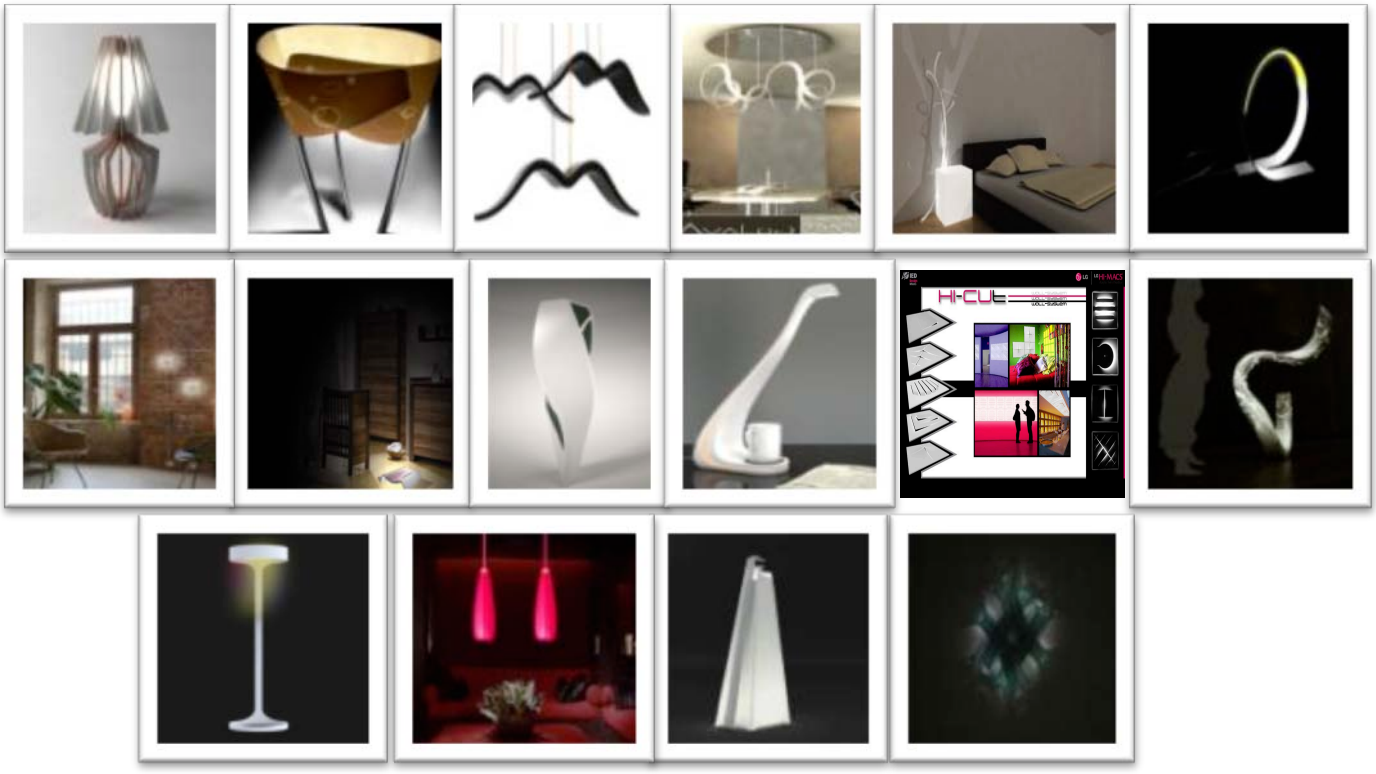


2009 DESIGN CONTEST

HI-MACS® SEARCHING FOR THE DESIGNER!

Studio C/ Nhow Hotel, via Tortona 35, Milan

Geneva, March 2009

For the third year running, HI-MACS® is organising their great Design Contest which will take place during the prestigious Milan Design week from 22nd to 27th April in Zona Tortona (Studio Digital C, via Tortona 35). The aim of this Design Contests revolves, first and foremost, around encouraging the new generation of designers to find out about, touch, come to grips with and work on a worthy, futuristic product in the form of HI-MACS®. The company is also lit up by the idea of promoting young talent so HI-MACS® is offering students the chance to put their knowledge into practice by making real prototypes, exhibited at prestigious international trade fairs. Finally, entrusting our material to this new generation gives us new ways of looking at how to use it. Frederic Willame, Vice President of LG HAUSYS EUROPE GmbH comments: "We are convinced that the new generation can offer us an unusual and new point of view on using HI-MACS®. We are going to rely on young people, representing the future, to anticipate tomorrow's market trends and challenges!"

To refresh your memory, the Design Contest Award was set up in 2007. Two schools, in the Czech Republic and Slovakia, took part in that, as yet unknown, event the first time around. To weigh up the Design 2007 Contest, it was a real success emphasised by the considerable impact felt in the media. In 2008 no less than 10 European schools participated in the event for which the final choice was made in Geneva, HI-MACS® European headquarters.

This year, following the immense success of preceding editions, 16 European schools along with a Korean school and an American School are participating in the event. Furthermore, some Korean professionals also participated to this exceptional event! National winners have therefore been chosen in Belgium, Finland, Norway, Austria, Hungary, Czech Republic, Slovakia, Sweden, Serbia, Germany, United Kingdom, Spain, Italy and France for the European Design Contest.

Following the theme at Zona Tortona, HI-MACS® also selected 'lamps' as the topic for the Design contest. In this way, the young designers could test the new range of Lucent colours (Opal, Sapphire, Ruby and Emerald) to really be able to play with shadows!

And now, the search for The Designer is on …

“AVALON” for France

For the first time, we have the pleasure of welcoming the prestigious Boulle graduate school in Paris which was founded in 1886. The winner of their competition, Denis Bacal, an Applied Arts student, won the jury’s votes with his surprisingly shaped lamp.

The young designer explained that the circular style of his lamp was created by thinking about the meaning of light alongside the idea of the mystery of infinity. Consequently, Denis Bacal called his project AVALON referring to the ring which has no start and no finish.

Then, to develop the prototype, Denis Bacal linked this first consideration with the unique characteristics of the HI-MACS® product saying “I wanted to include HI-MACS® specific features in my work making seamless assembly possible for the different elements of my lamp.” It should be noted that by using the heat-shaping technique the creator was able to devote all his time to his inspiration for astonishing curves!

Created both for trendy spots and more traditional haunts, once made by Aska Interior, AVALON will certainly have a radiant future!

“LIVING CUBE” for the CZECH REPUBLIC

The jury, composed of a representative from the HI-MACS® product, a teacher from the design school and the HI-MACS strategic manufacturer and distributor Tomas Valent from Polytrade CE, selected the project by the student Zbynek Soukup. Despite an excellent eclectic choice, LIVING CUBE captivated the jury at the start of January in Prague.

Showing real creative prowess, this lamp, which is also a bedside table, has been created in Opal S-302 inspired by nocturnal thoughts. This out-of-the-ordinary student admits that: “I had my first idea during the night, when I thought about the shape that I wanted to give to my lamp. First of all, I wanted to exceed the capabilities of the material, so I worked on the idea of launching a ball through the HI-MACS® product which had been previously heated.”

Evolving his initial idea, Zbynek Soukup decided it was a good idea to make the product stand out using a rather disconcerting mix of genres. In fact, the cube-shaped lamp base (400 x 400 x 400 mm) lets a second light source escape providing contours that look like a plant climbing up the wall of the room. In this way, the perfection of the cube contrasts with the sinuous and organic shape which is released. “My idea was to disturb the cube’s straight lines by integrating an organic shape with no strict lines” comments the student.

Aiming to create a unique identity, Opal was used for both parts of the lamp, creating a true theatre of shadows!

“SOLARIS” for Serbia

The immense enthusiasm of Marko Obradovic, Serbian winner, paid off! This young designer, from the University of Belgrade, tells a story with his avant-garde SOLARIS lamp and expresses his overflowing passionate interest in his work encouraged by the HI-MACS® contest.

According to Marko Obradovic, the Design Contest represents a real opportunity in terms of technical learning: “It made me implicate myself totally in how my project was progressing, from beginning to end” explains the young man.

Furthermore, it offers students the chance to widen their fields of view regarding the eclectic world of Design. “Sharing ideas and comparing different points of view on the topic of lamps with students from all over Europe is a really worthwhile experience!” adds Marko Obradovic.

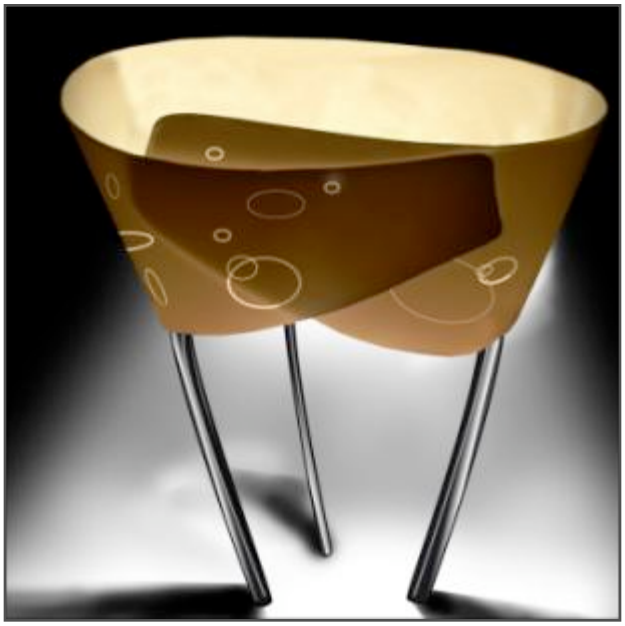
His SOLARIS project, manufactured by Djordje Romic, lies midway between the past and the future. The basic form of his work clearly follows the appearance of 19th century bedside lamps. However, the way in which the design of SOLARIS is used gives it a new and futuristic side. Made up of around twenty small plates escaping from the centre of the lamp like rays of sunlight, this gives SOLARIS an avant-garde look.

According to our national winner, his project which is managed by the strategic HI-MACS® distributor, Fartech, adapts perfectly to Serbian and more generally to European societies.

In fact, SOLARIS retains this touch of tradition whilst managing to project itself into the future!

“TRI-MACS” for England

At the start of January the national winner was chosen for the Design 2009 Contest at the Birmingham Art and Design Institute. This school is particularly enthusiastic about creating links with companies such as HI-MACS® in addition to its investment in the latest technology machines.



This year, the jury made up of a teacher, the distributor and manufacturer BSF Solid Surfaces Ltd and a representative from HI-MACS® fell for the TRI-MACS lamp by Anais Groisy. Her project stands on three feet linked up to two types of bulb. The first is made up of two external halogen light sources and the second uses a "flat-lite” bulb; the latter, as slim as a leaf, lies between two HI-MACS® plates forming the lampshade.

To make it, two HI-MACS® leaves were heat-shaped, then placed in a mould designed uniquely for this prototype. For an optimum effect, the new Lucent colour S302 Opal was kept for the outer plate and Fiery Red S25 was used inside.

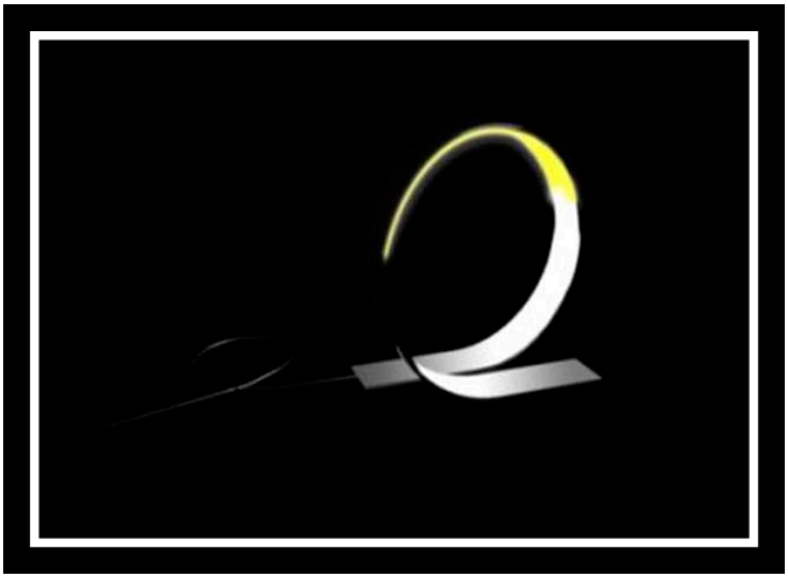
To finish, the English winner is proud to point out that her prototype is entirely designed in HI-MACS® except for the metal feet.

"LOOP" for Finland

This is the first time that Helsinki Art and Design University is participating in the Design Contest. The efforts invested have paid off and it was no mean feat for the jury, including the distributor and manufacturer Nordstock Ltd, to choose a winner. However, Timo Niskanen's project stood out for its simple design in the shape of a loop.

The Finnish student revealed his inspiration, "I made several sketches, but none of them worked for me and I have to admit that I felt a bit lost. Then a few days before handing in my project, I went for a walk with my dog Sulo on a mini golf course close to my home. All of a sudden, I could make out a mini golf obstacle, covered in snow, in the shape of a loop and something clicked in my mind: This would be THE design of my lamp." To decorate LOOP, Timo Niskanen used Alpine White S-28 inside and Opal S-302 on the outside of the lamp.

The mechanical part of the prototype was made in the university workshops. In the end, the lamp will be made out of HI-MACS® on Nordstock Ltd premises. The student explained that he is going to heat-shape the inside part in Alpine White S-28 then place it in a previously designed mould. He will then follow the same procedure with the outside of LOOP in Opal S-302. "Obviously that's just my plan. From experience, I know that manufacturing a prototype is never that easy!" added Timo Niskanen.

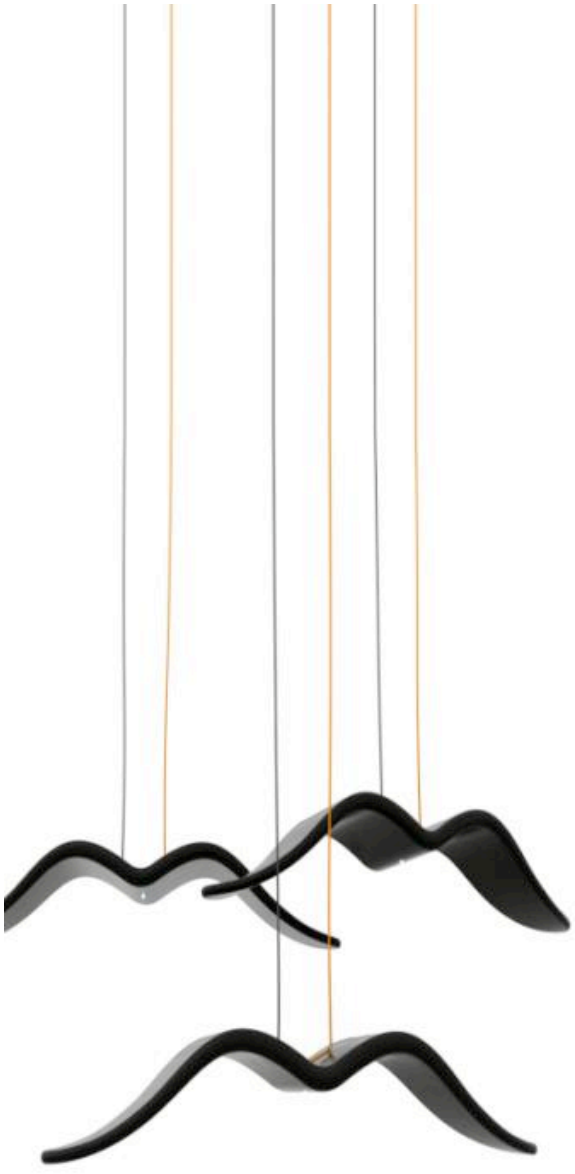


“NIGHTS BIRDS” for Slovakia

For the third consecutive year, the Bratislava Academy of Arts, Architecture and Design is participating in the European contest organised by HI-MACS®.

This year, the jury was made up of a HI-MACS® representative, members of the school and Tomas Valent from POLYTRADE CE, exclusive distributor for the Czech Republic, Slovakia and Hungary.

Despite an imposing range of prototypes, the simplicity and aesthetics of the NIGHTS BIRDS project by Boris Klimek made an impression on everyone. When creating it, the Slovakian winner was mainly inspired by nature and he manages to give us wings in the process. So, NIGHTS BIRDS, produced in Black S-22 and Opal S-302, is a bird shaped lamp measuring between 40 cm and 150 cm.



Nature is a real source of inspiration! Boris Klimek says that “Nature represents the starting point of all reflections. It is a true source of inspiration and sometimes it is enough just to observe it to obtain designs which are as humble as they are complex.”

Once produced by POLYTRADE CE, NIGHTS BIRDS could be used in trendy bars in a capital city or even in a child’s bedroom. In fact, its simplicity and its unique design will certainly make it successful.

“HI-CUT” for Italy

After walking away with the journalists’ jury prize last year, the Milan European Design Institute is returning to take part in this new edition of the Design 2009 contest. The jury, made up of Mr Barro De Gast, a HI-MACS® representative and the distributor Glem Gas Spa, selected the “HI-CUT” project by Andrea Grecucci.

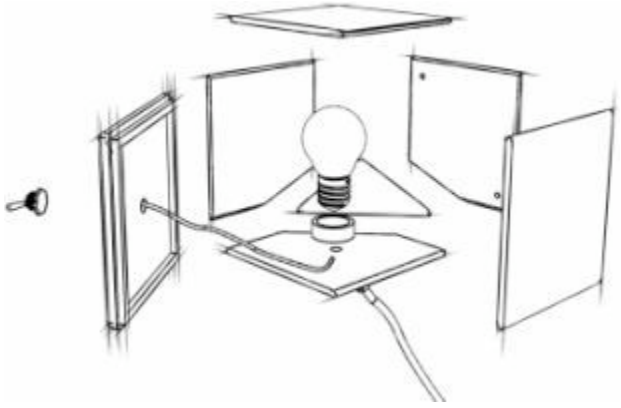
The idea for the prototype came from attempting to use HI-MACS® material differently. “I wanted to use and apprehend the material like a sheet of paper” highlighted Andrea Grecucci. Since then, the project has bloomed in the form of a HI-MACS® plate which is back lit by a light source. One of the interesting sides to this prototype lies in the fact that different applications and designs can be made on its identically sized plates (750mm x 3000mm, 6mm thick).

Furthermore, HI-CUT can cover all the surfaces, both horizontal and vertical, for a disconcerting set of lights increased by a choice of adapted colours. So the young designer’s aim to adapt the project to different private or public atmospheres has been completely successful!

“HI-CUBE” for France

The winner from the Toulon International Design School (EID) was chosen on 8th January. Since its creation, this school has prioritised relations with companies and, for the second year in a row, the Design Contest has proved to be an opportunity which is too good to miss!

The winner of the contest, Lucie Pouponneau, won the votes of a jury made up of members of the school, a HI-MACS® representative and the Mobistrat distributor and fabricator. Lucie Pouponneau explains that she wanted to create an unusual lamp.



To do this, she examined the different uses of light available on the market. She became aware that the role of the switch was often underplayed or forgotten. So, the young designer developed an original lamp in Opal S-302, in the shape of cube, which could be hung from a wall or even placed on the floor.

Lucie Pouponneau was also inspired by the fashionable “Vintage” aspect to create a small noise when HI-CUBE is switched on or off, thereby recalling the sound produced by old style switches.

“LUNI” for Belgium

For the first time, the 2009 Design Contest is delighted to include Belgium among its participants! During the Belgian competition on the premises of the distributor Engels, the jury was made up of a HI-MACS® representative, the teacher from the Media&Design Academy, from the Limburg Catholic School and the distributor Engels. Following presentations which demonstrated irreproachable quality, the jury chose Raf Daniels’ prodigious project.

This astonishing lamp, chosen particularly for its “New Generation” idea, combines originality and practicality! In fact, this prototype with the gentle name of LUNI has two main functions. By day, LUNI is used as a changing table for babies and by night as a night light. In fact, two light sources are placed on either side of LUNI diffusing gentle light during the night. White was the colour chosen in this project as the basis for the prototype, placing comfortable foam over the top to change the baby. Raf Daniels’s aim was to create a lamp combining the product’s numerous characteristics such as hygienic and non porous features, as well as being easy to look after.

“These different aspects of the product led me to the world childcare where hygiene and maintainability are two essential factors. I therefore developed a new trendy and practical design. Furthermore, LUNI can also be used as a night light in the child’s room making it easy to move around at night” adds the student.

This multipurpose lamp will be produced by Artindus Interieur and exhibited in Zona Tortona before the final choice in the Design 2009 contest.

THE AUSTRIAN PROJECT

So difficult……. To choose just one of the Austrian entries! This is the first year that we are honoured and delighted to welcome the great University of Applied Art / Hadid Studio from Vienna.

HI-MACS® and its strategic partner ROSSKOPF & PARTNER Austria GmbH will confirm that they had their work cut out to select the national winner because of the quality of the work by these students.

However, Daniel Reist's project got the jury's votes for his imposing lamp with fabulous curves.
The young designer explains that his inspiration came from different exchanges and obviously "the most important source of inspiration was Zaha Hadid's work in our studio" added the Viennese student.

This isometric lamp, standing 1,72 m high and 53 mm wide at its base and 170 mm at the top, is a real style figure made possible thanks to HI-MACS®. "I found it very interesting to work with this material, because it meant that I could overcome all the obstacles linked to design" commented the designer.

To make the prototype, Daniel Reist chose HI-MACS® plates which were 2mm to 8mm thick in Alpine White S28 and Opal S302 lit by two fluorescent tubes.

The German project

A project was chosen from the Ostwestfalen-Lippe Design School at the start of January. This institute has confirmed its intention to create closer links with companies to the great delight of its students! Faced with an amazing choice of projects, HI-MACS® and its strategic distributor ROSSKOPF & PARTNER AG have, nevertheless, had to make their choice and Florian Tolksdorf's project, providing a real mixture of originality and functional features, was selected! This lamp made of HI-MACS® (80%) has a small niche in its foot to hold a coffee cup. To create his prototype, the student explained that his main idea was to create a "lounge lamp" which could keep a cup of coffee hot for a long time.

But how does it work?

The heat is conducted by two small heat pumps located between the light source and the small niche. So, with this process, the heat produced by the halogen lamp is recovered and used for the hot plate. This lamp looks like a snake with its head raised but hides real performance technology. Actually, two heat pumps, a reflector and a hot plate are all built into it, as Florian Tolksdorf explains, "I wanted to create a design mixing harmonious shapes and functional features." The young designer used Alpine White S-28 completed with bands of colours (choice) on either side of the lamp conducting the energy from the head to the base of the lamp.

This project manufactured by ROSSKOPF & PARTNER AG, certainly has a radiant future ahead of it in a world where energy saving has become a top priority!

The Hungarian project

For the second consecutive year, the jubilant national winner in Hungary is Géza Csire. After his preliminary experience in 2008, this young designer from the Budapest University of Technology and Economy decided to repeat the great adventure of the Design Contest with the HI-MACS® family. Géza Csire says, “I love a challenge!”

Furthermore, in his eyes, the Design contest represents a real opportunity: “[…] I can put all my knowledge into practice […]. This contest gives us what school can’t: experience!”

This lamp, a real work of art, pays constantly with curves and shadows creating a unique atmosphere. On the ends of the prototype, motifs have been cut out of the material creating a unique and captivating shadow play! Géza Csire explains that the play on light produced by his prototype was created following different experiments with the new range of Lucent colours in his school’s optics department. “I am interested in light diffusion through the Lucent HI-MACS® material. I ran tests to measure the range of each shadow from the light source. This is what inspired me!” states the young explorer.

To complete his project, the national winner has focussed on two characteristics of the material: heat-shaping and seamless assembly. “What I like most about HI-MACS® is the possibility of assembling different parts without apparent joins. This provides the opportunity of creating enormous projects which seem impossible at the start!” Thanks to the heat-shaping technique, the young designer has delighted us with a project offering majestic curves and infinite accuracy.

“SCULPTURE LIGHT” for Germany

At the start of January a winner was selected from the Specialised Graduate School in Wiesbaden, Germany. This year Deniz Demir’s project SCULPTURE LIGHT with disconcerting curves was chosen unanimously, particularly by Klöpfer Surfaces, HI-MACS® strategic distributor.

SCULPTURE LIGHT is made up of two sorts of engraving. The first involves decoration with ancient shapes which weave in and out of each other giving a captivating effect. The second engraving hugs the edge of the lamp thereby highlighting the inimitable design of SCULPTURE LIGHT.

To make the prototype, Deniz Demir started by investigating the material. “Above all, the most important thing is understand the different reactions in a material. So I started with different experiments, particularly heat-shaping with HI-MACS®. I was immediately fascinated by this innovating material [...] which let me create as many shapes as I wanted!” says Deniz Demir. Then the young winner admits that her source of inspiration comes from HI-MACS®. “The shape of my lamp came from different experiments where I saw the purity and possibilities for heat-shaping the material”.

After being manufactured by Klaus Lanzerath Schreinerei, SCULPTURE LIGHT will be exhibited in Zona Tortona before participating in the Design 2009 Contest.

The Spanish project

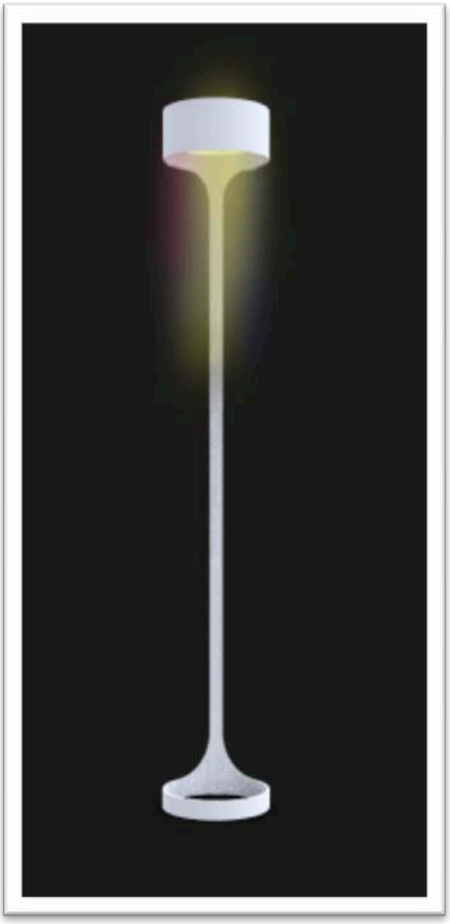
For the second year in a row, Spain is participating in the great Design contest set up by HI-MACS® in 2007. For its national nomination, the jury was made up of members of the university and the HI-MACS® strategic distributor Alpisa. This year the Spanish winner is Patricia Clemente Visiedo from Cardenal Herrera Ceu University in Valencia.

Patricia Clemente Visiedo wanted to use her lamp to exploit the material's unique characteristics. "The inspiration for my prototype comes from the material and its properties such as heat-shaping, Lucent colours and seamless assembly."
She aimed to create a trendy lamp adapted to urban designs. To make it, the winner from Valencia used the heat-shaping technique to create the silhouette of her lamp. Then, to hold the HI-MACS® plates together the young winner used the unique seamless assembly process.

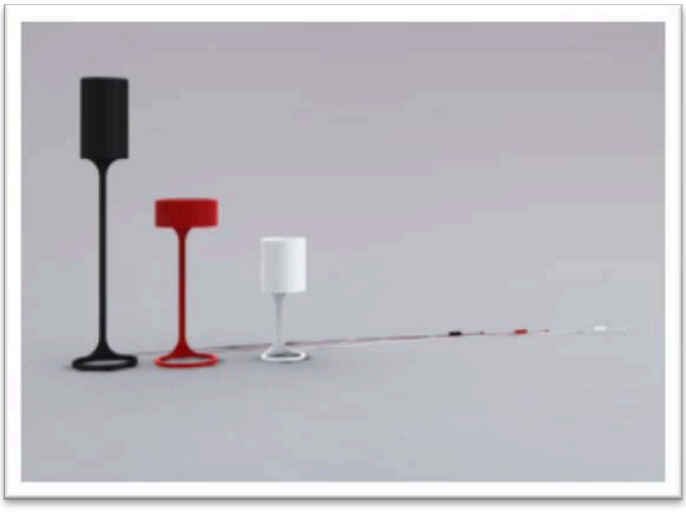
The prototype will be exhibited in Zona Tortona, to one side of the Milan Furniture Fair.

“INFINITE” for Sweden

It’s a real pleasure to welcome the Ingvar Kamprad Design Centre from the University of Lund for a second time. This school blew the jury away with the quality of its work presented during the national selection in January. However, the INFINITE project by Sofia Ohlsson revealed itself to have the potential to represent the nation. The young designer says “The topic of lamps immediately seduced me. I quickly understood that this contest was going to be a great challenge […]”



Using heat-shaping, Sofia Ohlsson created a round lampshade with the same dimensions as the foot of the lamp giving a feeling of infinity. By extension, INFINITE has a bulb following the curve of the head of the lamp. Actually this bulb, available in several colours (red, amber, green and white), replaces the large globe usually placed in the very centre of the lamp head. In order to make INFINITE the Swedish student used the heat-shaping technique to create a round lampshade. “This material is great to work with! For me its main advantage lies in the heat-shaping technique.”



Furthermore, Sofia Ohlsson adds “I find it unbelievable that a scratch on HI-MACS® can disappear simply by rubbing it with sandpaper.” To finish, the unique seamless assembly gives INFINITE an unbelievable finish.

This character lamp manufactured by LG Collection AB is available in three colours (red, white and black) and three different sizes with a variant in the design of the lampshade.

“OVARY” for Norway

It’s a real pleasure for HI-MACS® and their strategic partner LG Collection AB to extend the Design contest to Norway! During the selection, Jan Kristian Strømsnes’s project from the Akershus College University (AUC) was chosen unanimously.

Concerning the designer’s inspiration, Jan Kristian Strømsnes explains that OVARIS was created from numerous sketches which were worked and reworked. “[…] I realised that all my drawings had a shape that I would qualify as organic. My sketches looked like flowers beginning to bloom […]” states the Norwegian student.

Consequently, the young designer adapted his sketches to the material and so OVARIS saw the light of day.

To manufacture it, Jan Kristian Strømsnes, delighted to use the new LUCENT colours, says “I was excited to use the new HI-MACS® range diffusing the light through the material. Thanks to this product, work is only limited by our imagination and not the material!”

OVARIS, created for both trendy hangouts and children’s bedrooms, will be exhibited in Zona Tortona, before participating in the great contest!

What is HI-MACS®

HI-MACS® is the new generation in natural acrylic stone. This high quality design product is used for contemporary and traditional inspired interiors and has true character. It is sold at a reasonable price and is designed and manufactured by LG HAUSYS EUROPE GmbH, one of the leading international companies in technology, whose European head office, LG HAUSYS EUROPE GmbH, is located in Geneva.

The range of HI-MACS® products appeals to architects, designers, entrepreneurs and private individuals wanting to work with a material that combines both aesthetic appeal and resistance.

HI-MACS® is easy to transform and is designed to meet the highest standards. Its perfect thermoformability allows a wide range of designs and shapes to be created through moulding or roll-forming. Its exceptional translucence, different colours and textures, its resistance to stains and its hygienic characteristics make it the ideal material for kitchen countertops, lavatories, bathrooms, hospitals, laboratories, airports, hotels and restaurants.

The material is made of 70% natural stone powder (derived from bauxite), 25% acrylic resin for assembly without any visible joints, and 5% natural pigments. This product range is available in 3 different thicknesses: 6mm, 9mm and 12mm.

With proven quality and durability, HI-MACS® products benefit from a 10 + 5 year warranty, provided they are manufactured and installed by a member of the "HI-MACS Quality Club".

For more information, please do not hesitate to consult the Website www.himacs.eu.

PARTICIPANTS

France
Designer: Denis Bacal
School: Boulle School, Paris
http://www.ecole-boulle.org/
Manufacturer and project administrator: Aska Interior
www.aska-interior.fr

Designer: Lucie Pouponneau
School: International Design School, Toulon
www.eid-design.com/
Manufacturer and project administrator: Mobistrat
www.mobistrat.com

Czech Republic
Designer: Zbynek Soukup
School: Prague Art and Design Faculty
http://www.vsup.cz/
Manufacturer and project administrator: Polytrade C.E
www.polytradece.eu

Serbia
Designer: Marko Obradovic
School: Belgrade University
www.bg.ac.yu/
Manufacturer: Djordje Romic
Project administrator: Fartech

England
Designer: Anais Groisy
School: Birmingham Art and Design Institute
www.biad.uce.ac.uk/
Manufacturer and project administrator: BSF Solid Surfaces Ltd
www.bsfsolidsurfaces.com

Finland
Designer: Timo Niskanen
School: Helsinki Art and Design University
www.taik.fi
Manufacturer: Helsinki Art and Design University
Project administrator: Nordstock Ltd
www.nordstock.fi

Slovakia:
Designer: Boris Klimek
School: Academy of Arts, Architecture and Design
http://www.vsvu.sk/index.php
Manufacturer and project administrator: Polytrade C.E
www.polytradece.eu

Italy:
Designer: Andrea Grecucci
School: Milan European Design Institute
http://www.ied.it/
Project administrator: Glem Gas Spa
www.glemprogetti.com

Belgium:
Designer: Raf Daniels
School: Limburg Catholic School Media&Design Academy
http://www.khlim.be/
Manufacturer: Artindus Interieur
Project administrator: Engels
www.lghimacs.be/index.htm

Austria
Designer: Daniel Reist
School: Vienna Applied Art University / Hadid Studio
http://dieangewandte.at/
Manufacturer and project administrator: ROSSKOPF & PARTNER Austria GmbH
www.rosskopf-partner.at

Germany
Designer: Florian Tolkdorf
School: Ostwestfalen-Lippe Graduate School / Detmolder Schule für Architektur und Innenarchitektur
http://www.hs-owl.de/
Manufacturer and project administrator: ROSSKOPF & PARTNER AG
www.rosskopf-partner.com

Designer: Deniz Demir
School: Specialised School, Wiesbaden
http://web-1k.rz.fh-wiesbaden.de/go.cfm
Manufacturer: Klaus Lanzerath Schreinerei,
Project administrator: Klöpfer Surfaces
www.kcc-vertrieb.de

Hungary
Designer: Géza Csire
School: Budapest Technology and Economics University
http://portal.bme.hu/langs/en/default.aspx
Manufacturer and project administrator: Polytrade C.E
www.polytradece.eu

Spain
Designer: Patricia Clemente Visiedo
School: Cardenal Herrera Ceu University, Valencia
http://www.uchceu.es/principal/inicio.asp?menusuperior=
Project administrator: Alpisa
www.alpisa.com

Sweden
Designer: Sofia Ohlsson
School: Lund University “Ingvar Kamprad” Design Centre
http://www.lu.se/lund-university
Manufacturer and project administrator: LG Collection AB
www.lgcoll.se

Norway
Designer: Jan Kristian Strømsnes
School: Akershus College University (AUC) / Faculty of Product Design
http://www.hiak.no/english/studyprograms.shtml
Manufacturer: Akershus College University (AUC)
Project administrator: LG Collection AB
www.lgcoll.se

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