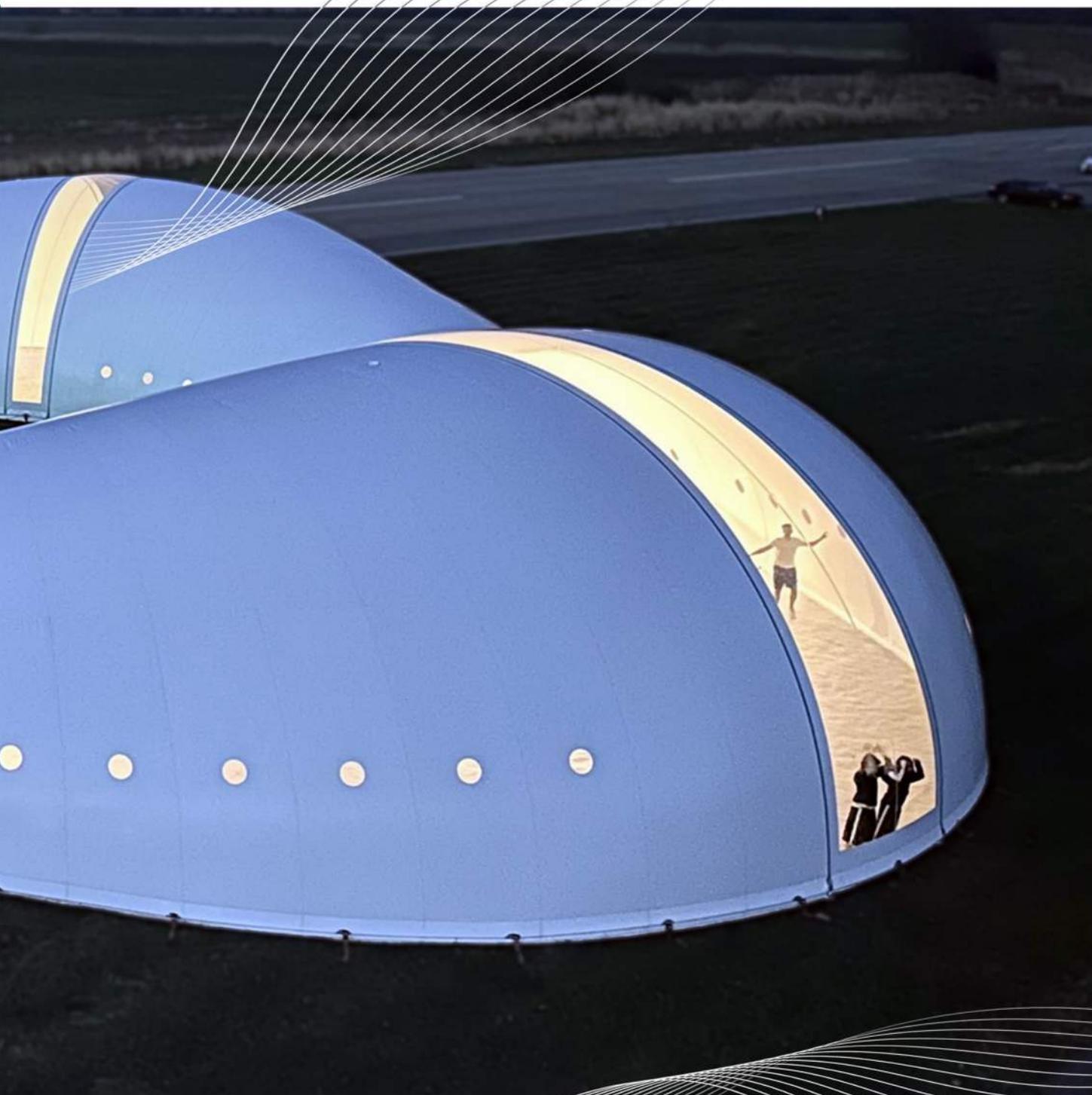


# WonderfulVinyl



The European Council  
of Vinyl Manufacturers

PVC in architecture  
and design



ISSUE

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AUGUST 2025

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# RECYCLED PVC: A SMART CHOICE FOR FUTURE-PROOF CONSTRUCTION



**VinylPlus®**, the European PVC industry's commitment to sustainable development, is advancing in its circularity mission: since 2000, 9.5 million tonnes of PVC have been recycled through our Commitment, preventing 19.1 million tonnes of CO<sub>2</sub> emissions and extending the material's life cycle in meaningful, high-performance applications.

In 2024 alone, over **724,000 tonnes of PVC were recycled**, with more than 65% of this material going directly into construction-related products:

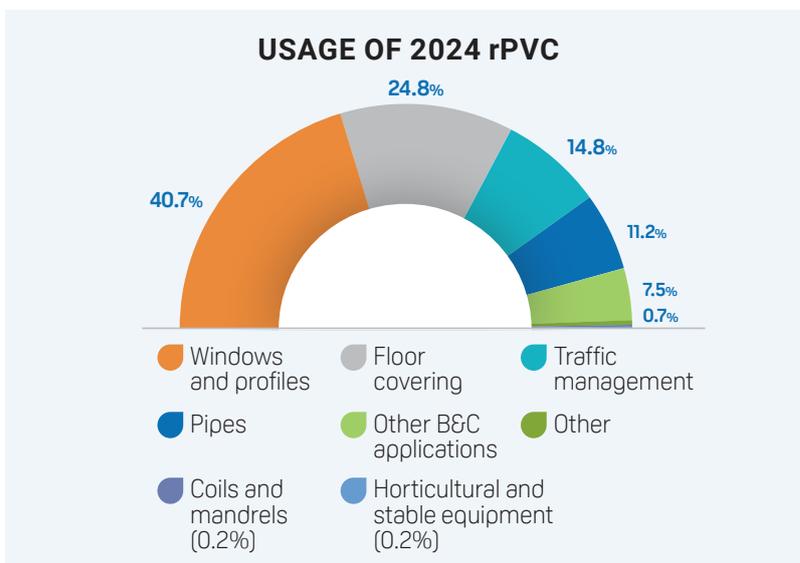
- **Windows and profiles** (40.7%) – Offering durable, energy-efficient, and low-maintenance solutions for residential and commercial projects.
- **Floor coverings** (24.8%) – Bringing comfort, hygiene, and design flexibility to interior spaces, especially in healthcare, education, and retail settings.

Beyond traditional B&C uses, recycled PVC supports **smart city design** through:

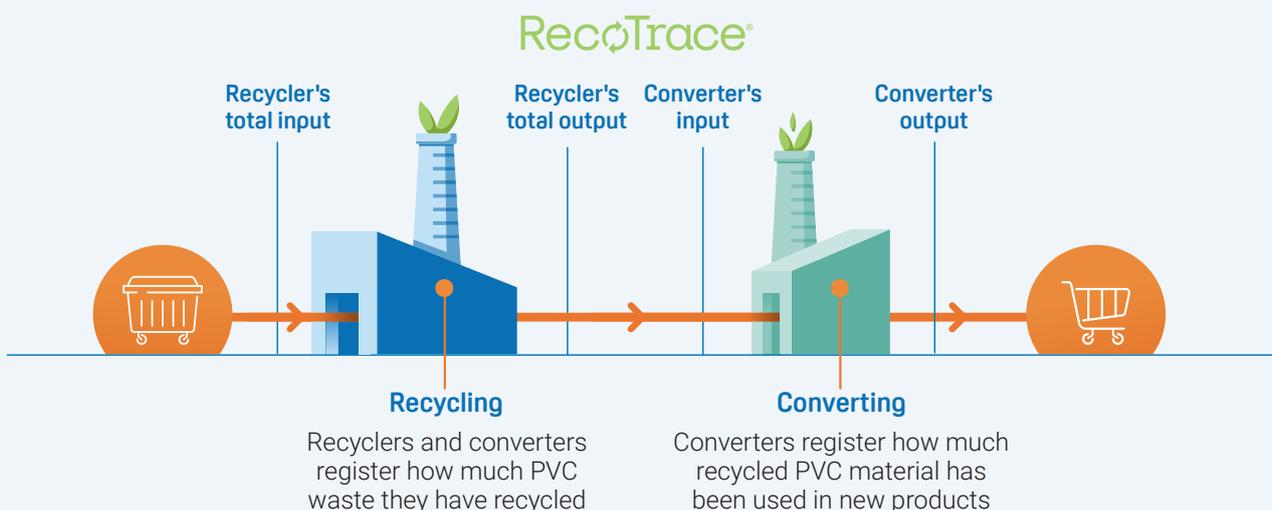
- **Traffic management products** (14.8%), such as cones, barriers, and signal equipment, enhancing road safety and durability in urban environments.
- **Horticultural equipment** (0.2%), ideal for integrating green spaces in city planning.

The PVC value chain is economically vital, with 6,100 companies—80% SMEs—employing 178,000 people across Europe. VinylPlus ensures that recycled PVC used in construction meets strict **safety and performance standards**, aligning with EU sustainability goals and empowering architects and B&C professionals to build more responsibly.

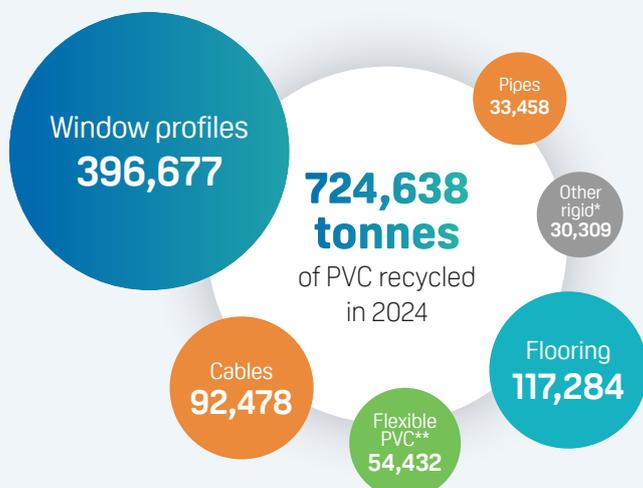
By specifying recycled PVC, you're not only choosing a versatile and cost-effective material: you're also supporting a more **circular, low-carbon future** for the environment.



### COLLECTING DATA FROM RECYCLERS & CONVERTERS



### PVC RECYCLED WITHIN THE VINYLPLUS FRAMEWORK



\* including rigid films

\*\* including roofing and waterproofing membranes and films



**Consult VinylPlus Progress Report at:**

[vinylplus.eu/our-achievements/progress-report-2025](https://vinylplus.eu/our-achievements/progress-report-2025)



**Find out more about VinylPlus® at:**

[vinylplus.eu](https://vinylplus.eu)

# SPACE DROPS



**TECHNICAL  
INFO**  
PVC  
Membrane

**ARCHITECTS**  
Nikita  
Marshunok,  
Kaunas,  
Lithuania

**LOCATION**  
Kaunas,  
Lithuania

**Space Drops represents a unique multipurpose space designed to meet the new needs of the entertainment industry.**

Nikita Marshunok and his team concocted **Space Drops TR-300**, an inventive, futuristic structure built to be both striking and reliable. It's crafted with advanced technology and high-end materials to ensure strength and long-term performance. As an entrepreneur in the event sector, he identified a strong demand for covered, easily transportable, mobile, reusable, and innovative event venues: the design of Space Drops TR-300 meets all these requirements thanks to its PVC roofing membrane.

The construction is thought to take on multiple shapes, particularly for the events sector, while offering unparalleled durability and resistance.



**PICTURE CREDITS**  
Nikita Marshunok



# BASSORILIEVO



## TECHNICAL INFO

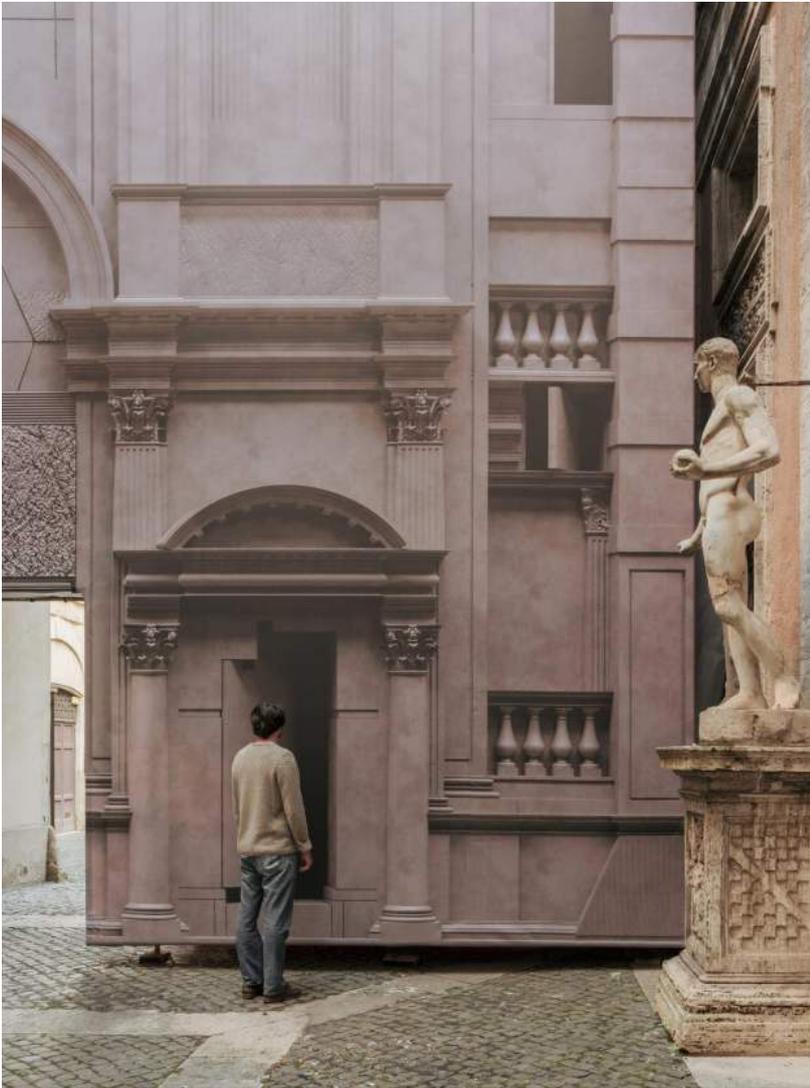
PVC  
Membrane

## ARCHITECT

Robocoop,  
Rome,  
Italy  
[robocoop.net](http://robocoop.net)

## LOCATION

Rome,  
Italy

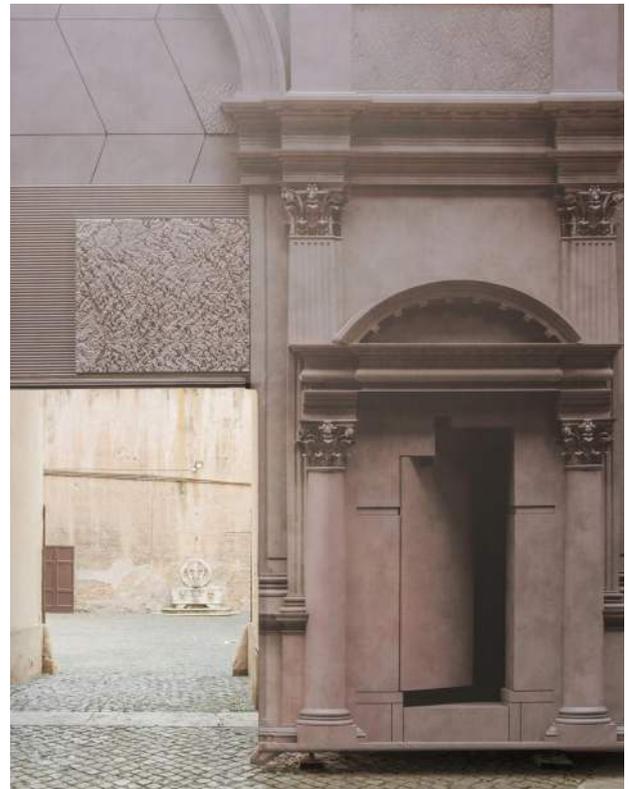


One of the most recent installations by Robocoop, *BassoRilievo*, exemplifies a deliberate intention to construct an illusionary infill façade within the courtyard of Palazzo Mattei di Giove, situated in the historic Ghetto neighbourhood of Rome.

Robocoop designed a façade of arches, columns, and sculptures, and printed it onto a PVC plastic banner, stretching it across scaffolding that measured 10 metres tall and 11 metres wide. The final result gives the illusion of filling in or continuing the surrounding architectural rhythm.

Commissioned and produced by the public institution Soprintendenza Speciale di Roma, the artwork conceals the current construction site of the restoration of the courtyard façades, dating back to 1598.

Robocoop's design brings together architectural fragments from the Renaissance up until today. The facade follows a precise rhythm, and the final 1:1 scale image of *BassoRilievo* becomes a timeless yet fleeting monument made of layered references and fragments.



#### PICTURE CREDITS

Robocoop

# BELLASTOCK FESTIVAL



## TECHNICAL INFO

Inflatable  
PVC

## DESIGNERS

Atelier Craft,  
Paris,  
France  
[atelier-craft.com](http://atelier-craft.com)

## LOCATION

Évry,  
France  
[bellastock.com](http://bellastock.com)

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**Bellastock organises every year an international festival of experimental architecture near Évry, in France; the French studio Atelier Craft was commissioned to build part of the event's infrastructure, including the stage, reception area, bar, kitchen service modules, and a modular canopy.**

The designers developed a project based on three key principles: the use of recycled materials, the easiness of assembly and disassembly of the piece, and good organization of the storage. The proposed project reveals a world of mobile construction sites.

Halfway between references to village markets and scaffolding, the modules are designed as toolboxes that can be stacked and organized to maintain modularity in the assembly of the elements.

The spherical bubble is made of highly transparent PVC, and it is used as a cover; placed on an elevated metal ring, it provides shelter for a small stage and creates an interesting focal point. The playful appearance of the bubble is a popular attraction point to visitors, also functioning as a central point for spectacular light shows.

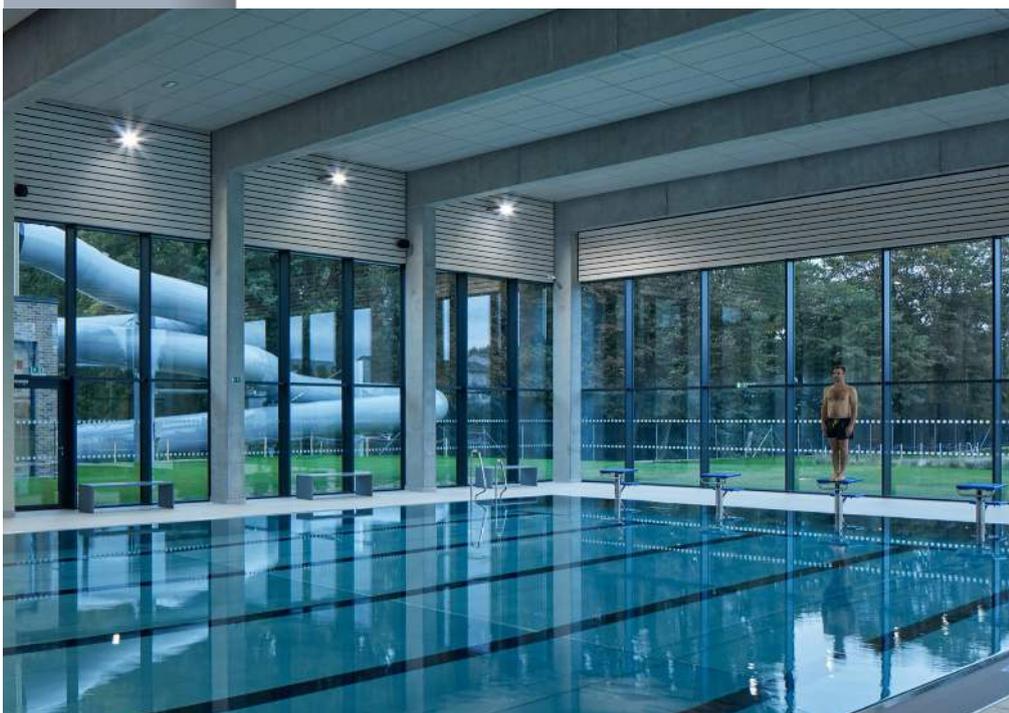


**PICTURE CREDITS**

Atelier Craft



# AQUAPARK SPORT AND RELAXATION CENTER



## TECHNICAL INFO

PVC  
Ceilings

## ARCHITECTS

SENAA  
Architekti,  
Brno,  
Czech Republic  
[senaa.cz](http://senaa.cz)

## LOCATION

Kyjev,  
Czech Republic



**The Aquapark Sport and Relaxation Center began with a modernization of the outdoor public swimming pool and now has a newly built indoor swimming pool to complement it. The pool history started early in the 20th century with the establishment of the river swimming spa.**

The complex is set in the interface between the existing urban structure and the central Kyjov park; it is surrounded by 100-year-old trees. Thanks to a new operating setup, the existing space is used to its full potential. Located near the park and city center, it offers residents an inviting place for both sports and relaxation. The new building blends

seamlessly into its surroundings, preserving the area's character. Visitors, whether using the pool or just passing by, can stop in anytime to enjoy a coffee on one of the outdoor terraces connected to the lobby. A highlight is the wellness area, featuring a cooling pool and a relaxation room with a PVC ceiling designed to look like a starry sky.



**PICTURE CREDITS**  
BoysPlayNice

# M9 MULTIMEDIA MUSEUM



## TECHNICAL INFO

PVC-Coated  
Membranes

## ARCHITECTS

Sauerbruch  
Hutton,  
Berlin,  
Germany  
[sauerbruchhutton.de](http://sauerbruchhutton.de)

## LOCATION

Mestre,  
Italy  
[m9museum.it](http://m9museum.it)

**M9, the great Multimedia Museum of the 20th Century, is the most important urban regeneration project that the Fondazione di Venezia has implemented to contribute to the revitalisation and development of the Venetian mainland.**

The museum is located in the centre of Mestre and integrates seamlessly into the urban landscape, both in terms of architecture and city planning, connecting parts of the city that were previously not easily accessible.

Inspired by international experiences of urban regeneration, M9 Multimedia Museum combines cultural and technological innovation, retail, entertainment, and services for citizens within an architectural project that aims to tell the story of the Italian 20th century in an original and emotionally involving way.



In the courtyard of a former convent, one can admire the elegant shading structure made with the flexible, composite, and ultra-resistant membranes, capable of offering protection from atmospheric agents while guaranteeing excellent thermal regulation, with the correct amount of natural light and excellent sound absorption, which is fundamental in such a confined

space. The elegant roofing made of high-translucent PVC-coated membranes presents a diamond structure and rests on pillars acting both as downpipes and as lighting at night. During the day, the membrane provides visual comfort for the occupants while reducing energy consumption for lighting during daylight hours.



**PICTURE CREDITS**

Jan Bitter,  
Alessandra Chemollo



## TECHNICAL INFO

PVC  
Membrane

## ARTIST

Nari Ward,  
New York,  
USA

[nariwardstudio.com](http://nariwardstudio.com)

## LOCATION

Pirelli Hangar  
Bicocca Museum,  
Milan,  
Italy

[pirellihangarbicocca.org](http://pirellihangarbicocca.org)

# GROUND BREAK

**Nari Ward is an internationally renowned artist known for his installations made from familiar, everyday materials, in which social and historical references are layered.**

By giving new functions to a wide range of found objects that hold a unique history, the artist confronts memory and transformation, opening up new possibilities. With his interweaving and juxtaposition of found elements, Nari Ward alludes to different social and political aspects, and addresses issues of identity, racial issues, justice and consumerism, creating poignant works of art in which spiritual and conceptual questions come together.

The intentional use of everyday materials that are remnants of previous uses, places, communities and times allows the viewer to establish a direct relationship with the works, while keeping the narrative open to contemporary urgencies.

The retrospective at Pirelli Hangar Bicocca brings together for the first time a selection of works that investigate Nari Ward's research with performativity and collaborative projects. With a specific focus on works based on the idea of time, including videos, sound works, performance sculptures and installations, the exhibition explores the artist's 30-year practice in depth, presenting both historical and seminal works and new productions.



Nari Ward designs an elementary metal architecture entirely clad with a transparent PVC tape that creates a special membrane dividing the inside from the outside.

The Super Stud work is in appearance a small dwelling, a greenhouse with aluminium uprights. The interior walls are covered with frames and pages of books, among which more than thirty images of the Virgin Mary emerge. A place full of

olfactory stimuli: the aroma of ripe Caribbean fruits hanging from the rafters mixes with the pungent smell of salted stockfish scales covering the floor.

Nari Ward shows us, in what becomes a kind of sanctuary of simple materials with complex meanings, Western religious symbols juxtaposed with the food characteristic of the diet of many black people.



**PICTURE CREDITS**

Agostino Osio,  
Francesco  
Margaroli

# THOUGHTWORKS

## BERLIN



### TECHNICAL INFO

PVC  
Flooring

#### DESIGNERS

Carcasse,  
Berlin,  
Germany  
[carcasse.com](http://carcasse.com)

#### LOCATION

Berlin,  
Germany



**Berlin-based Carcasce recently designed Thoughtworks' new office building, developing it as a multifunctional space where different functions coexist.**

The area features open workspaces, enclosed by walls that create a smooth flow, making it easy for staff to hold meetings and enjoy social interactions. The furnishings reflect this philosophy through a skillful use of PVC coverings, chosen in different colour tones to coordinate with the furniture elements. This is a space that reinterprets the workplace in a contemporary key, offering special comfort for those who work with multiple possibilities for living and working alone or in a community mode.



**PICTURE CREDITS**

Franz  
Grünewald

# WonderfulVinyl



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OF VINYL MANUFACTURERS**

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1000 Brussels, Belgium

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[in ecvm-pvc](#)

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