



**The story of LG Hausys narrated by the Starchitects,
in an exhibition at the Fuorisalone:
“Collaboration Elements”**

It's Starchitect time for **LG Hausys**, back at the Milan Fuorisalone in an area located inside the **SuperDesign Show**, at the *Superstudio Più* in via Tortona.

The projects of *Alessandro Mendini* and *Stefano Giovannoni*, but also of *Karim Rashid*, *Marcel Wanders* and *Ben van Berkel*, as well as their personal interpretations of the concepts of 'pattern', 'space' and 'project', will be part of an interactive exhibition on the world of design and techno materials. A fascinating archive presenting their work with LG Hausys, performed in different, but always enthralling ways over the years, through a cosmos of colours, shapes and, obviously, materials.

Collaboration Elements.

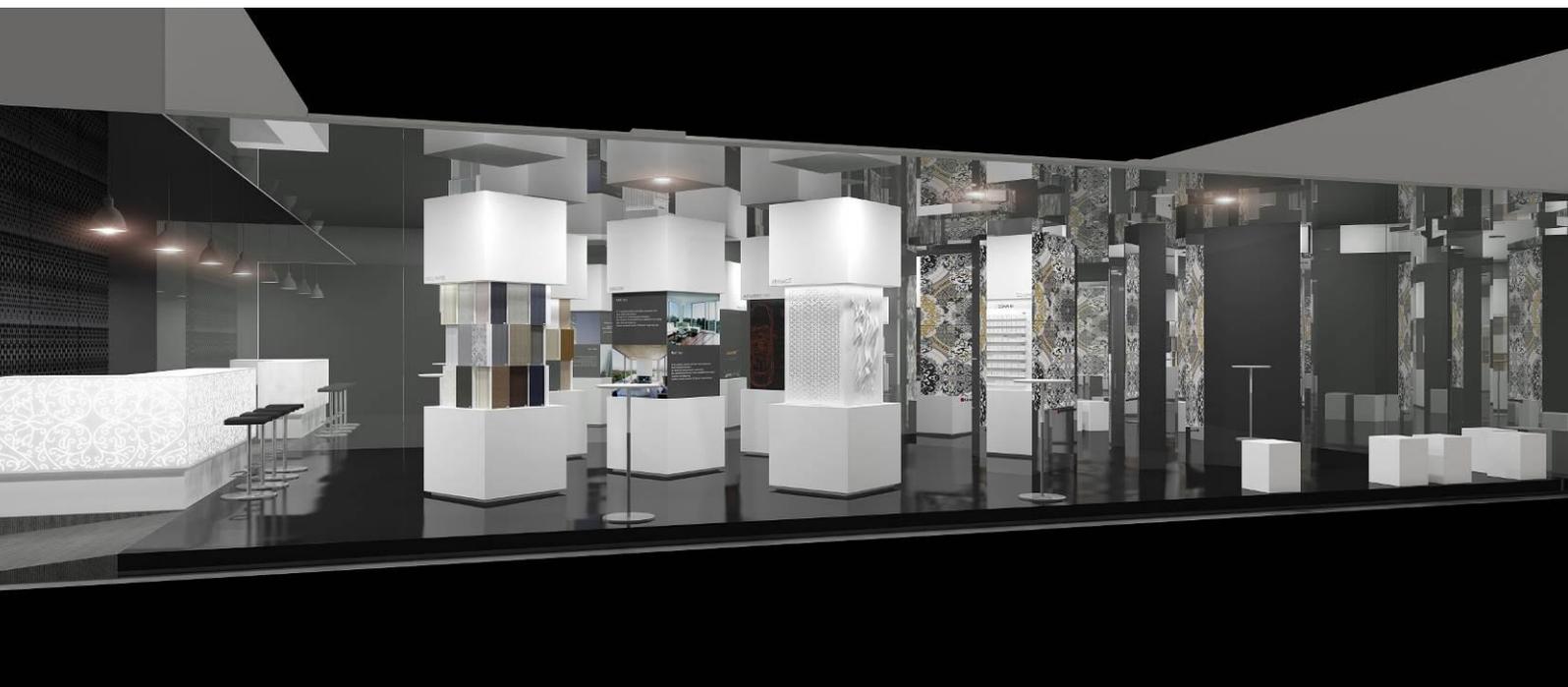
To outline a chronological path, in search of a guiding light able to highlight changes in trends and styles over the years, LG Hausys will recreate a 'forest' of columns in HI-MACS®, each of which is assigned to one of the designers. Mirrors are then wrapped around to endlessly reflect space, completely cancelling out any borders between tangible and abstract, past and future.

A temple of project and thought, in which you are accompanied by the images and videos, but above all inspired by the high-performance qualities of LG Hausys materials and their almost endless application and personalization options.

DECO Benif, Wallcovering, Flooring, Automotive Leather and above all *HI-MACS®*: five materials for different uses, but which appeal at the same time to both companies and interior and product designers, as well as outfitting and shopfitting designers.

More specifically, **HI-MACS®**, the protagonist of LG Hausys exhibitions in recent years, with interpretations in a creative aesthetic by Marcel Wanders (2015) and Karim Rashid (2014), will be presenting for the occasion the new Lucia 2016 collection, with five colours, three of which were created by Marcel Wanders.

LG Hausys, a world open to new partnerships and not a closed reality, always ready to enter into debate to improve itself and bring to the project world an extraordinary, essential product.



Collaboration Elements

Curator: Sung-Hee Park

Designers: Alessandro Mendini, Stefano Giovannoni, Karim Rashid, Marcel Wanders, Ben van Berkel.

SuperDesign Show, Superstudio Più

via tortona 27, Milan

From 12 to 16 April, from 10:00 to 21:00

Sunday 17, from 10:00 to 18:00

Press preview: Monday 11 April, from 15:00 to 20:00

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High resolution photos available 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 natural minerals, acrylic 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 GMBH** based in Frankfurt (Germany).

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