

Sparkle Krib by Karim Rashid

## LG Hausys HI-MACS® is “stirring up” the Fuorisalone in Milan with colours by Karim Rashid

*Colours are the real dwellers of space, whereas lines merely travel through space and streak it; lines just pass through (Y. Klein).*



This year during *Milan Design Week* (8-13 April), the *Superstudio Group* is organising the **Temporary Museum for New Design**, this being the most exclusive, important event on the Fuorisalone circuit. An unmissable appointment that is all about design, research, the quality of materials, technology and innovation.

Superstudio Più, located at Via Tortona 27, is the largest private location in Milan as well as being the location which has confirmed the area as *THE* point of reference for fairs and art, design and fashion events, an iconic, highly prestigious and fascinating place which is internationally renowned.

For its 2014 edition, the Temporary Museum is enriching itself with numerous special projects.

The common thread linking the various offerings concerns innovation, the imagination, originality and quality, both on the level of ideas and of production.

In this context, **LG Hausys**, a world leader in the technological sphere, is also taking part in the event and presenting a concept suspended between reality and the imagination, weaving together the lines of an authentic, visionary project.

The living space proposed by LG Hausys, an exclusive installation born of its collaboration with **Karim Rashid**, the eclectic designer, has as its undisputed protagonist **HI-MACS®**, New Generation Acrylic Stone, in a range of colours, energy and creativity arising from its much-prized artistic and architectural value.

### **Sparkle Krib: freedom of imagination**



This surprising “apartment” design is named **Sparkle Krib** (from *sparkle*, obviously, and *crib*, a home) and is a study of the visual power of sinuous lines and colours. The concept is presented as a suggestive hymn to the duality of the subject matter, mixing idealism and pragmatism. Creativity is found amongst elements which are inserted harmoniously into a space having organic, fluid lines, as if it were moving: the furnishings are simple and essential, but have great personality, characterised by innovative and futuristic design and technology.

The space takes form through the clever use of HI-MACS®, highlighting and stressing its extraordinary material and technical potential which best express the concept of “freedom of imagination”. Thanks to its flexible structure, which is easy to work with, this New Generation Acrylic Stone actually lends itself by its nature to easily supporting the imagination of architects and designers, giving life to its varied forms and ideas, even the most ambitious ones.

Together with HI-MACS®, favouring the conceptual space, Karim Rashid also uses part of the remaining range of LG Hausys products, which include *Deco-foil*, *Floors* and *Automotive Skin*, all having in common the strong quality of their materials, specialisations and performance.

Once again, the features of thermoformability and translucence which characterise HI-MACS® turn out to be perfect for creating a welcoming future-oriented space, an environment which one can easily see as personal, even though it is visionary.

The internal open space embraces visitors and gives them an unrepeatabe experience of the senses, where sight and touch are harmonised in a single emotional horizon. The boundaries between the imagination and reality, the kitchen and living room, day and night are intangible – removed to underline the power of the mind, devoid of any obstacle or limit.



## Karim Rashid talks about Sparkle Krib



**Karim Rashid tells us:** *"LG Hausys' HI-MACS® allows me to create an amorphous solid-surface landscape that denotes a world with no boundaries. The surrounding interior of the LG Hausys exhibition becomes a state between liquid plastic and a solid material object. The results are organic forms that softly translate into and out of flat planar surfaces. The overall feeling creates a state of endlessness, a continual ephemeral experience."*

*"I designed the LG Hausys space to bring enjoyment, not encumbrances, and increase our level of engagement and of beauty. We can develop the inanimate world to be an extension of our emotions and our physical being. The LG Hausys exhibition encompasses all the needs of an open contemporary fluid and technological home. The holistic approach to the full space shows how our lives are elevated when we experience beauty, comfort, luxury, performance, smartness, technology and utility seamlessly together."*

*"Our domestic environments have a relationship with us, emotionally, physically, socially and psychosomatically. Spaces and Objects play into the conditioning of our behaviours, it dictates the way with live, the way we interact, the modus operandi of our experiences, So if we change our objects, we change our world. Change our environments and we change our social behaviours. We make a better world through design."*

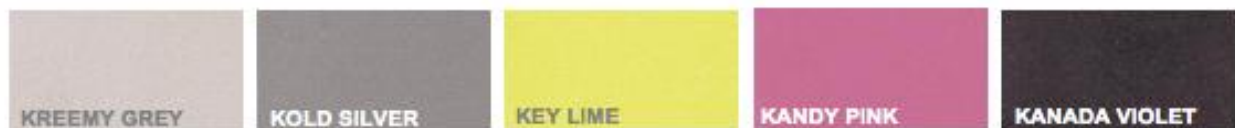
*"Sparkle house is a 130 sq. meter home made from my collections of LG Hausys' HI-MACS Sparkle, Deco-foil, Interior film and Automotive skin"*

### **Sparkle Collection: the colour**

The rigidity of the architecture is given life by the fantasy of the **Sparkle Collection**, the family of HI-MACS<sup>®</sup> colours devised by Karim Rashid, with dreamlike, fantastic nuances which are nonetheless brilliant, rich with character and capable of producing real ideas with a strong personality and impact.

Through his expert use of the potentially limitless qualities of this New Generation Acrylic Stone, Karim Rashid has infused the structure with life and made it personal, distinctive, luminous and certainly unforgettable.

The HI-MACS<sup>®</sup> surface feature, with its perfectly invisible seams, allows for the mix of several colours with exceptional results, so Karim Rashid uses space as an artist uses his canvas, going well beyond the clear beauty of the forms, and touching lightly on the beauty of the essence which only colour is able to evoke.



The furnishings created using HI-MACS<sup>®</sup> Sparkle Collection are:

- Bed: Kandy Pink shade (with cushion covered in *Automotive Skin*)
- Divan: Key Lime shade (with cushion covered in *Automotive Skin*)
- Wash hand basin, bath and WC: Kreemy Grey shade
- Island kitchen: Kreemy Grey, Key Lime shades
- Walls: done in Deco-foil, Interior Film and varnished wood

**Curator:** Sung-hee PARK

**Designer:** Karim Rashid

## WHAT IS HI-MACS<sup>®</sup>?

A new generation acrylic stone, **HI-MACS<sup>®</sup>** 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<sup>®</sup> 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<sup>®</sup> 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<sup>®</sup> is the first 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<sup>®</sup> is heated to very high temperatures by means of an advanced firing heat treatment. This procedure makes HI-MACS<sup>®</sup> 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<sup>®</sup>, from kitchens to bathrooms, including decorative items, in hotels as well as in museums, shopping centres and on external façades.

HI-MACS<sup>®</sup> 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<sup>®</sup> 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<sup>®</sup> 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<sup>®</sup> offers the longest guarantee service on the market: 15 years.

For more information:

[www.himacs.eu](http://www.himacs.eu)

**HI-MACS<sup>®</sup> The New Generation**

**Inspired by Architecture**