



**WineOLED: innovative wireless lamp  
in HI-MACS® for wine lovers**

**The art of wine tasting has never been so closely linked to the world of design and technology**

Italian company Deslabs has created WineOLED, a lamp for both professional and amateur tasters, made in HI-MACS®. WineOLED makes it possible to illuminate the glass from behind, in order to be able to analyze the properties of the wine: color, transparency, brilliance, intensity, nuances of the pigment, and formation of tears.

Unique design, innovative materials and technology – these are the characteristics that all come together in WineOLED. Deslabs has designed and created this lamp using next generation materials such as HI-MACS® Natural Acrylic Stone, alongside cutting edge technologies such as OLED lighting and Tesla's iconic wireless power transfer.

HI-MACS® was the ideal material for executing this project thanks to its many possibilities. Given its thermoformable properties, it is a material that lends itself to producing different shapes and creating the curved lines required by this design. The seamless joints allow the object to be formed of a single piece which is easy to clean and very resistant to both wear and scratches. The OLED (organic light-emitting diode) technology provides light that is very similar to natural light, but without any glare, shadows, or UV rays, thus it does not alter the color or properties of the wine. Wireless power transfer also makes it possible to charge a cell phone battery when it is placed on the base of the lamp.

This all results in a cult object that is unique and fun, and caters to both wine lovers and professionals. Besides its distinctive shape, which gives it a very interesting decorative touch, this gadget's differentiating feature is the lighting it provides and its functionality, since it helps to reveal the inherent characteristics of each wine.

Ultimately, a wine is valued for its appearance, its aroma, and its flavor. It is a full sensory process that requires concentration and precision. WineOLED supplements this ritual by helping the taster to discover more subtle details.

Deslabs is characterized by continuous research and development in the world of materials and integration of cutting edge technologies in its projects, always taking design and personalization into account, which is why HI-MACS® has been one of its best allies.



## PROJECT REFERENCES

---

**Project:** WineOLED [www.wineoled.com](http://www.wineoled.com)

**Designed and created by:** Deslabs – Massimo Moroni and Riccardo Carone [www.deslabs.it](http://www.deslabs.it)

**Material:** HI-MACS® Alpine White S028 [www.himacs.eu](http://www.himacs.eu)

**Photos:** © Tiziana Arici

### Technical specifications:

#### Light

- Free from UV rays
- No glare or shadows
- Most similar light to natural light
- Ultrathin (0.88 mm)
- CCT 4000° K
- CRI >90
- Uniformity >85%
- Efficacy 55 lm/W
- Flux 75 lm
- Voltage 6.0 V
- DC Current 230 mA
- LT70 30000 hrs

#### Power

##### QI VERSION

- Wireless charging base (smartphone charging compatible)
- Wireless receiver
- Lithium battery (5 hours)

##### PLUS VERSION

- Lithium battery (5 hours)
- USB to PC, USB to Current, USB to power bank

##### BASIC VERSION

- USB to PC, USB to Current, USB to power bank

### About Deslabs

DESLABS is a new Start up, coming out from a long history of different experiences of the two partners Massimo Moroni and Riccardo Carone.

The new challenge is a bet on the worldwide trend about design, architecture, innovation, engineering and project management. The shapes are becoming more complex every day, the new technologies are much more integrated in every object, furnishing and building. The materials innovation is completely changing the world and everything is requested to be customized and taylor made. Less mass production, more distinctive uniqueness.



**HI-MACS® Media contact for Europe:**

Mariana Fredes – LG Hausys Europe - Ph. +41 (0) 22 879 54 83 Mobile +41 (0) 79 693 46 99 – [mfredes@lghausys.com](mailto:mfredes@lghausys.com)  
High resolution photos available at [www.himacs.eu](http://www.himacs.eu)

## 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 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).

HI-MACS® Media contact for Europe:

Mariana Fredes – LG Hausys Europe - Ph. +41 (0) 22 879 54 83 Mobile +41 (0) 79 693 46 99 – [mfredes@lghausys.com](mailto:mfredes@lghausys.com)  
High resolution photos available at [www.himacs.eu](http://www.himacs.eu)