



Smeg's idea of cold: a new story in Multicolor.

With the Fab refrigerator collection, the Company has already accustomed the public to use of colour as a design element, on an equal with shape and technological content. A successful approach that has overturned the classical association of cold/grey/steel in favour of the more customised interpretations of those who have chosen a coloured Fab: the feeling of travelling back in time given by the typical 50's style chrome fittings, or moving around in a kitchen that is the living heart of the home, perfect for red and orange. Smeg then went on to explore areas at the confines of pure design, imagining a public that responds to other stimuli: fashion in the Fab Denim version, opulent wealth in gold and Swarovski, the extravagance of a personal passion for everything British with the Fab Union Jack.

Within a range that currently boasts 20 versions and is in continual progress, the time has come to give space to the world of art and architecture, cultural areas that, Smeg feels, cannot fail to be exploited when creating a designer household appliance. The period selected for this tribute is that of Neoplasticism, with its famous pictorial results. Here then, like a *tableau*, the Fab Multi Colour dresses itself in abstract fashion, a geometry of intersecting black lines dividing fields of strong, block colour alternating with white. A *façade* that is somewhere between mathematical and conceptual, around which it is easy to imagine an entire home inspired by Twentieth century modernist avant-garde: with books dedicated to graphic art, which took off in that period, chairs by masters of design such as Rietveld and walls with the formal perfection and balance of a Composition.

SMEG S.p.A.
T +39 0522 8211 F +39
0522 821452
Via Leonardo da Vinci, 4
42016 Guastalla (RE)
smeg@smeg.it

Press contact:
Smith-Petersen
Tel: +39 02 36537328
Via Buonarroti 4
20145 Milan, Italy
smeg@smith-petersen.com

The use of colour, which in this new Fab model produces rigorous and essential results, shows one of the strong points in the corporate DNA: its experience in surface painting has transformed a craft process into an extremely high standard procedure. Obviously the attraction this version of Fab 28 has on the public does not take anything away from its performance: the refrigerator is a ventilated, energy class A++ with automatic defrosting. Its single door with unmistakably 50's style handle hides a 26l freezer compartment, as well as glass shelves, a fruit and vegetable drawer, and a chrome plated bottle holder.

Refrigerator FAB28RDMC

50's style single door refrigerator, Multi Colour, 60 cm. Energy class A++

Ventilated

Total gross capacity 256l

Only available with hinge on right

Refrigerator

Net capacity 222l

Automatic defrosting

3 adjustable glass shelves

1 fixed glass shelf

1 chrome plated bottle holder

1 fruit/vegetable drawer

Freezer ****

Net capacity 26l

1 ice tray

Dimensions

Working dimensions with door open at 90°: 78 cm (including handle)

Dimensions: HxLxD 151x60x68.2 cm (73.2 cm including handle)

Also available in white, yellow, cream, turquoise, light blue, pink, blue, red, orange, lime green, black, metallic grey, Black Velvet, Colour Stripes, Union Jack, Tricolour, Chocolate, Red Velvet and Blackboard.

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