

A wide-angle photograph of a modern, brightly lit office lobby. The space features a large, textured wall with the 'L'ORÉAL' logo in dark letters. A long, white reception desk is positioned in the center. To the left, a tall, cylindrical column is wrapped in a blue material. In the foreground, there are several curved, white and blue modular seating pieces. The ceiling is white with recessed lighting, and a large, illuminated purple and white cylindrical structure is visible in the background.

L'ORÉAL

PRESS RELEASE

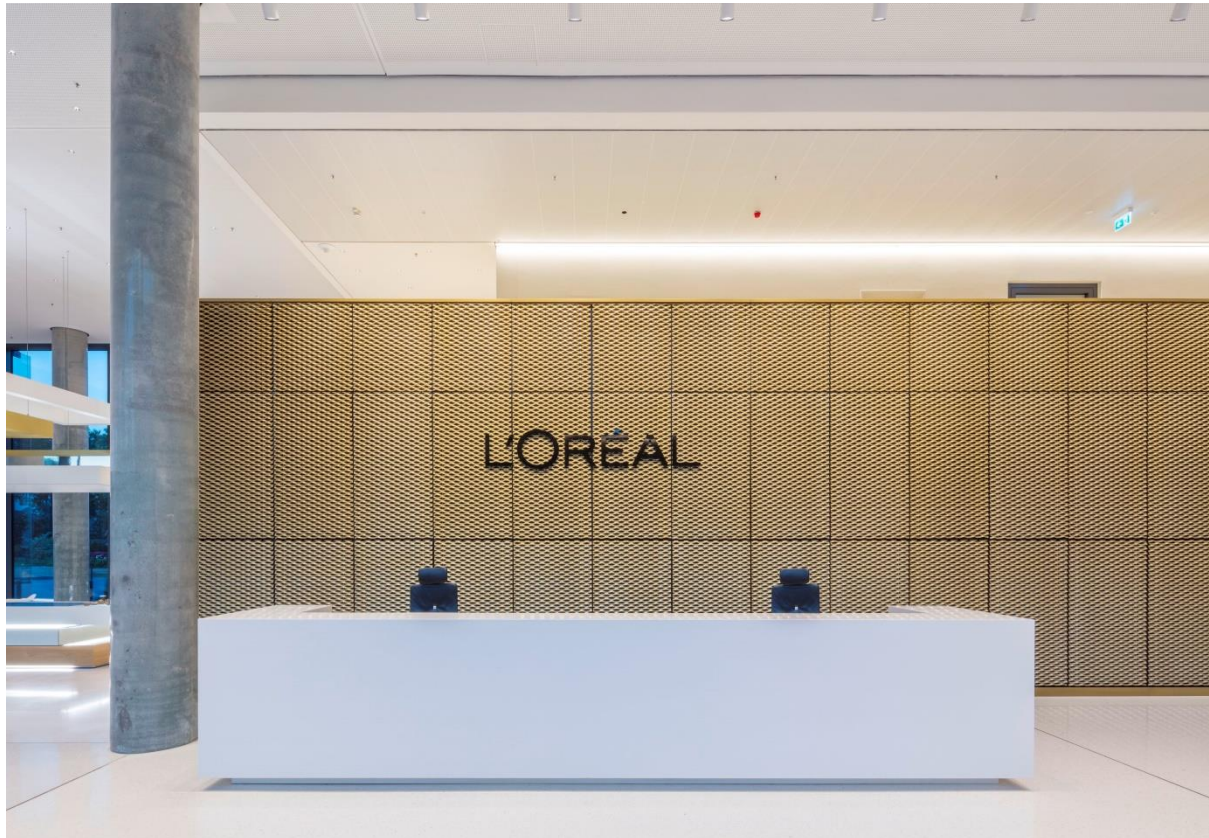
L'ORÉAL'S HQ IN GERMANY

BY HPP ARCHITECTS

Photos: © Ralph Richter

HI-MACS[®]
Natural Acrylic Stone[™]

HI-MACS® gives a touch of Parisian elegance to L'Oréal's HQ in Germany

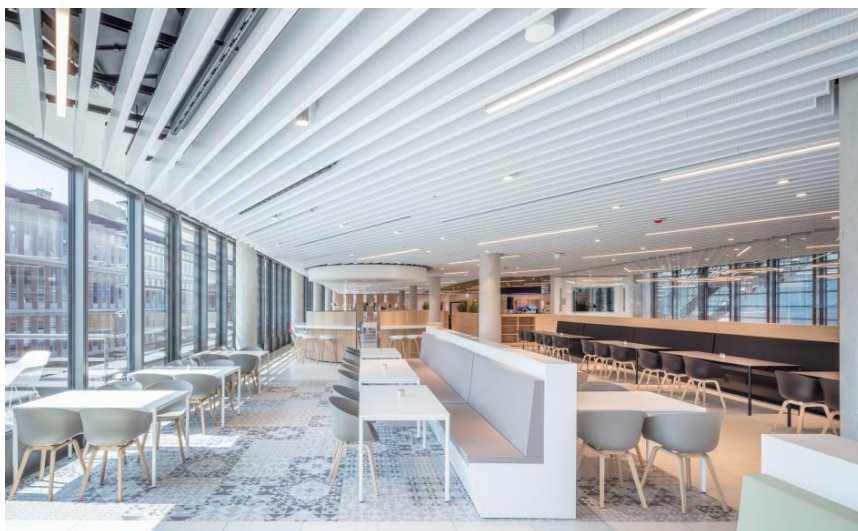


In less than two years, HPP Architects have fashioned the L'Oréal headquarters in Düsseldorf, Germany into this spectacular building. This 60 metre building has 24,400 m² of gross floor area, which reflect the corporate values of the group and its 86,000 employees. In order to echo the high end qualities of the company, the top quality solid surface brand, **HI-MACS®**, has been used throughout to provide exceptional fittings worthy of this cool and elegant space.

The architects developed a concept incorporating L'Oréal's essential values, such as transparency and innovation. As soon as you step into the 7 metre entrance hall, a scheme of openness and permeability becomes obvious, offering an extraordinary spatial experience. The distinguished white and gold interior continues the idea of transparency in design. Innovative elements, such as a brilliant white reception counter made of the HI-MACS® solid surface material in Alpine White finish, give an exclusive touch to the space and provide an elegant and low-key structure for the 36 international brands of the world-leading cosmetics company.

The customised reception counter and round coffee point make both visitors and employees feel as if they are entering a modern, exclusive lounge, promoting communication and exchange. They are made of the thermoformable **HI-MACS® solid surface material in Alpine White.**

The open and welcoming design of the entrance area continues throughout all 16 floors of the building, including the work stations and the restaurant on the second floor which offers seating for 400 people. Round seating islands create a contrast to the otherwise open and communicative design, offering employees a place to retreat.



The HI-MACS® solid surface material was also used as a connecting element in the restaurant: the white and black structure for the seating benches in the restaurant and also for suspended counters and table tops for the seating islands. These

elements were made from the brilliant white but durable and low-maintenance HI-MACS® in Alpine White.



The unique material with its seamless finish was also used for the screens and surfaces of the free-standing soup station as well as the buffet counter running across the room. Thanks to its non-porous surface, the material is extremely hygienic and easy to maintain. This makes it the perfect solution for restaurants. Due to its durability, the material can also be used in areas with extremely high traffic such as the cashier area.

A special zone of contrast is created by the coffee point in the restaurant. Instead of using bright, radiant colours in line with the rest of the interior, the architects decided to use HI-MACS® Black for a clear distinction.



Schumann Möbelwerkstätte GmbH, the fabricator involved in this project, choose HI-MACS®, in Alpine White and Black, as they have been very impressed with the exceptional qualities of the solid surface. *"Although HI-MACS® is almost as robust as stone, it can be processed just as easily as wood. The solid surface material can be sawn, milled or drilled without any problems using standard woodworking tools,"* explains Managing Director Gert Schumann.

The solid surface material consists of minerals, acrylic and natural pigments, can be fabricated seamlessly and thermoformed into almost any shape. At the same time, the non-porous surface does not allow bacteria, mould or dirt to collect, thus complying with all hygiene requirements. This makes HI-MACS® the perfect material for use in restaurants. With its tough characteristics, HI-MACS® can also handle the heavy-duty use in public areas such as entrance halls and waiting zones.

The LG Hausys solid surface material is a high-tech material conforming to the highest standards in terms of quality, aesthetics, manufacture, functionality and hygiene. This makes it the ideal choice when it comes to creating a stylish but equally functional structure for a world-famous brand like L'Oréal.

HI-MACS®. Because Quality Wins.



PROJECT INFORMATION

Project name:

L'Oréal Headquarters Düsseldorf

Location:

Düsseldorf, Germany

Architecture & Interior Design:

HPP Architekten GmbH, Düsseldorf, www.hpp.com

Fabrication:

Schumann Möbelwerkstätte GmbH, Altenkirchen, www.schumann-ak.de

Material:

HI-MACS® Alpine White S028, HI-MACS® Black S022, www.himacs.eu

HI-MACS® elements:

Reception counter, coffee point (entrance hall and restaurant), seating benches, tables, buffet counter, soup station, cashiers

Photo credit:

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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).

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