

WonderfulVinyl



The European Council
of Vinyl Manufacturers

PVC in architecture
and design



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**PVC
REUSE**

vinyl^{plus}

IN ACTION



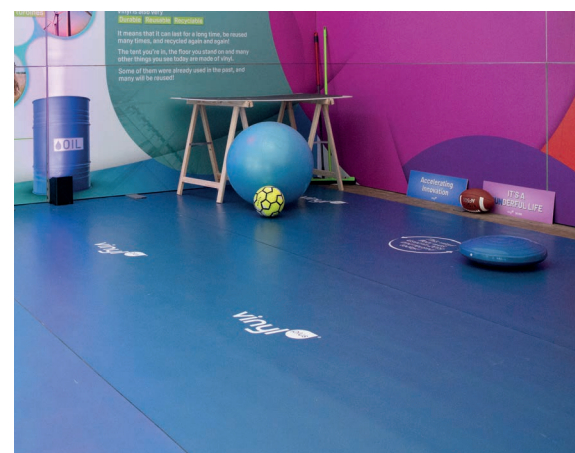
To highlight PVC's role in improving the environmental impact of sporting events, in September 2022 VinylPlus® partnered for the 2nd time with the International School Sport Federation (ISF) to organise the event She Runs – Active Girls' Lead 2022, an international sport event promoting schoolgirls' participation and leadership in and through sports.

VinylPlus contributed concretely to the event providing many reused and reusable PVC applications for the She Runs village. For instance, the PVC flooring of the VinylPlus stand and of many other stands (yoga, boxing, capoeira) had been used during the European Week of Sport 2019. Thanks to the material high quality and resistance, the PVC flooring, made of 32% recycled PVC,

was in perfect conditions and could be reused three years later, and will be reused for other events in the coming years. The high-quality PVC mats provided for the yoga stand were reused from Belgium Yoga Day 2021 and the goodies distributed at the event were realized from used PVC advertising banners.

Moreover, the PVC tents that composed the sports village come from previous events and will be reused again and again.

The international event welcomed over 300 girls from more than 20 countries aged 13 to 18 and more than 2000 Brussels' girls. With this partnership, the PVC industry, through VinylPlus, is recognised more and more as a sustainability leader, bringing its concrete contribution to environmental and societal action.



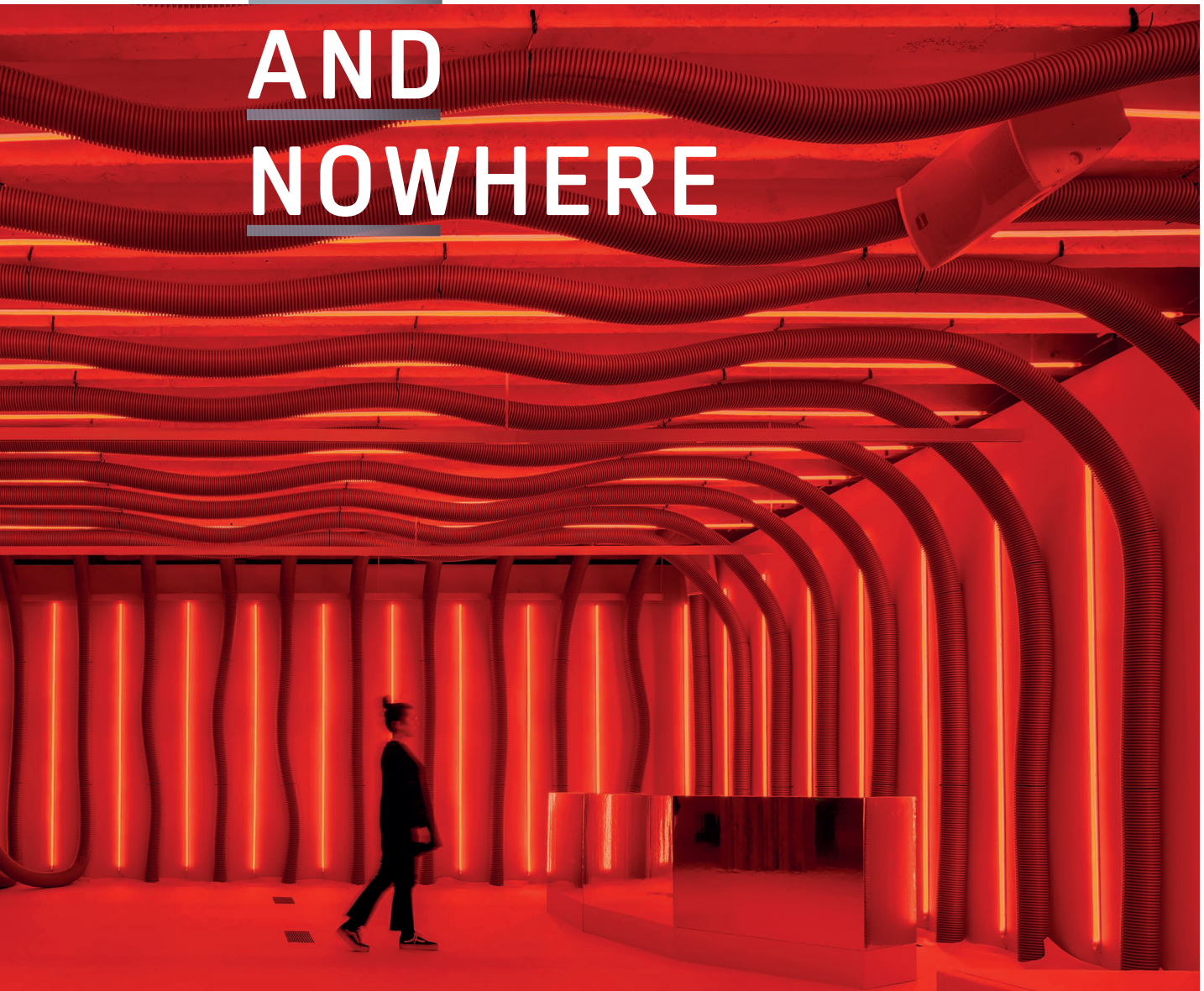
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Find out more about VinylPlus® at:

vinylplus.eu

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EVERYWHERE AND NOWHERE



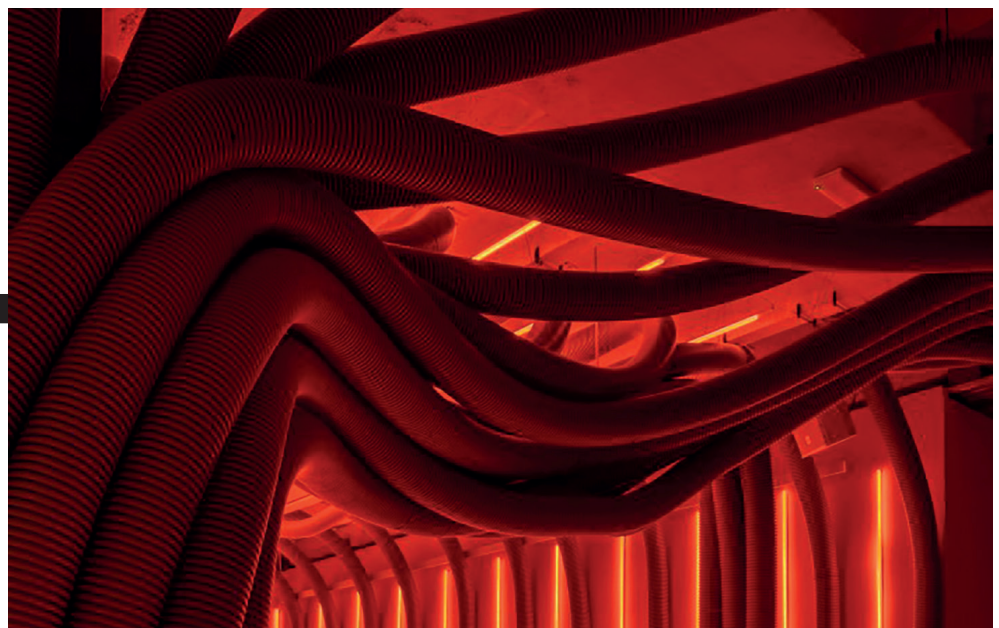
TECHNICAL INFO PVC Tubes

DESIGNERS

Pareid,
Déborah López
and Hadin Charbel,
Madrid, Spain
pareid.com

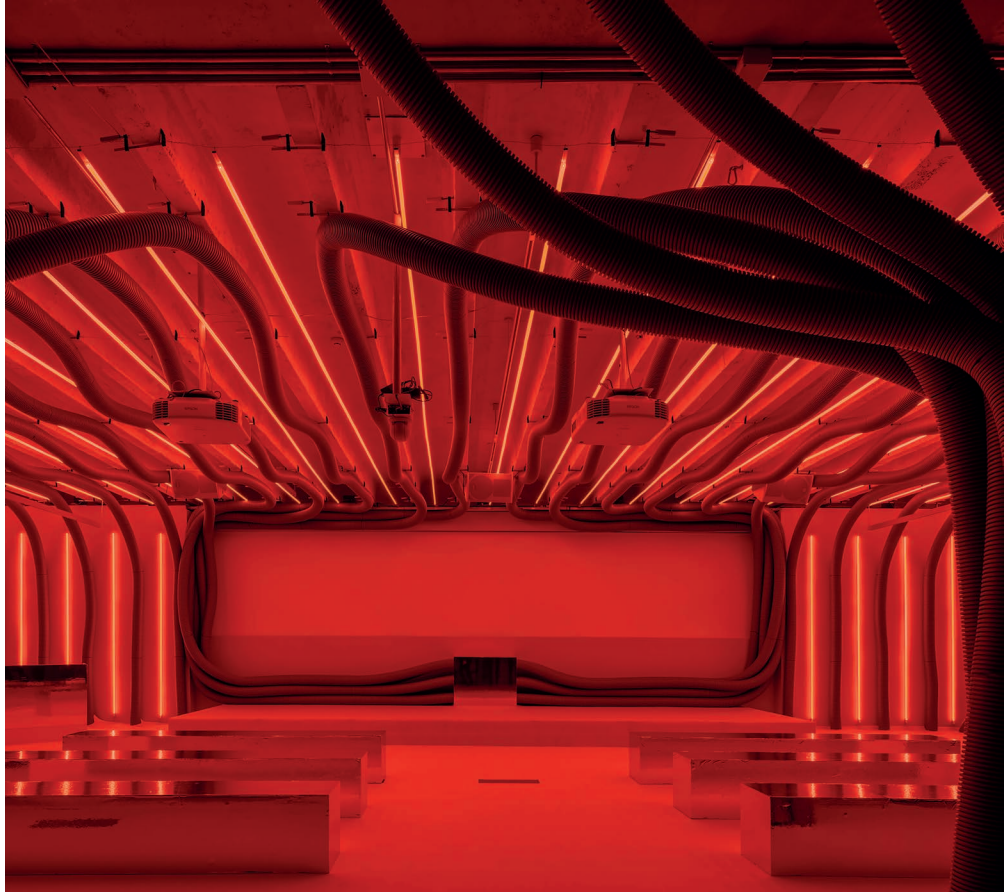
LOCATION

COAM - College
of Architects,
Madrid



Spanish design studio Pareid has created an exhibition called Everywhere and Nowhere, sponsored by Mahou for the Urvanity 2022 Art Fair, held at the COAM - College of Architects, Madrid. The event has been held in February 2022.

To decorate the lecture hall, London-based studio Pareid installed red neon lighting and corrugated PVC tubes, often used in construction to protect cable wires or drainage pipes.



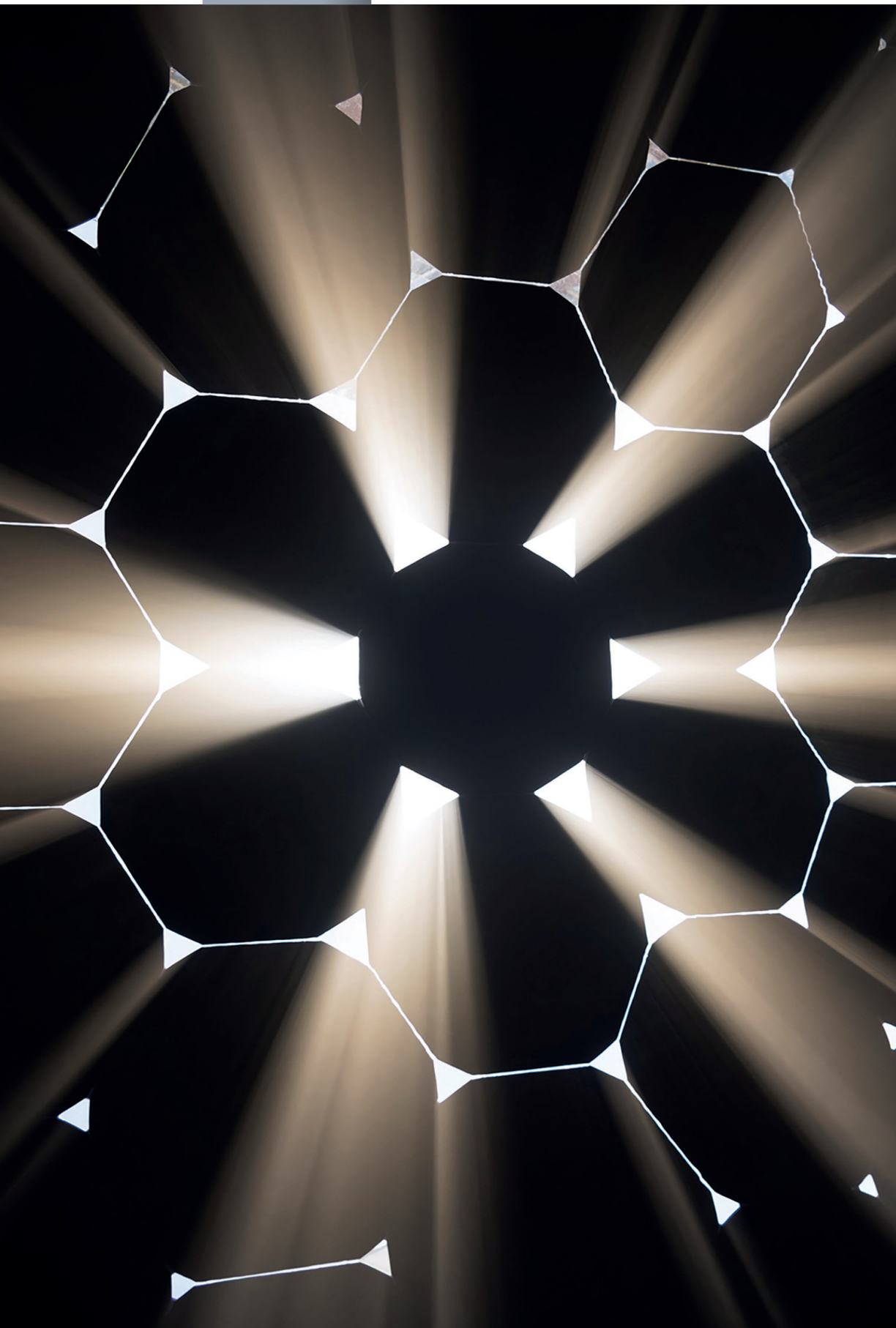
PVC is widely used for pipes, tubes, wires and cables that transfer physical and digital material through vast infrastructural networks. These elements serve cities, landscapes, continents; they have the characteristic of being ubiquitous while disappearing in plain view; they are everywhere and nowhere, like the title of this artwork.

The language of excess, fluidity, connectivity and transmission are rendered in the space through the use of three materials: tubes, lights, and metal. Visitors are immersed in the machine-like red glow; they conceive a sense of familiarity and at the same time alienation.

**PICTURE
CREDITS**

Javier
de Paz Garcia

ATMOSPHERE



TECHNICAL INFO

Inflatable
PVC

DESIGNERS

PneHaus, Rumford,
Rhode Island, USA
pneu.haus

LOCATION

St. Louis,
Missouri,
USA

The American studio PneHaus recently designed Atmosphere, an immersive inflatable PVC pavilion which isolates the sun's rays into architectural elements in space. Light and air, two substances which permeate our everyday environment on a massive scale, are isolated in this installation. As the sun's angle changes in relation to the structure, viewers are presented with a dynamic labyrinth of light.



From the outside, PneHaus' atmosphere is a large PVC inflatable structure in the shape of an angled cone. The shape maximizes the amount of available surface area that sunlight will hit on any given day. Inside, fog is mixed into the pressurized space, creating a particulate caught by rays of light that seem almost physical: visitors can walk around, touch the light rays and pass right through them.

Upon entrance, the building's walls act as a filter, blocking and filtering daylight through a network of polygonal panels and transparent seams. This way, days become nights as the ambient radiance of the sun is carved into a gorgeous motive of hexagons, triangles, and lines that surround the visitors. The suggestive maze of light moves with the sun's arc throughout the day, like an inverse sundial.

Over the course of the day, the walls of light shift their position and angle as the sun's arc progresses through the sky. Clear PVC is welded in specific seams to separate the panels and to let in small amounts of light. Atmosphere's otherworldly visual impact invites investigation. The beams of light are so strong it is tempting to reach out to try and touch them.



**PICTURE
CREDITS**
PneHaus



SUZHOU TRADITIONAL CRAFT ART HOUSE



TECHNICAL INFO

PVC Panels
and PVC
Adhesive
Flooring

ARCHITECTS

Jie Xiaofeng,
Shenzhen, China

LOCATION

Lyon,
France

The exhibition of “Suzhou Traditional Craft Art” is one of the activities of the second Sino-French culture Forum, held in Lyon, France, with the aim to promote immaterial craft art.

Situated on the east bank of Chinese Lake Tai, Suzhou is well known not only for its beautiful natural landscape, but also for its traditional craft art.

The idea is to reproduce the classic landscape lionnaise: through a series of rigid PVC panels, the different shapes of the mountains are reproduced, while the lake landscape of the region is recreated on the floor through the use of PVC adhesive flooring. The versatility and flexibility of the material allowed the map to be drawn in detail, and the mountains to be shaped in an easy way.



**PICTURE
CREDITS**

Jie Xiaofeng,
Charbel Daou

PORT HOUSE

TECHNICAL INFO

PVC
Screens

ARCHITECTS

Zaha Hadid
Architects,
London,
Great Britain
zaha-hadid.com

LOCATION

Antwerp,
Belgium



Zaha Hadid Architects' Port House in the Belgian city of Antwerp, which has been almost a decade in planning and construction, represents a monumental structure which sits above a repurposed and renovated fire station, providing a new headquarters for Europe's second largest shipping port.

Due to its location surrounded by water, the building's four elevations are considered of equal importance with no principal façade. Like the bow of a ship, the new extension points towards the river Scheldt, connecting the building with the river on which Antwerp was founded.

Surrounded by water, the new extension's façade is a glazed surface that ripples like waves and reflects the changing tones and colours of the city's sky. Triangular facets allow the apparently smooth curves at either end of

the building to be formed with flat sheets of glass. They also facilitate the gradual transition from a flat façade at the south end of the building to a rippling surface at the north.

While most of the triangular facets are transparent, some are opaque. This calibrated mix ensures sufficient sunlight within the building, while also controlling solar load to guarantee optimal working conditions. To guarantee a panoramic view to the

employees working inside the glazed structure, safeguarding the quality of the surrounding environment and limiting the reflection of light, the windows of all the offices were equipped with PVC coated polyester screens for a total of 1500m² of material. Overall, the building represents a smart balance of efficiency, aesthetic, and respect of the surrounding context. The PVC screens were the optimal choice to convey these elements.



**PICTURE
CREDITS**

Helene Binet,
Hufton+Crow,
Tim Fischer,
Serge Ferrari



NO SENSE OF BEING



TECHNICAL INFO

Inflatable
PVC

ARCHITECTS

Architects: Slow Architects /
Shanghai, China
slowstudio.cn/en

LOCATION

Insu,
Mongolia



The site of the building is located in the vast Inner Mongolia grassland: no human presence can be felt except the sheep and herdsmen occasionally passing by. The focus of the design is to create a building that does not exist, as far as possible.

Slow Architects has chosen a transparent inflatable PVC membrane and mirror stainless steel plate as the only material. Compared with the surrounding

nature, this perfect geometric form produces a very subtle sense of presence.

Light and shadow, wind and rain, moon and stars, all these natural elements gently touch the surface of the piece, so that the appearance of the building constantly changes with the surrounding environment blurring the boundaries of architecture and nature, and making the building exist in the absence of being.



PICTURE CREDITS

Slow Architects

EDUCITY CAMPUS



TECHNICAL INFO

PVC
Flooring

ARCHITECTS

Sigge,
Turku, Finland
sigge.fi

LOCATION

Turku,
Finland



The EduCity Campus designed by Finnish architecture studio Sigge is a hub for education, research and business meetings. The main users of the premises are the Turku University of Applied Sciences, and several other companies that will also move to the building.

The design of the building reflects versatility, the life cycle of the building, and conveys the attention

to some environmental issues as well as sustainable design.

The floor covering was designed to create a dynamic image of movement and harmony. It is based on a PVC flooring composed of triangular elements that alternate in a range of cold and warm colors. The meeting areas are instead resolved through a textured PVC flooring that

creates a more homogeneous coating. Overall, welcoming visitors inside the premises, the material gives out a sense of warmth and cosiness.

PICTURE CREDITS

Leena Arola, Vesa Loikas





ENTERSPACE



TECHNICAL INFO

PVC
Flooring

ARCHITECTS

Design Architecture
Personality,
Stockholm, Sweden
dapgroup.se

LOCATION

Stockholm,
Sweden

Enterspace is Sweden's largest virtual reality centre, and perhaps also Sweden's most well-designed digital entertainment centre. The futuristic, high tech feeling of the VR experience is highlighted by the interior design, where an advanced lighting concept and small bridges of PVC flooring guide visitors to a futuristic space adventure they won't forget.

The environment is designed to be shrouded in darkness with a series of lights that illuminate the path. The contrast between the PVC flooring and the transparent glass walls creates a large and spacious environment that invites people to move freely and through in all directions.

**PICTURE
CREDITS**

Åke
Eson Lindman



Wonderful Vinyl



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