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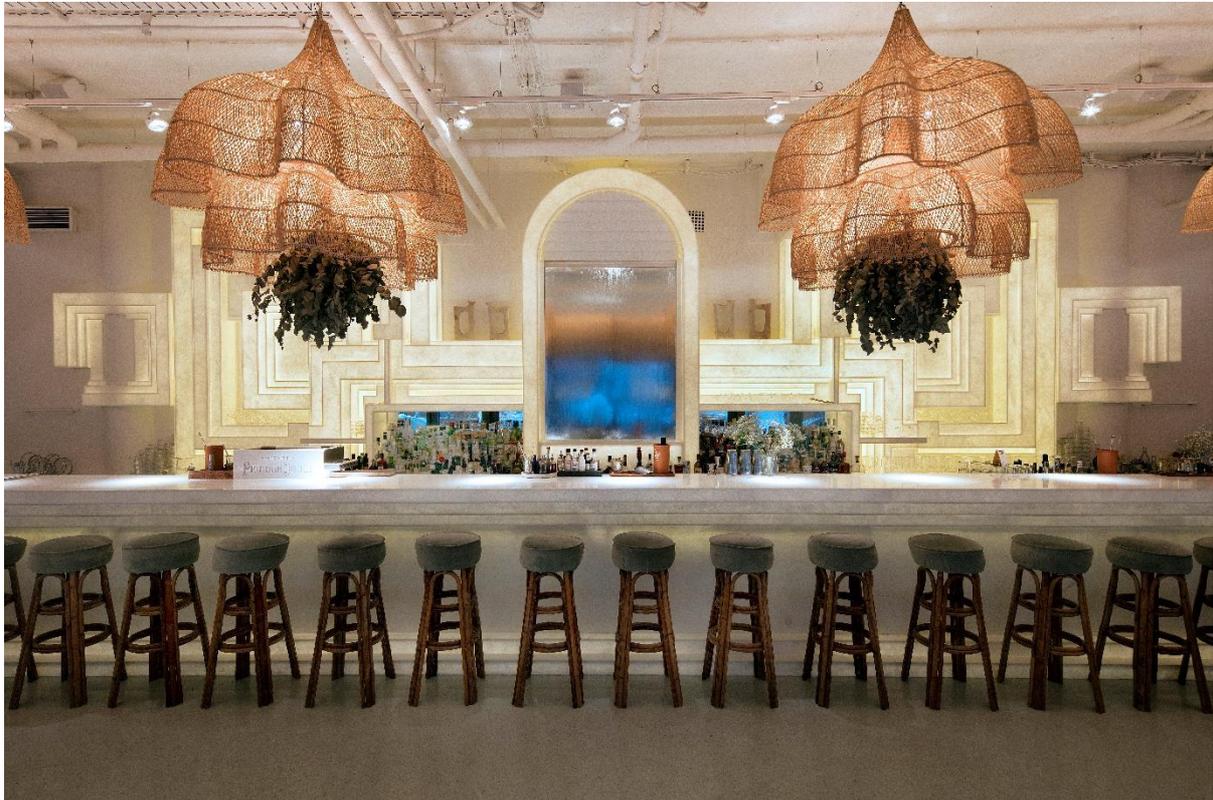
PRESS RELEASE

The Paradise Now bar | Düsseldorf

By Moritz von Schrötter, Charles Bals, Walid El Sheikh

The paradise just around the corner – HIMACS lends luminosity to The Paradise Now bar in Düsseldorf

HIMACS provides glorious visual impact at the new hybrid restaurant, bar, bistro and club in Düsseldorf's MedienHafen district



The concept for The Paradise Now in Düsseldorf was developed with the aim of understanding and meeting human needs and creating an escape from the everyday. Düsseldorf restaurateur Walid El Sheikh joined forces with Moritz von Schrötter and Charles Bals from design agency Parasol Island to bring the new and versatile mix of restaurant, bar, bistro and club to life. Together they turned their vision into reality within a space of just under 1,000 m² under one roof in the Düsseldorf MedienHafen district. The new venue, located at Hammer Strasse 27, opened its doors in August 2021, offering guests a restaurant, bar and club, and the freedom to move between these whenever the mood struck.

Nothing was left to chance in the design of the new restaurant-bar concept, which gives off holiday vibes and cultivates total relaxation. High ceilings, bright colours and pleasant lighting create a relaxed ambiance from the moment one enters: go to the restaurant, for example, to enjoy the open, airy space and embark on a culinary journey with the “Coast2Coast” kitchen. The prevailing white base tone is perfectly

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complemented by natural colours, organic shapes, natural materials like wicker furniture and plants from warmer southern regions of the world.



The tropical interior design of the restaurant merges with the open, hybrid bar/bistro space and continues there, where guests can immerse themselves in the holiday ambiance as they enjoy light bites, drinks and Latin funk grooves. The bar/bistro area can accommodate up to 140 guests and also features an elegant, friendly white base tone, accentuated here by just the natural shades of the rattan pendant lights and bar stools, as well as the hanging plants dropping in from the ceiling.

The absolute centrepiece and highlight – in the truest sense of the word – of the bar is its spectacular custom-made counter, which measures an impressive 16 metres long. Around 30 guests can sit here, unwinding over drinks and cocktails and dreaming of sun, beach and sea. HIMACS solid surface material in the colour “Arctic White” was used for the work surface at the back of the counter, while “Ispani” from the LX Hausys Marmo collection was used for the visible part of the countertop, and the front and side elements of this unique counter. The designers took full advantage of the one-of-a-kind visual properties of the solid surface material, which align perfectly with the current trend of a high-quality marble aesthetic. When the bar is lit up in the evening, the marbling of the solid surface material shines through even more. Stylish wall panels, also in backlit HIMACS, with inset elements at different

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depths cover ten metres of the back wall behind the bar. These panels are not just visually striking, but can also be used as practical shelves for glasses and other bar utensils. The fabricator Karl Heller GmbH from Düsseldorf was responsible for the outstanding customisation of the spectacular counter.



The exceptional properties of HIMACS make it ideally suited for use in restaurants and bars – but owner Walid El Sheikh actually came to know of the material in a different context. “The first time I saw HIMACS was in a hotel bathroom, and I was immediately taken by the unique look and feel of the solid surface material. It’s like stone, but with a smooth, non-porous surface and consistency of colour that put it in a superior class!”

Walid El Sheikh also praises HIMACS, which is composed of acrylic, minerals and natural pigments, for its versatility and flexibility, including the extensive colour range available and the ease of processing and thermoformability. These properties allow for unusual design ideas like the bar at The Paradise Now. “Every guest is fascinated by this material,” Walid El Sheikh says of the strong impact on visitors to the bar. “Not a day goes by that our guests don’t touch the surface and then marvel

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at the perfect smoothness.” And speaking of people touching the bar: HIMACS is the ideal material for high-traffic areas with high-contact surfaces when it comes to hygiene, cleanliness and user-friendliness. It is an especially durable, stain-resistant material that is easy to clean.

Guests who decide to move to the club area after a relaxing start to the evening in the bar or restaurant find the solid surface material there as well. The DJ stand, which houses all of the essential sound systems, is elegantly and discreetly formed from black HIMACS. Under a neon lighting installation, up to 400 guests can get lost in the futuristic ambiance and continue their escape to paradise into the early morning hours.



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PROJECT INFORMATION

Project: The Paradise Now, Düsseldorf www.the-paradise-now.de

Design: Moritz von Schrötter, Charles Bals, Walid El Sheikh

Fabrication: Schreinerei Karl Heller GmbH www.schreinerei-heller.de

Material: HIMACS "Ispani", "Arctic White" and "Black" www.himacs.eu

Material Supplier: Becher GmbH & Co. KG www.becher-holz.de

HIMACS elements: counter and backlit wall cladding in bar area, surface of DJ stand in club area

Photos: © Rainer Rehfeld Fotografie

HIMACS. Because Quality Wins.

HIMACS Solid Surface

www.himacs.eu

HIMACS 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.

HIMACS 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 HIMACS.

At the forefront of innovation as always, LX Hausys recently introduced two new products. First **HIMACS 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, **HIMACS Intense Ultra**, combining the characteristics from two disparate worlds: **Intense Colour Technology** and **Ultra-Thermoforming**.

HIMACS 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 HIMACS is almost as robust as stone, it can be worked in a similar way as wood: it can be sawn, routed, drilled or sanded.

HIMACS is manufactured using a new generation technology, the **thermal cure**. The temperature reached during the manufacturing process sets HIMACS apart from other solid surfaces and creates a denser, even more homogeneous, sturdy, durable surface – with a better resistance and superior thermoforming performance.

HIMACS 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 HIMACS 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, HIMACS has obtained the French **QB certification** and **CSTB ATec “Avis Technique”** for facade applications.

HIMACS offers a 15-year warranty for products fabricated by a Quality Club Member.



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* **HIMACS** is designed and produced by **LX HAUSYS (formerly LG Hausys)**, a world leader in the technology sector belonging to LX Holdings Corp.