

HIMACS

HIMACS sets the perfect scene for the artisanal excellence of La Pastisseria Barcelona



La Pastisseria Barcelona, run by the artisan couple Josep Maria Rodríguez Guerola, who was World Pastry Champion 2011, and Ana Jarquín, Revelation Pastry Chef in 2019, has begun a new chapter with the complete renovation of their destination venue on Barcelona's Aragón street. The re-design has now transformed the shop into a bright and luminous space which makes the most of high quality materials such as HIMACS to highlight the eye-catching array of delicious pastries and stimulate a vivid awakening of the senses.

The renovation by Eduard Ribes and his team at DIEDRIC DESIGN is an ode to elegant minimalism. **Inspired by the most exclusive bakeries in Paris**, it integrates elements of prestige, sophistication and modernity, taking the customer experience to the next level.



The **visual continuity between the exterior and the interior of the bakery**, achieved through the cohesive use of materials and colours such as [HIMACS in Snow Concrete](#), invites the visitor to enter a universe of flavours.



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“We wanted to create a space that would make an impact at first glance with its minimalism; and we are thrilled with the successful result. The idea is that once inside people focus their attention on the vibrant colours of the products and feel comfortable with the warmth of the place”, says project manager Eduard Ribes.

Transforming the bakery in just five weeks was a considerable challenge. Moving from a dark space to a **glowing and welcoming environment** required precision, creativity and teamwork. The new design combines a palette of light, neutral tones with simple, rounded lines that connect with Barcelona's Mediterranean luminosity and contemporary architectural tradition.



A space designed to enhance its essence: the product itself

One of the main goals of the project was to highlight the pastry-making excellence of the artisan owners, which has been recognised with multiple prestigious awards, positioning La Patisserie as a benchmark for quality, innovation and creativity.

The authentic and intricate pastries and cakes now become the stars of the show, as if **jewels displayed in luxurious showcases**. This effect is achieved with a discreet chromatic background that elevates each product to the level of a culinary gem. Classics such as the “Rosa de Sant Jordi”, the “Mojito”, the “Cherry” and other signature delicacies appreciated by discerning palates stand out against a pristine backdrop of hygienic HIMACS. In addition, the thermoforming capability of the solid surface material made it possible to design a service counter with soft, ergonomic curves, which allows for a harmonious, organic effect and makes the exquisite products of Rodríguez Guerola and Jarquín seem even more inviting.

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



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This impressive renovation, together with refreshed lighting and the visibility of the display cases from the street, makes La Patisserie **irresistibly attractive to passers-by**, who can't help but stop and admire the mouthwatering pastries on show.



Materials allowing for impeccable hygiene and design

The materials chosen for the project not only comply with strict sanitary regulations in terms of food handling but also allow for **easy cleaning** – essential in a high traffic, public-facing environment.

The robust versatility of HIMACS has been employed to beautiful effect in aesthetically connecting the **exterior and the interior of the establishment**, where it has been applied to both the façade and the service counters, the cash register desk, the display shelves behind the counter and the tops of the tasting tables. Each installation was meticulously fabricated by **Articryl**, a renowned specialist in solid surface materials in Spain and a member of the Quality Club network of HIMACS-approved workshops.

The choice of HIMACS Solid Surface for this project was clear when considering the need for a material that can combine aesthetic impact with functional cleanliness, while also being resistant and durable, including for outdoor applications. The flawless finish of HIMACS, with no visible joints, adds to the sense of sleek perfection, offsetting the wares of these masterful artisans to stunning effect.

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*“For us, it was essential that the new shop reflected the values of our brand: care and respect for signature patisserie. The wow effect achieved with the new image not only is a dream come true, but it also creates an experience that **magnifies our dedication and love for the art of making pastries**”,* explains Josep Maria Rodríguez Guerola, World Pastry Champion and co-owner of La Patisserie.

The result is an ideal balance between warmth and elegance creating a pleasant and relaxed ambience in which customers can indulge in a sweet treat, an aromatic cup of coffee, a glass of bubbly or a melt-in-the-mouth, freshly-baked croissant... the temptations at **La Patisserie Barcelona** are endless.

PROJECT INFORMATION

Location: La Patisserie, Barcelona @lapastisseriabarcelona

Architect / Designer: Eduard Ribes (DIEDRIC DESIGN) @diedricdesign

HIMACS manufacturer: Articryl

HIMACS supplier: Cordavy Distribuciones cordavy.com

Material: [G556 Snow Concrete](#)

Items made with HIMACS: Entrance façade, display case, cash register desk, fronts and doors of shelving unit and tops of tasting tables.

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HIMACS

The shape of your ideas

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.

Proud to be at the forefront of innovation, LX Hausys made Solid Surface history with the introduction of **HIMACS Ultra-Thermoforming**, a pioneering formulation which pushes the boundaries of solid surface shaping to significant new levels with 30% greater thermoplastic capability. Furthermore, **HIMACS Intense Ultra** is a groundbreaking advance that now combines the qualities of both **Intense Colour Technology** and **Ultra-Thermoforming**.

To add to the benefits of working with HIMACS, now the iconic HIMACS Alpine White, plus a wide selection of colours, come with SCS certified pre-consumer recycled content for a more sustainable product offering.

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. HIMACS is composed from premium-quality materials, ensuring a surface that is free from harmful substances such as silica, formaldehyde, VOC emissions, and nanoparticles. Prioritising health and safety, HIMACS offers peace of mind for any environment.

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.