

# THE MATERIAL JOURNAL

March, 2019

## STORY OF THE MONTH

### TOMORROW'S MATERIAL WORLD



#### MATERIAL

Our iconic Magic Mirror material comes in many different forms, on various supports and is as adaptable as your imagination itself!



#### NEWS

To facilitate your material research, we have condensed this down for you into 12 Material Collection binders, containing 150 samples



#### ART

Material trends come from all aspects of culture and the art world is always one of the most unfiltered

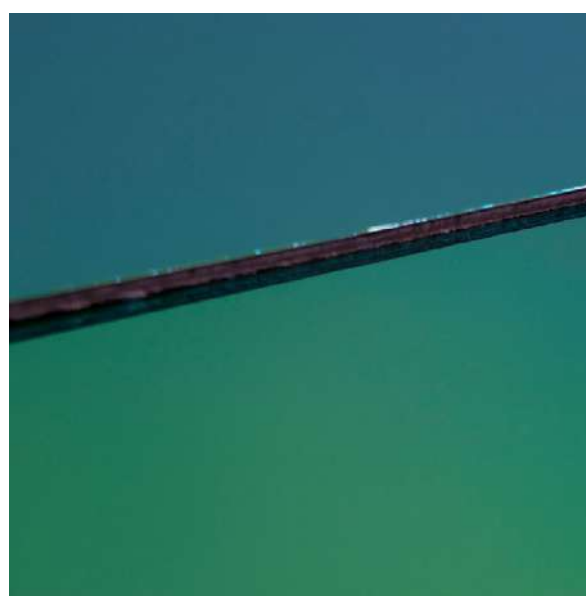
## Featured Materials



#### GOUDRON

Process family: Pressed / Cast  
Composition: Recycled Rubber  
Format: Roll  
Size: 125 cm width  
Thickness: 4,00 mm  
Color: Black

[VISIT OUR SITE](#)



#### MAGIC MIRROR SD

Process family: Applied / Laminated  
Composition: Polyester / Polystyrene  
Format: Sheet  
Size: 2,60 x 1 m  
Thickness: 2,00 mm  
Color: Blue

[VISIT OUR SITE](#)

# THE MATERIAL JOURNAL

March, 2019

Page 2

## TOMORROW'S MATERIAL WORLD



### STORY OF THE MONTH

*“Nothing is lost, nothing is created, everything is transformed.”*

Antoine Lavoisier

Here at American Supply, we provide innovative solutions and are always searching for cutting edge developments, whether they be material or ephemeral. Our clients are always abreast of the zeitgeist and important societal shifts, and we cater to their needs. For our future, it is important that we consider our present, understanding our past and learning from it. It is imperative that we work towards doing what we can to help the climate and the planet that we live on.



With our productions, we are dedicated to using the minimum matter necessarily, but minimal excess waste is unavoidable. Since 2003 we have been donating larger scale excess of primary materials to schools and universities and storing material that is partly transformed in our own facilities. We do not consider material that has been transformed to have reached the end of its transformative life but believe that it is in transition and has further potential. As the old saying goes, *One Man's Trash is Another Man's Treasure*.

Our vision is a progressive one, and we believe it is crucial to be conscious of the world we live in and our impact upon it. We are proud to present our 2019 Sustainability Report, and lay out our plans for the future and our place in it.



*“American Supply’s industry position at the heart of Material Supply & Material Design makes us a leader into the research, promotion, and production of sustainable and eco-responsible materials. In our profession, we face creative and technical challenges every day – the question of sustainability, on top of this, is both urgent and*

*necessary for us to continue to take pride in our work! Our industry favors enormous over-consumption of materials with relatively short lifespans. We need to help evolve people’s habits and pre-conceptions towards material using our expertise: the material itself, eco-responsibly!”*

Delphine Duval Delort, Sales Director

[VIEW ONLINE TO DOWNLOAD OUR 2019 SUSTAINABILITY REPORT](#)

# THE MATERIAL JOURNAL

March, 2019

Page 3

**MATERIAL**

## It's A Kind Of Magic



Our iconic Magic Mirror material comes in many different forms, on various supports and is as adaptable as your imagination itself. A dichroic material made of over one hundred superposed micro-layers, with different refractive indices, that separate the light in many different directions at once: perplexing the eye and troubling your senses, adding color where there was none and separating tones. It is capable of being transparent, invisible, saturated, hyper-visible, intense and eye-catching all at the same time. Watch the video above to see and hear our most popular iterations and allow yourself to be transported through the medium of Magic Mirror.

**WATCH OUR VIDEO OF THE MAGIC MIRROR FAMILY IN ACTION**

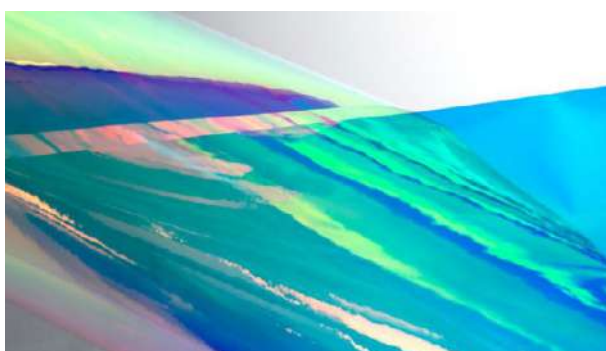
**Magic Mirror Film**

A lightweight film of material that can be used smooth or crushed, to increase the diffraction and add another dimension.



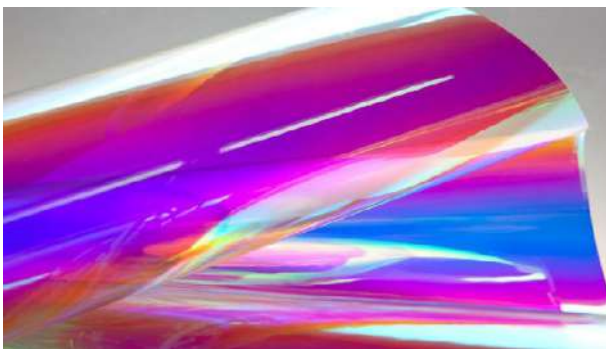
**Magic Mirror Adhesive**

A layered material, comprising the lightweight film with an invisible adhesive layer and a fine protective sheet. This material can be used as is, or you can take off the protective layer and stick it onto another surface.



**Magic Mirror TPU**

This is one of the thickest of the translucent iterations; comprising the lightweight film sandwiched in-between two layers of transparent PU making it more durable.



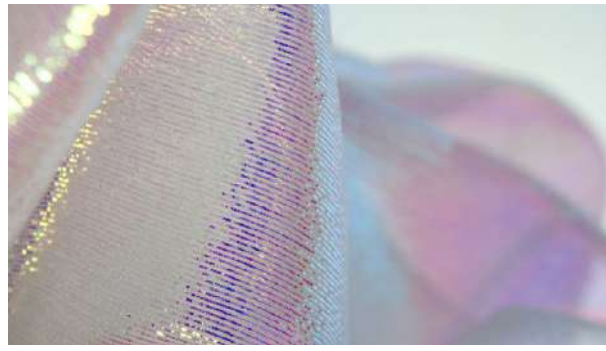
**Magic Mirror DS**

The lightweight film laminated on a compact polystyrene backing, which comes in adhesive and non-adhesive versions. The pink version is laminated on a white backing, and the blue on a black backing to enhance the coloration.



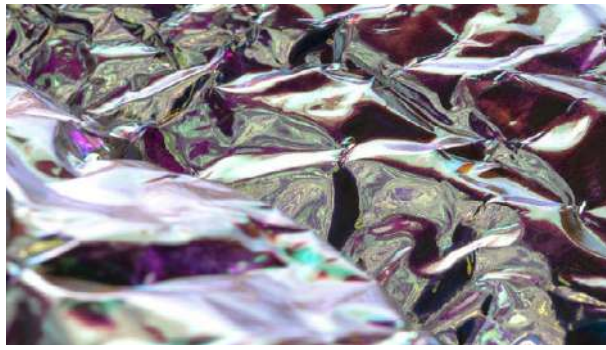
**Magic Mirror Textile**

A lightweight woven textile with Magic Mirror threads, the textile is sheer and subtle in its coloration.



**Magic Luminium**

Our iconic Magic Mirror adhesive on aluminium, a spectacular reflective dichroic surface available in blue or pink.



**Magic Dawn – New**

This is one of the thickest of the translucent iterations; comprising the lightweight film sandwiched in-between transparent PU and reflective PU making it more durable and with a prismatic effect from one direction.



# THE MATERIAL JOURNAL

March, 2019

Page 4

ART

## The Creative Promise Of Spring



Giulio Paolini, Marian Goodman Gallery

Spring has officially sprung, with its promise of renewal, hope, and fresh possibilities. The air is crisp, the wind is fresh, the trees are starting to sprout, and the first daffodils are already subsiding, as the new creative year is in full swing. Material trends come from all aspects of culture and the art world is always one of the most unfiltered. We took a trip to some of our favorite galleries in our hometown, to see what is happening in the material world of the arts.



Robert Breer, GB Agency



Jean-Michel Othoniel, Gallery Perrotin

NEWS

## Material Collection



# THE MATERIAL JOURNAL

March, 2019

Page 5

In our Material Library, we hold over 10,000 references, that we are happy to explore with you in the showroom. To facilitate your material research, we have condensed this down for you into 12 Material Collection binders, containing 150 samples, classified in our 6 material families that are informed by their manufacturing processes:



## EXTRUDED / CALENDERED

Material extrusions formed by passing the matter through calendaring rolls.

## PRESSED / CAST

Sheets made using a heat press, with the possibility to combine several films together.

## APPLICATION / LAMINATED

Transfer application to create specific effects on a support.

Bonding process combining layers, using heat or adhesive fusion.

## RELIEF / 3D EFFECT

Relief created by thermoforming or embossing. Three-dimensional optic effects using holographic or lenticular processes.

## COATING / PROJECTED

Fluid materials or particles applied to a support using coating or projection to embellish.

## WOVEN / BRAIDED

Knitted fabric, using warp and weft weaving techniques or coagulated fibers.

Our Material Collection binders will soon be available for purchased for your own library and used to facilitate your personal research.

