

HI-MACS® Helps to Restore the Emblematic Hoover Building in London

IDM Properties has renovated and restored one of the most iconic Art Deco buildings in the English capital city, built in the 1930s for the Hoover Company. The former household appliances factory has now been converted into a modern building with 66 luxury homes. After looking for a modern material which would also combine well with the contemporary design pursued by the architects, they opted for Solid Surface HI-MACS® for the furnishings.



The emblematic Hoover Building, located on London's Western Avenue, has become a point of reference for thousands of Londoners and visitors who travel daily along this major thoroughfare. In 1980, it was classified as a Grade II listed building, which protects its characteristic design if restoration work is ever required and, in that way, guarantees its legacy.

The Hoover Building, known for its spectacular palatial façade of enormous columns and picture windows, has been restored by IDM Properties with the aim of converting the space into residential housing in a confluence of modern-day designs and features specific to the 1930s.

IDM Properties has invested substantially in the preservation and restoration of this national building's historical features. To achieve this, many of the original Art Deco features were retained, including grand staircases with wrought-iron bannisters, mouldings and cornices, terrazzo flooring in the lobby and the original green colour scheme in the hallways. But the most conservation work was to maintain the sumptuous façade of this emblematic, protected London building.

Beyond the stunning exterior and communal surroundings, the interior of the luxury apartments – which are available either as studios, or with one, two or three bedrooms – cleverly combine contemporary style with modern features like HI-MACS®, creating a unique and striking blend of the old and new.

Spacious lounge/dining room and kitchen

The architecture and interior design firm wanted to make the most of the space in the homes. To do this, they decided to make the living space into an open-plan area, where the flowing style and décor would create a special and inviting room.



A central element of the design in these luxurious living spaces are the kitchens, and **HI-MACS®** was used to create impressive countertops produced by Solid Fabrications in Belfast and supplied by James Latham.

The countertops, made in the Andromeda shade of **HI-MACS®**, fit perfectly with the custom-made cupboards and the built-in appliances, producing a uniform result as if it were all made from a single piece. The colour chosen for the solid surface material from LG Hausys creates a sense of space, cleanliness and light, contributing to the overall balance with the choice of these modern, contemporary materials, in contrast to the Art Deco style of the building.



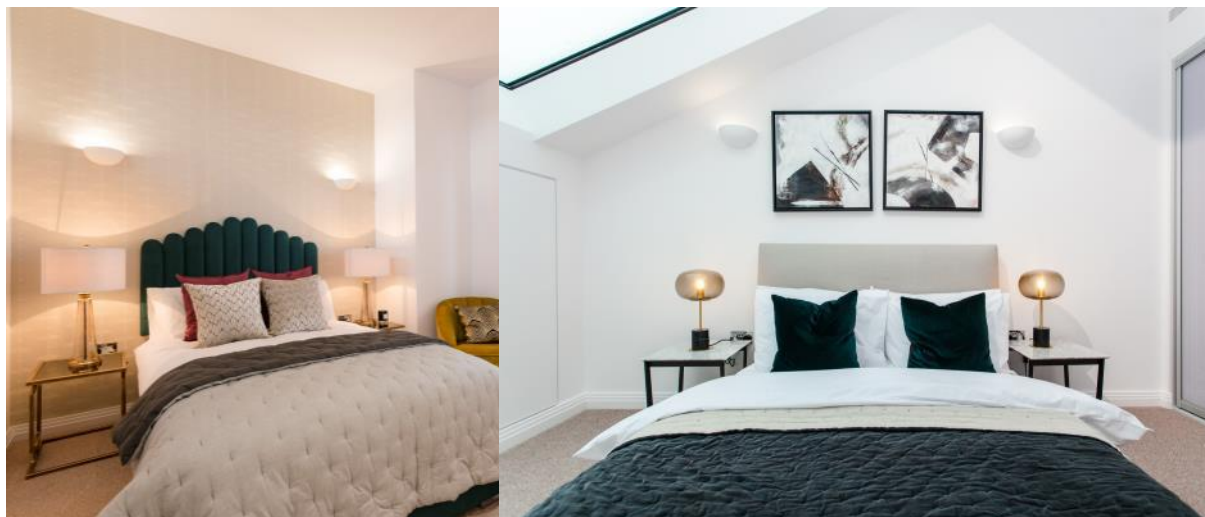
As well as for its ability to be joined seamlessly so that it appears to be fashioned from a single piece of material, **HI-MACS®** was also chosen because it is ultra-resistant and completely hygienic, and thus perfect for food handling. Its non-porous surface prevents any build-up of waste or bacteria, making the kitchen surface easier to clean.

Another nod from the architects to the building's heritage in the kitchen is that the appliances, of course, have all been made by Hoover.



Art Deco bedrooms

Like in the rest of the home, the bedrooms were carefully designed down to the last detail. The decorative elements, from the fabrics to the cushions and the lamps to the nightstands, all have a vintage touch, inspired by the façade and by the restored parts of this national treasure. The colours of the décor needed to stand out against the lighter hues selected for all the furnishings, but without clashing with the style sought by the interior designers. For that reason, they opted for shades of green to echo the exterior elements of the windows and the mosaics in the building's entrance hall. In keeping with the trends specific to the 1930s, gold was chosen as the main motif of the decorative features, along with smooth colours of fabric to add warmth without overloading the space.



Debbie Northall, Specification Manager at James Latham, reported that “IDM Properties have created something really special at the Hoover Building. When you stand inside one of these apartments, you are surrounded by luxurious materials and cutting-edge design. The combination of original Art Deco architecture and modern styling makes them extremely desirable. The kitchens, made with **HI-MACS® Andromeda**, fit perfectly with the contemporary style of the other parts of the homes.”

The Hoover Building has become an architectural point of reference, both for its imposing façade and for its modern, contemporary interiors which make it a unique edifice for the United Kingdom.

Information about the project

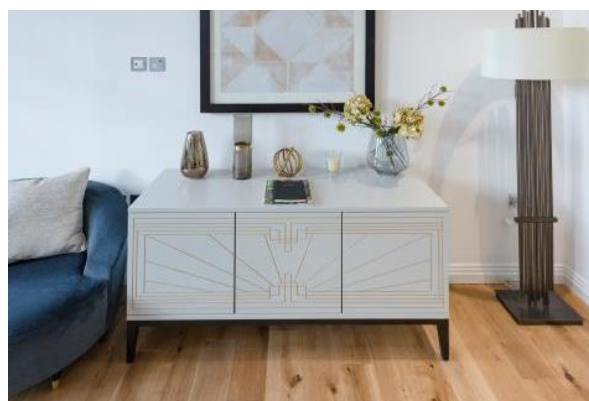
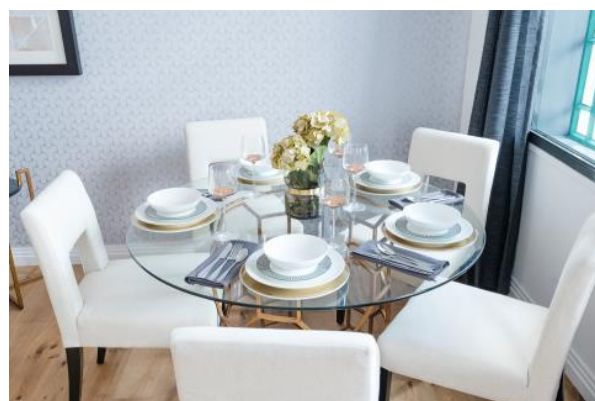
Project manager and developer: IDM Properties LLP – www.idmproperties.com

HI-MACS® manufacturer: Solid Fabrications – www.solidfabrications.co.uk

HI-MACS® supplier: James Latham – www.lathamtimber.co.uk

Material: HI-MACS® Andromeda – www.himacs.eu

Photos: Tim Cole Photography



HI-MACS® by LG Hausys

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 minerals, acrylic and natural 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, Marcel Wanders** and **David Chipperfield**, among others, have completed fabulous projects using HI-MACS®.

At the forefront of innovation as always, LG Hausys recently introduced two new products. First **HI-MACS Structura®**, a 3D textured panel material that takes solid surface opportunities to a new level. And now **HI-MACS® 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 for the Solid Surface history since its inception in 1967.

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.

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®. Because Quality Wins.

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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High resolution images available: www.himacs.eu/newsroom