



## KOREA **Milano Design City Exhibition Center** **La Triennale di Milano Incheon**

### The representation of technology chooses MEG by ABET LAMINATI

The Triennale of Milan, the symbol of the international importance of Made in Italy, opened its new premises in Incheon, Korea on the 15<sup>th</sup> of September 2009.

Designed by arch. Alessandro and Francesco Mendini - Atelier Mendini and by the Seok Chul Kim studio - Archiban, the Milano Design City Exhibition Center La Triennale di Milano Incheon, this is its full name, is a project that bears the typical style of Atelier Mendini. In its 6000 m<sup>2</sup> it houses the Triennale Design Museum, an area for temporary exhibitions, a bookstore, a coffee bar and a restaurant. Atelier Mendini chooses panels of the self-supporting HPL laminate MEG by ABET LAMINATI to cover the sweeping façades of the Korean premises of the Triennale, thus covering more than 5000 m<sup>2</sup> of surface.

MEG is the protagonist of every project based on technology and innovation. Besides the MEG panels digitally printed according to the design by Atelier Mendini, the plain colours 431 Rosso, 819 Bianco, 879 Grigio Grafite (for the footing), 1806 Ruggine and 1812 Giallo have been chosen to complete the project of the façades. The MEG panels (thickness 8,0 mm) are applied on a visible steel substructure with 10 mm joints and covered screws. Having always given prominence to the relationship between design and culture, ABET LAMINATI produces avant-garde materials that, also within the Triennale of Milan project in Incheon, represent a really dynamic world, able to arouse feelings and to provide new points of views and thoughts.



MATERIAL EXTERIOR GRADE

Self-supporting high pressure laminate (HPL) created in order to be suitable for outside applications. It is a long-lasting, fade resistant and weather-proof material. It complies with standard EN 438:2005.

