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BASF and SuperLimão Studio innovate with beauty and functionality

- *Newly opened restaurant is decorated with innovative materials*
- *Specialty BASF foam provides sound insulation, flame-retardant properties and design versatility*

Recently opened in São Paulo, the “dui” restaurant displays an innovative form of decoration that provides more than aesthetics. In addition, the guests have the opportunity to share in a pleasant environment that offers heightened acoustic comfort provided by the BASF specialty foam, Basotect®, attached to the ceiling in a mosaic composition of different sized blocks created by the SuperLimão Studio architecture office. This location is the first restaurant in Latin America to present a creative design solution using Basotect. The SuperLimão Studio created an original environment capitalizing on the material's design versatility. Besides this, the ambience incorporates functional aspects benefiting from the foam's sound insulation and flame-retardant properties as well as its light weight and easy attachment to the ceiling.

Thanks to its open-cell, fine-foam structure, the material is noted for its very good acoustic absorption in the medium and high frequency ranges. The ceiling elements made from Basotect reduce the echo that is caused by multiple reflection of sound on reverberant surfaces.

BASF SE
67056 Ludwigshafen, Germany
Phone: +49 621 60-0
<http://www.basf.com>
Communications Plastics
Phone: +49 621 60-22142
Fax: +49 621 60-49497
<http://www.plasticsportal.net>

This improves the level of speech intelligibility in crowded spaces, e.g. public buildings, theaters, cinemas and restaurants. The foam's low weight means that it can be attached using simple techniques, e.g., cable structures. This renders additional static load calculation of the ceiling unnecessary in most cases. “In general, Basotect foam is used in high acoustic performance projects. The interesting factor of this partnership is the way such a technical material comes closer to the end consumer by its design possibilities”, explains Sérgio Cabral, partner of the architecture office SuperLimão Studio.

The trinity formed by the chemical industry, an architecture office and the restaurant, dui, happened as a result of the search for innovation from every party involved. “The opportunity appeared when we presented the product to the SuperLimão Studio: they immediately made a partnership proposition targeting the dui restaurant, which they were already working on. “The industry tends to increase its participation in such initiatives, because it makes it possible for the final consumer to get closer to the product, demonstrating its performance and accelerating new businesses”, says Letícia Mendonça, Specialty Plastics Manager for BASF in South America.

Basotect, the jack-of-all-trades

Thanks to its favorable combination of different properties – it is temperature-resistant and flame-retardant (M1: "non inflammable", according to the French fire classification N FP 92-501), lightweight, flexible, sound-absorbing and thermally insulating – Basotect is used to acoustically and thermally insulate buildings, cars and trains. The thermoset foam is available in several grades for various applications.

About BASF

BASF is the world's leading chemical company: The Chemical Company. Its portfolio ranges from chemicals, plastics and performance products to agricultural products, fine chemicals as well as oil and gas. As a reliable partner BASF helps its customers in virtually all industries to be more successful. With its high-value products and intelligent solutions, BASF plays an important role in finding answers to global challenges such as climate protection, energy efficiency, nutrition and mobility. BASF has approximately 97,000 employees and posted sales of more than €62 billion in 2008. BASF shares are traded on the stock exchanges in Frankfurt (BAS), London (BFA) and Zurich (AN). Further information on BASF is available on the Internet at www.basf.com.

About dui

The dui restaurant occupies the old Empório Siriúba building, that Bel Coelho – chef de cuisine – wanted for quite some time. The modern and wide project by Rocco Associados, a three floors building, was redecorated by the SuperLimão Studio, to adapt the house architecture to the restaurant concept. Light drapes and walls with remarkable colors – like magenta and eggplant – made the environment cozier. The furniture reminds the 1960s and the 1970s. In the first floor there are the *tapas* bar, the wine cellar, the saloon and the garden, that was lightly tropicalized. The next floor is a surprise, where Bel Coelho intends to serve new dishes and exclusive dinners, a special project, called “Clandestino”. www.duirestaurante.com.br

About SuperLimão

In action since 2002, the main objective of SuperLimão Studio was always a seek for new esthetical languages inspired in the day-to-day activities of a big city like São Paulo. We aim for the use of sustainable materials, and also the responsible use of industrial materials, recycled and/or recyclable, transforming them with new forms and characteristics. Each project or piece is unique, transformed into covering or even structures. The search of new solutions and applications for industrial products is constant, with the purpose to transform simple raw materials into unique pieces of high value. The office does architecture, exclusive interior designs and also has furniture collection. The SuperLimão Studio develops projects and products for commercial building (as restaurants, stores, offices) as well as for residential buildings.