

HI-MACS® FAÇADE FOR BERSHKA

ANTWERP, BELGIUM

Bershka



**High-tech, preservation and consistent fashion:  
A HI-MACS® façade for Bershka, on the historic shopping street of Meir, in  
Antwerp**



The shop windows and façade are the calling card of a business and crucial for the perception of the whole brand. This is especially true for stylish products such as young fashion - and even more so, when the shop is on the prestigious Meir in Antwerp. The exterior of its Belgian branch was therefore extremely important for the Spanish company Bershka: modern looks, with a sophisticated vibe that would draw attention to the window dressing, were details just as important as durability and resistance. The architects of Boud Rombouts and the façade specialists from Apers & Partners chose HI-MACS® solid surface material. The non-porous, homogeneous surface is high quality and smooth, but at the same time robust, weather-resistant, impact-resistant and easy to clean. Even graffiti can be removed without leaving a trace! The HI-MACS® sheets are also lightweight, strong and fixed invisibly.

But the real challenge of this project was the preservation: The Bershka store consists of a total of 5 buildings (Meir 37-39 and Lange Klarenstraat 22-26). The corner house Meir 39 and the building Lange Klarenstraat 22 belong to the cultural heritage of the Flemish Region. Right on the corner there is also an historic Madonna statue. So during the renovation of this historic building not only was the city of Antwerp involved, but also the Flanders region. The brief was to keep some listed façade parts but also include some modern, new pieces. For

the relationship between old and new, HI-MACS® proved to be the perfect material: The HI-MACS® acrylic stone slabs in Alpine White have a similar appearance to the historic facades. They have a smooth surface and were chosen in a glossy white finish. So they provide the dynamic forms of the surface with an attractive, deep effect. With their thermal plasticity and the possibility of seamless joins, the details could be worked out, which resemble the components of the original façade parts. The front window is edged with anthracite plates of HI-MACS® (Steel Grey), forming a contrast to the ancient architectural elements and give the displays inside a proper framework.

The combination of history, hi-tech and young fashion for Bershka in this setting has been made possible using the unique properties of HI-MACS®, achieving the perfect blend of old and new.

### **Seamlessly fixed to the wall**

The amazing design possibilities and functional advantages of HI-MACS®, as a façade material, are particularly evident in non-weight-bearing ventilated façades such as the one here in Antwerp. Heat insulation and weather proofing are functionally separate areas in this very common construction variant. This is where the unique combination of relevant properties make HI-MACS® stand out, making it ideal for outdoor use. Links on the roof, floors and window sills can also be designed inconspicuously using a special subframe structure. It connects the panels in a professional manner, leaving sufficient air space for wall insulation. The insulation material can be fitted optimally between the aluminium profiles and the back wall. Depending on the type of building, the subframe structure is implemented individually according to the architect's instructions. The links between the HI-MACS® panels and the aluminium frame remain invisible from the outside. The incredible moisture resistance of the solid surface material also protects the façade insulation layer behind it. The space between the façade panel and the insulation material perfectly diverts moisture to the outside and allows for perfect ventilation in the summer and the winter.



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#### **INFORMATION ON THE PROJECT**

**Architect/Designer:** Boud Rombouts Architectenatelier - Bureau Bouwtechniek

[www.boudrombouts.be](http://www.boudrombouts.be)

**Manufacturer:** Apers & Partners bvba [www.apersenpartners.be](http://www.apersenpartners.be)

**Façade Specialist:** Apers & Partners bvba

**HI-MACS® Colours:** S109 Steel Grey and S28 Alpine White [www.himacs.eu](http://www.himacs.eu)

**HI-MACS® Supplier:** Engels Design & Decoration [www.himacs.be](http://www.himacs.be)

**Photograph:** Pascal Deruyck

**Completion:** April 2015



## HI-MACS® by LG Hausys

[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 by a Quality Club Member.

### HI-MACS® The New Generation

#### Inspired by Architecture

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

*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 Frankfurt (Germany).

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