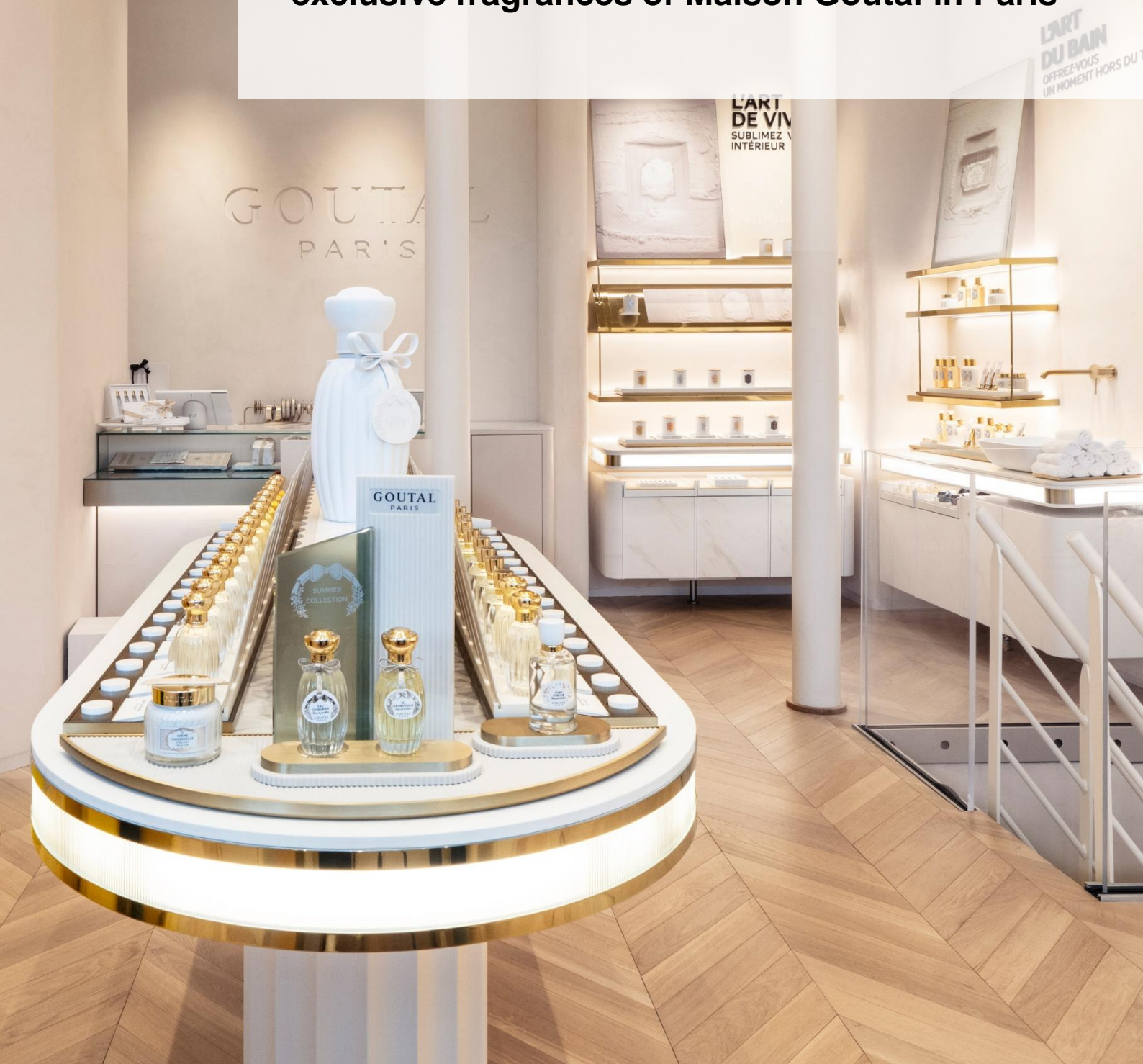


HI·MACS

The shape of your ideas

PRESS RELEASE

A showcase with HIMACS to celebrate the exclusive fragrances of Maison Goutal in Paris



A showcase with HIMACS to celebrate the exclusive fragrances of Maison Goutal



Famous for its timeless fragrances and delicate creations, Maison Goutal offers the true art of 'perfuming', with chic and unique creations to accompany every moment of life. For the renovation of its boutique at Place Saint-Sulpice in Paris, it called on the [Apanache](#) (design) and [TAOS](#) (production) agencies, which specialise in retail and merchandising in the luxury sector. HIMACS has been chosen, among others, as the material to showcase of the house's delicate perfume bottles.

Maison Goutal entrusted the Apanache team with an ambitious mission: to reinvent its identity as embodied by its destination store, in the heart of the French capital. This project required an approach that combined exceptional creativity, technical precision and expertise.

To take up this challenge, the TAOS team, which specialises in adding significant value to niche projects, was chosen to produce the new concept for the furniture, marrying iconic Parisian elegance with superior craftsmanship.

The specification of materials was crucial in giving free rein to the creativity of the Apanache designers. **HIMACS** was the clear choice thanks to its many intrinsic qualities: Thermoformable with virtually no limits, workable like wood, capable of creating smooth and silky finishes with no visible joints – **HIMACS** is a sustainable material with lasting beauty, particularly suited to retail environments undergoing intensive use and cleaning, such as perfumeries.

HIMACS Media contact for Europe:

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

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In the renovated store, the counters of the display units have been formed in [HIMACS Nougat Cream](#), with certain sections featuring a distinctive gadroon pattern engraved into the solid surface to create a fluted effect.



The design also demanded 8cm strips of Raywal 45 glass to be shaped over the lighting strip on the curved central counter, while Ressource lime plaster was hand-applied to every wall and the ceiling.



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For Alexandre Added, founder of production partner TAOS Paris, *'this work has made it possible to reinvent and refine the image of this GOUTAL flagship boutique into a space that is both elegant and functional, offering a unique immersive olfactory experience to each visitor. The result, faithful to the concept's computer-generated images, propels the brand into a new era. It restores its former glory and reaffirms its iconic status, in perfect harmony with its prestige.'*



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PROJECT INFORMATION

Location: Paris

Architect / Designer: Apanache | apanache.com

Project management and furniture design: Taos | taos.paris

HIMACS manufacturer: La résine Minérale | laresineminerale-orleans.fr

HIMACS supplier: Aska Interior | aska-interior.com | [@aska-interior.com](https://www.instagram.com/aska_interior)

Material: [HIMACS Nougat Cream](https://www.himacs.com/en/products/nougat-cream) | [lxhausys.com/eu](https://www.lxhausys.com/eu) | [@himacseurope](https://www.instagram.com/himacseurope)

Elements made of HIMACS: countertops of the display units

Photo credits: Annick Goutal & Square

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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.

Proud to be at the forefront of innovation, LX Hausys made Solid Surface history with the introduction of **HIMACS Ultra-Thermoforming**, a pioneering formulation which pushes the boundaries of solid surface shaping to significant new levels with 30% greater thermoplastic capability. Furthermore, **HIMACS Intense Ultra** is a groundbreaking advance that now combines the qualities of both **Intense Colour Technology** and **Ultra-Thermoforming**.

To add to the benefits of working with HIMACS, now the iconic HIMACS Alpine White, plus a wide selection of colours, come with SCS certified pre-consumer recycled content for a more sustainable product offering.

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. HIMACS is composed from premium-quality materials, ensuring a surface that is free from harmful substances such as silica, formaldehyde, VOC emissions, and nanoparticles. Prioritising health and safety, HIMACS offers peace of mind for any environment.

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.

For more information and to stay connected, visit our [EU WEBSITE](#), [UK WEBSITE](#) and our [newsroom](#).

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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