

# HIMACS

**HIMACS in Sanremo from the Aurora colour range highlights the unique brand experience at the Stars@Mercedes-Benz-Store**

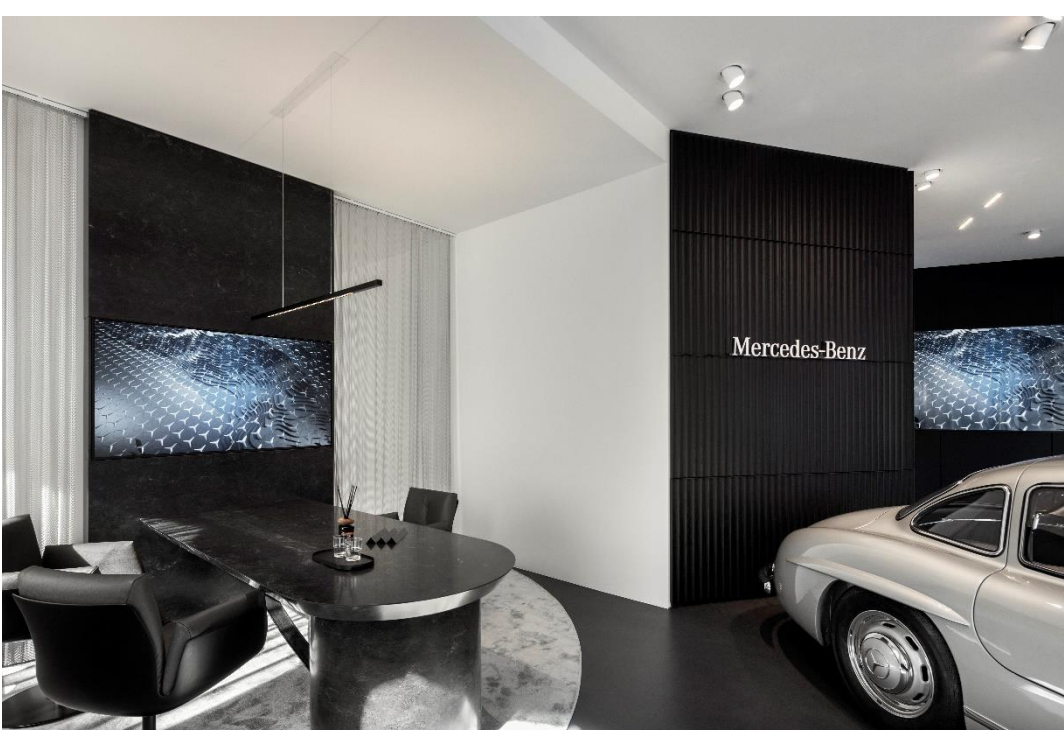


**In late March 2024, Europe’s first Stars@Mercedes-Benz-Store opened in in the Seefeld district of Zurich. In an exclusive setting, Mercedes-Benz Automobil AG (Merbag) has created a unique experience for its customers. In addition to its offering of exclusive cars, the showroom impresses with a strikingly modern interior and the specification of high-quality materials. HIMACS in Sanremo enhances a visually and haptically engaging environment for customers with an expectation of luxury.**

The Mercedes-Benz brand, “the car with the star,” is universally known and has always had a unique cachet, occupying a premium position within the world of covetable cars. To further enhance the individual service it offers to customers, Mercedes-Benz Automobil AG (Merbag)

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has developed a new concept for its showrooms and the first of these opened in Tokyo at the end of 2022.



The next step was to extend this concept to its European showrooms for the Mercedes-AMG, Mercedes-Maybach and G-Class brands, making each venue feel even more exclusive. Zurich was chosen as the location for the second worldwide opening and now customers can explore the different worlds of the respective sub-brands across two neighbouring showrooms, covering an area of 72 and 276 square metres. Key lighting and design features of the showrooms can be adapted depending on which model is being highlighted to enjoy the spotlight as a deserving star of the automobile world.

## Special materials and interior

As to be expected, only the finest quality materials and elements were specified for the project. From soft furnishings to lighting fixtures and furniture, premium brands were the natural choice, perfectly enhancing a uniquely luxurious ambience. The upscale look was completed with HIMACS solid surface in Sanremo from the Marmo & Aurora collection, created to match the beauty of noble stones with all the benefits of a solid surface. The versatility of HIMACS was employed to impressive effect to create generous consultation desks and accompanying wall panels with integrated monitors, establishing the ideal setting for a personal and exclusive experience while customers are advised on the purchase of their dream car.

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Oberhaizinger GmbH, from Julbach in Bavaria, Germany, the general contractor responsible for the store construction and a firm known for its expertise in projects with a special focus on brand identity, chose HIMACS after careful consideration.

“We specialise in such projects for the premium sector. Mercedes-Benz contracted us to deliver a complete solution for the Zurich store. As with every project of this scope, our teams always use the best materials available to meet this expectation. HIMACS is naturally included in our materials portfolio,” says Stefan Wiesmeier, project lead at Oberhaizinger for Mercedes-Benz stores.

A homogenous composite consisting of natural minerals, acrylic, and pigments, HIMACS creates a smooth, non-porous, and visually seamless surface, fulfilling the highest standards in terms of aesthetics, finish, functionality, and hygiene. Compared to conventional materials, HIMACS offers multiple outstanding benefits. In terms of durability, it is comparable to stone, however, when it comes to processing it can be worked like wood. The material is easy to clean and repair, especially when exposed to high traffic commercial environments.

Having compared various material samples, the final choice by Oberhaizinger for the Mercedes-Benz project was HIMACS, as it perfectly met the client’s demands in terms of surface quality and finish. “The potential to integrate particular features for the electrical services, such as flush-mounted cable ducts and grommets, or detailed drawers, was another decisive factor,” says Stefan Wiesmeier about the design possibilities that HIMACS offers. Highly skilled and experienced HIMACS fabricator Rosskopf + Partner AG ensured this precise finish.

## **Northern Lights meet the Mercedes Star**

The choice of the evocative Sanremo shade could not be more fitting for the Stars@Mercedes-Benz-Store: Part of the Aurora & Marmo HIMACS collection, inspired by the beauty of the Northern Lights, the marble-like aesthetic is characterised by an interchange of both subtle and strong hues, as well as soft and detailed textures. The nuances mimic the flowing movements of the sky and its natural phenomena. Sanremo with its dramatic, black veins creates an especially exciting contrast and a distinctive appearance. At the Stars@Mercedes-Benz-Store in Zurich, it creates a harmony of bright and dark interior elements, creating a unique interplay of light and colour and helping the brand with the star to shine even brighter.

HIMACS Media contact for Europe:

Mariana Fredes – Ph. +41 (0) 79 693 46 99 – [mfredes@lxhausys.com](mailto:mfredes@lxhausys.com)

High resolution images available: <https://www.lxhausys.com/eu-en/case-studies>

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## **PROJECT INFORMATION**

**Project:** Stars@Mercedes-Benz Store

**Location:** Zurich, Switzerland

**General planner & store constructor:** Oberhaizinger GmbH, Deutschland, [www.oberhaizinger.de](http://www.oberhaizinger.de)

**Processing:** Rosskopf + Partner AG, Deutschland, [www.rosskopf-partner.de](http://www.rosskopf-partner.de)

**Material:** HIMACS M605 Sanremo, [LX Hausys](http://LX Hausys)

**HIMACS elements:** Consultation desks incl. screen walls (with integrated monitors)

**Consultation chairs:** COR (Alvo)

**Lighting:** Zumtobel

**Carpets:** JAB (Cosmic 3707/592)

**Curtains:** Christian Fischbacher (Athens 2829)

**Photographer:** © Tomislav Vukosav Architectural Photographer, [www.tomislavvukosav.de](http://www.tomislavvukosav.de)

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## HIMACS

The shape of your ideas

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

HIMACS 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 minerals, acrylic and natural pigments that come together to provide a smooth, non-porous and visually seamless surface which meets the highest standards for quality, aesthetics, fabrication, functionality and hygiene – offering many advantages over conventional materials.

HIMACS provides limitless possibilities for surfacing solutions and inspires creative minds from all over the world. **Zaha Hadid, Jean Nouvel, Rafael Moneo, Karim Rashid, Marcel Wanders** and **David Chipperfield**, among others, have completed fabulous projects using HIMACS.

At the forefront of innovation as always, LX Hausys recently introduced two new products. First, **HIMACS Ultra-Thermoforming**, an innovative formula that pushes the boundaries of solid surface shaping to a whole new level, with 30% more thermoplastic capabilities - the biggest innovation in the history of Solid Surface since its inception in 1967. And now, **HIMACS Intense Ultra** combines the characteristics from two disparate worlds: **Intense Colour Technology** and **Ultra-Thermoforming**.

HIMACS 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 HIMACS is almost as robust as stone, it can be worked in a similar way as wood: it can be sawn, routed, drilled or sanded.

HIMACS is made using a next-generation technology, the **thermal cure**. The temperature reached during the manufacturing process sets HIMACS apart from other solid surfaces and creates a denser surface that is even sturdier, more homogeneous and more durable, and with better resistance and superior thermoforming results.

HIMACS does not absorb humidity, is highly resistant to stains and is easy to clean, maintain and repair.

Countless internationally recognised certificates attest to the quality of HIMACS 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 the Alpine White S728 colour.

HIMACS offers a 15-year warranty for products fabricated by a Quality Club Member.

For more information and to stay connected, visit our [EU WEBSITE](#), [UK WEBSITE](#) and our [newsroom](#).

*Let's connect!*



HIMACS is designed and produced by **LX Hausys (formerly LG Hausys)**, a world leader in the technology sector and a subsidiary of LX Holdings Corp.

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