

HI-MACS®: Past, Present and Future at Milan Design Week



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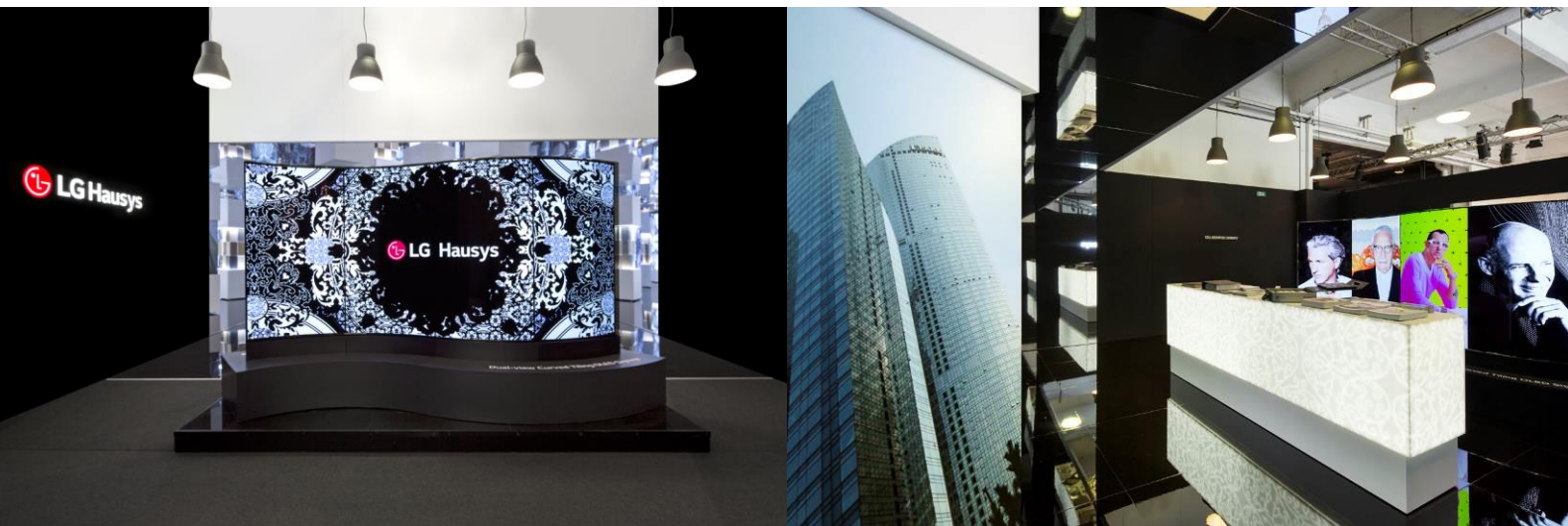
This year, **HI-MACS®** was everywhere in Milan, a real common denominator for all the pieces in the huge puzzle of the International Furniture Exhibition.

Tables, counters, chairs, but also hoods and kitchens: inside and outside the fair, HI-MACS® solid surface material once again confirmed its leading position in the world of technical material and brought back into the spotlight its greatest feature, versatility, now making it the ideal medium for designers and interior architects, as well as businesses and interior designers.

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High resolution photos available at www.himacs.eu

Between the past...



The exhibition **Collaboration Elements**, a chronological journey through different styles and technologies via the collaboration between renowned architects and LG Hausys with its material including HI-MACS®, unfolded on via Tortona road, in the heart of the exhibitions in Milan.

Alessandro Mendini and *Stefano Giovannoni*, as well as *Karim Rashid*, *Marcel Wanders* and *Ben van Berkel* were the protagonists of a space that gathered information, architects, self-reflection and technology in a 'forest' of columns and mirrors, between blurred lines and boundaries to create an engaging and extraordinary visual effect.

This success has involved hundreds of journalists and thousands of visitors from around the world, all looking for that fine line, that hidden truth behind the changing trends and tastes of the vast world of design and architecture, together with changing technology.

Present...

Now, many companies, including those in Italy, have chosen to rely on natural acrylic stone to create their products. The great variety of shape possibilities, thanks to its thermoforming properties, is just one of the features that makes HI-MACS® a unique material, ideal not only for indoor and outdoor furniture, but also for kitchen and bathroom furniture: it is waterproof and resistant to heat, bacteria, dirt, stains, mould and chemicals.

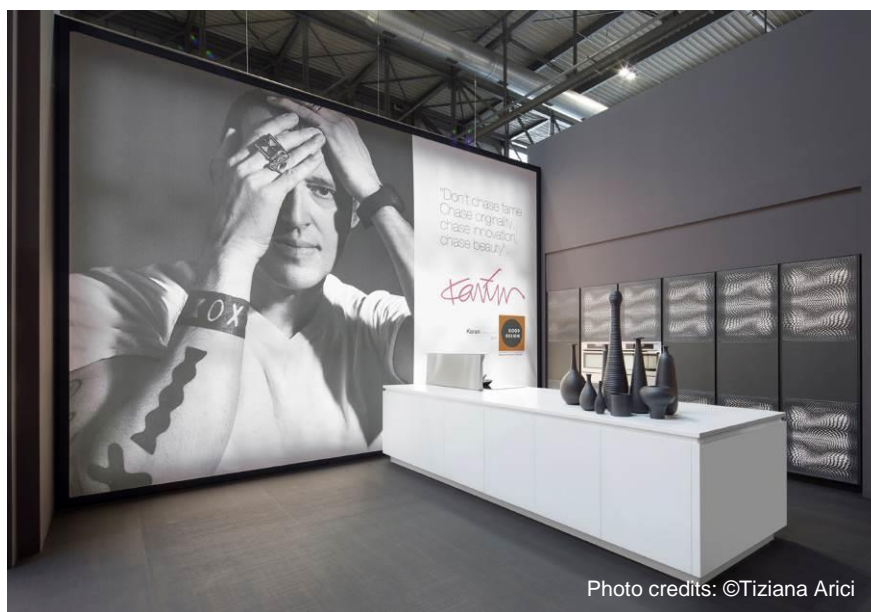
Aran Cucine, **Rastelli** and **Simone Piva** presented at the Furniture Fair three different but all equally amazing kitchens, with seamless solid surface countertops, appearing as though they were made from a single block, with either geometric or swirling shapes.

In the Modulnova and Poggenpohl spaces, **Novy** set up a Zen hood integrating a practical lighting system in the filtering unit using the translucent HI-MACS® Lucent range.

MOOOI, a brand founded by Marcel Wanders in 2001, and whose layout was highly anticipated on via Savona road, in an old majestic ball room, used a HI-MACS® postmodern bookcase inspired by the famous 'Carlton', designed by Ettore Sottsass for Memphis.

Once again, **Karl Andersson & Soner** set up its space at the fair with Buff Nordic-style tables and coffee tables whose wooden legs contrast elegantly with the acrylic stone.

And finally, **DesLABs** presented WineOLED, a HI-MACS® lamp for wine lovers, offering them a clear and distinct view of a wine's colour and main features.



Kitchen "Karan"

Designed by Karim Rashid,
Produced by Rastelli
Cucine, HI-MACS® Alpine
White

Photo credits: ©Tiziana Arici



Kitchen "Volare"

Designed by Karim Rashid,
Produced by Aran Cucine,
HI-MACS® Midnight Grey

Photo credits: ©Tiziana Arici

And the future...

Designers from all over the world - the new generation of architects for the future - presented surprising elements, made from the natural acrylic stone in Milan.

This is the case of **Os & Oos**, a Dutch studio which, at Wallpaper* Pop Up Shop in piazza Arcole displayed the new Arc chairs, representing a skilful geometric assembly of arches and flat surfaces made of HI-MACS®.

The Dutch exhibition "**Transitions**" also took place in the Ventura Lambrate area and unveiled a setting created by young designers, including Visser & Meijwaard, who created an original industrial style wardrobe for the "Grey on Gray" exhibition.

As part of the "Czech Selection" project, which links the current trends of Czech design excellence to functional and refined features, **Amosdesign** displayed a long, slender and modern countertop made of HI-MACS®, demonstrating experience in craftsmanship and handling technical materials.

Finally, for Dutch Satellite, the studio **Lotte Douwens** created "Table Landscapes", a system of trays designed to overlap and criss-cross on the table, creating a muddle of colourful and dynamic surfaces.



Zen Hood by Novy



Landscape Tables by Lotte Douwens



Grey on Gray by Visser & Meijwaard

More information at www.himacs.eu

HI-MACS® by LG Hausys

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 acrylic, natural minerals and 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** and **David Chipperfield**, among others, have completed fabulous projects using HI-MACS®, from kitchens to bathrooms, including decorative items, in hotels as well as in museums, shopping centres and on external façades.

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.

As regards hygiene, 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® The New Generation

Inspired by Architecture

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

Let's connect!



* **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).

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