

HI-MACS® IS THE GOLDEN TICKET



From KitKat to Smarties and Chocolate Orange to Polo Mints, some of the world's most iconic confectionery brands started their lives in York. So when the historic town's latest visitor attraction - "Chocolate, York's Sweet Story" - opened its doors, it could not have been in a more appropriate location.



- ▶ James Latham, the exclusive distributor of HI-MACS® solid surface in the UK and Ireland, helped the designers achieve the delicious detail they craved by supplying more than 50 sheets of the highly versatile and extremely durable material which was used to create a truly unique and vibrant platform on which the story could be told.



Call **0116 257 3415**, email marketing@lathams.co.uk or visit www.himacsuk.co.uk

The Scenario

With seven million visitors passing through York annually and "Chocolate, York's Sweet Story" right in the middle of the tourist route, fixtures within this state-of-the-art interactive attraction, which spans 6,400 square feet and three floors, were going to be tested to their limits.

With the focus on interactivity, the attraction was to incorporate two large, bespoke, themed work stations which would help visitors take a mouth watering journey through the story of chocolate and confectionery in York. One of these work stations was also going to allow the resident chocolatiers to give practical demonstrations in the art of chocolate making, this was going to be messy!

Plus, with appetites bound to be elevated following the tour, the cafe and eating area on the ground floor was gearing up for the same heavy daily use from thousands of hungry and thirsty families, tourist groups and school trips.

The brief from Continuum Leading Attractions of York, who own and operate the attraction, specified that they were looking for a material that would not wear, look tired or deteriorate in terms of its appearance or performance plus, it needed to be versatile and flexible enough to achieve the flowing, soothing and dreamy shapes created in the manufacturing process of chocolate.

The Solution

The solution was to use HI-MACS® solid surface. In the past, laminate had tended to be used in projects of this kind but architects and interior designers don't like the black join lines that are almost unavoidable.

HI-MACS® neutralises this problem. The natural stone acrylic can be easily machined, thermoformed to any 3D shape and can be joined without any visual seams.

The Result

For the interactive workstations, 6mm HI-MACS® was applied to an MDF substrate to create two perfectly smooth and tactile units. One, in Arctic White resembles a giant polo mint, the other in HI-MACS Babylon Beige was used to create a rotating interactive grinding wheel on the 'How Chocolate is made' round table. Both are not only aesthetically superior and extremely durable but are also non-porous and impervious to moisture as well as colour fast, making them very easy to maintain and, of course, totally hygienic, a consideration in an environment such as this.

When it came to the cafe and gift shop, again HI-MACS® proved to be the perfect solution and was used extensively. The 15m counter of the invitingly named Chocolate Bar in the cafe area was created using 12mm Arctic White HI-MACS® and was thermoformed into a seamless apparent single piece of flowing liquid chocolate. To optimise the perfectly co-ordinated and flowing appearance, 6mm Arctic White HI-MACS® was also used on the back fittings of the counter, the shelving on the book cases and the cupboards around the cafe and gift shop were all clad in the material.



Paragon of York are one of the leading creative fit-out companies in Europe and are responsible for creating the interactive work stations
Tel: **01904 608020** or email **sales@paragon-creative.co.uk**

MSF are one of the UK's leading solid surface fabricators and worked with Simpson (York) Ltd. to create the cafe counter and shopfitting worksurfaces
Tel: **01325 308444** or email: **info@msfl.uk.com**

Chocolate, York's Sweet Story is at Kings Square in York
Tel: **0845 498 9411**
www.yorkssweetstory.com

For more information about HI-MACS® please click on **www.himacsuk.co.uk**, e-mail: **marketing@lathams.co.uk** or call: **0116 257 3415**

