

## Dutch design at Ventura Centrale exhibits the materials of tomorrow in Milan

Transitions III is one of the most eagerly awaited events in the Ventura Centrale district during the forthcoming Design Week. The projects on view include spectacular accessories made of HI-MACS®.



Home to minimalist aesthetics, but also to experimentation, innovation and creative flair, the Netherlands has long made a major contribution to the wow factor that underpins the Fuorisalone di Milano. This showcase of Dutch talent illustrates a completely novel approach in the worlds of both design and materials that breaks with the rigid “design” framework to which we are accustomed.

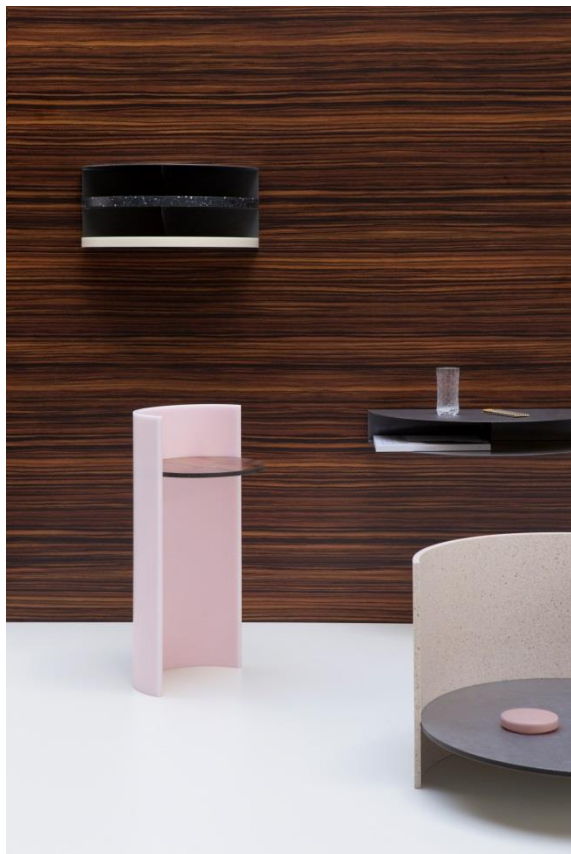
Among the most highly anticipated events is the **Transitions III: Experimental Creativity** organised by *Baars & Bloemhoff*, which highlights within a single evocative location (the former warehouses adjoining the Central Station in via Ferrante Aporti) the work and creativity of six major Dutch design teams, who were invited to present their own personal interpretations of the materials via a broad portfolio.

The project is initiated by Baars & Bloemhoff and the exhibition design is created in collaboration with set director **Studio Harm Rensink**. The six participating designers - Bart Joachim van Uden, Christian Heikoop, Floris Wubben, Job van den Berg, Mae Engelgeer and Studio Truly Truly - have created a range of cupboards, lighting, countertops and facings, together with other furnishing accessories, both large and small.

The items include the **Crystal Shift** and **Crystal Twist** lamps designed by *Floris Wubben*, which give a new angle to the use of **HI-MACS®** Natural Acrylic Stone, which here for the first time incorporates a handcrafted “detachment” approach. Wubben has deliberately shifted attention away from the surface itself to the internal structure of the solid surface, to reveal a rough and irregular texture very similar to that of actual stone, and which creates pleasing effects of light and shade when placed next to a light source. As their names suggest, Wubben’s lamps manage to combine soft shapes with the apparent solidity of crystals, giving unique and random illuminated bodies, to great artistic effect.



*Mae Engeiger*, on the other hand, reinterprets HI-MACS® in several finishes, combining it with other materials using simple planes and geometric forms. The result is a broad collection of surfaces (such as coffee tables, bedside tables, consoles, wall-mounted tables, magazine racks) which have a vast range of possible applications, which can be ordered in custom sizes and combinations of finishes.



Transitions III is a fascinating showcase both of the materials of tomorrow and of alternative uses for classical materials. It is a window on the world of design that extends beyond our current limitations and serves as a springboard for inspiration and new ideas.

**Transitions III: Experimental Creativity awaits you in Ventura Centrale from 17 to 22 April at via Ferrante Aporti 9. Tuesday to Saturday, 10 am to 8 pm. Sunday, 10 am to 6 pm.**

### **VIDEOS**

**Mae Engelgeer - Transitions III, by Baars & Bloemhoff**

<https://youtu.be/xP8RI2CQB4U>

**Floris Wubben - Transitions III, by Baars & Bloemhoff**

<https://youtu.be/rq65TS-nEoc>

## HI-MACS® by LG Hausys

[www.himacs.eu](http://www.himacs.eu)

HI-MACS® is a solid surface material that can be moulded into any shape. It is widely used for architectural and interior applications, such as sculptural and high performance wall-cladding or kitchen, bathroom and furniture surfaces, in commercial, residential and public space projects. It is composed of minerals, acrylic and natural pigments that come together to provide a smooth, non-porous and visually seamless surface which meets the highest standards for aesthetics, fabrication, functionality and hygiene – offering manifold advantages over conventional materials.

HI-MACS® provides limitless possibilities for surfacing solutions and inspires creative minds from all over the world. **Zaha Hadid, Jean Nouvel, Rafael Moneo, Karim Rashid, Marcel Wanders** and **David Chipperfield**, among others, have completed fabulous projects using HI-MACS®.

At the forefront of innovation as always, LG Hausys recently introduced two new products. First **HI-MACS Structura®**, a 3D textured panel material that takes solid surface opportunities to a new level. And now **HI-MACS® Ultra-Thermoforming**, an innovative formula that pushes the boundaries of solid surface shaping to a whole new level, with 30% more thermoplastic capabilities - the biggest innovation for the Solid Surface history since its inception in 1967.

LG Hausys' HI-MACS® uses a simple heating process to give three-dimensional thermoplastic forming capabilities, allows visually seamless designs, offers a virtually limitless range of colours and – for some shades - exhibits a special translucency when exposed to light. Although HI-MACS® is almost as robust as stone, it can be worked in a similar way as wood: it can be sawn, routed, drilled or sanded.

HI-MACS® is manufactured using a new generation technology, the **thermal cure**. The temperature reached during the manufacturing process sets HI-MACS® apart from other solid surfaces and creates a denser, even more homogeneous, sturdy, durable surface – with a better resistance and superior thermoforming performance.

HI-MACS® does not absorb humidity, is highly resistant to stains, and is easy to clean, maintain and repair.

Countless internationally recognized certificates attest to the quality of HI-MACS® in terms of ecological commitment, hygiene and fire resistance – being the first Solid Surface in the market to receive the official **European Technical Approval (ETA) for façades** – for Alpine White S728 colour.

HI-MACS® offers the longest warranty on the solid surface market with a 15-year warranty for products fabricated by a Quality Club Member.



### HI-MACS®. Because Quality Wins.

For more information and to stay connected, visit our [website](#) and our [newsroom](#).

*Let's connect!*

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High resolution images available: [www.himacs.eu/newsroom](http://www.himacs.eu/newsroom)



\* **HI-MACS®** is designed and produced by **LG HAUSYS**, a world leader in the technology sector belonging to LG Group, and distributed by **LG HAUSYS EUROPE** based in Frankfurt (Germany).