

**And the winner of the HI-MACS 2009 design competition is...  
Zona Tortona, Milan, 27<sup>th</sup> April 2009**

Yasmine Mamoudieh, director and founder of 3 architect's offices in San Francisco, Berlin and London, announced the winner of the HI-MACS® 2009 design competition during a ceremony held at Banque, a trendy restaurant in the centre of Milan.

**Zbynek Soukup, designer of the “Living Cube” project won the competition** with a creation boasting original shapes and a particular concept. Practically a sculpture, his bedside table – decorative lamp fascinated crowds of visitors at the HI-MACS® exhibition. Made in the new Opal colour, the prototype presented at the exhibition highlights the enigmatic translucence of the material and the grace of movement in Living Cube. Z. Soukup comments: “I didn't expect to win the competition, there were so many great projects...But I got an inkling when so many people told me that they particularly liked ‘Living Cube’. I spend a lot of time and energy on this project and I think that when you design something, you should believe in it.”

In the future, this student would like to work with architect firms and in interior design. Lamps are his particular interest and he plans to work on this area in greater depth.

As far as Czech manufacturer and distributor, Polytrade, is concerned, they are planning a European tour for their protégé: Architecture Week in Prague from 21.09 to 04.10, Batimat in Paris from 2<sup>nd</sup> to 7<sup>th</sup> November and Art & Interior (Prague) from 12<sup>th</sup> to 15<sup>th</sup> November.



Cube dimensions: 400x400mm

Height: 1200mm

School: Faculty of Art and Design JEP University, Ústí nad Labem

**The second prize, awarded by a jury of journalists specialising in design and architecture, goes to Florian Tolksdorf.** This student from the Ostwestfalen-Lippe Graduate School / Detmolder Schule für Architektur und Innenarchitektur in Germany invented a lamp with a cobra-inspired head containing a nook to hold a coffee cup.

Originally a pump should have transported the heat from the halogen to the hot plate to save energy. “Snatch” was therefore presented as an ecological lamp. However, when Rosskopf & Partner AG made the prototype, it turned out that the pump was not powerful enough to channel the energy to the plate. The team therefore solved the problem by using a halogen lamp under the plate.





## **The jury**

Covering a wide spectrum geographically and in terms of specific skills, this outstanding jury chose the winner.

### *Giuseppe Bavuso – GB Studio, Italy*

G. Bavuso is an architect and designer for his own firm, GB Studio, specialised in furniture and bio-medical instruments. He likes to combine minimalist style with consequent research into existing technologies and work with high tech materials. G. Bavuso is the artistic director for the most prestigious furniture distributors: Rimadesio, Minotti, Alivar, Dada etc. In particular, he designed the new Alivar library, launched during the latest Furniture Fair at Milan, made entirely out of HI-MACS®.

### *Javier Charro Martinez, A-Cero, Spain*

JC Martinez is an architect at A-cero, the 2<sup>nd</sup> most important architecture group in the world. A-Cero recently won a prize for their hotel complex in Dubai: 6 islands in “The World”

### *Jonathan Clarke – Aedas, England*

J. Clarke is currently the director of Aedas and former director of Universal Design Studio. He has won several prizes, particularly for the Stella McCartney shops (Red Award 04 and FX Award 03 – best shop in the world) and the Virgin Gatwick shop (Design Week 08 – best workplace)

### *Yasmine Mahmoudieh – Mahmoudieh Design, Germany*

With Iranian and German origins, Yasmine Mahmoudieh founded her first design company in San Francisco in 1986, followed by offices in London and Berlin.

Her holistic approach to design brings great variety to her work including interior furniture for the Airbus A310 and the Museum of Modern Art in Massachusetts.

Yasmine Mahmoudieh has won several prizes including the high influential “World Travel Award”.

### *Carlos Pereira – Didier Sacco Design, France*

Midway between communication, design and architecture, Didier Sacco Design is a recognised staging expert in France. His company also works on product and packaging design projects.

### *Lenka Zizkova, Design Cabinet CZ, Czech Republic*

L. Zizkova is the director and founder of the Design Cabinet CZ in Prague. She is also a design teacher and a journalist. Occasionally she also organises design projects and exhibitions in Prague.

**The exhibition**

Staged by the Italian architect Francesco Lucchese, multi-sensorial expert, the HI-MACS® exhibition combines soft lighting, cinnamon scent (Oikos Fragrances) and New Age music.



To see all the photos from the exhibition: request a login from Anne Bourcier [abourcier@himacs.eu](mailto:abourcier@himacs.eu).



## What is HI-MACS®?

HI-MACS® is THE *New Generation* of acrylic stone materials. It is a high quality design product used for modern or more classic decorative applications giving them real personality. Sold at an accessible price, it is designed and manufactured by LG HAUSYS, worldwide leader among technological companies, with LG HAUSYS EUROPE European headquarters based in Geneva.

The material is composed of 70% natural stone powder (bauxite derivative), 25% acrylic resin, for seamless assembly and 5% natural pigments.

Easy to transform, HI-MACS® can be adapted to meet the most demanding standards. It lends itself to use in highly demanding environments because it is very long lasting, highly appreciated by architect and designers. Its excellent heat-shaping properties also mean that it can be made into a great variety of designs and shapes. Translucent, the material is very aesthetic, soft and warm to touch. Non porous, it has a uniform and hygienic surface which is easy to maintain, resistant to all types of marks and heat.

HI-MACS® stands out from the rest with its high performing service quality, thanks to the Quality Club, a network of trained and approved manufacturers. These quality requirements mean it can give the longest guarantee on the market on installation: 10+5 years\*. Furthermore, the Volcanics range incrustated with translucent glass represents an innovation which only HI-MACS® can offer right now. Finally, the manufacturing technology, among the most advanced on the market, gives greater solidity, particularly in terms of heat and UV rays.

\*\*10 years initial guarantee + 5 extra years, when registered on [www.himacs.eu](http://www.himacs.eu)

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High definition images are available at [www.himacs.eu](http://www.himacs.eu). To get access, ask us for a login!



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