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Editor: Madhu Kopparam | Published by: The European Council of Vinyl Manufacturers, Av. Edmond Van Nieuwenhuyse 4, 1160 Brussels

Most of Europe is blessed with plenty of water from rivers that run full, almost the whole year, from the melting snows. And of course, the "rainy" weather that is prevalent in the Northern hemisphere.

Unfortunately, that is not the case in tropical and equatorial zones – these regions have plenty of sunshine all year-round but, having no snow to depend on and rains that are seasonal and intermittent, they're also cursed with shortages of water and recurring droughts.

Having little or no access to efficient water transport or storage facilities, these regions lose most of their water due to poor water-storage. A significant amount of water is also lost to evaporation. This, in turn, has another follow-on effect with the inadequate water flow being insufficient for the hydro-electric power stations to generate electricity.

This Catch-22 situation needs innovative ideas to mitigate the ill-effects of both water loss as well as electricity shortages: PVC comes to the rescue! For example, in countries that require fresh water storage in large-scale reservoirs, an ultra-durable surface cover featuring integrated solar energy generating technology is a winning solution that delivers preservation, conservation, and value generation.

The Dynactiv[™] Power series of surface materials ensures the year-round availability of water and power in arid regions. With their integral solar modules, they are doubly sustainable and are landmark products for countries with long periods of drought.

The light-impermeable film completely covers large water surfaces and reliably protects the reservoirs against dirt and evaporation. Up to 40 percent more water is retained as a result, which can then be used, for example, to irrigate arable land. In addition, photovoltaic modules laminated to the film make solar power available to surrounding households or to operate pumping stations.

Benecke-Kaliko's Dynactiv[™] Power energy-generating surface cover for water reservoirs received a special prize in the Sustainability category of the INOVYN Award, presented to incentivise innovation in order to achieve and promote important advances in the PVC industry, at the K international trade show for plastics and rubber in Düsseldorf, Germany. "Our innovative technology is enabling us to make an important contribution to environmental protection," emphasises Dr. Dirk Leiß, Benecke-Kaliko's CEO. "We are proud that it has been recognised in this way." "Sustainability is absolutely crucial to the continued success of the PVC industry," - Chris Tane CEO, INOVYN

SUSTAINABILITY

An important contribution to environmental protection

Sam Jacob Studio has recently completed the exhibition design for the inaugural show at the new Design Museum in London. The exhibition, titled 'Fear and Love: Reactions to a Complex World' features 11 original installations by designers encompassing a diverse range of disciplines and subject matter including OMA/AMO, Hussein Chalayan, Andrés Jaque and Metahaven.

The exhibition asserts that design is deeply connected not just to commerce and culture but to urgent underlying issues – issues that inspire fear and love. This is a bold, multidisciplinary and global exhibition that aims to capture the mood of the present and establish the Design Museum as the home of design debate.

The whole design plays on the ambiguity at the heart of the exhibition, creating a curving 'soft baroque' plan. A single 190-metre long PVC curtain winds its way through the gallery to create a variety of opposing spatial sensations with a controlled consistency.

Materially, the design uses a simple palette of curtains to create a visual language that is not easily placed. Dark grey translucent PVC gives a futuristic and industrial feel, while its sharp and sinuous folds suggest a sense of luxury. This is contrasted with a Kvadrat felt curtain that gives sensations of both warmth and texture. The combination of these materials creates rich and varying effects of translucency and enclosure.

Signage and communication was developed with graphic designers OK-RM. Information is displayed on freestanding custom-designed bent-steel frames that recall street furniture, while a passivated finish gives an unusual iridescent effect.

Fear & Love

ART & DESIGN



FEAR AND LOVE

Reactions to a Complex World

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Design is changing. Ones tobulated with controlst designing an well increasingly concerned with controlst From the frequency policy of technological change to the damage we are doney of the treasening iscuss of our times, at the best of nonzy of the present uses of our times. The exhibition proposes that design is as much a way is understantistic plus work as a way of changing it.

Fear and Love beings together assive diverse design packages here around the work. Each has exacted an instantion exploring an issue that inspires both anoxity and optimism. Do you work allow that inspires both anoxity addition of the second second second second second dots to go to average about the lear the environment procequences? An social indivorse transpiring the way you between? This exhibition prevents a spectrum of attracted to design and how it affects our ives.

Here and Low seeps exploit the traditional containers of design, it within their follow function: and problems are before. It suggests that there are no strack answers — that design it both part of the problem and part of the solution. Fird design to steer us through this destancy must be award or it is not in a complex world. This is new ground for the Design Mosseum, as it aster or it is defined perceptions of what design is and how Arquitectura Expandida Huasain Chalayan Madeline Gaitnon Kenya Hata Anotos Juquel Ottos for Policical Innovation Ma Ke Christien Meindertsma Metuharen CMA / AMO CMA / AMO Rural Urban Framework

Architects | <u>Sam Jacob Studio</u>, London, UK Location | Design Museum, London, UK Technical info | Translucent PVC Picture credits | Max Creasy

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Bad Cafe

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ARCHITECTURE

Architects | <u>Nude</u>s, Mumbai, India Location | Mumbai, India Technical info | Recycled PVC electrical conduits Picture credits | Sameer Chawda

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Mumbai-based architecture studio, Nudes, has designed the façade of the Bad Café developing a flexible, undulating and thoroughly modern exterior for the multi-purpose location.

Remotely located from traffic snarls and insulated from typically high levels of air and sound pollution, the project is sheathed in tranquillity and peace.

The dynamic skin, all of 25,992 black PVC cylindrical conduits grafted into CNCd aluminium composite box panels with acupuncture-like precision, shares a peaceful co-existence with its neighbours, its presence gradually unveiled as one meanders through the narrow by-lanes of the historical urban fabric.

The bristling surface of the building is inspired by the anatomical make-up of human skin, and its function as a connector between human bodies. The human skin is an anatomical barrier in bodily defence from





pathogens and damage between the internal and external environment. It also contains nerve endings that react to touch, pressure, vibration, tissue The striking black and white aesthetic of the bad café continues inside, where Nudes focuses on rough, tactile, 'true-to-material' textures, generat-

injury, heat and cold. Furthermore, the PVC pipes are recycled and are therefore environment-friendly.

Designed as a tactile, sensory experience the project harbours a range of hybrid



activities. Light travels down each individual tube with surprising ease, creating a bright, calming interior space.

intellectual discourse and fashion. These activities are stacked vertically over three levels, including an open-to-sky terrace courtyard.



Located in Perth, Western Australia, Mount Lawley Senior High School is known for its vibrant student body and community. For the school's renovation, local architecture firm, Sandover Pinder kept this in mind by selecting a PVC product in playful arrangements covering 398 square metres on the floor, perfectly complimenting the modern furnishings of the school.

The buildings' form, references the existing campuses' aesthetics: red face-brickwork, fully glazed entry facades and shaped, brightly coloured parapet walls. The design varies with the introduction of shaped, folded metal roof forms that merge into walls, returning inside as a physical and visual link to the outside. Additionally, WA artist Anne Neil, with young Aboriginal artist Noelene Hamlett, developed an artwork scheme to celebrate the Aboriginal and Chinese partnerships the school has fostered. The artwork integrates with the building fabric through the use of coloured glazed bricks in symbolic and representational cultural images as a permanent and lasting tribute.

The new building design responds to a more senior student population, and it is located to act as a transition from middle school to senior school. The buildings' planning is a derivative of standard classroom block designs, with a central circulation spine servicing perimeter classrooms. The new central area was enhanced to be an extension of the classroom adding flexibility and making efficient use of the space. Large sliding doors open the classrooms into this zone which allows private study, group work and additional teaching areas. The main entry to the building is through a southern facing, open and expansive forecourt area, paved to connect with the existing campus. Softly landscaped with raised, limestone-retained, planting beds doubling as seating, this multi-use, flexible space is utilised by students and teachers for outside learning, lunch and recess; and for functions and performances.

The new facility includes a number of sustainability initiatives including a 5000L rainwater storage tank for toilet flushing, a 10KW photovoltaic array, solar hot water, high R-value insulated wall construction to reduce heat load, Greensense energy monitoring system and low maintenance landscape solutions.

ART & DESIGN

Mount Lawley Senior High School

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Architects | <u>Sandover Pinder</u>, Perth, Australia Location | Perth, Australia Technical info | PVC Bolon flooring Picture credits | Ron Tan

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ARCHITECTURE

Bregenz Cloud Lounge

FALSTAFF TERRASSE

CLOUD LOUNGE

Architects | Christoph Ganslmeier, Wien, Austria Location | Bregenz, Austria Technical info | PVC Ferrari 702 roof Picture credits | Marcel Mayer

The Casino's new roofing, for the summer terrace Cloud Lounge in Bregenz, is a perfect scenery for all sorts of events with its illuminated ceiling hovering above the restaurant.

Cloud-like, the membrane structure seems to float above the terrace. The semi-transparent PVC fabric offers shade on sunny days. In the night, accentuated with light, the roofing transforms into the new stage of Bregenz's nightlife.

Clear lines and edges are provided by round steel profiles. The mesh fabric is redirected over them and fixed at the backside of the upper roof border.

The upper side of the roof is closed with a circumferential PVC stripe of about one metre width which drains to the inside on a flat roof and can be removed for inspection purposes.

As the roof has 14 supports, some of the welded seams could only be closed on-site. The holes for the supports are stabilised with multi-part aluminium clamps, to which the funnel-shaped mosquito protection is fixed as well.





Asa Fashion Store

ARCHITECTURE

Rome and Shanghai-based design studio 3Gatti

created an abstract forest-like room for the interiors of the Asa concept store in Shanghai.

The main idea was to create dense areas of vertical steel bars to define the space but also the aesthetics. To increase the contrast of the vertical lines and make its perception more powerful, Italian architect Francesco Gatti, founder of the studio, used translucent PVC light walls all around the shop also creating a surreal erosion of the shadows. This type of lighting not only uniformly diffuses the light, but gives an impression of the bars emerging from the floor and

reaching the ceiling thanks to the shadows. The



luminescent wall creates a uniform diffusion of the light.

Thanks to the vertical elements it was possible to fix discshaped elements all around the shop creating surfaces to display bags and shoes or places to sit on the larger discs and to hang the clothes on the craned discs. The result is the perfect combination of only two design elements irremediably interlaced with each other.

As for the dresses, elongated pieces of the same material were placed horizontally so that they could be hung from there.

The simplicity and minimalism of the design can be perceived through the limited amount of materials, colours and elements that sum up a pleasurable shopping experience.

Designer | <u>3gatti</u>, Rome, Italy Shanghai, China

Location | Shanghai, China Technical info | PVC Barrisol membrane Picture credits | Daniele Mattioli







DubaiTAG

Germany-based manufacturer Wibit Sports marks another milestone in its 20-year company history, designing and installing the so-called DubaiTAG, the first of its kind in the world. It has been installed at the famous Jumeirah Beach in Dubai last September.

The innovative structure is both a floating playground and a powerful means of advertising at the same time.

Almost 100 modular PVC components have been arranged into letters which spell "D-U-B-A-I", and creating a giant water park of 77 m length by 35 m width. This floating island of fun is designed to hold 200 people at the same time. To top it off, the custom-designed structure in turquoise and purple colours is shaped like the new Dubai tourism logo.

With an aerial view, the word "DUBAI" can be read in both the English (left to right) and Arabic (right to left) languages. Since September 2016, the floating sign has been extremely popular for locals and tourists of all ages.



ART & DESIGN





Designer | <u>Wibit Sport</u>, Bocholt, Germany Location | Dubai Technical info | Inflatable PVC Picture credits | <u>Wibit Sports</u>

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Dosis, a Spanish laboratory of creative processes, founded by Isabel Collado and Ignacio Peydro, is committed to pushing the boundaries of the built environment with innovative architectural solutions. In each of their projects, the design strategies and solutions are a reflection of design research, using practice as an experimentation platform in which architecture navigates a wide scope of design interests that transcend basic pragmatic requirements.

Second Dome is a pneumatic living structure for creative workspace provider Second Home. In October 2016, Second Dome was inflated in London Fields in East London to host free community events for local families and children. The events were organised by the not-for-profit organisation Shuffle, and included animation workshops, film screenings, pinata-designing and science experiments. This free day of activities in London Fields is part of Second Home's commitment to supporting local communities and civic spaces.

Second Dome is a reconfigurable space that can transform, within minutes, from a single 65 m2 bubble to a multi-room structure of over 400 m2 and eight metres in height. No other type of structure can be assembled so quickly and also have the capacity to span large areas with a thickness of less than a millimetre. It is a technologic artefact that automatically responds to wind and pressure and which needs extremely low amounts of energy for fabrication and assembly.

Second Dome was commissioned for Founders Forum 2016, Europe's leading business and technology event to house a series of high-profile events including an exclusive talk on design and innovation by iPod co-creator and Nest founder Tony Fadell.

The inflated pavilion is all about making the city more creative, innovative and entrepreneurial.

Second Home

ARCHITECTURE

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Workshops



Architects | Ignacio Peydro & Isabel Collado, <u>Dosis</u>, Madrid, Spain Place | <u>London, UK</u> Technical info | Coloured membrane: PVC Ferrari Precontrait 402 clear PVC | PVC Expafol Cristal Flexible 800 Picture credits | Iwan Baan, Atlas Drones, <u>Dosis</u>, John Porral

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GENERATE Y



OPTION 01

OPTION 02

OPTION 03



OPTION 07



OPTION 08



OPTION 09





OPTION 13



OPTION 14

OPTION 12

DUR PAVILION !



Caged Beauty for Moroso



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Designer | Frederik Vaes, <u>SAQ</u>, Brussels, Belgium Location | Interieur Kortrijk, Belgium Technical info | Vinyl cables Picture credits | <u>SAQ</u>

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SAQ is a conceptual and interdisciplinary design agency specialised in developing spatial sceneries and concepts.

The practice relies on a broad range of competencies where architects, interior designers, urbanists, video-artists and graphic designers, team up according to the specific orientation or necessities of each project. SAQ believes strongly in co-operation and regularly invites professionals, experts or companies to participate in the materialisation or the elaboration of an idea.

For SAQ, scale is no parameter. Intensive research, sketching, simulation and dialogue are the fundamentals of an intensive creative process leading to proposals for both small-scaled designs and macro-planning. A superb example of this design approach is Caged Beauty for Moroso, an installation designed for the fair Interieur Kortrijk.

The stand presents an intricate network of webbed boxes, stacked both horizontally and vertically in a precariously balanced configuration. Lights caught in the airy boxes made of white vinyl cables underline the stand's raw aesthetic while spotlighting Moroso products entangled in the ethereal mesh.

The overall scenery overwhelms without undermining the exposed pieces. On the contrary, contemplating the cluster of Ron Arad's Ripple Chairs rising like a swam of elegant butterflies, these seem to take advantage of the proposed mise en scene.



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