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## LEAD ARTICLE



## SEVES on the international scene

## BAU 2007 - January 15th- 20th 2007 - Munich (Germany)

Seves glassblock attended BAU in Munich with a high-tech architectural stand, designed to provide a complete overview of the company's multi-faceted product lines.

The exhibit featured the 42.8x42.8cm glass block created in collaboration with Renzo Piano for the Masion Hermès in Tokyo which demonstrates the company's predilection for *Tailor Made* projects; the 9 colours of the Pegasus collection from the top of the *Design* line, which serve as a vehicle of dialogue between interior and exteriors; and the high-performance glass blocks from the Solaris collection, the core of the *Technology* line. A complete presentation aimed at emphasising Seves glassblock's propensity toward innovation, as well as its practise of working alongside principal designers on the international scene to create custom-made glass blocks.

Salon du Meuble 2007 - January 20th- 25th 2007 - Paris (France)  
Futur Interieur - Dream Houses

The contribution of Seves glassblock to the realisation of the "Dream Houses" project at the Salon du Meuble in Paris, curated by the magazine *Interni*, marked an important step along the road to transforming the glass block into a design element with a powerful, expressive identity.

The Pegasus block – a neutral version, with smooth satin finishing – was chosen by architect *Paola Navone* for her installation *Luxe Abordable: bourgeoisie bohème?*, a metropolitan loft containing all the affordable luxuries of our time.

The Pegasus block was not only a backdrop, but a central element of the project, combining an intense local glow with a diffusion of an ethereal, dream-like light throughout the entire space.

## PRODUCTION NEWS



### The Design line: Pegasus

At the top of the Seves glassblock range, *Pegasus* stands as the signature product of the *Design* line and the ideal solution for interiors and exteriors with strong personality.

A product capable of satisfying a broad spectrum of tastes and design requirements, thanks to the multiple possibilities it offers in terms of *colours*: neutral, blue, aquamarine, green, pink, yellow, lilac, turquoise, siena, or nordica; *glass designs*: smooth or wavy; *finishings*: transparent, metalized, or satin on one or both sides; and *formats*: standard squared blocks to special components like corner and terminal blocks.

Because of its characteristic protruding outside edges, called “*wings*”, *Pegasus* also offers the option of reducing the width of the grout line down to an extraordinary fineness of just 2 mm, which optically eliminates the seam and creates a homogeneous wall with an uninterrupted surface that transmits both luminosity and a sense of weightlessness to any space.

## PROJECTS REALIZED



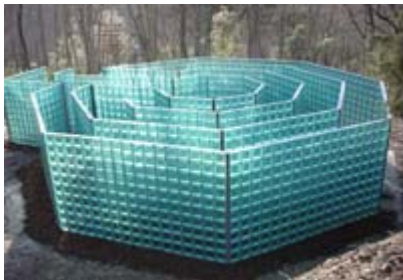
### Liège Train Station by Santiago Calatrava

Seves glassblock made an important contribution to the spectacular renovation of the Liège Train Station for the new TGV line, designed by Spanish architect *SANTIAGO CALATRAVA*.

The floors of the access platforms which will also function as skylights/ceilings for the underground atrium and waiting lounges were created using 28,000 heat-resistant glass paving blocks 19x19x16 cm from the *BG1960 F* series, one of top lines in the *Solaris high-performance collection*.

Construction is scheduled to be completed by the end of 2007.

[www.euro-liege-tgv.be](http://www.euro-liege-tgv.be)



### A labyrinth of Seves' glass blocks in the Chianti Sculpture Park

Created in 2004 in the sublime setting of Siena's gentle hills, the Chianti Sculpture Park in Siena, Italy, features 26 installations by many artists from all over the world.

The most recent work is a magical labyrinth designed by architect *JEFF SAWARD* made up of 3,300 green glass blocks with a wavy glass design from the Seves glassblock *Pegasus* collection.

The inauguration will be held in May 2007.

[www.chiantisculpturepark.it](http://www.chiantisculpturepark.it)

## NOTIZIE DAI PUNTI VENDITA



### An extraordinary synergy of materials: glass block and plasterboard on show at *Di Trani* showroom in Brugherio (Milan, Italy)

The captivating aesthetic and technical virtues of Seves glassblock in all its forms are featured in the new, recently renovated showroom of the *Di Trani* in Brugherio.

The expansive 300 mq space contains a fluid sequence of different settings each distinguished by a specific play on the various *typologies*, *colours*, and *finishings* of the glass blocks from the *Pegasus* collection. Alternating display platforms show the *simple laying of the material* and the *possible combinations with plasterboard* thanks to an integrated system of components and assembly techniques called *Posavelox*, patented by Seves glassblock.

*Pegasus Posavelox* is a precious aid for plasterboard installers, to whom the *Di Trani* showroom periodically offers training courses with theoretical courses and practical exercises.

## COMMUNICATION

### Press campaign 2007

Seves glassblock is launching a large-scale press campaign involving *21 of the most renowned international titles* in the design, architecture, and lifestyle sectors of the countries that constitute key markets for the group: *Italy, France and Spain*.

Three images designed in collaboration with *Atelier Mendini*, the studio that handles the art direction for Seves glassblock, demonstrate the use of glass blocks in the *bathroom, kitchen and living areas*, highlighting their captivating aesthetic and technical qualities and

characteristic values, summed up in the pay-off *innovation, design, technology*. The purpose of the campaign is to target the informed public that make up Seves glassblock's potential clientele and to speak directly to architects, as a partner with whom they can collaborate and develop tailor-made solutions.



#### News in brief

#### Seves sponsors the new book by photographer Rossano B. Maniscalchi

A well-known name in the international photography scene, *Rossano B. Maniscalchi*, whose work ranges from art photography to celebrity portraiture, presented his most recent project, entitled *CONCEPT QUO?!*, on February 27th, 2007 in Prague. *CONCEPT QUO?!* is a volume of reflections on opposing concepts such as male and female, celebrity and eroticism, and fantasy and reality.

Sponsoring the project was Seves which demonstrated its ability to operate transversally across the disciplinary boundaries of art in all its expressions.

[www.rossanobmaniscalchi.com](http://www.rossanobmaniscalchi.com)

#### Seves participates in the 4th Regional Congress of Sicilian Architects

Always attentive to the evolving demands of architects and active in the promotion of study and training initiatives, Seves is sponsoring the 4th Regional Congress of Sicilian Architects, Planners, Landscape Designers, and Conservators in Catania, Sicily during the 15th General Assembly of the Union of Mediterranean Architects scheduled for April 13th-14th, 2007.

#### Training events and regulations



#### Seves glassblock open days

On March 8th-9th, 2007 Seves glassblock opened the doors of its Florence production plant for the first time to honour its most important Italian clients.

Lectures and practical exercises enabled visitors to follow the various phases of glass block production step by step and to gain detailed information on the reorganisation of Seves glassblock's products, now arranged into 4 lines that combine European glassmaking traditions and project into the future.

Visitors were also updated on the latest technical advancements.

#### Seves glassblock days - Calendar

##### Italy

March: Parma - Milan  
 April: Brescia - Ascoli Piceno  
 May: Udine- Bari  
 June: Parma

##### Abroad

March: Wirges (Germany) - Waiblingen (Germany)  
 April: Shanghai (China) - Nanjing (China) – Beijing (China) – Riga (Latvia)

May: Madrid (Spain)

July: Taiwan, with the participation of *Belen Moneo & Jeff Brock*

For more information on upcoming Seves glassblock events, visit our website at [www.sevesglassblock.com](http://www.sevesglassblock.com) or call +39 055 44.951.

Preview

### China, Expo Build 2007, April 4th-7th, Shanghai (PAD W2 STAND 2B16)

The aesthetic richness and technical quality of its product range are the focus of the Seves glassblock stand at Expo Build China, the most important building materials expo in East Asia.

Seves introduces the Chinese public to its own world, light in spirit and rich in reflections, constituted by a wide range of glass blocks in different colours, patterns, formats, finishings and performance, organised into 4 main product lines (Tailor-Made, Design, Technology and Basic).



### Milan, Salone del Mobile 2007 from 18th-23rd April

Seves glassblock will play a starring role at the next *Salone del Mobile in Milan*. Against the historic backdrop of the *Castello Sforzesco*, the lightness of Seves' glass blocks will be the central feature of *Welcome Glassblock On Air!*, an installation designed by Alessandro and Francesco Mendini as part of the "Decode Elements" event promoted by the magazine *Interni*.

April 17th - May 1st, from 9am to midnight. Inauguration Wednesday, April 18th at 8 pm.

A display window of *La Rinascente in Piazza Duomo* will feature a colourful installation by Atelier Mendini that plays on the transparencies and colours of the Pegasus glass blocks, which are used to create magical partitions that separate the domestic interior from the metropolitan exterior.

April 18-23, 2007.

At the new Fiera di Milano-Rho, a 500 mq shell made of 13,000 Pegasus glass blocks - 19x19 cm neutral, with smooth glass design and metalized finishing - will enclose the *Cassina* stand, designed by *Piero Lissoni*.

### Barcelona, Construmat 2007, May 14th - 19th (PAD 2 STAND D776)

A continuous wall of glass blocks surmounted, like a fortress, by two luminous towers approximately 5 metres tall will serve as the dazzling perimeter of the Seves glassblock stand at Construmat, Spain's principal expo for the construction industry. Inside the stand Seves glassblock's product range is presented as if in a museum, alternating between environments dedicated to individual product lines and rest areas with audio-video support.

### Renzo Piano: Visible Cities, May 15th - September 2nd, Milan Triennale

The mirrored block with extraordinary dimensions of 42.8x42.8x12 cm designed by *Renzo Piano* and produced by Seves for the *Maison Hermès in Tokyo* will be an integral part of the solo exhibition at the *Milan Triennale* which celebrates the 70th birthday of the Genovese architect and highlights the extraordinary value of his work.

The show will also testify to the important place that Seves glassblock has made for itself in the sphere of world-class architecture, elevating the glass block to stand alongside the most valued building materials for the most prestigious constructions, not only with its catalogue products but with the Tailor-Made line as well.

[www.triennale.it](http://www.triennale.it)

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