



HI-MACS® on display at the London Design Festival with several eye-catching installations

London Design Festival, 14-22 September 2019, celebrates and promotes London as the design capital of the world with several venues across the city. This year, HI-MACS® will be on show at several locations where established designers and architects have used the creative possibilities of the Solid Surface material to showcase both their creative abilities, and also the amazing properties of HI-MACS®.

// London Design Fair //

- An interactive carousel from **FDDS** in HI-MACS®

// Designjunction //

- **HI-MACS® and James Latham** Join Forces With **Steuart Padwick** to Cast A Positive Light On Mental Illness

// 100% Design //

- The **Ripple Table**, made with HI-MACS® Ultra-Thermoforming

HI-MACS® Media contact for Europe:

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



An interactive carousel from FDDS in HI-MACS® at the London Design Fair



HI-MACS® has partnered with **FDDS**, a London based design studio, to create an exciting, playful stand with interactive experiences for visitors. **FDDS** has designed the area to showcase the vast possibilities of HI-MACS® solid surface material and its latest colour collections.

FDDS has accepted the challenge to showcase the vast universe of HI-MACS® solid surface material and its latest colour collections by creating a space concept around a fascinating central orrery.

Visitors are invited to play with a carousel and discover the **HI-MACS® colours, textures, transparencies and extreme curves in an exciting environment**. By spinning the handle they will reveal a dance of transparencies and shadows and experience how the HI-MACS® colours can interact with different light sources.

The columns arranged around the centrepiece offer a showcase for larger panels in which the latest HI-MACS® products can be seen in reality to experience and appreciate their tactile properties. Among the latest products exhibited will be the innovative **HI-MACS® Intense Ultra** which can be thermoformed to a tiny radius, the **New Strato collection** and the new **Marmo and Concrete** colours, all of them combined with iconic shades from the classic collections.

Design: Florian Dussopt, FDDS, UK | www.fddstudio.com

Fabrication: Materialise Creative Design, UK | www.materialisecreativedesign.co.uk

Material: HI-MACS® Natural Acrylic Stone | www.himacs.eu

19 to 22 September 2019

London Design Festival

HI-MACS® by LG Hausys - Booth 1.10

London Design Fair, Old Truman Brewery, London, UK

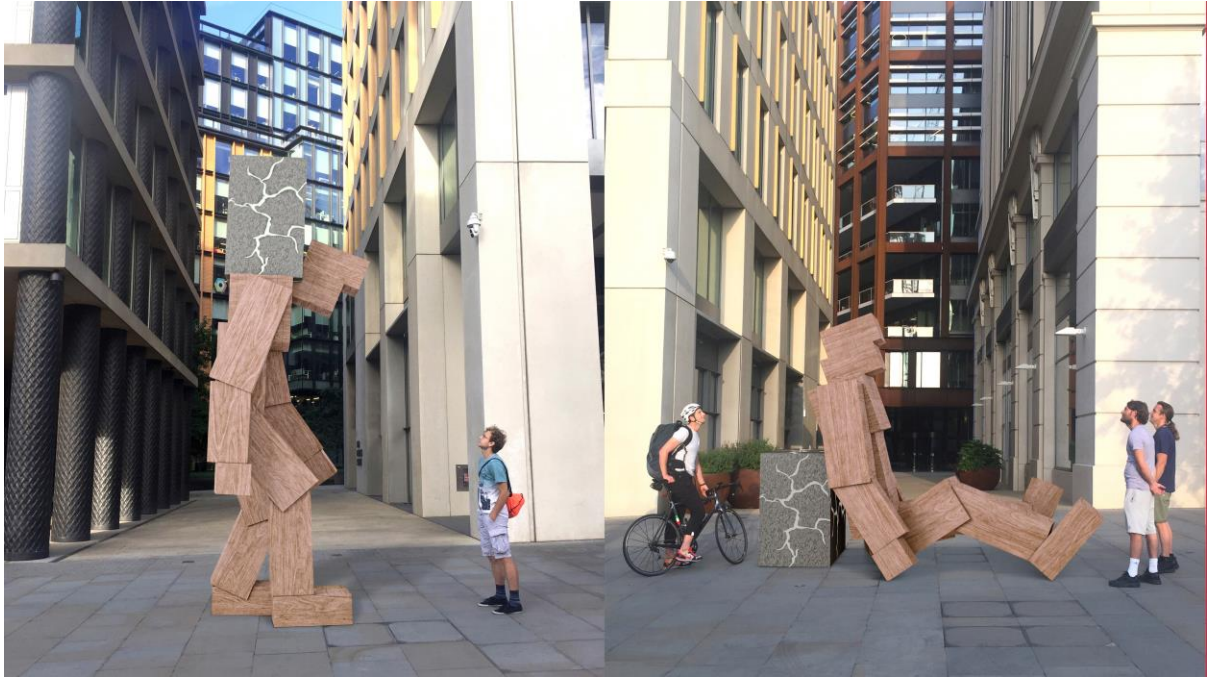
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designjunction

HI-MACS® and James Latham Join Forces With Steuart Padwick At The LDF To Cast A Positive Light On Mental Illness



Two five metre-tall interactive sculptures made using HI-MACS®, designed by multi-award winning British designer, **Steuart Padwick**, will be erected in King's Cross shortly, for this year's **Designjunction** event as part of **London Design Festival**.

This important piece of public art addresses the stigma around mental health, an ever-growing issue in the UK, and is part of the initiative **Time To Change**. These striking cuboid sculptures have been skilfully formed using Douglas Fir to convey a warmth and humanity. Gender, age and race neutral, they take two contrasting poses, one is carrying the burden on their shoulders, the other, resting against it, highlighting that whilst the burden may not be overtly visible it is often not far away.

The imposing 'concrete' blocks - representing emotional burdens - have been manufactured from **HI-MACS® natural acrylic stone, in colour G555 Steel Concrete**, supplied by main UK distributor, James Latham and fabricated by Preston based, We Are Limitless Limited (WALL).

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When a visitor approaches one of the figures, a proximity sensor is triggered and the HI-MACS® cubes will appear to crack, emitting a glow of light. Then, because the sculpture's burden has been reduced by engaging with the visitor approaching them, it begins to talk, emitting poignant, uplifting phrases, written by a selection of notable poets, writers, actors and mental health ambassadors. Talk To Me is a hopeful piece, reminding us that, through communication with one another, the weight so many of us carry can be lessened.

Extensively used in architectural projects of all kinds, HI-MACS® solid surfaces offer a robust, smooth, non-porous and visually seamless surface which can be backlit and thermoformed to give a striking appearance.

Commenting on his material selection, **Steuart Padwick said**, *"I wanted a quality material that was easy to work with, looked like concrete, could be machined to let light through and was outdoor friendly, and James Latham recommended HI-MACS® which has proved to be the perfect solution."*

For all visitors to the London Design Festival and Designjunction, James Latham is holding a one-day HI-MACS® walk-in workshop on 19th September at their Design Showroom in the Business Design Centre, Islington, just one tube stop away from Kings Cross. Here, visitors can learn more about the product and witness inspirational demonstrations of thermoforming, sublimation and more.

Designjunction, which runs from 19 – 22 September and is part of the annual **London Design Festival**, connects the world's most renowned design brands, with the world's leading architects, interior designers, specifiers and buyers.

#makeitlathams - Win a bespoke HI-MACS® seat, designed by Steuart Padwick

James Latham are encouraging people to post images of themselves interacting with the figures across its various social media platforms using #makeitlathams, with a prize of an exclusive, bespoke HI-MACS® seat, designed by Steuart Padwick, for the best one.

Design: Steuart Padwick - www.steuartpadwick.co.uk

Fabrication: We Are Limitless Limited (WALL).

Material: HI-MACS® G555 Steel Concrete, www.himacs.eu

100%design®

**The Ripple Table, made with HI-MACS® Ultra-Thermoforming,
featured at 100% Design**



Profile Designs Furniture studio will be exhibiting “The Ripple” at 100% Design, a curvy and sinuous table made from HI-MACS® Ultra-Thermoforming.

The ‘Ripple table’, has been designed and fabricated with the new 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 innovative formula allows for more dramatic shaping: the minimum internal radius of 6mm (previously 50mm) opens a whole new design dimension. The new product is more flexible thanks to the thermoforming process, and this allows designers to create much sharper curves and more organic designs. More accentuated curves can be achieved without compromising the properties of the material. And of course HI-MACS® remains resistant, easy to work with and easy to maintain.

“Our common passion for, and combined experiences in, the furniture industry inspires us to design and make furniture with the unique solid surface material. We believe that this material is often underused in furniture design, so our aim is to increase awareness of its many structural qualities (which are not present in timber or other sheet materials) and highlight its potential” say the designers.

Design and Fabrication: Profile Designs Furniture, UK | profiledesigns.co.uk

Material: HI-MACS® Ultra-Thermoforming | www.himacs.eu

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18 to 21 September 2019
100% Design - Olympia London
Profile Designs Furniture - Emerging brands area, stand E3.
Hammersmith Road
London

HI-MACS®. Because Quality Wins.

Discover the complete HI-MACS® Product Range and more information at www.himacs.eu

<https://www.instagram.com/himacseurope/>

<https://www.facebook.com/HIMACS>

<https://twitter.com/HIMACSEurope>

<https://www.pinterest.com/HIMACS/>

<https://www.youtube.com/himacseurope>

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 Structura®**, a 3D textured panel material that takes solid surface opportunities to a new level. And also **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.

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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