

**HI-MACS® used for state-of-the-art furniture  
at the Beaugrenelle Shopping Center**



**Designed by Brandimage for the Beaugrenelle Shopping Center, the collection of unconventional HI-MACS® furniture is inspired by two functions all shoppers need: relaxation and information.**

Opened on October 23, 2013, the 50,000 m<sup>2</sup> Beaugrenelle urban mall in Paris spreads across three city blocks and contains some 100 stores. A few of the pieces of furniture were designed in HI-MACS® Solid Surface and its myriad technical properties made it the best material for the project – features like invisible joints, durability and low maintenance – as did its vast selection of original colours and soft invitingly touchable surface.

The furniture twists into shapes, which provide tables, seats and a surface for interactive screens, thus combining information and relaxation areas.

*"This dual-purpose built into all the furniture, we conceived as a brand lexicon, a sign of recognition that can morph over time and always stay current,"* explains Alain Doré, Brandimage Paris Design Director. Made of HI-MACS® new generation acrylic stone, the furniture induces relaxation as it sparks new experiences and creates an interactive space with "screen furniture" that offers both form and function. The key piece is delicate and smooth, and the "assistance shopping" screen provided for shoppers is weightless, aloft, almost floating. Stretching along a row of windows, the sitting area is a red wave made entirely of HI-MACS® designed to shelter relaxing chairs where passers-by can take a break protected from the shopping mall's bustling crowds. The furniture was made by ADJ, a company based in Strasbourg that has specialized in shaping new generation acrylic stone for over 20 years.

### **About the Beaugrenelle Shopping Center**

Brandimage created a concept, the common thread that conveys a persona for the new mall, built as a tribute to fashion and decor. Beaugrenelle is a destination brand that showcases the spirit of Paris, trendy Paris, the Paris of culture, the Paris of fashion, glamorous Paris, and its desire to be the crossroads between culture and commerce. The mall seeks to transcend its retailer role to add a social and cultural dimension. The building designed by Valode & Pistre was conceived as a backdrop for natural light, brand names, services and ease of motion – recurring themes throughout the complex. The venue inspires a closer and more personal relationship with shoppers.

### **About BRANDIMAGE – DESGRIPPES & LAGA**

Brandimage is a global consultancy of brand-equity architects and designers that conceives and innovates performance-driven brands. Brandimage is part of SGK's brand development division. Brandimage uses a multidisciplinary horizontal approach to help brands reveal their true identity by developing products, services and spaces that generate a unique experience and a strong human emotional bond.

## **PROJECT REFERENCES**

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**Design:** BRANDIMAGE – Paris [www.brand-image.com](http://www.brand-image.com)

**Manufacturing:** ADJ, France [www.adj-hi-macs.fr](http://www.adj-hi-macs.fr)

**Photo credit:** ©Mathieu Ducros

**Materials:** HI-MACS®, Alpine White, Fiery Red [www.himacs.eu](http://www.himacs.eu)

**Images available:**





## HI-MACS® by LG Hausys

### Surfacing the World

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

HI-MACS® is a solid surface material that can be moulded into any shape. It is widely used for architectural and interior applications, such as sculptural and high performance wall-cladding or kitchen, bathroom and furniture surfaces, in commercial, residential and public space projects. It is composed of acrylic, natural minerals and pigments that come together to provide a smooth, non-porous and visually seamless surface which meets the highest standards for aesthetics, fabrication, functionality and hygiene – offering manifold advantages over conventional materials.

HI-MACS® provides limitless possibilities for surfacing solutions and inspires creative minds 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.

LG Hausys' HI-MACS® uses a simple heating process to give three-dimensional thermoplastic forming capabilities, allows visually seamless designs, offers a virtually limitless range of colours and – for some shades - exhibits a special translucency when exposed to light. Although HI-MACS® is almost as robust as stone, it can be worked in a similar way as wood: it can be sawn, routed, drilled or sanded.

HI-MACS® is manufactured using a new generation technology, the **thermal cure**. The temperature reached during the manufacturing process sets HI-MACS® apart from other solid surfaces and creates a denser, even more homogeneous, sturdy, durable surface – with a better resistance and superior thermoforming performance.

As regards hygiene, HI-MACS® does not absorb humidity, is highly resistant to stains, and is easy to clean, maintain and repair.

Countless internationally recognized certificates attest to the quality of HI-MACS® in terms of ecological commitment, hygiene and fire resistance – being the first Solid Surface in the market to receive the official **European Technical Approval (ETA) for façades** – for Alpine White S728 colour.

HI-MACS® offers the longest warranty on the solid surface market with a 15-year warranty for products fabricated and installed by a member of the HI-MACS® Quality Club.

### HI-MACS® The New Generation

#### Inspired by Architecture

For more information and to stay connected, visit our [website](http://www.himacs.eu).

Let's connect!



\* HI-MACS® is designed and produced by **LG HAUSYS**, a world leader in the technology sector belonging to LG Group, and distributed by **LG HAUSYS EUROPE** based in Geneva (Switzerland).