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Staron® Solid Surfaces at Milan Design Week 2012

GLOBAL leader in solid surfaces, Staron® delivered innovation when they presented FLOW at this year's Milan Design Week. Teaming up with award-winning Polish architect and designer Przemyslaw 'Mac' Stopa of Massive Design, the installation showcased bold colours, undulating spheres and balanced lineal geometrics.

Set in the monumental green corner of Cortile d'Onore in Milan's State University, the exhibition was a dual reflection of 'Mac' Stopa's flair for innovative and unconventional design of commercial interiors and the form flexibility of Staron® Solid Surfaces.

FLOW was made up of twenty thermoformed Staron® panels each sharing identical geometry with designs based on semi spherical and organic waves. It flaunted the flexibility and seamless finish of Staron® Solid Surfaces which is made from a blend of natural minerals taken from bauxite and pure acrylic resin. Enhanced by its colour palette of dark Staron® in Onyx against the brighter colours of Sunflower and California Poppy, FLOW became a continuous surface composition of visual contrasts and bright lines which performed like one piece.

At night the installation became illuminated with backlit panels, casting off its flowing designs onto visitors as they relaxed on Staron® seats placed around the design. The exhibition attracted local and international guests with Staron® hosting a cocktail night to celebrate the installation and showcase the flexible design enabled by Staron® Solid Surfaces.

Created by technology leader Samsung, Staron® Solid Surfaces can be applied beyond the extents of the commercial and into applications within the home. As a durable surface and with sustainable design in mind, Samsung has created a product that can be reused and recreated into other projects. With over 80 colours to choose from and the possibility to thermoform surfaces into any shape imaginable, FLOW demonstrates just how unlimited we are when it comes to achieving aesthetically pleasing and yet form functioning design.



staron®
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