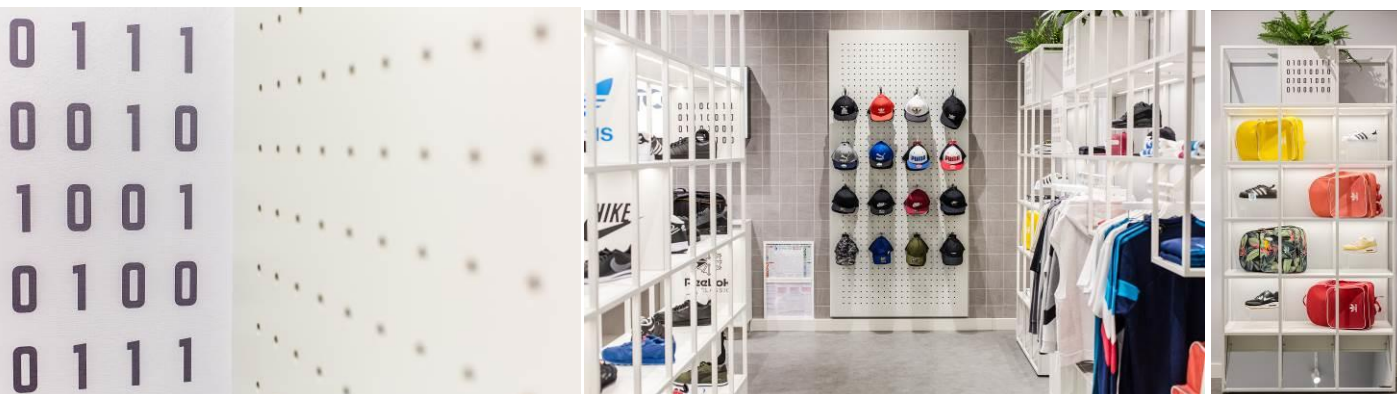


## HI-MACS® Concrete creates a cool, urban look in GRID store



*When it comes to kitting out commercial spaces, HI-MACS® is the ultimate material for walls, surfaces and cladding. It's no wonder then that the GRID chain of sportswear stores in Romania chose HI-MACS® for its new, unique retail concept, which combines value for money with trend-setting lifestyle and sports brands such as Nike, Puma, Adidas and Reebok. This multibrand concept fabricated by Atvanguard Surfaces, has been developed by The Various Brands Network, who commissioned PickTwo architect and design studio to devise the perfect environment for their new concept store.*



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

The brief was to create a contemporary, minimalist, semi-industrial design; a completely off-the-wall concept that goes against the traditional retail layout for sporting goods. 'GRID is a fashion shop concept that has its origins in the contemporary world,' explains Sebastian Mindroiu, project co-ordinator, 'a physics-digital world in which much of life and our interactions are happening with the help of technology. The main idea started from the 0 and 1 binary matrix, the matrix that became the physical GRID of the products we present. Thus we outlined the furniture based on a square that reminds us of the digital GRID.'

The architect chose HI-MACS® for the store's reception and cash desk due to its premium quality finish and ability to be moulded into a minimal design. The one-piece seamless finish has no visible joins, is resistant to heavy traffic, is low maintenance and easy to clean. 'The only material that meets all our requirements is HI-MACS® natural acrylic stone,' reveals Sebastian. 'The main body of the reception is the light-coloured Pebble Pearl HI-MACS®, over which was placed the new HI-MACS® Chic Concrete from the Concrete collection. We also used HI-MACS® in Lucent for the GRID logo on the front of the cash desk.'



The store epitomises a strong, spacious layout with metal cubes that are bound together to create the 'binary matrix' that PickTwo envisaged. Made from electrostatically coated steel, each shelf features white LED lighting strips to highlight the products on display. Comfy sofas at the rear encourage customers to take a seat and try on the trainers and footwear.

HI-MACS® is the ultimate versatile, flexible material perfect for residential and commercial projects. It can be thermoformed and moulded into any shape and is widely used for interior and architectural applications. Made from a mix of acrylic, minerals and natural pigments, it creates a smooth, non-porous and visually seamless surface that meets the highest

standards for quality, aesthetics, fabrication, function and hygiene. It's also extremely easy to clean and maintain with a quick wipe down with a damp cloth.



#### INFORMATION ABOUT THE PROJECT DESIGN

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**Project name:** GRID sportswear, Romania

**Architect:** PickTwo, Sebastian Mindroiu and Juliana Dinca

**Fabricator:** Atvanguard Surfaces

**Material:** HI-MACS®; Pebble Pearl, Chic Concrete, Lucent Opal [www.himacs.eu](http://www.himacs.eu)

**Photos:** © GRID

**HI-MACS® elements:** Reception Desk

## 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 quality, 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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