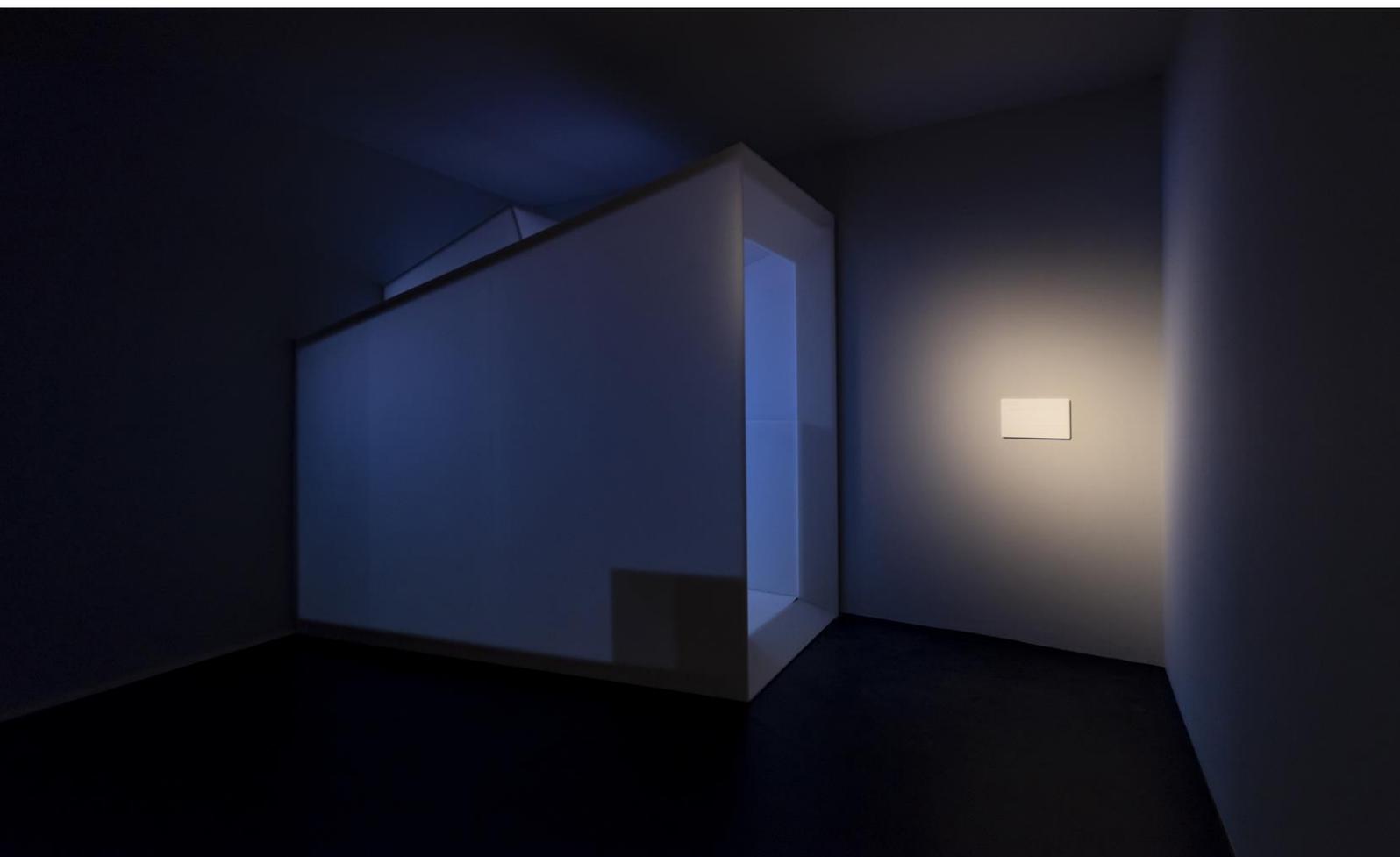


HI-MACS® | Biennale di Venezia
Alpex Architecture has chosen HI-MACS®
to create The Viewing Room

ECC (European Cultural Centre)
Palazzo Mora - Venice
22 May - 23 November 2021



*Exhibited at the **ECC (European Cultural Centre)** space in **Palazzo Mora**, **The Viewing Room** is a project designed by **Laura Petruso** and **Oliwia Durak** of **Alpex Architecture**, and it has been created entirely in **HI-MACS®**.*

*The **Viewing Room** installation by **Alpex Architecture**, presented at the Biennale Architettura 2021, and created by **DFORM**, the **HI-MACS®** Solid Surface fabricator, consists of an individual room in which visitors are invited to experience the strong relationship between art and emotion through the dimensions of time, space and existence ("TIME, SPACE, EXISTENCE").*

Designed to accommodate a single person, *The Viewing Room* provides the illusion of being present at a live art exhibition with audio/video projections in a "tailor-made" physical space, in which the intense relationship between the visitor, creativity and sensations becomes the entire raison d'être of the installation.

Human perception of space is defined through light and materials, two deeply interconnected, co-dependent and complementary elements. Light, which plays a crucial role in this project, is emphasised here thanks to the innovative **HI-MACS® Opal** Solid Surface from the **Lucent** collection. The colours in this range are characterised by their translucence, which enables the material to interact with a light source and create extraordinary visual effects, lending sharper definition to the actual space.

HI-MACS® is the perfect material for art installations, since the absence of visible joints guarantees a smooth and continuous surface, while its incredible thermoforming characteristics allow any shape and type of project to be created. Its extreme resistance to knocks and scratches allows the material to withstand intensive use, as in the case of this interactive exhibition. Solid Surface is also highly resistant to wear and tear over time, as well as having exceptional flame-retardant properties and forming an incredibly hygienic surface.

ABOUT THE PROJECT

Project: The Viewing Room

Location: ECC (European Cultural Centre), Palazzo Mora - Venice

Design: Laura Petruso & Oliwia Durak - Alpex Architecture

Exhibition period: 22 May - 23 November 2021

Exhibition times: 10.00 – 18.00

HI-MACS® fabricator: DFORM

Material: HI-MACS® Opal S302 www.himacs.eu

Photos: © Matteo Losurdo

HI-MACS®. Because Quality Wins

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 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® 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. Now, **HI-MACS® Intense Ultra**, combining the characteristics from two disparate worlds: **Intense Colour Technology** and **Ultra-Thermoforming**.

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. Furthermore, HI-MACS® has obtained the French **QB certification** and **CSTB ATec “Avis Technique”** for facade applications.

HI-MACS® offers 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).

HI-MACS® Media contact for Europe:

Mariana Fredes – LG Hausys Europe GmbH - Ph. +41 (0) 79 693 46 99 – mfredes@lghausys.com

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