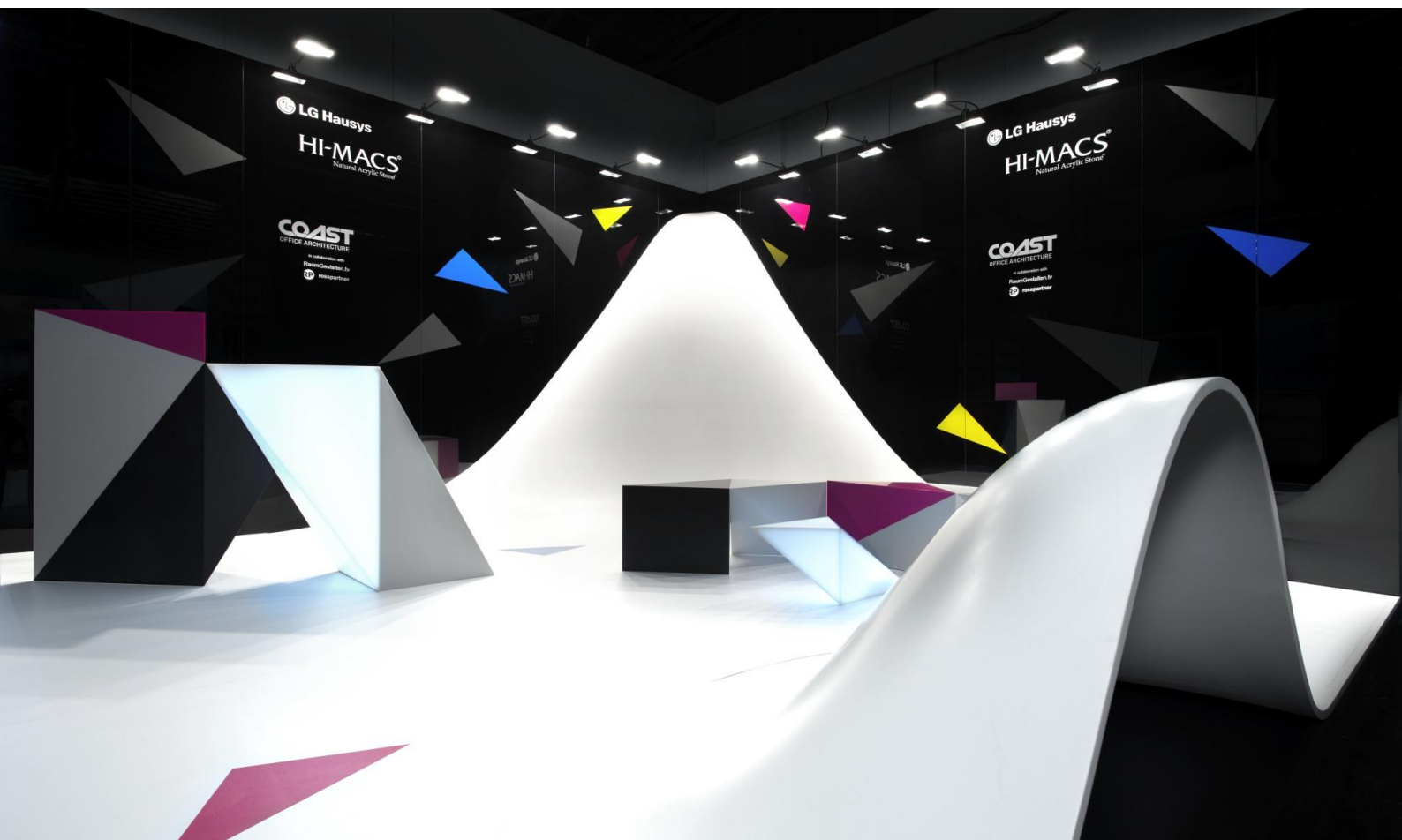


Curvy inspiration for HI-MACS® at 100% Design with COAST OFFICE ARCHITECTURE



From September 23-26 the annual London-based 100% Design exhibition will be attended by designers and architects from around the world.

After last year's recognition as one of the best stands at the exhibition, by the 100% Design organisers, visitors expect the HI-MACS® stand to supply the "wow factor" and this time will be no different.

This year the exhibit will showcase new products and ideas designed by the German studio COAST OFFICE ARCHITECTURE and brought to life using HI-MACS®. A space experience, which uses its architecture and furniture design to show off the flexibility of the material.

Two organic HI-MACS® 'waves' rise out of the white floor and transform the stand into a futuristic space-age display, consisting of a reception area and lounge. Two black reflective walls frame a corner of the exhibition space, giving the illusion of a three-dimensional, round form. The reflective surfaces of the walls create a design landscape that transcends the room's boundaries.

The HI-MACS® waves demonstrate how this amazing solid surface material can be used to create limitless three-dimensional forms.

In contrast to the rolling waves, the HI-MACS® reception counter and lounge furniture use angled geometrical shapes. Squares, rectangles, parallelograms and triangles emerge and are further enhanced by the bold blocks of colour, with white, grey, black and pink shapes extending beyond the individual edges of the furniture. As HI-MACS® can be processed without any visible joint lines, the furniture flows smoothly between the different colours and shapes.

This design flexibility, as well as the availability of a wide range of colours including translucent shades, combines with excellent material properties. HI-MACS® is durable, impact-proof, non-porous and easy to clean. This acrylic stone is especially suited to the design of public spaces and even entire façades, as well as kitchens and bathrooms.

The LG Hausys team will be providing comprehensive information about HI-MACS® acrylic stone and its many possibilities at the show.

LG Hausys at 100% Design

23-26 September 2015, Olympia, London.

Stand K655 (Kitchens & Bathrooms)

Photo credits: © David Franck

Stand design: *COAST OFFICE ARCHITECTURE, Germany* www.coastoffice.de

More information at www.himacs.eu

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 acrylic, natural minerals and 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** and **David Chipperfield**, among others, have completed fabulous projects using HI-MACS®, from kitchens to bathrooms, including decorative items, in hotels as well as in museums, shopping centres and on external façades.

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.

As regards hygiene, 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® The New Generation

Inspired by Architecture

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 Geneva (Switzerland).