

WonderfulVinyl



The European Council
of Vinyl Manufacturers

PVC in architecture
and design



ISSUE

JANUARY 2024

CONTENT

03

THE VINYLPLUS
SUSTAINABILITY
CERTIFICATIONS

05

UNTITLED
PROJECT FOR
ETCHIGO-TSUMARI

07

HANSAKORTTELI
SHOPPING CENTRE

09

CHORNOBYL.
JOURNEY

11

KLAB FITNESS
CENTRE

13

RESIDENTIAL
CURTAIN

15

FISH MARKET

17

CHIREC DELTA
HOSPITAL

19

FLOATING
FANTASIES



THE VINYLPLUS SUSTAINABILITY CERTIFICATIONS

THE VINYLPLUS® PRODUCT LABEL GAINS MOMENTUM WITH EU-WIDE RECOGNITION AND INNOVATION



The VinylPlus® Product Label is emerging as a vital tool for converters aiming to develop sustainable PVC products. The Product Label not only enhances the sustainability performance of PVC goods but also serves as a guide for public and private buyers in selecting top-tier sustainable PVC products.

EU-Wide Accreditation confirmed for the VinylPlus® Product Label – Version 1.4:

In a significant development, the ability for any European

certification body to be accredited in Italy for version 1.4 of the VinylPlus® Product Label was [confirmed](#) in February 2023 by Accredia, the Italian accreditation body. Subsequently, in September 2023, this ability to be accredited was extended to the 36 national accreditation bodies having signed the Multilateral Agreement of [European Accreditation](#). This milestone was officially announced on the [Accredia website](#), opening doors for a broader recognition of the VinylPlus® Product Label across the public procurement systems in the European Union.

Recognition in the New Version of the Sustainable Carpentry Label 2.0:

The VinylPlus® Product Label achieved recognition in version 2.0 of the [Sustainable Carpentry Label](#),

launched in January 2024 by the Belgian Construction Certification Association (BCCA) for the Belgian window manufacturers. Evaluated by the BCCA as Bronze Level, the same level as prominent certifications like FSC, PEFC, and C2C, the VinylPlus® Product Label provides the PVC window profile manufacturers with a true competitive advantage. The PVC window manufacturers will tend to select profiles with the Product Label to be more easily granted the Sustainable Carpentry Label. With support from the entire Belgian construction industry, the Sustainable Carpentry Label's criteria are set to be prescribed in Belgian public procurement specifications, offering a significant opportunity for VinylPlus® Product Label holders to showcase their Vinyl Verified certification in Belgium.

Towards VinylPlus® Product Label 2.0:

Anticipating future developments, VinylPlus is preparing the launch of version 2.0 of the VinylPlus® Product Label in 2024. This update reflects the

organisation's VinylPlus 2030 commitments and incorporates changes from the new version of BES 6001. The revision process has introduced new criteria, such as 'Use of renewable feedstock in the final product,'

'Water Usage or Abstraction,' and 'Operation Clean Sweep®.' The draft version is currently under final review. Following this, a three-month online public consultation will start.

The VinylPlus® Product Label Holders

deceuninck

Epwin
window systems

FINSTRAL

GEALAN

Internorm

profine

REHAU

SALAMANDER
INDUSTRIEPRODUKTE

SATTLER

SCHÜCO

VEKA

VERSEIDAG

THE VINYLPLUS SUPPLIER CERTIFICATES FAMILY CONTINUES TO EXPAND

VinylPlus® Supplier Certificates

6 companies have now obtained the VinylPlus® Supplier Certificate, the sustainability certification for additives suppliers and compounders.

The Spanish stabilisers producer Asúa Products S.A. has been awarded the VinylPlus® Supplier Certificate (VSC) for four product families. Asúa is now part of the VSC family together with the five pioneering companies: Akdeniz Chemson, Baerlocher, IKA, Polymer-Chemie and Reagens.

The VinylPlus® Supplier Certificates Holders



Akdeniz Chemson

asúa
PRODUCTS

BÄRLOCHER

IKA

POLYMER-CHEMIE

REAGENS®

To accelerate the adoption of the VinylPlus® Product Label and VinylPlus® Supplier Certificates, VinylPlus has partnered with The Terrace, an Amsterdam-based Strategy Agency with experience in the promotion of sustainability certifications (PEFC, C2C).

With a target of reaching 30 VinylPlus® Product Label holders and 15 VinylPlus Supplier Certificates holders by 2025, this strategic collaboration aims to leverage external expertise and insights from VinylPlus partners to achieve these ambitious goals.

For more informations:

productlabel.vinylplus.eu
[productlabel.vinylplus.eu/
vinylplus-supplier-certificates](https://productlabel.vinylplus.eu/vinylplus-supplier-certificates)

VinylPlus Sustainability Certifications Coordination:

[Magdalena.garczynska@
vinylplus.eu](mailto:Magdalena.garczynska@vinylplus.eu)

vinylplus
COMMITTED TO
SUSTAINABLE DEVELOPMENT



TECHNICAL INFO

Inflatable
PVC

ARTIST

Paola Pivi,
Milano,
Italy
paolapivi.com

LOCATION

Palazzo Strozzi,
Firenze,
Italy

UNTITLED PROJECT FOR ETCHIGO- TSUMARI

Paola Pivi, who was born in Milan in 1971, lives and works between Anchorage in Alaska and New Delhi in India. Her work may be admired in a number of prestigious permanent collections, including the Guggenheim Museum in New York, the Centre Pompidou in Paris, the Fondazione Sandretto Re Rebaudengo and the Castello di Rivoli in Turin, and the MAXXI – Museo Nazionale delle Arti del XXI Secolo in Rome.

In this installation, Paola Pivi interacts with Renaissance architecture, with a surreal and colourful PVC inflatable staircase over 20-metres tall in the courtyard of Palazzo Strozzi.



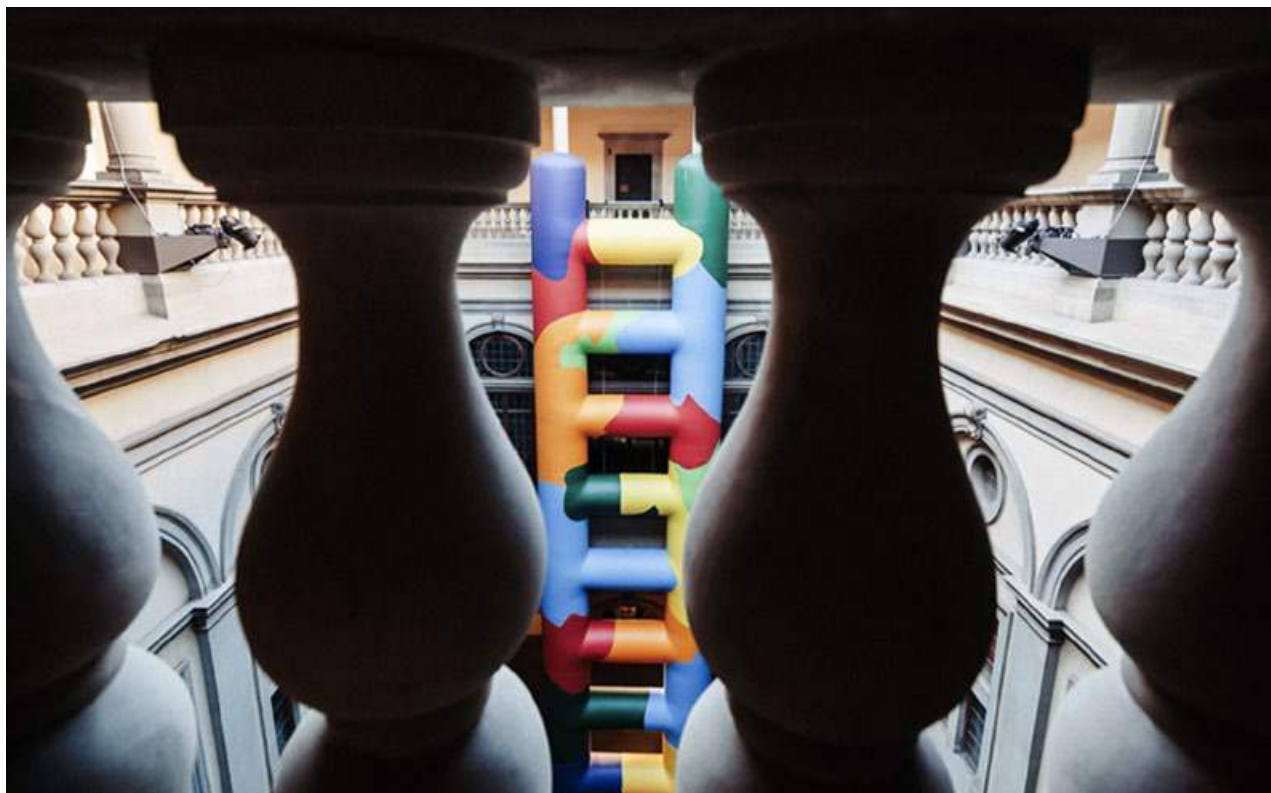
The staircase sets out to exasperate the contrast between classic and contemporary in the palazzo's Renaissance courtyard.

The staircase in the Palazzo Strozzi Courtyard is an object devoid of all practical function; outsized, unstable, temporary and out of context. It becomes the tool for an ascension which is not physical but metaphorical, dragging the audience's gaze and their emotions aloft.

The whole palazzo becomes part of Paola Pivi's transitory installation. Like an evocative and kaleidoscopic element of division, the monumental inflatable staircase clashes with the controlled and symmetrical perspective of the palazzo's Renaissance architecture and with the colours of the courtyard's grey stone and cream plaster.

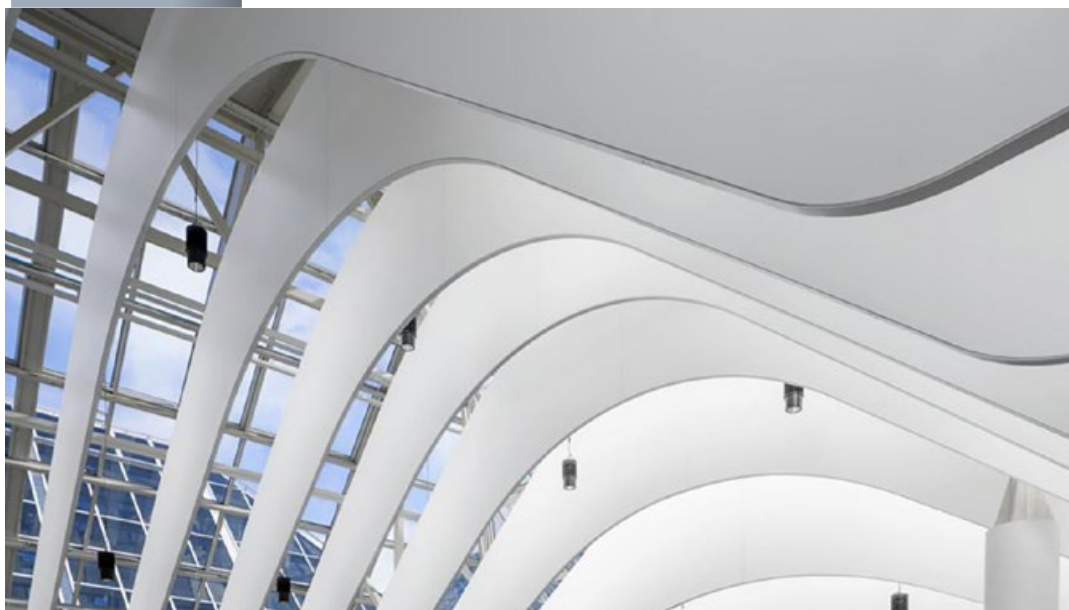
PICTURE CREDITS

Palazzo Strozzi





HANSAKORTTELI SHOPPING CENTRE



TECHNICAL INFO

PVC
Membrane

ARCHITECTS

Agency Amerikka Oy
and Schauman Architects,
Helsinki,
Finland
amerikka.fi
arco.fi

LOCATION

Turku,
Finland

Hansakortteli's large-scale refurbishment has improved the Shopping Centre's internal connections, accessibility, and energy efficiency. The project was carried out by Amerikka Design Office together with Schauman Architects and covered the design from a concept stage to the implementation.

The interior design is cosy and enjoyable, including an efficient organization of common spaces and improved circulation for visitors. Interior views and signage were renewed, which improved orientation inside the shopping centre. Customer circulation was improved by opening a new corridor, escalators, and elevator connections.

The original design for Hansakortteli consisted of internal squares connected by walkways, now realized through an internal city quarter. The central hall is characterized by a large central skylight crossed by a series of large panels covered in a white PVC membrane; the suspended panels form a highly recognizable plastic structure which gives a particular character to the entire building.

The works were carried out by connecting the design concept firmly to the history of Hansakortteli, the Hanseatic League and Turku as a historically significant trading city, giving the new design a timeless touch.

PICTURE CREDITS

Amerikka Oy



CHORNOBYL. JOURNEY

TECHNICAL INFO

PVC
Panels

ARCHITECTS

Balbek Bureau,
Kiev,
Ukraine
balbek.com

LOCATION

Expocenter of Ukraine
National Complex,
Kiev,
Ukraine



'Chornobyl. Journey' is a multimedia exhibition dedicated to the 35th anniversary of the Chornobyl nuclear power plant disaster. The project's goal was to form a new perspective on the Chornobyl tragedy: to help people reevaluate history and prompt a discussion about the future of the Exclusion Zone.

The exhibition was located inside the main pavilion of the Expocenter of the Ukraine National Complex. To achieve the

effect of gradual immersion, the structure of the exhibition was designed around the principle of a literary narrative: with the progression of the storyline, a climax and a conclusion.

The walls of the rooms where the images and documents are presented in chronological order are completed with printed

PVC panels that reproduce texts and graphics in colour.

Emotionally intense blocks were located in windowless zones, while the educational blocks such as 'Atom' and 'Nature' were placed in areas flooded with natural light. The 'Forest', which was the finale of the journey, was placed in the central domed hall.



PICTURE CREDITS

Maryan Beresh



KLAB

FITNESS

CENTRE

TECHNICAL INFO

PVC
Flooring

ARCHITECTS

MDU Architetti,
Prato,
Italy
[modulo.net/it/progettisti/
mdu-architetti](https://modulo.net/it/progettisti/mdu-architetti)

LOCATION

Florence,
Italy

This Klab Fitness Center in Florence, Italy is designed to 'wake up' and 'warm up' its members. To match the energy of the gym, Italian architecture firm, MDU Architetti chose to install 100 square meters of PVC flooring, mixing different colours. The centre is conceived as a place dedicated to body care, meditation, and relaxation: for this reason, the colours and materials have been carefully chosen to express this feeling of comfort.

**PICTURE
CREDITS**

MDU
Architetti





RESIDENTIAL CURTAIN



TECHNICAL INFO

PVC
Curtains

ARCHITECTS

Moussafir Architectes,
Paris,
France
moussafir.fr

LOCATION

Paris,
France

Movable curtains of translucent PVC mesh cover the facade of this block of offices and flats in Paris, which has been converted from a 1970s concrete structure by local practice Moussafir Architectes.

The practice collaborated with Amsterdam-based design studio Inside Outside on the 10-metre-high curtain facade, introduced to complement the original building's concrete structure, which has been stripped back to create a "brutalist aesthetic".



The principal quality of the original construction resided in its neutral and generic character. Across its ten floors, the existing building has been divided into four storeys of workspaces and four floors of flats, including a two-storey penthouse. The basement and ground floor contain a series of showroom spaces illuminated by circular skylights, with an office space occupying the first floor overlooking a small courtyard at the rear of the site.

Each level of the upper storey is sheltered by a row of motorised curtains on the exterior of the main facade, which have been perforated to create a pattern of a tree when all of them are closed. The curtain's undulating movement can be controlled on each floor as well as the lighting effects across the entire surface of the PVC mesh thanks to the discrete integration of LEDs.

**PICTURE
CREDITS**

Moussafir
Architectes



FISH MARKET

TECHNICAL INFO

PVC
Membranes

ARCHITECTS

Estudio Acta,
Ramón Pico Valimaña, Javier
López Rivera, Almería,
Spain
estudioacta.com

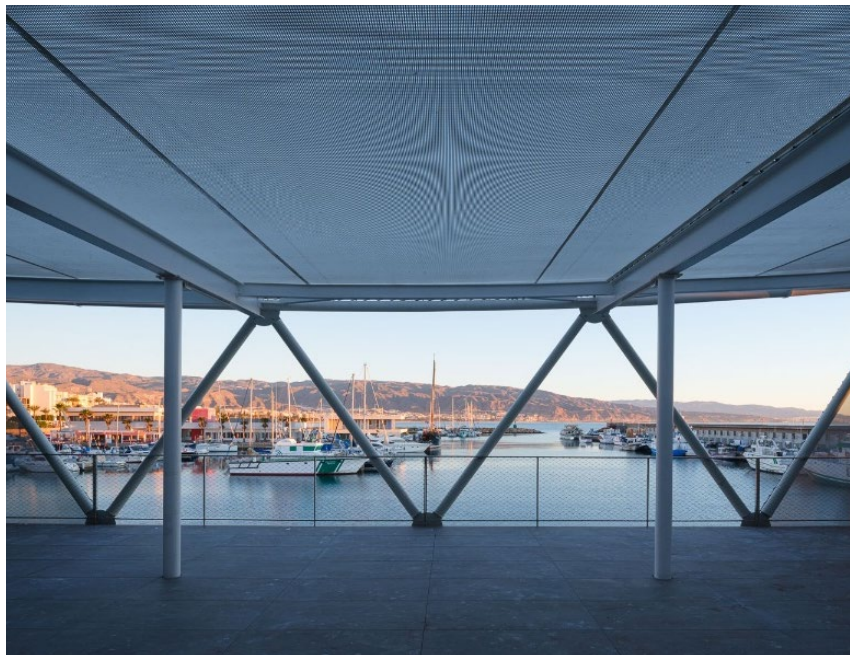
LOCATION

Roquetas de Mar,
Almería,
Spain



Spanish architecture studio Acta has developed an extensive requalification project for the port area of Almeria in Spain. The main protagonist of the project is the covered fish market, a modern architecture that grows within the port area. The architectural structure is open to the outside, with the idea of creating a visual relationship with the port environment.

For the professionals who experience it daily, the market is a process; it must be a perfect, modern and functional machine. For this reason, the ground floor is a direct reflection of the workflow, from the arrival of the fish at the dock to its departure in the trucks or baskets of the visitors. The auction room, like a patio, is the heart of the building, a double-height space, illuminated on its upper perimeter, around which the rest of the processes circulate.



The architectonic structure is covered with wide walls in PVC mesh that allows the light to pass through, creating light and shadow effects during the day.

**PICTURE
CREDITS**

Fernando
Alda



CHIREC DELTA HOSPITAL

TECHNICAL INFO

PVC
Flooring

ARCHITECTS

Assar Architects,
Brussels,
Belgium
assar.com

LOCATION

Brussels,
Belgium

Located in the Auderghem Delta zone in Brussels, the massive Chirec Delta Hospital presents a classic and balanced architectural composition: a cylindrical room containing the reception and consultation functions, the central body with 24 accommodation units of standardised size structured on three levels, and finally, the roof.

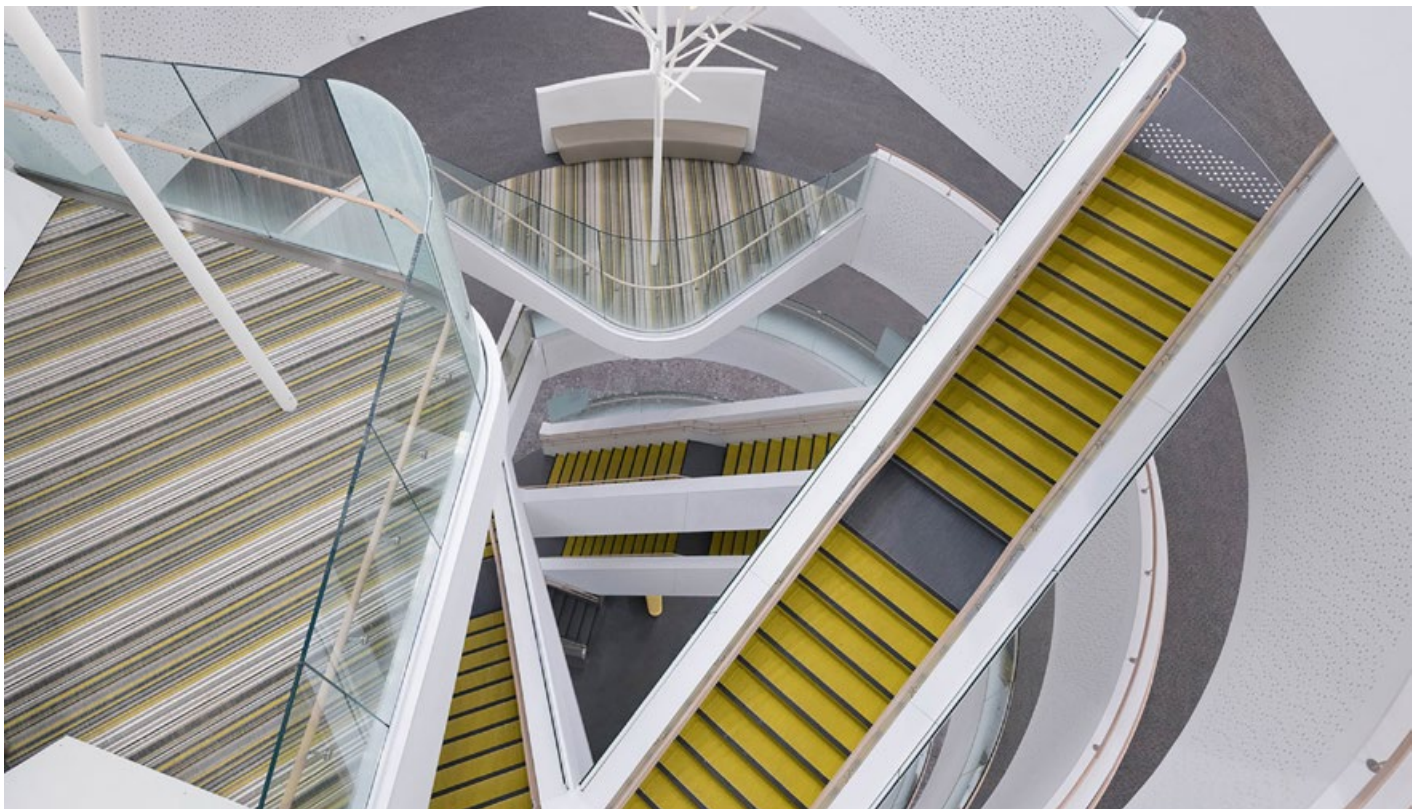
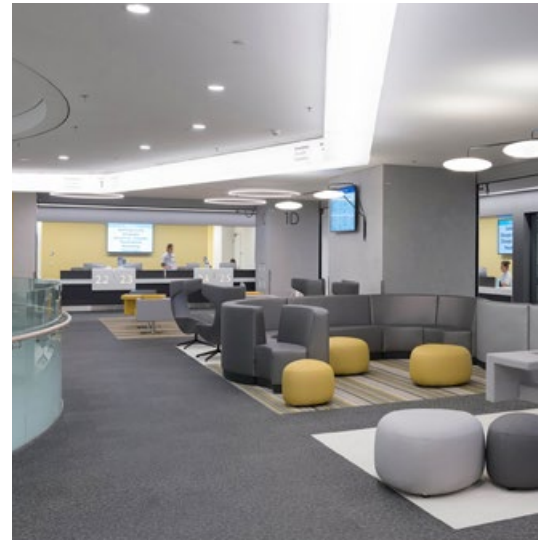
Here, the Belgian studio Assar Architects used different kinds of PVC flooring to create a welcoming environment for visitors, patients and employees while taking advantage of the positive health aspect of PVC flooring.

Everything has been designed to optimise the functionality of the building, to ensure the user-friendliness of the spaces in order to provide maximum comfort for patients, as well as optimum working conditions for the healthcare personnel.

When it comes to flooring options for healthcare facilities, durability, hygiene, and sustainability are paramount. In this context, PVC flooring has emerged as a leading choice for hospitals worldwide. PVC flooring not only meets the rigorous demands of healthcare environments but also boasts remarkable durability and sustainability credentials.

**PICTURE
CREDITS**

Assar
Architects



FLOATING FANTASIES



TECHNICAL INFO

Inflatable
PVC

DESIGNERS

Ulises,
Berlin,
Germany
ulises.studio

LOCATION

Paris,
France

Floating Fantasies envisions a playful series of inflatable public spaces inspired by the joyful naivety of bouncy castles. The series conceived by digital design studio Ulises celebrates the transformative power of artificial intelligence, art, and design in reimagining our urban environments as more inclusive and engaging spaces for all.

The material of choice for this installation is inflatable PVC: in fact, with its versatility, durability, and buoyancy, inflatable PVC proves to be the optimal material for floating artistic installations. Its lightweight nature allowed the artist to create large, eye-catching sculptures that seem to defy gravity, capturing the imagination of viewers.

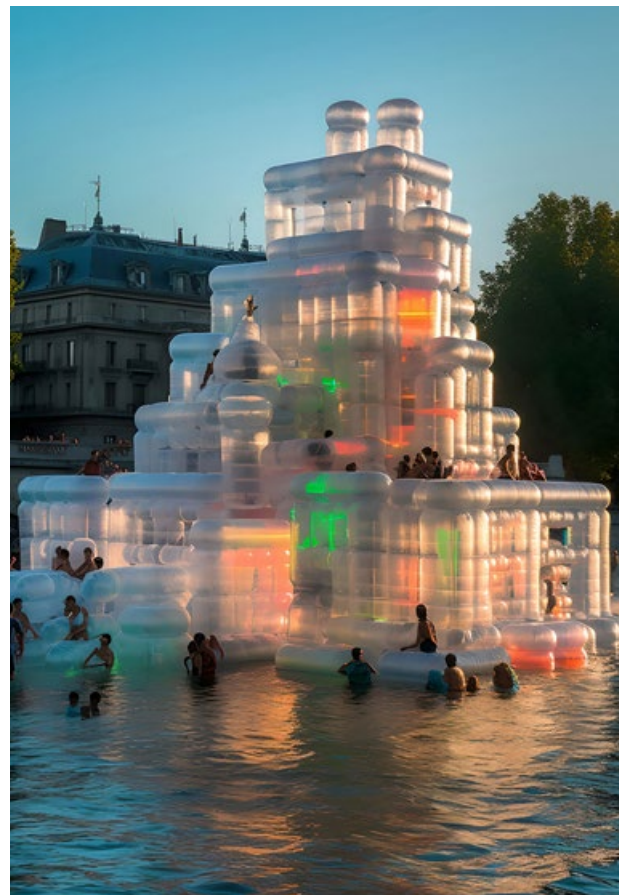


Additionally, PVC's ability to withstand exposure to various weather conditions and water makes it a reliable choice for outdoor installations on ponds, lakes, or even the open sea.

Floating Fantasies features large, multi-layered inflatable installations, bringing city life onto water floating along the River Seine against the Parisian backdrop. The use of sustainable

materials and emphasis on fostering a sense of community further serves as an eco-friendly and socially conscious approach to urban design.

The project captures a celebration of the beauty of life and renewal in Spring, inviting visitors to engage with the natural world in a meaningful and playful way.



PICTURE CREDITS

Ulises

WonderfulVinyl



**THE EUROPEAN COUNCIL
OF VINYL MANUFACTURERS**

Avenue de Cortenbergh 71,
1000 Brussels, Belgium

www.pvc.org

[X ecvm_pvc](#)

[in ecvm-pvc](#)

COPYRIGHT

© 2024 The European Council
of Vinyl Manufacturers

All rights reserved.

This booklet or any portion may
not be reproduced or used in
any manner without the
express written permission of
the publisher. All images
belong to their respective
owners and are reproduced
here with their permission.

