

## Kengo Kuma with Luccon was the highlight of the Design Week Milano

At the gathering of the global designer elite, the 48<sup>th</sup> “Salone Internazionale Del Mobile 2009” in Milan, an Austrian business was prominently represented – altogether four times. The absolute highlight with which Luccon amazed hundreds of thousands of visitors was the joint project with the Japanese star architect Kengo Kuma. His pavilion made of translucent concrete allowed an impressive view into the future of architecture during a special exhibition: Senseware in the design museum Triennale di Milano.

Kengo Kuma is known for his artistic architecture and design projects. His preference is to find new ways to use natural materials and to include light as a creative element to enhance the openness of rooms. One of the principles of this world class creative planner is: “Structures must harmonize with the human body and be kind to it”

This ingenious concept complies with the product innovation developed 5 years ago in Klaus/Austria. Luccon Lichtbeton has developed into a product which is produced continually and delivered to all corners of the world. Luccon is a high performance fine concrete which is impregnated with fiber optics. The material is translucent and provides for totally new perspectives in architecture and design.

As a pioneer of modern architecture, Kengo Kuma brings the meaning of translucent concrete to a point: “A radical change of character of a material which previously shut out light – that is a development with the potential to renew the forms of expression of architecture!”

Luccon Lichtbeton GmbH provided customized materials for Kengo Kuma's exhibition project for the design event of the year. The exhibition in Milan is the most significant furniture and design exhibition in the world. With a total of 440 triangular custom cut Luccon blocks a pavilion was erected, which made specially illuminated forms, contours and colored pictures visible from inside to outside and vice versa. This was an exhibition highlight and a magnet attracting 350.000 visitors.

The wide range of implementation for Luccon was shown at the furniture exhibition in the displays of three renowned designers and furniture manufacturers. Present at the exhibition were the Avanzini, Rome ; presentation of Senseware: Luccon by Kengo Kuma and Saporiti, and Luccon by Mauro Lipparini.

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