

**HI-MACS<sup>®</sup>**  
Natural Acrylic Stone<sup>™</sup>

Fabricated by Heinrich Vietheh Innenausbau - Klopfer Surfaces. Designed by JDI Design. Photographed by Tobias D. Kern.

***References 2009.***  
Explore. Dream. Discover.



[Shopfitting]

**HI-MACS® meets "Vorsprung durch Technik".**

Audi represents state-of-the-art design and engineering. A brand of this calibre naturally surrounds itself with partners that think the same way that it does, in terms of design and engineering. All the constituent parts of the Audi stand at the IAA were fabricated from white HI-MACS®, today's "in vogue" colour. Crucial to this was the warm feel of the material and its superior quality and understated look.



Visitors touch the counters and surfaces again and again at exhibitions. The pleasing surface of HI-MACS® is ultra-appealing and imparts a feeling of warmth.

**Case study:  
Audi International Stand on the IAA, Germany.**



# A4



The imposing arrow-shaped display boards each carry a flat-screen TV that sits almost flush within the material.

### *Audi international stand*

- Location: International stand
- Design: oettle ferber associates, Germany, [www.oettleferber.com](http://www.oettleferber.com)
- Material: HI-MACS®, Alpine White

