

WonderfulVinyl



The European Council
of Vinyl Manufacturers

PVC in architecture
and design



ISSUE

JUNE 2024

CONTENT

03

VERSATILE VINYL
FOR SUSTAINABLE
ARCHITECTURE

05

MASARYČKA
RAILWAY STATION

07

AWOMAWO
SPACE

09

MUSÉE D'ARTS
DE NANTES

11

NEW LUISS
SCHOOL

13

UNDERGROUND
BIKE PARKING
LEIDSEPLEIN

15

SUNRISE
LOUNGE

17

THE PENINSULA
LONDON

VERSATILE VINYL FOR SUSTAINABLE ARCHITECTURE

BUILDING A RESILIENT EUROPE

As Europe builds its path towards a greener, more resilient future, architects stand at the forefront of this transformation.

The challenges ahead, from the urgent need for renewable energy to the imperative of creating more sustainable, energy-efficient buildings, demand innovative solutions. In this pursuit, Vinyl, also known as PVC, emerges as a versatile and essential material, offering architects a multitude of possibilities to craft both functional and aesthetically pleasing designs that contribute to a resilient Europe.

Europe's journey towards climate neutrality requires a fundamental shift in how buildings are designed, constructed, and operated. PVC is the most used plastic in construction, thanks to its versatility and range of beneficial properties. Architects across Europe are discovering the myriad ways in which vinyl can contribute to sustainable design.

As architects navigate the challenges of building a more resilient Europe, vinyl emerges as a versatile ally. Its combination of sustainability, durability, recyclability, and design flexibility makes it an invaluable material in the architect's arsenal. By incorporating PVC into their designs, architects not only create buildings that meet the stringent demands of sustainability but also contribute to the aesthetic appeal and functionality of the spaces they craft.



vinyl ^{plus}
COMMITTED TO
SUSTAINABLE DEVELOPMENT

Find out more about Versatile Vinyl at:

vinylplus.eu/sustainability/vinyl-and-you

MASARYČKA RAILWAY STATION



TECHNICAL INFO

PVC Ceiling &
Wall Membrane

ARCHITECTS

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

LOCATION

Prague,
Czech Republic
masarycka.com





Zaha Hadid Architects has worked with local partners and the city of Prague to develop a design that regenerates a brownfield urban site. The new area is adjacent to the city's Masaryk Railway Station, which has stood derelict for several decades, returning the site to active use.

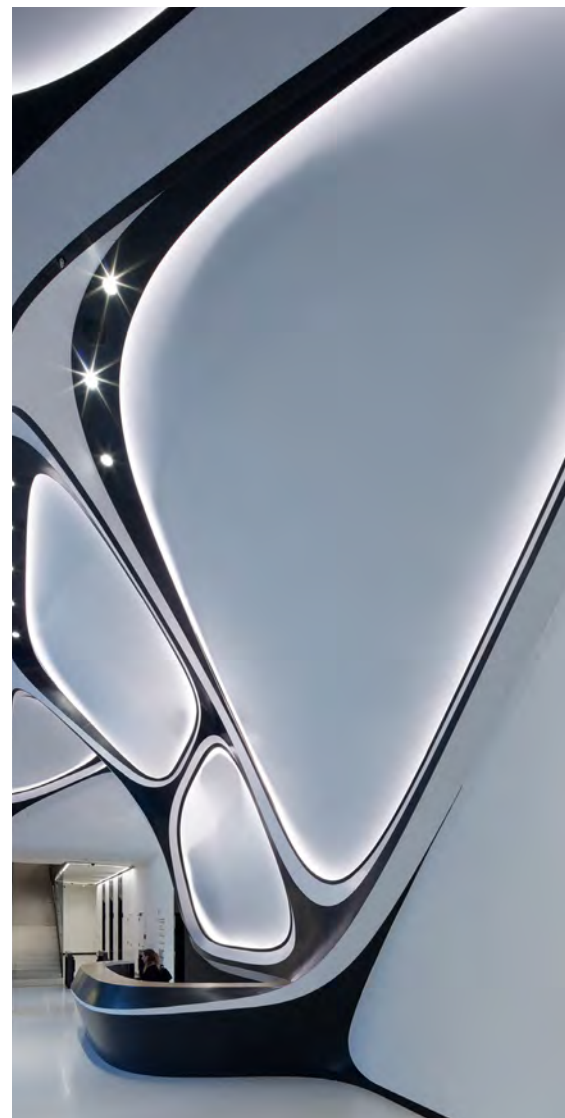
The new Masaryčka building is becoming one of Prague's greatest architectural jewels. This new architecture has several key things that make it special. The façade, created partly in 3D and in golden colour, symbolically evokes a golden Prague, the broken mass of the building, and also the extraordinary design of the new lobby. The façade features sculpted golden hoods reminiscent of the railway station platforms. Zaha Hadid Architects managed to combine historical elements with modern ones

to create a unique design that respects the past while looking to the future.

One of the key elements that summarizes the design philosophy of Zaha Hadid Architects is represented by the large lobbies that develop on the ground floor. The entire space was conceived through a white PVC membrane which distributes light evenly. This material, used in two contrasting colours, is modelled in 3D to create unique shapes and textures. The complexity of the space represented a great challenge for the construction and constitutes a significant example of the great quality that characterizes the entire building. The PVC membranes develop in the space, wrapping both the walls and the parts of the ceiling, creating a highly contemporary and dynamic environment.

**PICTURE
CREDITS**

BoysPlayNice





AWOMAWO SPACE



TECHNICAL INFO

PVC
Flooring

ARCHITECT

Elii Architecture Office,
Madrid,
Spain
elii.es

ARTIST

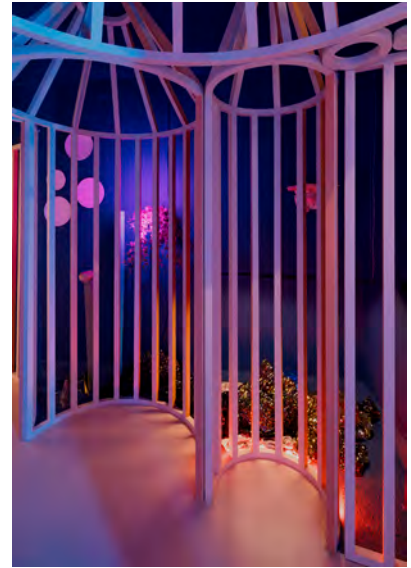
María Jerez,
Madrid,
Spain

LOCATION

Madrid,
Spain
casadecor.es

PICTURE CREDITS

Luis Hevia,
Imagen Subliminal
(Miguel de Guzmán +
Rocío Romero),
Pablo Gómez-Ogando



The latest edition of Casa Decor was held this year in an emblematic building designed by architect José Espelíus Anduaga, located in the exclusive Salamanca neighbourhood of Madrid. From this early 20th century building, the Simon space offered Casa Decor visitors a pause to reflect on the world to come in the 21st century.

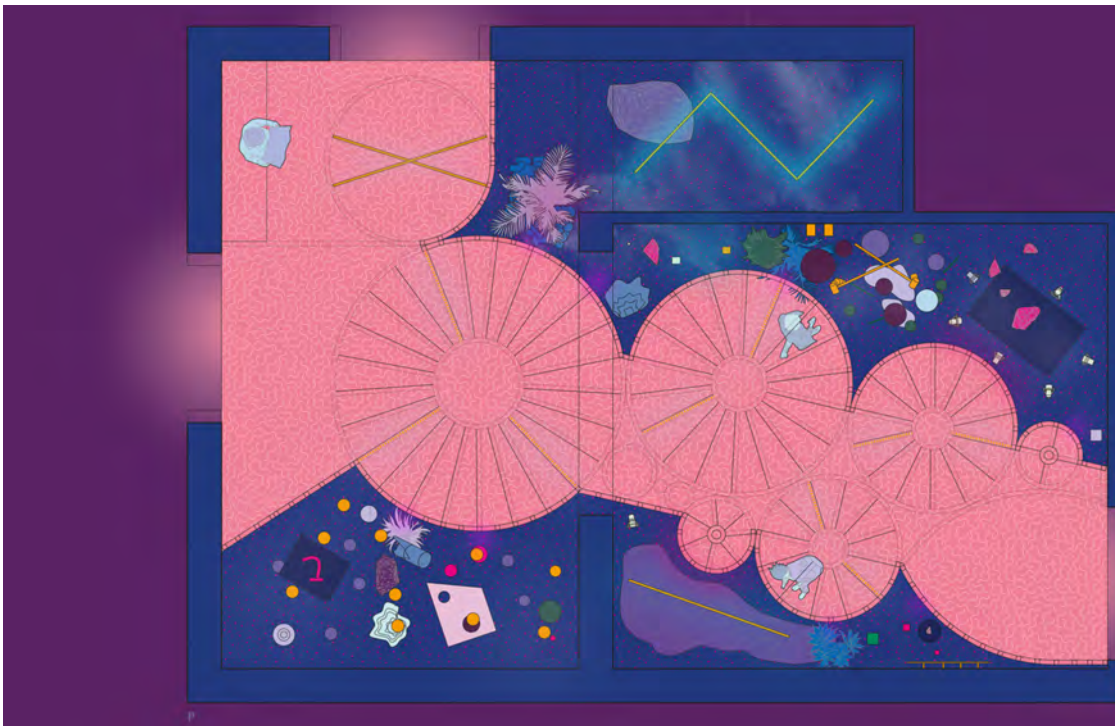
Upon arrival, the visitor is welcomed by the first area, an orderly passage with well-defined geometries: this represents the space in which mankind lives. This first space is surrounded by a series of different, living, and changing ecosystems: this area is the one that includes the rest of the earthlings.

A light and a continuous border connects and separates each area, configuring a succession of enveloping environments: the level of interaction between the two, a cosmopolitical front where Humans and Earthlings must confront their desires, interests, and needs.

The design team created an internal landscape of light, plants, minerals and everyday objects: a multiverse of vibrant colours that creates ambiguous relationships between entities, ephemeral compositions of diffuse materiality, ghostly images of mixed bodies, of multiplied and

crossed gazes that place the viewer in an ambiguous position blurring the line between who is the subject and who is the object.

In times like the present where we live in a new climate regime, the project offers visitors a place to experience and reflect on the place that humans occupy on the planet and their responsibilities. The layout of the space is developed through PVC flooring which contrasts with the wooden load-bearing structure. All the materials that make up this installation were completely recycled at the end of the event.





TECHNICAL INFO

PVC
Ceiling

ARCHITECT

Stanton Williams,
London,
Great Britain
stantonwilliams.com

LOCATION

Nantes,
France

MUSÉE D'ARTS DE NANTES

Stanton Williams is the English designer who won the international competition for the transformation and expansion of the Musée des Beaux-Arts in Nantes, one of the six largest fine arts museums outside Paris, together with Lyon, Grenoble, Montpellier, Rouen and Lille.

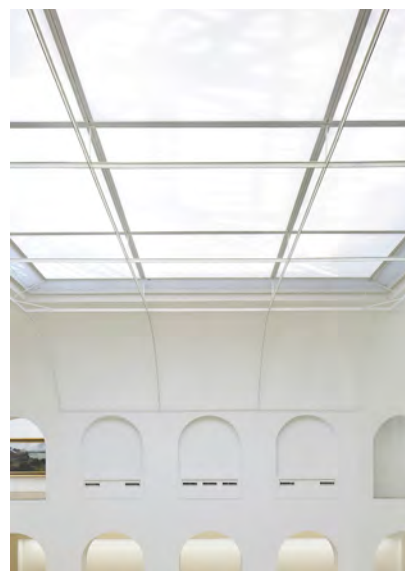
The existing historic 'Palais' building was completely renovated, and a new 'Cube' extension was built to house additional exhibition space for contemporary art across four gallery levels. The project also included the construction of a new Archive building which serves as a documentation and graphics centre. In addition, a new basement was excavated underneath the museum, creating new teaching spaces, an auditorium, restoration and conservation workshops, and an exhibition hall known as the Salle Blanche.

Stanton Williams' design effortlessly blends the past with the present. At the same time, it aims to improve public access to the museum and transform its image from a closed and introverted institution to an open and transparent one, fully engaged in its urban context. The new extension, for example, has large openings onto the street, which allow the gallery spaces to be seen from the outside.



Reflecting the local architecture, moreover, the new extension also blends into its surrounding area. Envisaged as a monolithic volume, a consistent palette of materials creates an impression that the whole building is carved out of a single block of stone. The false ceilings that illuminate each room have been designed using stretched membranes in micro-perforated opaque white PVC that uniformly diffuse the light.

Light metal frames divide the false ceilings into rectangular modules which create an articulated design and integrate perfectly with the classic image of the building.



PICTURE CREDITS

Cecile Clos,
Stefano Graziani,
Hufton+Crow



NEW LUISS SCHOOL

TECHNICAL INFO

PVC
Ceiling

ARCHITECT

Alvisi Kirimoto,
Studio Gemma,
Rome,
Italy
alvisikirimoto.it

LOCATION

Rome,
Italy



Close to Villa Ada, in the heart of the Parioli district in Rome, Alvisi Kirimoto with Studio Gemma have designed a new hub surrounded by greenery for the LUISS Guido Carli university campus. The intervention, which completes the university spaces and enhances the surrounding green areas, has involved the demolition of an existing shed, subject to landscape constraints, construction from scratch, and the expansion of an educational building.

The hub, which develops over two levels, for a total area of 1.500 sqm, is positioned in the most accessible and picturesque point of the complex landscape, near a small wood located to the south of the lot.

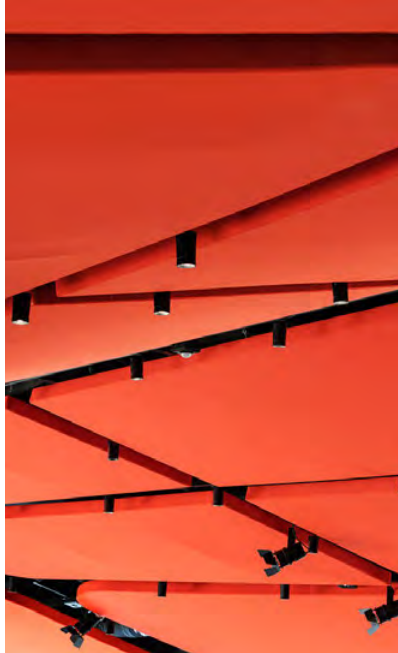
The project stems from the idea of raising the volume to put it in direct connection with the treetops, freeing up

the ground floor as much as possible. Surrounded by greenery and with its permeable and transparent skin, the building seems to dissolve into the landscape, evoking the classic tree house, from which it takes not only its outline, but also the welcoming and almost “homely” dimension of the spaces, custom-designed for the students.

The colors, textures and materials of the project were chosen with the same sensitivity: the shades of the metal cladding and the scratched plaster mix with the warm nuance of the wood, in a balanced game of references and contrasts. Inspired by sustainable

design principles and made of natural materials, the building has earned the prestigious LEED Platinum Certification.

The suspended acoustic PVC panels that define the false ceiling of the amphitheater, with a coral red colour, capture attention from the outside, while their organic silhouette reinforces the dialogue with the adjacent grove. The same striking red characterizes the furnishings and some elements of the classrooms — a refined detail that gives the entire complex great visual coherence, especially when the building comes to life in the early evening.



PICTURE CREDITS

Marco Cappelletti

UNDERGROUND BIKE PARKING LEIDSEPLEIN

TECHNICAL INFO

PVC
Membrane

ARCHITECTS

ZJA Architecture,
Hans van
Houwelingen (artist),
Amsterdam,
Netherlands
zja.nl

LOCATION

Amsterdam,
Netherlands



Approximately forty percent of all traffic in Amsterdam consists of cyclists. Such a consistent amount makes parking your bicycle in the inner city increasingly problematic. The city continues to develop policies to keep streets and squares clear of parked bicycles and to offer parking facilities at more convenient locations.

Together with Ballast Nedam, the architectural studio ZJA designed and built an underground bicycle parking beneath the Kleine-Gartmansplantsoen, right next to the Leidseplein.

To increase the quality of life on the Leidseplein in Amsterdam and to make better use of the scarce public space, a bicycle parking has been constructed underneath the square. Bicycles are no longer parked at street level, to allow space for pedestrians and create a renewed meeting place for the city. 40 bronze lizards, a work of art, are integrated in the design of the park. Along with the reconstructed bridge over the Lijnbaans-canal, in the characteristic style of the Amsterdam School, this is a leading visual element

in the design of the bike park and its entrance.

The bicycle parking has wider footpaths and a higher PVC ceiling (3.20 m) than most facilities for storing bicycles, and extra attention is given to the entry of daylight and the lighting of the footpaths, to produce a transparent and pleasant atmosphere. Along the longest wall at the back, a perforated steel panel improves the acoustics of the bicycle parking.

PICTURE CREDITS

ZJA Architecture





SUNRISE LOUNGE



TECHNICAL INFO

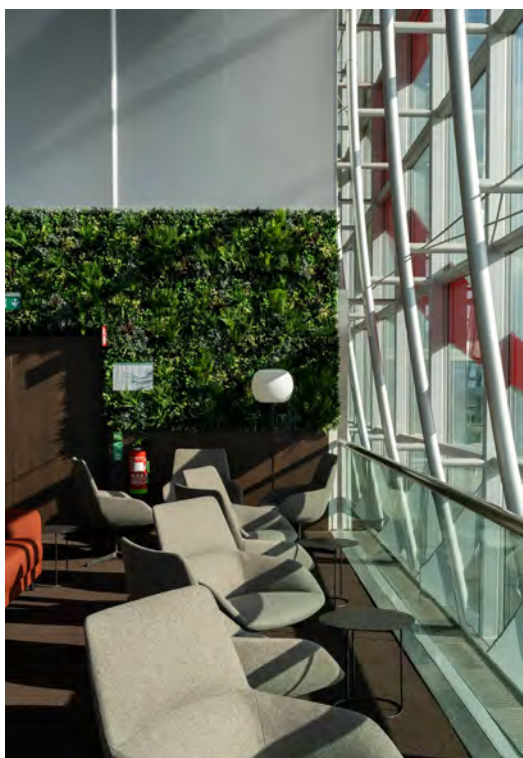
PVC
Membrane

DESIGNERS

Helixe,
Brussels,
Belgium
helixe.be

LOCATION

Brussels,
Belgium



Brussels Airlines' long-haul business class passengers can enjoy a fully renovated Sunrise Lounge in the T-zone of Brussels Airport. With, among others, more seating, more sleeping comfort, and a larger variety of quality food and drinks, the Belgian home carrier has responded to some of the apparent needs of its most valuable passengers.

The walls of the space are characterized by the presence of large opaline PVC membranes which acquire a special shade when illuminated. The sequence of these walls extends the overall height of the VIP Lounge area and creates an elegant contrast with the plants and green areas positioned in the lower area.



**PICTURE
CREDITS**

DPS





THE PENINSULA LONDON

TECHNICAL INFO

PVC
Membrane

ARCHITECTS

Hopkins Architects,
London,
Great Britain
hopkins.co.uk

LOCATION

London,
Great Britain

The aim for The Peninsula London was to create a hotel and residences of exceptional quality. Overlooking three royal parks and the grounds of nearby Buckingham Palace, The Peninsula London faces the Wellington Arch and surrounding public space.

The unique context and history of this site have been carefully explored and are reflected in the architectural design, detailing, and material palette which is limited to the highest quality

materials typical of the area.

The internal swimming pool is characterized by the presence of a ceiling with PVC membrane elements that create a particular three-dimensional wave effect. The material is treated in such a way as to be preserved even in the presence of particular environmental conditions such as water vapour and humidity. The sequence of panels at variable heights is enhanced through the light and is reflected in the water.



**PICTURE
CREDITS**

Barrisol



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.

