

WHAT IS HI-MACS®?

HI-MACS® is the *New Generation* of solid surface. It is composed of 100% PMMA and MMA acrylic materials. Designed and produced by **LG HAUSYS**, a world technology leader, it is distributed across the global market from **LG Hausys Korea** headquarters in Seoul and also from the Atlanta plant, LG Hausys America Inc.

It is a product of highest quality, and is inert and ecological. Its versatility allows users to mould and transform their ideas into reality with possibilities far beyond those offered by materials traditionally used in the world of architecture and design.

The most prestigious groups have adopted this product which adapts to the most demanding needs with its extraordinary characteristics; it is completely non-porous, has the highest level of durability and thus does not lose its colouring. It also has uniform thickness, allowing for perfectly imperceptible joints!

Easy to fabricate, **HI-MACS®**, with its excellent thermoformability properties, lets you adapt the material to the desired shapes and to create a range of designs that is nearly infinite.

HI-MACS® is used by the most prestigious companies, and many well known architects and designers such as **Zaha Hadid, Jean Nouvel, David Chipperfield, Ron Arad, Marc Newson, Elke Delugan Meissl** and **Joaquín Torres**. Some of the most notable projects made out of **HI-MACS®** include the **Prado Museum** and the **Hotel Puerta América** in Spain, **Leonardo Glass Cube** and the **Porsche Museum** in Germany and the **Zara** flagship store in the **Westfield Shopping Complex** in London, UK.

HI-MACS® is available in more than 90 colours, comprising the following ranges: **Solids, Granite, Sand, Pearl & Quartz, Volcanics, Lucent, Galaxy, Marmo and Eden**; on 3, 6, 9 and 12 mm thicknesses. Furthermore a wide range of sinks and bowls is available.

HI-MACS® is synonymous with the very best quality thanks to a production process that it is one of the world's most innovative, sourcing the finest materials that result in a harder, flatter more resistant product. Many international certifications backup the outstanding quality of **HI-MACS®** concerning environment, hygiene, fire resistance and processes as **ISO 9001** and **14001, Greenguard, NSF, LGA** and **IMO MED** (Module B and D), among others.

HI-MACS® The New Generation.

Explore.Dream.Discover.

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::HI-MACS® and Ora-ïto at 100% Design London::

For the occasion of 100% Design London, scheduled for 23 - 26 September 2010, HI-MACS® and worldwide famous designer Ora-ïto, will be presenting a monumental piece of art inspired by the limitless possibilities of HI-MACS®.



Designed by: Ora-ïto
Fabricated by: Grupo Candido Hermida
Material: HI-MACS® Natural Acrylic Stone

Based on the "**Simplexity**" philosophy, or the art of giving a visible simplicity to a complex object, the iconoclastic designer **Ora-ïto** has turned the whole art universe upside down.

For the occasion of **100% Design London**, He has worked for the very first time on a monumental piece of art, inspired by the limitless possibilities of **HI-MACS® Solid Surface** and the key values of its expertise: know-how, quality and innovation.

Exhibited for the first time worldwide in London during the 100% design show, Ora-ïto has created an inspiring monolithic HI-MACS® sculpture with an architectural feel, which performs at the same time a highly practical function: the structure of the sculpture reveals a seat in one unique fluid design.

As a real experience, art becomes functional and useful. The sculpture plays with HI-MACS® design possibilities- thanks to its seamless joints and thermoformed shapes- and shows all Ora-ïto's vocabulary, a pace with the future and functional rationalism.

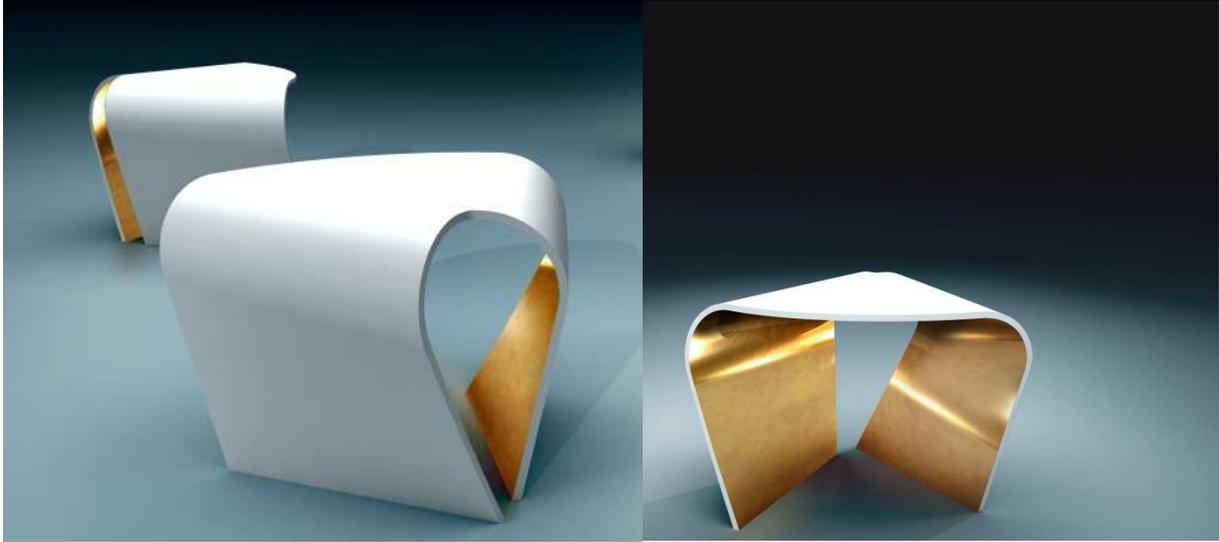
100% Design London
Stand A80
23 – 26 September 2010

Design: Ora-ïto
Fabrication: Grupo Cándido Hermida

Photos: www.himacs.eu/press



::“TWISTED & GILDED” by Philip Michael Wolfson::



For **100% Design London 2010** the studio of **Philip Michael Wolfson** is launching a new variation on **‘TWISTED’** – a sculptural furniture collection entirely made of **HI-MACS®** successfully exhibited at **Milan Design Week** this year - with the presentation of **‘TWISTED & GILDED’** which examines the possibilities of applying a surface layer of gold leaf onto the **HI-MACS®** material and the resulting effects of contrast and surprise. The historic reference of the gilded surface promotes a futuristic and historic/ utilitarian and noble character of design.

The complex shapes of **‘TWISTED’** create a choreography of motion and continual transformation, and they reveal Wolfson’s unique approach to design; layering and manipulating **HI-MACS®** into fluid shapes and forms, where shadow and reflection are an integral part of the seduction of the work. Manufactured in England by **SOLIDITY** Ltd, the **TWISTED** series pushes the material boundaries. Stretching, bending and curving seamless forms, the works appear frozen in space.

Twisted is composed of: **Eruption, Twisted Bar, Split stool, Twisted Desk, Why Not** - and exhibited for the first time in the UK, **Split chair low, Split chair high** and the new **Split & Gild stool** from the **‘TWISTED & GILDED’** collection.

23 – 26 September 2010

100% DESIGN LONDON 2010

Earls Court London

Stand K20

Design: Philip Michael Wolfson

Fabrication: Solidity, UK

Photos: www.himacs.eu/press

