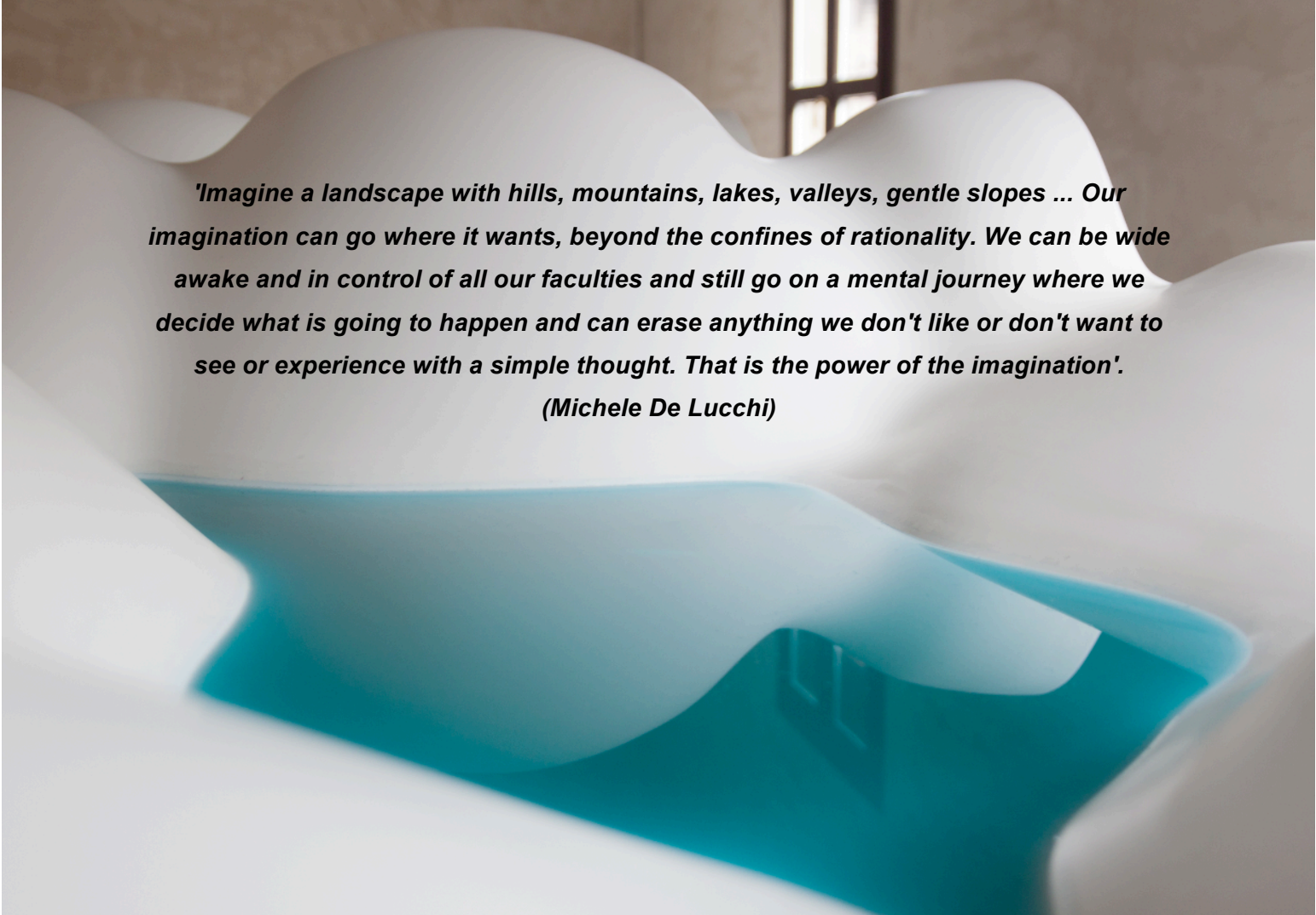


Michele De Lucchi and HI-MACS® 'Homage to the Imagination'



'Imagine a landscape with hills, mountains, lakes, valleys, gentle slopes ... Our imagination can go where it wants, beyond the confines of rationality. We can be wide awake and in control of all our faculties and still go on a mental journey where we decide what is going to happen and can erase anything we don't like or don't want to see or experience with a simple thought. That is the power of the imagination'.

(Michele De Lucchi)

'In Difesa dell'Immaginazione' ('Homage to the Imagination') is Michele De Lucchi's evocative vision, brought to life through the skilful use of **HI-MACS® New Generation Acrylic Stone**. Images of a possible or desired reality formed in the human mind taking shape in a flowing fantasy landscape, reminiscent of Appennine hills, mountains, valleys and lakes.

Imagination is the common thread that links De Lucchi's project with the HI-MACS® philosophy: the exceptional properties of HI-MACS® New Generation Acrylic Stone give free reign to the imagination, allowing architects and designers to bring even the most ambitious ideas to life.

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High resolution photos available at www.himacs.eu/press

De Lucchi's imposing 9 metre-long work draws in the imagination and highlights the outstanding qualities of HI-MACS®: from its thermoformability - essential for creating rounded shapes to depict natural features - to the incredible ease of cleaning.



'Homage to the Imagination' was installed in the wonderful setting of the old Bastardini Hospital in the heart of Bologna, which has just finished hosting the **Bologna Water Design 2013**, an exclusive 'post fair' event organised in conjunction with the International Exhibition of Ceramic Tiles and Bathroom Furnishings (CERSAIE). This year's highly successful event saw participation from designers and architects such as Michele De Lucchi, Daniel Libeskind, Philippe Daverio, Victor Vasilev, among many others, and met with very positive visitor feedback.

The event was a showcase for design projects and installations inspired entirely by water, this vital symbol of life and increasingly threatened resource on the planet.



INFORMATION ABOUT THE PROJECT

Project: 'In Difesa dell'Immaginazione', by Michele De Lucchi

Location: Ospedale dei Bastardini, Bologna

Material: HI-MACS[®] www.himacs.eu

Photographer: Valeria Portinari

Produced by: Lineoarredo

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WHAT IS HI-MACS®?

A new generation acrylic stone, **HI-MACS®** is a material that is designed and produced by **LG HAUSYS**, a world leader in the technology sector, and distributed by **LG HAUSYS EUROPE**, based in Geneva (Switzerland).

Due to its thermoformable properties, its wide range of colours, its translucency and the invisible joins, HI-MACS® is able to provide an infinite number of designs and exclusive finishings. Moreover, this material can be worked as easily as wood as it is easy to handle and to cut.

As regards hygiene, HI-MACS® does not absorb humidity and is highly resistant to stains. Its smooth and non-porous surface means that it is not penetrated by liquids. Completely sterile, this material is easy to clean and to repair.

Unlike other similar materials on the market, HI-MACS® is the only Solid Surface to enjoy official **European Technical Approval (ETA) for façades** – for Alpine White S728 colour – which was awarded by the European Organisation for Technical Approvals (EOTA).

During the manufacturing process, HI-MACS® is heated to very high temperatures by means of an advanced firing heat treatment. This procedure makes HI-MACS® different from other types of acrylic stone, giving it better uniformity and making it more resistant to shocks and UV rays.

Acrylic stone provides infinite possibilities for personalised designs and inspires professionals from all over the world. **Zaha Hadid, Jean Nouvel, Rafael Moneo, Karim Rashid** and **David Chipperfield**, among others, have completed fabulous projects using HI-MACS®, from kitchens to bathrooms, including decorative items, in hotels as well as in museums, shopping centres and on external façades.

HI-MACS® is available in around 100 different colours in various ranges; **Solids, Granite, Sand, Pearl & Quartz, Volcanics, Lucent, Eden, Galaxy** and **Marmo**, in different thicknesses of 3, 6, 9 and 12 mm, depending on the shade. HI-MACS® holds a number of international certifications with regard to the environment, hygiene and fire resistance, such as **ISO 9001** and **14001, Greenguard, NSF, LGA** and **IMO MED** certification (Modules B and D), among others.

HI-MACS® stands out for its excellent quality service, guaranteed by its **Quality Club** programme, consisting of a network of expert manufacturers and approved distributors across Europe. HI-MACS® offers the longest guarantee service on the market: 15 years.

For more information:

www.himacs.eu

HI-MACS® The New Generation

Inspired by Architecture

You can take advantage of the HI-MACS® [newsletter](#) and [Press service](#) to upload all your press releases and visuals of your latest news.

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