

LG Hausys returns to Retail Design Expo with HI-MACS Structura®, Ultra-Thermoforming and 2018 colour collections

This year's Retail Design Expo, which takes place from 2-3 May at London's Olympia, will showcase a number of LG Hausys innovations on stand C201. The stand, which is designed by Draisci Studio, will feature HI-MACS Structura®, HI-MACS® Ultra-Thermoforming and the new 2018 colour collections.



HI-MACS Structura® is a 3D textured surface that can take on virtually any pattern. Perfect for commercial and retail sectors, it makes practically any design or shape possible and is low maintenance, durable and hardwearing. With standard designs alongside custom creations, this innovative solid surface material is available in 10 attractive colours as well as 10 standard surface designs such as Hive with its hexagonal print and the raised relief detail of Dunes.

With its effortless ability to create flowing and tighter curves, **HI-MACS® Ultra-Thermoforming** really pushes the boundaries in solid surface design, offering designers, specifiers and architects 30% more thermoplastic capabilities, allowing for extreme shaping and endless possibilities with more accentuated curves without compromise.

Also on show will be the new 2018 colour collections - **Concrete and Marmo**. The new Concrete Collection is perfectly in line with the trend for concrete surfaces in modern design and architecture, both in commercial and residential projects. Industrial looking with warmth and character, this new product is available in five concrete shades and combines the texture of raw concrete with the smooth finish of HI-MACS®. The Marmo Collection has also been updated with nine new colours in keeping with the trend for marble finishes, grey shades and dramatic dark brown and anthracite effects.



The Concrete collection



The Marmo collection

To complete the concept of the stand, the floor will be equipped with our **LG Hausys Decotile** in the colour Midnight. This Luxury Vinyl Tile (LVT) provides the natural appearance of premium stone which builds a perfect symbiosis to the HI-MACS® displays.

The stand has been designed by **Draisici Studio**, an award-winning London-based practice that designs and develops unique projects. The dynamic exhibit features translucent pink open modules with softly curled edges, alongside a selection of the latest HI-MACS® finishes.

Subtle words spell out the key properties of the material, so the stand gives the impression of a luxurious retail environment while also displaying the branded material, and its fabrication possibilities.

HI-MACS® is composed of minerals, acrylic and natural pigments that come together to provide a smooth, non-porous and visually seamless surface to help meet the highest standards for quality, aesthetics, fabrication, functionality and hygiene. It is the sum of these parts that brings a modern material that is far superior to other conventional materials, and which promises to stand the test of time.

Come and see us on Stand C201

HI-MACS®. Because Quality Wins.

HI-MACS® by LG Hausys

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www.himacs.eu

Design: Draisici Studio www.draisici.com

Fabrication: Qubicle qubicle.co.uk

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 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!



* **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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High resolution images available: www.himacs.eu/newsroom

ABOUT DRAISCI STUDIO LTD

DRAISCI STUDIO LTD is a London based practice that designs and develops unique projects. Commissions span from architecture to interiors, from exhibitions to installations. Established by Francesco Draisci (DipArch, ARB,RIBA), after years of working experience with Richard Rogers Partnership and Ron Arad among others, the multi-disciplinary practice offers a platform that blurs the boundaries between the practical and the poetic. In 2005 the practice was winner of the 40 under 40 AJ/CORUS competition (selecting the most interesting architects in the UK) and, more recently, winner of the Design of the Year Award by The Designer Magazine and finalist in the Wood Awards.

In 2007 Draisci Studio created one of the 150 worldwide creative contributions to the V&A 150th anniversary catalogue and received a commendation for sustainable architectural design in the competition Letchworth Garden City of Tomorrow. The studio work has been exhibited at the V&A, the London Design Museum and the Venice Architectural Biennale.

The studio has been responsible for the design of the V&A exhibition “Decode: digital design sensations”, The YOTA space in St Petersburg in collaboration with onedotzero, the design and production of the Sacred Objects for the New North London Synagogue, a number of residential projects in London, Italy and Paris and for the successful Spring Forest installation for Clerkenwell Design Week 2012. The studio has also provided spatial design consultancy for cultural institutions like the Garage in Moscow and commercial brands such as Nike, Karl Lagerfeld, Nokia, Peroni, Dornbracht and designed the new Cathedra and Crucifix for Leicester Cathedral.

In April 2017, Draisci Studio won Architect Pitch, organised by Archiboo, and will work with London property developer, HUB, on their upcoming project in order to create a new approach to interior and commercial spaces.

www.draisci.com