

HIMACS: At the cutting edge of creativity for Lena Marie Emrich's *soft cruelties* exhibition



Each year, dream destinations around the world, from Venice to Uluru by way of Barcelona and Dubrovnik, are literally invaded by visitors. These are clear cases of overtourism. And the number of places whose beauty attracts these travellers keeps rising, as a result of exposure to films, television series and social media influencers. Wanting to have everything they might possibly need: it has become the norm for tourists to go over the top in their packing for trips across the globe.

In *soft cruelties*, her latest show (in Berlin from 16 September to 11 November 2023), Lena Marie Emrich's work revolves around the resulting construction of reality, fiction and speculation. She removes everyday objects and materials from their usual settings in order to manipulate, reproduce and/or aestheticise them. For these works of art, the artist chose to use an extraordinary medium: **HIMACS**. This Solid Surface material, which is normally used in the field of architecture, plays a central role in Emrich's most recent pieces.

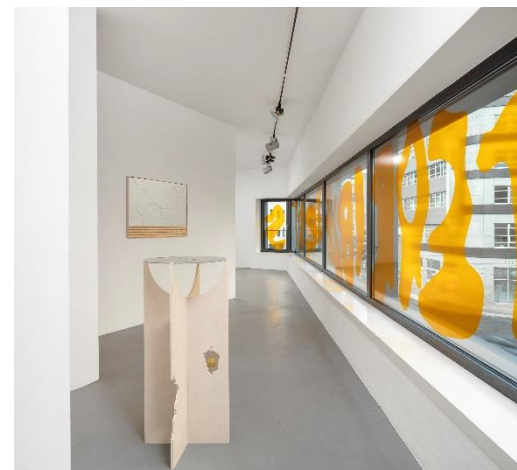
Emrich milled, sawed, engraved and sanded **HIMACS** Solid Surface for use in her art. Her creations bear witness to a unique coupling of technical precision with artistic inspiration. Amongst other works, the exhibition includes six reliefs that seem to have been sculpted directly in the stone, a *Wishing Well* series and a conversational furniture piece dubbed *Menage a trois (Garden Eden)*.

These pieces in **HIMACS** make quite the impression with their simple colours and their flawless surfaces. Lena Marie Emrich opted to utilise multiple hues of **HIMACS**, both light and dark, from the Marmo Collection's Aurora colour palette (Pavia, Aurora Cotton, Aurora Canyon

HI·MACS

and Aurora Angora), featuring natural marbling. She also incorporated the Beach Sand pattern from the Exteria Collection. Put together, all this endows the show with solemn elegance, whilst at the same time providing proof of the extraordinary versatility of **HIMACS** Solid Surface.

By pairing this material – which is typically used for practical purposes – with a new context that has its own cold, formal and yet poetic language, and with materials from diametrically opposed applications, Emrich has created a sort of “petrified world”, in which any ephemerality is eliminated, specifically for the Kunstverein. In this way, she delivers a strong illustration of the contrasts between fiction and reality, and shines a light on the potential conflict between personal pleasure and moral principles.



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High resolution images available: www.lxhausys.com/eu-en/case-studies



PROJECT INFORMATION:

Project: *soft cruelties* exhibition, 16 September to 11 November 2023 (1-6 pm)

Location: Kunstverein am Rosa-Luxemburg-Platz, Linienstraße 40, 10119 Berlin, Germany

Artist: Lena Marie Emrich

Materials: HIMACS Pavia M603, HIMACS Aurora Cotton M615, HIMACS Aurora Canyon M705, HIMACS Aurora Angora M706, HIMACS Beach Sand G048 and HIMACS Sanremo M605
lxhausys.com/eu

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HIMACS Solid Surface

www.lxhausys.com/eu/himacs

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 many 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 in the history of Solid Surface since its inception in 1967. And now, **HIMACS Intense Ultra** combines 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 made using a next-generation technology, the **thermal cure**. The temperature reached during the manufacturing process sets HIMACS apart from other solid surfaces and creates a denser surface that is even sturdier, more homogeneous and more durable, and with better resistance and superior thermoforming results.

HIMACS does not absorb humidity, is highly resistant to stains and is easy to clean, maintain and repair.

Countless internationally recognised 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 the Alpine White S728 colour.

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



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Let's connect!



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

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