



522

Dishwashers



558

Laundry



276

Barbecues



282

Cookers



356

Hoods



578

Sinks and taps



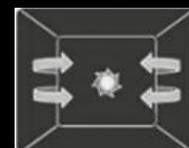
696

Small domestic appliances



710

Glossary



1948

Vittorio Bertazzoni Sr founds Smeg (Smalterie Metallurgiche Emiliane Guastalla) in Guastalla, near Reggio Emilia in Italy.

1977

Franco Maria Ricci, one of Italy's most illustrious publishers and graphic designers, creates the Smeg logo which incorporates references to the burners of a gas hob and the round knobs of an oven. The same Smeg begin its sponsorship of legendary Ferrari driver Gilles Villeneuve.

2002

Guido Canali designs the Smeg Headquarters, for which he receives an honourable mention at the Milan Triennale's "medaglia d'Oro all'Architettura Italiana" architectural awards in 2006.

1955

Production of cookers begins, reaching its peak with the presentation of the first Smeg brand cooker, Elisabeth, in 1956.

1985

Instinctively and incisively understanding new consumer requirements for more elegant products, the company begins working with architect Guido Canali to create ovens and hobs.

2008

Smeg celebrates its 60th anniversary and presents products designed alongside Marc Newson, which leads to winning the Wallpaper Design Award the following year.

1963

The company presents Leda, the first Smeg branded washing machine, thanks to an increase in production capacity to include laundry appliances.

1991

Smeg's collaboration with important designers continues, with the company offering ovens and hobs designed by architect Mario Bellini.

2010

Smeg receives the Good Design Award for an oven and hob from the Linea aesthetics. The same prestigious recognition will also be assigned in 2012 and 2013 for other products in the range.

1970

Niagara is released, the world's first 14-place setting dishwasher, meeting modern requirements for large wash capacities.

1995

The company begins working with architect Renzo Piano, a collaboration which will lead to the production of hobs, ovens, fridges and the Smeg home garden.

2012

The first denim-covered fridge, created in collaboration with Italia Independent, is released, followed the next year by the Smeg500, a fridge which looks like a Fiat 500 car.

1971

Production of built-in appliances such as ovens and hobs begins; these products will become part of the defining elements of Smeg's success.

1997

The FAB range of fridges is created, a product line destined to become an international style icon and status symbol.

2014

The 50s Style small appliances line, created together with the deepdesign© studio, makes its debut and immediately wins over both customers and critics. Smeg wins the Good Design award once again, as well as the iF Design Award and Red Dot Design Award.

HISTORY

Smeg has been producing domestic appliances with the finest Italian design for more than 65 years, with a particular focus on aesthetics, ergonomics and functionality. Today Smeg, originally an acronym for Smalterie Metallurgiche Emiliane Guastalla indicating its initial activities in enamel work and metallurgy, has reached its third generation of entrepreneurs and represents an international group with direct subsidiaries and distributors in all five continents.

Smeg believes that objects of daily use should not only fill an environment; they should create an atmosphere. This sensitivity, which has inspired the collaboration with great architects and designers of our time, is the perfect expression of Made in Italy which combines art and industrial expertise in everyday objects.





COORDINATING COLLECTION

Style, for Smeg, is a distinct concept: the way a product communicates with its surroundings and enables users to interact with it. Every aesthetic design family offers a choice of different coordinating products. Aesthetic lines are presented in a wide range of appliances and can be coordinated throughout the kitchen to create a powerful style statement.





PIANO DESIGN

The Piano Design Studio has applied architecture to household objects to create elegant and solid products with a refined and exclusive style. Finished with high quality polished stainless steel, the Piano Design ovens and hobs make a striking impact in any kitchen.





LINEA

Distinctive products that incorporate modern minimalist design trends, the Linea aesthetics is characterised by symmetrical lines, balance and light. A series of ovens, coffee machines, hobs, hoods, fires and accessories are all extremely ergonomic and designed to maximise the available space, making a real style statement in the kitchen.





CLASSICA

Strict forms, simple and essential design for a timeless style, yet with a contemporary feel. Smeg Classica is made of a series of iconic and elegant domestic appliances that are finished in smart stainless steel. Ovens, coffee machines, hobs, hoods, fridges, dishwashers and more make a real impact with their smooth and sleek design lines.





50'S RETRO STYLE & VICTORIA

Colour and retro lines for style icons: Smeg 50's Retro Style products embody the glamour and rounded forms of the 1950's and become real cult objects. Victoria aesthetics line is dedicated to people who wants to feel the warm reception and welcoming atmosphere, places filled with tranquillity, joy and laughter, where time seems to stop, where passion for good food is seen through utmost attention to details.





CORTINA

The inspiration for the Cortina design came from master artisan wrought iron work traditionally produced in the Italian mountains. The style is characterised by interesting details which are reproduced in peculiar combinations of colours and materials for a truly distinctive elegance.





COLONIALE

Elegant classic style, carrying us back to the past. The charm of these appliances creates a wonderful atmosphere of refinement and comfort in the kitchen, making a completely exclusive style.

SMEG PRODUCTS

Smeg products, the perfect combination of refined aesthetics and technological reliability, have transformed simple kitchen appliances into designer furnishings, undisputed examples of the finest Italian design. A range of fully coordinated domestic appliances with unmistakably refined aesthetics and a well-defined identity of its own.