

PRESS RELEASE

For the kind attention of the Editor

Milan, March 26th 2010

HI-MACS design circuit at Milan Design Week 2010

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1. HI-MACS® WEARS ALV



Well known Italian fashion designer Alviero Martini and internationally famous young architect Fabio Novembre, have chosen HI-MACS® for the new showroom "ALV" in the centre of Milan.

And the result is amazing: 500sqm of concrete, a tangible expression of Italian design, the showroom structure and concept cut across the borders between the worlds of fashion and architecture in a unique design expression born out of the stylist's encounter with the architect Fabio Novembre.

Matter is bent into a harmonious explosion of shapes which exploits the 'hi-tech' performance of HI-MACS® by LG Hausys.

The sinuous lines of the surfaces of the display units design the flow inside the display space, which revolves around a central fulcrum, the 'atom', consisting of an open, permeable, circular element defined solely by its 'skeleton', solid but ethereal as the material it is made from, HI-MACS®.

The emblematic result of this symbiosis is the creation by Alviero Martini of a "Travel bag serie", made out of HI-MACS®, consisting of two stylish travel bags and famous bag San.Ba, created in homage to Piazza San Babila.

These 'unreal' design objects will be exhibited during Milan Design Week, in which the showroom will be open to the public.

Exclusive cocktail during Milan Design Week

To officially launch ALV's new showroom, HI-MACS joined the famous fashion designer to organize a cocktail party on Tuesday 13rd April from 18:00, during which visitors will have the opportunity to see ALV's new fashion collection and the dramatic and unusual HI-MACS® displays.

By registering for the cocktail party, guest will benefits from a VIP welcome and avoid the queue and they will also receive a special gift designed by Alviero Martini, especially for HI-MACS®. This gift is part of a very limited edition created for the cocktail party only.

Location:
ALV Showroom
Piazza San Babila 5
6° Floor, scale B
Milan

Opening time: from 14th to 19th April, from 12:00 to 20:00
Press preview: on 13th April, starting from 14:00
Opening cocktail party: 13th April at 18:00 in the presence of Alviero Martini and architect Fabio Novembre.

2. HI-MACS® at Nhow Hotel 2010



In the thrilling setting of Milan's **Hotel Nhow at Zona Tortona 2010**, LG Hausys presents '**TWISTED**', an eclectic furniture collection designed by Philip Michael Wolfson and entirely made of **HI-MACS®** Natural Acrylic Stone.

The complex shapes of 'TWISTED' – fabricated by Solidity - create a choreography of motion and continual transformation, and their design reveals 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.

Twisted is composed of: **Eruption, Twisted Bar, Split, Twisted Desk, Why Not** - and specially made for Milan Design Week 2010 - **Split chair low** and **Split chair high**.

The exhibition, a great success at The Dock gallery during last year's London design week, will be now on display in an entirely new installation '**IMAGINARIUM**' - designed by Italian architect **Francesco Lucchese** - a multisensory space in which HI-MACS® is presented through a strong recognizable way; where exhibiting islands of colour and transparency playing effects create the perfect scene to admire the collection.

Zona Tortona 2010

Nhow Hotel

Shangay Meeting Room – ground floor
Via Tortona 35
20144 Milan

Opening time: from 14th to 19th April, from 10:00 to 22:00.

Press preview: on 13th April, starting from 14:00

3. Eating with HI-MACS® Design Contest 2010



Polytrade CE, official distributor of HI-MACS® for Czech Republic and Slovakia, for the 4th consecutive year, has organized a successful **student design contest**.

For this edition the theme of the competition was **"Eating with HI-MACS®"**. Kodreta furniture, a metal furniture producer who constantly research new material for innovative furniture fabrication, was also participating to the adventure.

Three universities participated to the challenge, supported by two companies, and the final results were surprising and design Solid Surface applications! 12 projects were finally selected for fabrication. The chosen students were involved in the production process, providing them a rich working experience with HI-MACS® Natural Acrylic Stone and Kodeta's bended metal.

All selected projects will be exhibited during Milan International Furniture Fair, from 14th to 19th April 2010.

Location:

Milan Furniture Fair 2010
13° Salone Satellite - Pad 22-24
Stand AA7 – AA9

Project organized by:

Polytrade CE s.r.o.
Kodreta Furniture s.r.o.

Partners of the project:

SCD – Slovak Design Center
Czech Center in Bratislava

Universities:

VŠVU Academy of Fine Arts and Design Bratislava – Slovakia (Department of Design)
STU Slovak University of Technology in Bratislava. Slovakia (Faculty of Architecture and Design)
UJEP Jan Evangelista Purkyně University in Ústí nad Labem – Czech Republic (Faculty of Art and Design, Studio of Interior Design)

4. Italian debut for Touch by at Zona Tortona 2010



Touch By, Spanish based Design Editor working on the concept of 'ART OF LIVING', arrives at the Spanish area "**Design con M de Madrid**" at **Zona Tortona 2010** in Milan with a surprising, sculptured and festive furniture collection made by designers from Paris, Madrid and London.

The collection, set up on the company foundations of making "design that raises emotions" will display the creations of 3 young designers made out of a striking HI-MACS® range of colours, by showing unique and original contemporary products chosen for its harmony between aesthetic forms and highly functional use.

"Design con M de Madrid 2010" opening will take place during a cocktail on April 13th at 18:30. Exhibition will take place from April 14th to 19th from 10:00 to 20:00.

Location:

Zona Tortona
'Design con M de Madrid 2010'

SuperStudio Più
Space 14
Via Tortona, 27
Milan 20144

Designers:

Bernard Fric, Ludovic Renson, Veronica Martinez

Participants:

ALV 'Andare Lontano viaggiando'

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WHAT IS HI-MACS®?

HI-MACS® is the *New Generation* of solid surface. It is composed of 70% natural stone powder derived from bauxite, 25% high quality acrylic resin and 5% natural pigments. Designed and produced by **LG HAUSYS**, world technology leader, distributed across Europe from **LG Hausys Europe** headquarters in Geneva.

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.

Always at the forefront of research, **HI-MACS®** has also created a totally new range of translucent colours that let you explore lights and shadows, giving free rein to your imagination, creating, thermoforming and installing your own designs while keeping a seamless streamlined appearance.

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.

HI-MACS® is in a league of its own with its quality assistance, guaranteed by Quality Club, a network of expert and approved fabricators. Thanks to the quality of the material, we can offer the longest warranty package currently on the market: 10+5 years*.

* An initial guarantee of 10 years + an extension of 5 years if you register on our Internet site at www.himacs.eu

HI-MACS® The New Generation.

Explore.Dream.Discover.

High resolution pictures
are available at
www.himacs.eu under
section:

Press ▶ Photos.

Media representatives and journalists can contact the relevant Press Centre
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