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**LEAD ARTICLE**



### The Atelier Mendini designs glass blocks for SEVES

Adding a finishing touch to a strategy which aims to emphasize the immense expressive potential of glass blocks as interior and exterior furnishing elements, Seves has entrusted the art direction of the Glass Block Division to the Atelier Mendini.

This important step marks the move towards the upper end of the market which began with a number of important innovations in the glass block field, including:

- the elevation of the transparency and quality of glass through the use of highly selected raw materials and special manufacturing processes;
- the introduction of color into the glass block market for the first time ever (with a palette of 9 pastel colors and a wide range of "bright" colors);
- the rationalization of production, modifying and extending the entire range of models and complementary modules in order to make customized solutions possible;
- the exclusive, innovative process, used for the first time in the blocks created for the Maison Hermès, in which the edges of the blocks are metalized to give both the neutral and colored versions a particularly brilliant silvery effect;
- the realization of new wall installation methods and special new mortars for laying and finishing, one of the objectives of which is to progressively reduce the size of the "gaps" between blocks to just 2 mm.

Incorporating these special features, the work carried out by the Atelier Mendini aims to exploit the countless reference scenarios of contemporary style that can be influenced and expressed by glass blocks.

**PRODUCTION NEWS**

### The reorganization of SEVES' proposals

Thanks to the contributions and experiences of the companies acquired in recent years, Seves has been able to organize its proposals into 4 product lines, restoring the fundamental elements of its historical ranges to make them more intelligible.

TAILOR MADE

As a result of innovations that have given the

DESIGN

The Pegasus Vetrorredo line is

entire production system more flexibility, SEVES is now able to offer "tailor made" solutions to satisfy the various design requirements of architects (such as the Hermès block designed by Renzo Piano, or the special trapezoidal block created through the collaboration with Moneo-Brock for the realization of the "Balneario de Panticosa"), or to make variations to even small quantities of catalogue products.

distinguished by products and collections that combine esthetic-formal research with the performance and quality found in Seves' DNA, codifying the glass block as an autonomous subject, rather than an object purely providing a service, which can endlessly dialogue with contemporary domestic and high profile architectural landscapes.

#### TECHNOLOGY

The heirs of Solaris are products characterized by a high technical performance dictated by traditional reasons linked to the passage of light, combined with a greater need for safety in order to protect against external events (fire, intrusions, etc...), and achieve greater insulation (thermal, sound) or higher resistance to breakage (horizontal structures for walking on or for vehicle passage).

#### BASIC

The traditional glass block is reinterpreted in the SEVES spirit. A diversified basic line in terms of design and decoration which is indispensable for both interior and exterior use, condensing aspects that are both structural and functional (the passage of light).

#### PROJECTS REALIZED



#### **The "Balneario de Panticosa" by the Studio Moneo - Brock**

SEVES has realized for Belen Moneo and Jeff Brock a special 30 x 30 cm trapezoidal block which will characterize the facades of the "Panticosa Spa" in the Pyrenees, due to be completed by mid 2007.

SEVES emphasizes the transparency, lightness and luminosity of this product with a project that aims to combine ecology and technology, functionality and esthetics, quality and design, with the "ad hoc" design of this glass block.

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

[www.moneobrock.com/Panticosa.htm](http://www.moneobrock.com/Panticosa.htm)

#### News in brief



#### **Pegasus in the (physical and on-line) Material Connexion library**

The Pegasus collection from SEVES is included amongst the innovative materials catalogued by Material Connexion, the international organization (with offices in New York, Milan, Cologne and Bangkok) that provides advice to designers about new materials and finishings.

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



#### **Pegasus in the ADI Design Index 2006, in competition for the Gold Compass**

Two Pegasus elements (the 19 x 19 cm colored metalized Linear and Curved end blocks) have been chosen by the ADI, Associazione per il Disegno Industriale [Industrial Design Association] for inclusion in the ADI Design Index, their annual publication, which is a compendium of the most innovative design trends.

#### Training events and regulations

#### **Seves glassblock days**

Offering better information about products, guarantees, the technical characteristics of the products and their installation is not only essential to the quality of the end result, with the consequent positive effects, but is also a fundamental factor contributing to the increased value of the overall proposal, ensuring higher product positioning.

For this reason, Seves glassblock has set up a company team of specialists dedicated to

presenting glass blocks and the various problems connected with the same, at events and information days organized in collaboration with top clients, distributors and professional sector orders/associations. We will be providing details of these periodic events already starting from the next issue onwards.

#### **18° Edition INT'L Building, Construction & Decoration Fair - Taipei, 28.12.06 - 01.01.07**

The opening of Seves glassblock days in 2007 year was the participation in 18° Edition of Taipei INT'L Building, Construction & Decoration fair, that took place in Taipei from 28th December 2006 to 1st January 2007, in cooperation with Seves Taiwanese distributor Kinown International Construction Chemical Co. Ltd.

After a brief introduction of the new Seves proposals on the market, the team presented more than 200 local architects among the most important ones of Taiwan, the last studies that the Group made on "intelligent" installation systems and the last innovative products created thanks to the cooperation with international famous architects, and coming out from Seves R&D department.

Preview

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In January, Seves will be attending:

#### **Bau Munich 2007 from 15th - 20th January - Pavilion A6 Stand 320**

results of some excellent past collaborations: from the special glass block created with Renzo Piano for the Maison Hermès in Tokyo, to the glass block with a unique trapezoidal shape realized in collaboration with Belen Moneo and Jeff Brock for the Panticosa Spa Complex in the Pyrenees.

#### **Paris, Salon du Meuble from 20th - 25th January 2007 - Pavilion 4 - Futur Intérieur - Dream Houses**

The lightness of the 19x19 cm Pegasus neutral, smooth, satin finished block has been chosen by Paola Navone for a spectacular installation depicting a dream house inside Futur Intérieur, the pavilion dedicated to contemporary design at the Salon du Meuble in Paris.

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Seves Spa - Via R. Giuliani 360 - 50141 Firenze - Italy - Tel. +39 055 44.951 - Fax. +39 055 455.295 - [www.sevesglassblock.com](http://www.sevesglassblock.com)