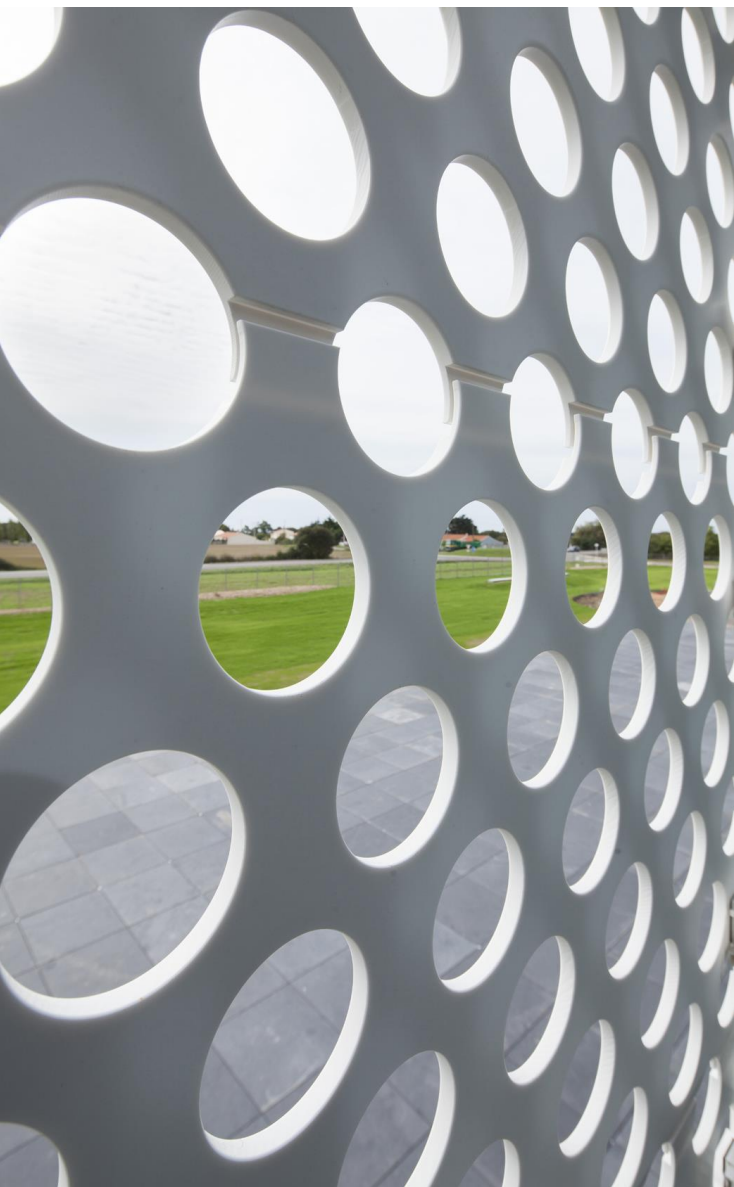


HI-MACS®: WHEN BENETEAU'S FAÇADE becomes a work of art

Photographer: Mathieu Ducros

BENETEAU’S FAÇADE: WHEN HI-MACS® BECOMES ART



Located in Givrand (Saint-Gilles-Croix-de-Vie area), **BENETEAU’s** (a major sailing boat, yacht and motorboat manufacturer) headquarters has an original façade designed using **HI-MACS®** new generation acrylic stone. With thermoformable, multipurpose, ultra-resistant and non-porous properties, **HI-MACS®** proved to be the perfect material for the project.

The head of the **company PAD**, made up of 14 employees, **Frédéric Périot**, a licensed architect graduated from the School of Architecture in Nantes, France, takes a fresh look at incorporating buildings into their environment. He created the project’s initial design. **By integrating a perforated mesh-like façade into his design**, Périot knew exactly how to stand out from the other four short-listed companies selected by **BENETEAU**. The project had many requirements, including the challenge of designing a work in an open space in order to create a building which is fully exposed to natural sunlight. The world’s leading sailing yacht manufacturer relied on **PAD** for this project, which consists of two different buildings separated by a patio and connected by a glass gallery.

Wanting to follow the original design as closely as possible, **BERI 21**, the project manager and in-house general contractor for **BENETEAU**, started to look for different materials used in other façades while the structure was being designed. After discovering **HI-MACS®** material in a sailing yacht shower room (there is no coincidence here), the company quickly contacted **HI-MACS®**. Although **HI-MACS®** material was an obvious solution, it was officially selected only after its fastening system was tested and approved.

The main southern facing façade with the mesh-like design is built in HI-MACS[®] and identifies BENETEAU headquarters. Thanks to the adaptability and excellent thermoformability of this new generation acrylic stone, BERI 21 was able to create this remarkable work. The material was installed by MCS company teams. HI-MACS[®] is the first Solid Surface on the market to have been granted European Technical Approval and the ideal material for all different types of structures.

HI-MACS[®] was chosen because it helps regulate the façade which is exposed to large amounts of sunlight and reduce high levels of energy due to radiation thanks to its perforated material. Its random mesh-like design represents BENETEAU's logo and its irregular perforated pattern gives the impression that the façade is moving, like a wave coming to cover and protect the building.



Data Sheet /

BENETEAU FAÇADE

PROJECT INFORMATION

PROJECT: Beneteau Group headquarters' façade

LOCATION: Givrand (Saint-Gilles-Croix-de-Vie area), France

DESIGN: PAD Architectes for BERI 21

FABRICATION: LCCA

MATERIAL: HI-MACS[®] Alpine White

INSTALLATION: MCS

PHOTOGRAPHER: Mathieu Ducros©

HI-MACS[®] FOR THE FAÇADES

- Endless design possibilities thanks to its thermoformability and unique design.
- Unique guarantee: 5-year guarantee on UV resistant colours, for a tolerance of Delta E3 Delta E4 and on the loss of shine (over 40%), 10-year guarantee on the sweating of colours and 20-year guarantee on the chipping, swelling or peeling of colours.
- A strong weather-resistant material (only includes the 15 colours of our range indicated by a $\Delta E3$ or $\Delta E4$).
- Easy to maintain: non-porous, it can be re-sanded in order to get rid of marks overtime.
- Fire-resistant HI-MACS[®] FR: "LNE fire certification" – class M1 and B1 by the Siemens Institute.
- The material is ETA certified and considered suitable for use on façades when HI-MACS[®] FR is used in combination with Keil inserts and BWM profiles.
- Invisible fastening systems.

HI-MACS[®] Media contact for Europe:

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High resolution photos available at www.himacs.eu/press

www.himacs.eu

For **BERI 21** and **BENETEAU**, it was a pleasure working with **HI-MACS®** with its white colour and reaction to light, giving the material a matt and velvety texture. In addition, its appearance is just as beautiful from either side, allowing you to appreciate it from both the inside and outside. Its mesh-like wall is built away from the glass façade along the gallery, covering the entire building.

The **HI-MACS®** façade (shade S28) has a perforation rate of nearly 50%. **There are many advantages in working with HI-MACS® on this project. Designers were able to reach the desired level of transparency and choose variations in the perforation in order to incorporate the logo.**



HI-MACS® creates a balance between the project's size and structural system. Also, panels were installed and attached to metal posts making the structure seem light and delicate. For the **LCCA fabricator**, the main constraint was to hide the fastening systems while allowing for the mechanical stress related to the exhibit. **HI-MACS®** knew how to meet the expectations of both the client and various service providers.

About PAD:

The company PAD is specifically committed to working with the environment, designing energy efficient and environmentally friendly structures and meeting the needs of all contractors. Right from the design, their creations include low-energy performances, passive buildings and positive energy structures thanks to specific IT tools, whether for housing, hotels, hospitals or other industrial buildings.



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WHAT IS HI-MACS[®]?

A new generation acrylic stone, **HI-MACS[®]** is a material that is designed and produced by **LG HAUSYS**, a world leader in the technology sector, and distributed by **LG HAUSYS EUROPE**, based in Geneva (Switzerland).

Due to its thermoformable properties, its wide range of colours, its translucency and the invisible joins, HI-MACS[®] is able to provide an infinite number of designs and exclusive finishings. Moreover, this material can be worked as easily as wood as it is easy to handle and to cut.

As regards hygiene, HI-MACS[®] does not absorb humidity and is highly resistant to stains. Its smooth and non-porous surface means that it is not penetrated by liquids. Completely sterile, this material is easy to clean and to repair.

Unlike other similar materials on the market, HI-MACS[®] is the first Solid Surface to enjoy official **European Technical Approval (ETA) for façades** – for Alpine White S728 colour – which was awarded by the European Organisation for Technical Approvals (EOTA).

During the manufacturing process, HI-MACS[®] is heated to very high temperatures by means of an advanced firing heat treatment. This procedure makes HI-MACS[®] different from other types of acrylic stone, giving it better uniformity and making it more resistant to shocks and UV rays.

Acrylic stone provides infinite possibilities for personalised designs and inspires professionals 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.

HI-MACS[®] is available in around 100 different colours in various ranges: **Solids, Granite, Sand, Pearl & Quartz, Volcanics, Lucent, Eden, Galaxy** and **Marmo**, in different thicknesses of 3, 6, 9 and 12 mm, depending on the shade. HI-MACS[®] holds a number of international certifications with regard to the environment, hygiene and fire resistance, such as **ISO 9001** and **14001, Greenguard, NSF, LGA** and **IMO MED** certification (Modules B and D), among others.

HI-MACS[®] stands out for its excellent quality service, guaranteed by its **Quality Club** programme, consisting of a network of expert manufacturers and approved distributors across Europe. HI-MACS[®] offers the longest guarantee service on the market: 15 years.

For more information:

www.himacs.eu

HI-MACS[®] The New Generation

Inspired by Architecture