



SEVES
GLASS
BLOCK
PROJECT BOOK



Chi siamo About us

Seves è il leader mondiale in due nicchie di mercato, gli isolatori per il settore elettrico ed il mattone di vetro per l'architettura e l'arredo.

Seves è l'integrazione, realizzata nell'arco di un decennio a partire dal marzo 1997, di tutte le attività di Vetroarredo, Sediver, PCC Insulators ed Isoladores Santana, gruppi industriali con storia e leadership riconosciute in tutto il mondo.

Unica società ad aver fatto del mattone di vetro un core – business, Seves ha creato la Divisione Seves glassblock, totalmente dedicata alla produzione e alla distribuzione del mattone di vetro in tutto il mondo.

Dopo le acquisizioni compiute, in Seves glassblock ora convivono e sono valorizzati la tradizione ed il know-how dei marchi più prestigiosi che hanno fatto la storia del mattone di vetro: Vetroarredo, Vitrablok, Solaris, Weck, Vidromatone, Sindoco.

Coerentemente con le origini della società, la Divisione Seves glassblock prosegue il cammino con l'obiettivo di affrancare il mattone di vetro dalla logica di prodotto marginale, liberandone le grandi potenzialità.

Fin dalla sua costituzione infatti l'azienda si è posta l'obiettivo di cambiare le regole della produzione e della destinazione di un materiale, il mattone di vetro, per troppo tempo considerato "povero", prettamente "funzionale" all'industria dell'edilizia, prevalentemente utilizzato in situazioni di carenza di luce.

Seves glassblock ha trasferito, dunque, nel mattone vetroso tutta l'esperienza tecnologica più avanzata, insistendo sulla *purezza*, *brillantezza*, *trasparenza*, *resistenza*, nonché sulle caratteristiche tecniche, aggiungendo il nuovo fattore, o, per meglio dire, la prerogativa riservata solo ai vetri sofisticati: *il colore*.

La specializzazione degli stabilimenti Seves, delle fabbriche allestite nei vari Paesi ha modificato ed ampliato la gamma dei modelli e dei moduli complementari, rendendo possibili soluzioni identitarie e personalizzate.

La ricerca ha innovato il prodotto, a cominciare dalla creazione di formati come Pegasus, il mattone "con le ali", fino alla definizione dei migliori sistemi di installazione, posa e finitura, anche a secco.

Grazie all'utilizzo di materie prime della più alta qualità, all'uso di impianti studiati appositamente, all'applicazione di sperimentate tecniche di colorazione e di trattamento delle superfici, nonché a rigorose procedure di controllo qualità, Seves glassblock ha trasformato il vecchio "vetrocimento" nel nuovo e raffinato oggetto "su misura" per la città, la casa, la vita degli interni e degli esterni. Oggi il mattone di vetro rappresenta il prodotto ideale – alleato prezioso, decisivo, determinante – di creatività e creazioni dei progettisti, architetti e interior designers.

Liège-Guillemins Station - Belgium
Progetto / Project: Santiago Calatrava, 2006
Linea/ Line Technology

Reception Centre of "Updown Court" - Taiwan
Progetto / Project: Mr.Gong Shu Zhang - AURA Architects & Associates, 2007
Linea/ Line Basic

Maison Hermès - Japan
Progetto / Project: Renzo Piano Building Workshop, 2001-2006
Linea/ Line Design - Ginza Collection

Funivia di Locarno/Locarno Teleferic - Switzerland
Progetto / Project: Mario Botta, 2000
Linea/ Line Design - Pegasus

Terme di Tiberio / Tiberio's Baths - Spain
Progetto / Project: Moneo-Brock Studio, 2007
Linea/Line Design - Trapezoidal

Applicazione di pedonabili / Pavers application
Linea/Line Technology

Seves is the world's leading manufacturer in two niche markets: power insulation and glass blocks for architectural and interior design.

Seves is the integration, over a period of 10 years starting in March 1997, of Vetroarredo, Sediver, PCC Insulators and Isoladores Santana; industrial groups renown worldwide for their history and leadership.

The only company to make glass blocks its core-business, Seves has created the Seves glassblock Division, dedicated to the production and distribution of glass blocks around the world.

Thanks to these acquisitions, today Seves glassblock combines all the tradition and know-how of the most prestigious brands to make glass block history: Vetroarredo, Vitrablok, Solaris, Weck, Vidromatone, Sindoco.

In line with the origins of the company, the Seves glassblock Division continues to pursue the same objective: to release the glass block from its marginal product significance to give it great potential.

In fact since the beginning, Seves's aim was to change the production and distribution process of the glass block, a material traditionally considered "poor", specifically "functional" in the construction industry, and used only in applications in need of light.

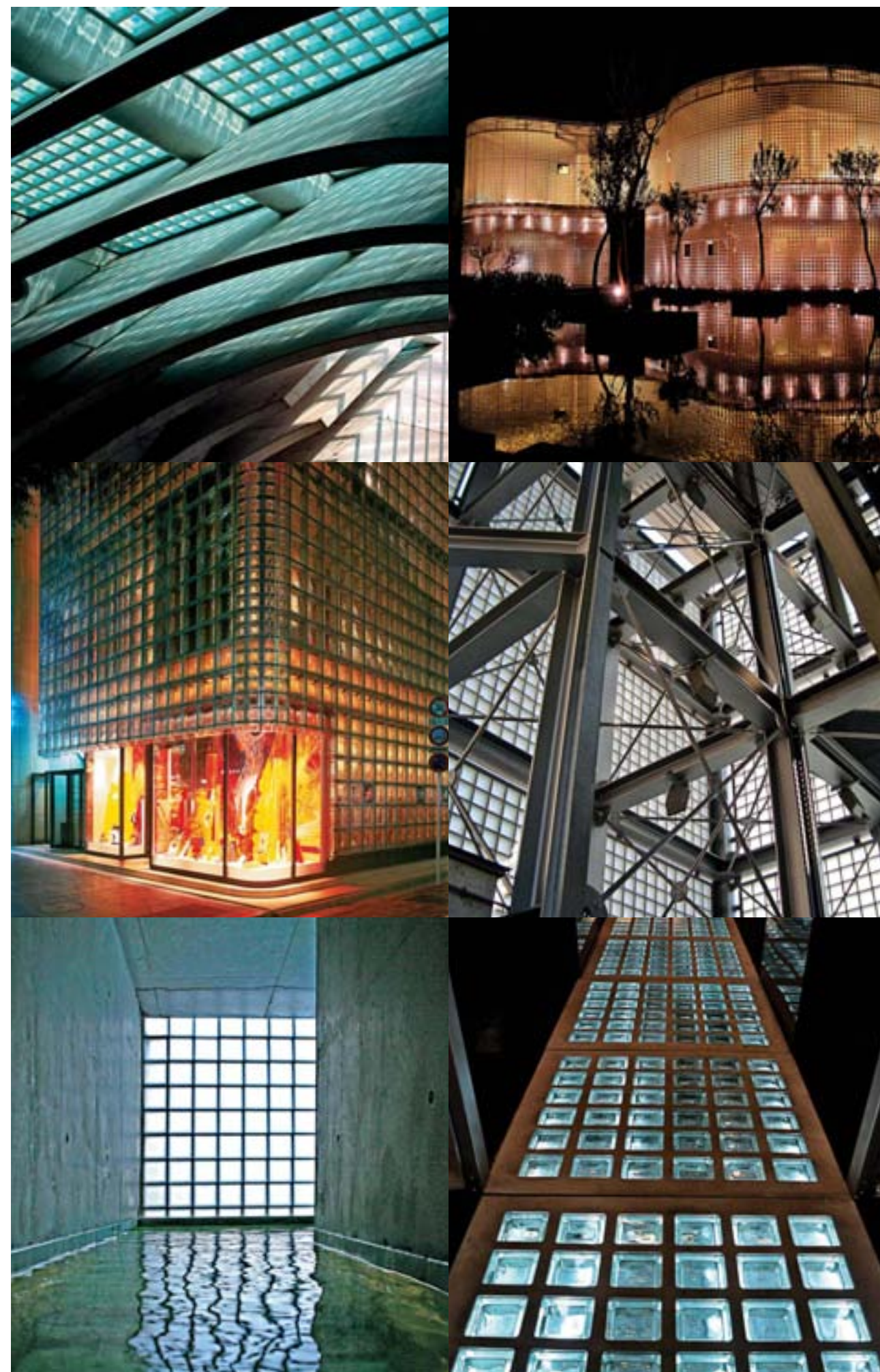
Seves glassblock has bestowed the most advanced technological experience on the glass block, focusing on its *pureness*, *brilliance*, *transparency* and *resistance*, as well as its technical characteristics, adding a new factor, or better yet, a new quality reserved only for the most sophisticated glass: *colour*.

The specialization of Seves's plants, located in various countries, has modified and enlarged the range of models and complementary modules of glass blocks, making customized solutions possible.

The research has innovated the product, from the creation of the Pegasus format - from the glass block "with wings" - to the conception of the best installation, laying and finishing systems, as well as dry-mounting.

Thanks to the use of high-quality raw materials, specialized machinery researched for this particular production system, applications of experimented colouration and surface treatment techniques, as well as rigorous quality control procedures, Seves glassblock has transformed the old "glass block" into a new and sophisticated object "tailor made" for the city, the home interior, and the indoor and outdoor lifestyle.

Today the glass block represents the ideal product - a precious, decisive, and determined ally - to the creativity and creations of architects and interior designers.



Materia. Non materiale Matter. Not material

«I monumenti esistenti compongono un ordine ideale che si modifica quando vi sia introdotta una nuova (veramente nuova) opera d'arte. L'ordine è in sé concluso prima che arrivi l'opera nuova; ma dopo che l'opera nuova è comparsa, se l'ordine deve continuare a sussistere, deve *tutto* essere modificato, magari di pochissimo; contemporaneamente tutti i rapporti, le proporzioni, i valori di ogni opera d'arte, trovano un nuovo equilibrio; e questa è la coerenza tra l'antico e il nuovo.» (T.S. Eliot, *Il sacro bosco*, 1920)

SEVES crede che celebri costruzioni del secolo XX erette con l'apporto di ciò che vogliamo chiamare materia, non materiale, con il contributo determinante del *vetromattone* – dal *Padiglione* alla mostra del Werkbund di Colonia del 1914 di Taut alla *Casa Chiarezza* a Ginevra di Le Corbusier del 1929, alla *Casa di Vetro* a Parigi di Chareau e Bijvoët del 1932, alla *Maison Hermès* a Tokyo di Piano del 2001 –, rappresentino l'ordinata sequenza ideale, una fra le tradizioni delle quali parlava il poeta con profondità inaudita.

SEVES considera le recenti opere dove risalta la propria forniture industriale – dalla cardinale *Maison Hermès* alla *Biblioteca Deusto* a Bilbao di Moneo del 2008 –, siano conformate e definite dai grandi pannelli di vetromattone, in monocromo rigoroso, sappiano essere *nuove* (*veramente nuove*).

SEVES immagina *nuove* anche le venienti opere di *interior design*, quelle destinate a valersi dei pezzi delle *collezioni* dovute al genio di Mendini, contraddistinte come saranno non solo dalla formastruttura «spaziosa» dentro e fuori, ma anche dalla pelle policroma e *traslucante*. – E se la policromia sarà evidente, la traslucenza sarà felice, mentre alla trasparenza si andrà aggiungendo il valore. Ma quale? Il mix incomparabile della luminosità naturale con la luminosità artificiale... –

SEVES pensa che il circolo virtuoso della Tradizione Unitaria delle Architetture del Vetromattone (T. U. A. V.), neppure si attiverebbe se, qui e ora, l'innovazione non fosse affermata come essenza della civiltà insediativa contemporanea, quale fondamento del maturo abitare contemporaneo.

"The existing monuments form an ideal order among themselves, which is modified by the introduction of the new (the really new) work of art among them. The existing order is complete before the new work arrives; for order to persist after the supervision of novelty, the whole existing order must be, if ever so slightly, altered; and so the relations, proportions, values of each work of art towards the whole are readjusted; and this is conformity between the old and the new." (T.S. Eliot, *The Sacred Wood*, 1920)

SEVES believes that the celebrated constructions of the 20th century created with matter, not materials, and with significant *glass block* contributions - such as the 1914 *Glass Pavilion* of the Werkbund Exhibition in Cologne by Taut, the 1929 *Immeuble Clarté* in Geneva by Le Corbusier, the 1932 *House of Glass* in Paris by Chareau and Bijvoet, and the 2001 *Maison Hermès* in Tokyo by Piano - represent the ideal sequential order, mentioned above with unprecedented insight.

SEVES perceives the recent works distinguished by its own product line - from the cardinal *Maison Hermès* to the *Deusto Library* in Bilbao by Moneo in 2008 - defined by large glass block surfaces in strict monochromes, to be *new* (*really new*).

SEVES also considers to be *new*, the future works of *interior design* that will benefit from the *collections* made possible by the genius of Mendini and characterized not only by their "spacious" structural forms, inside and out, but also by their *polychrome* and *translucent skins*. These radiant polychromes will accentuate the translucency of the design, and increase the transparency which adds value. What value? The incomparable mix between natural and artificial light.

SEVES recognizes that the trend of the Unitary Tradition of Glass Block Architecture (U.T.G.B.A.), would not exist if, here and now, innovation was not affirmed as the essence of contemporary living.

Vittorio Savi

Vittorio Savi



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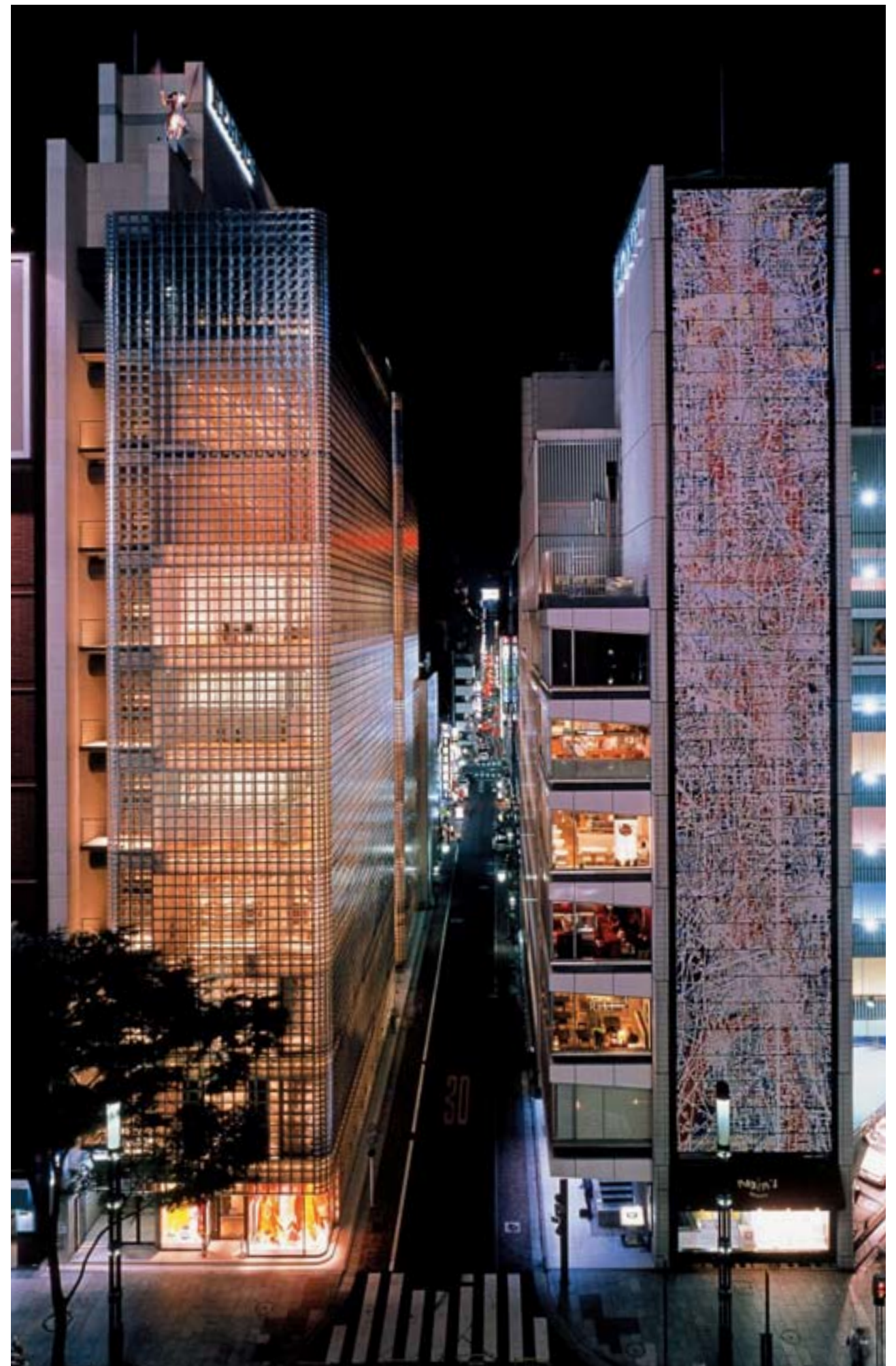
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Project: Mariano Cuevas 72

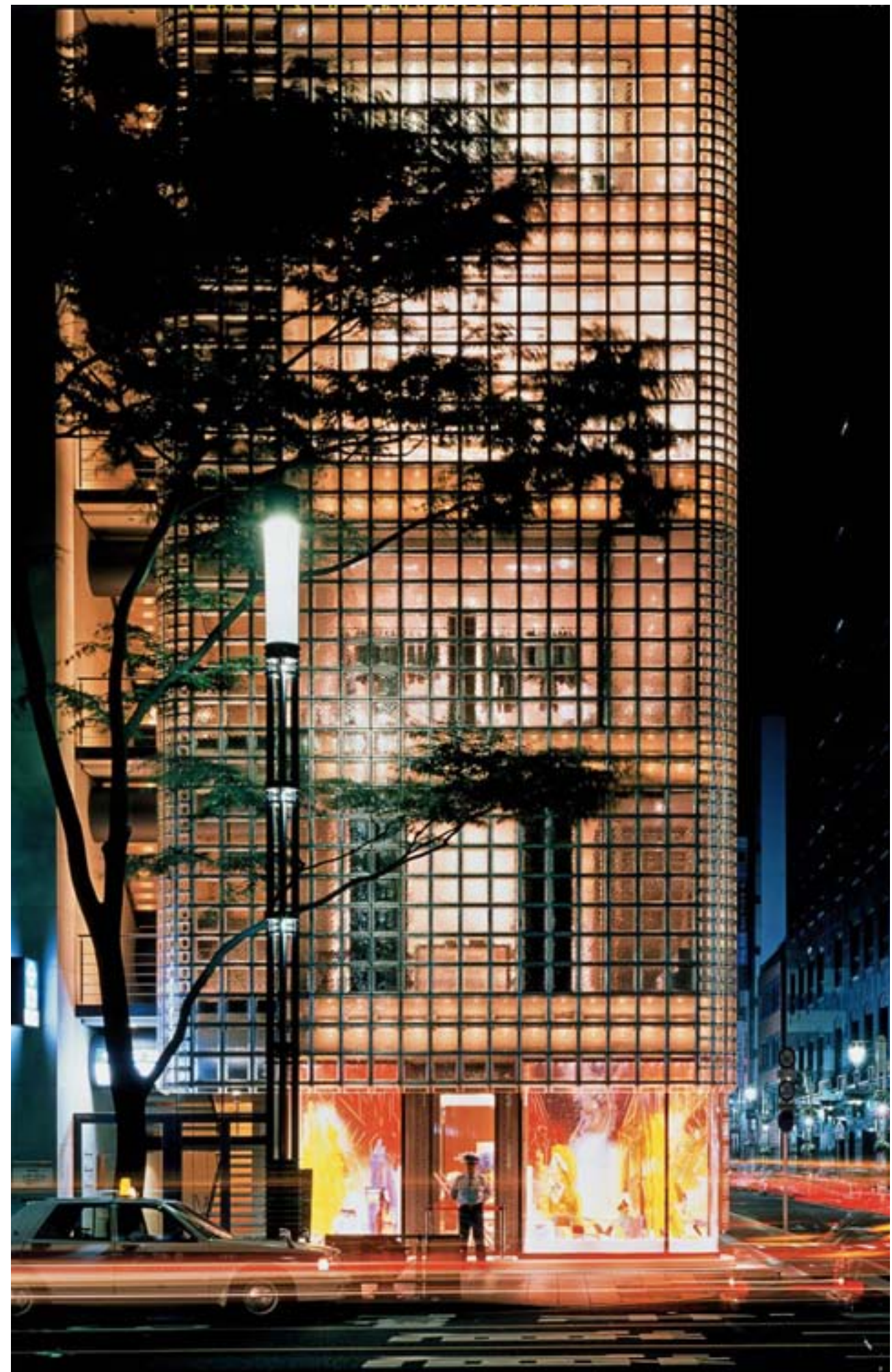
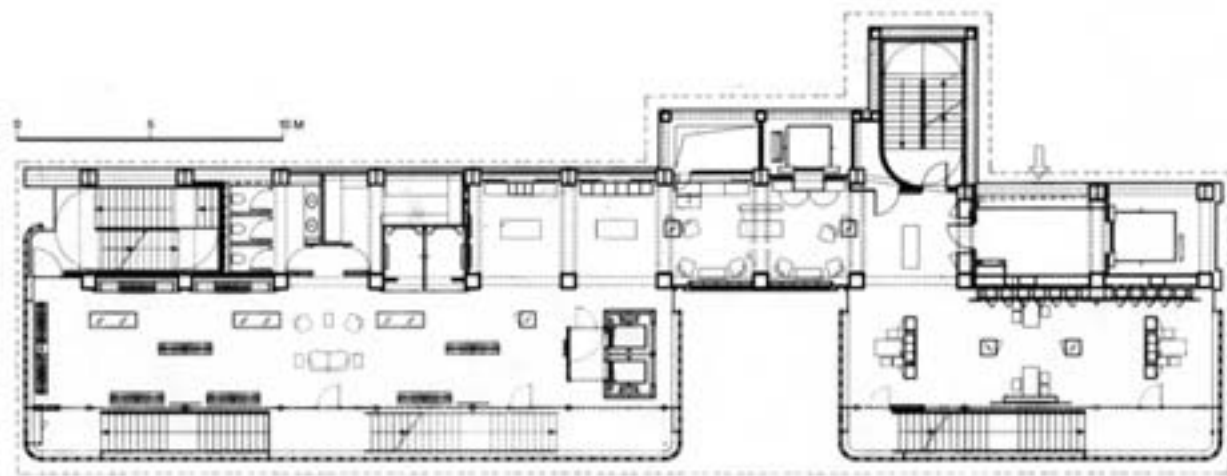
MAISON HERMÈS



Tokyo - Japan
Project:
Renzo Piano
Building Workshop

Year: 2001/2006
Glass block: Q42 & CURVE 24
Quantity: 18.000 pcs.







TIBERIO'S BATHS



Panticosa, (Huesca)- Spain
Project: Moneo-Brock Studio

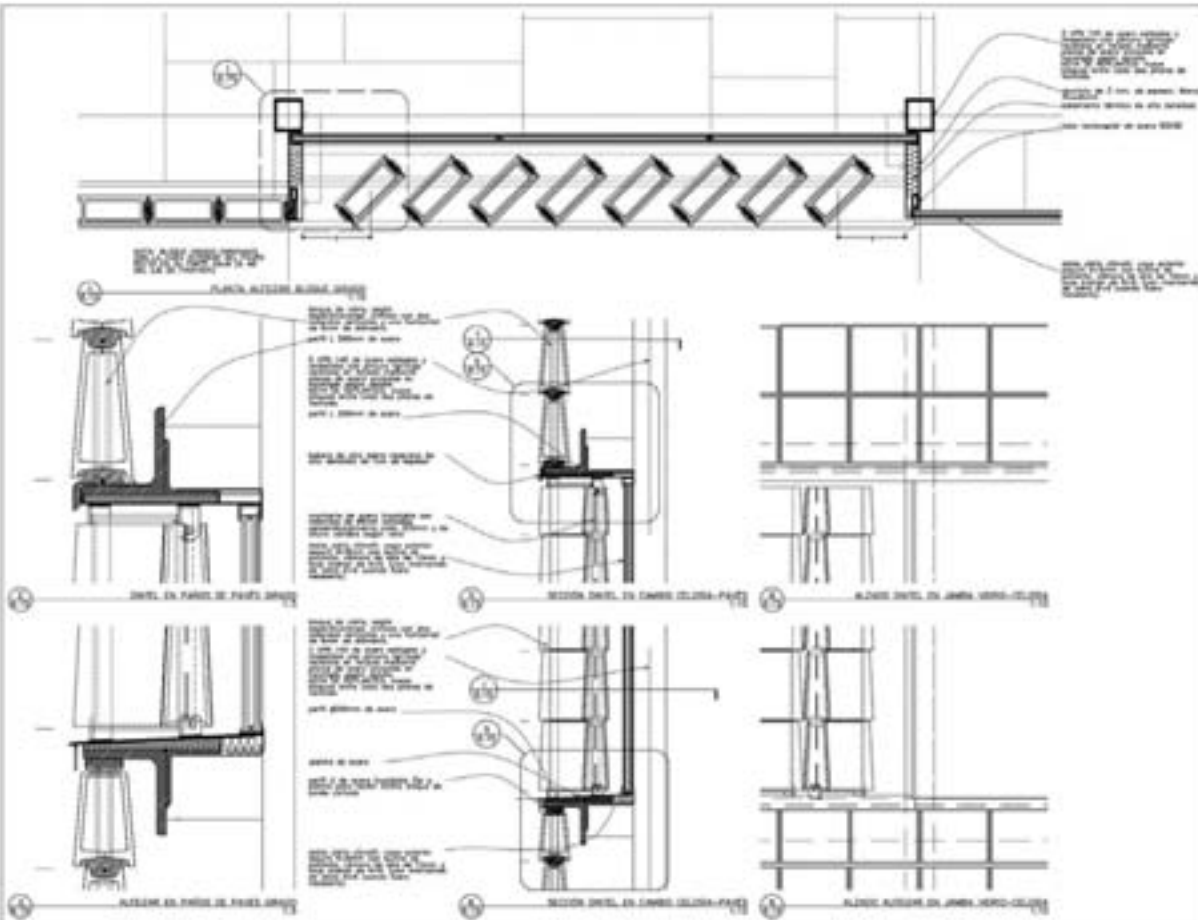
Year: 2007

Glass block: Q30 TRAPEZOIDAL T SAT

Quantity: 30.000 pcs.







DEUSTO LIBRARY



University of Bilbao
Bilbao - Spain
Project: Rafael Moneo

Year: 2008
Glass block: Q30 DORIC SAT
Quantity: 36.000 pcs.





S-BAHN STATION EXPO 2000 HANNOVER HAINHOLZ



Hannover – Germany
Project: H.J. Göritz

Year: 1997

Glass block: Customized 19x19x8cm block with special blue colour

Quantity: 25.000 pcs.





BECK'S LOGISTIC CENTRE



Bremen - Germany
Project: Schulze & Pampus Architekten BDA

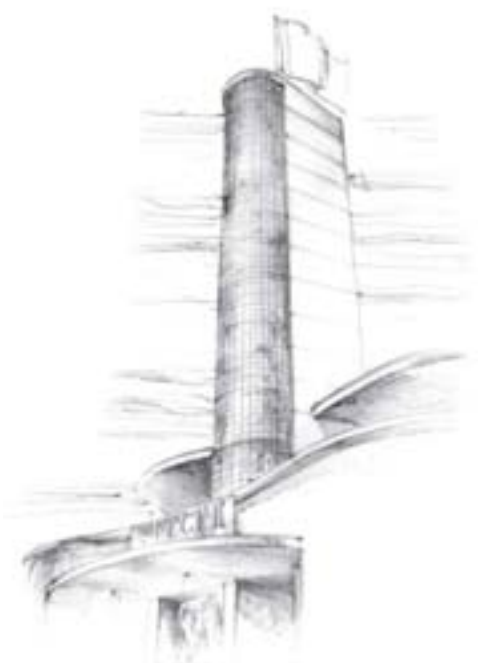
Year: 2007
Glass block: Customized Alpha glass design in Beck's green colour 19x19x8cm
Quantity: 25.000 pcs.



PUCCINI THEATRE

Florence - Italy
Project: Ferrini & Davighi

Year: 2004
Glass block: Customized 19x19x8cm parallel lines with
special side painting
Quantity: 4.500 pcs.





SANTO VOLTO DI GESÙ CHURCH

Rome - Italy
Project:
Sartogo Architetti &
Associates Studio

Year: 2006
Glass block: Customized double face
(clearview+ice) 19x19x8cm glass block
Quantity: 4.750 pcs.



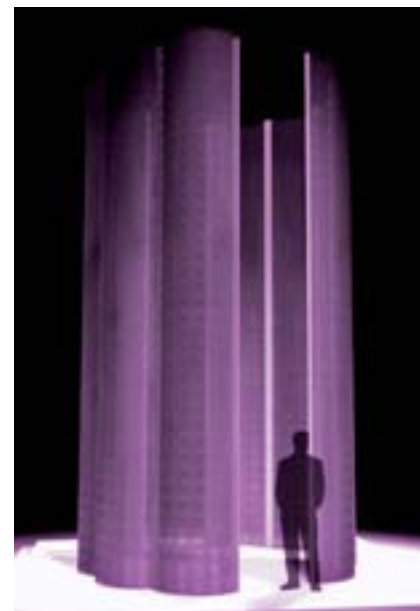
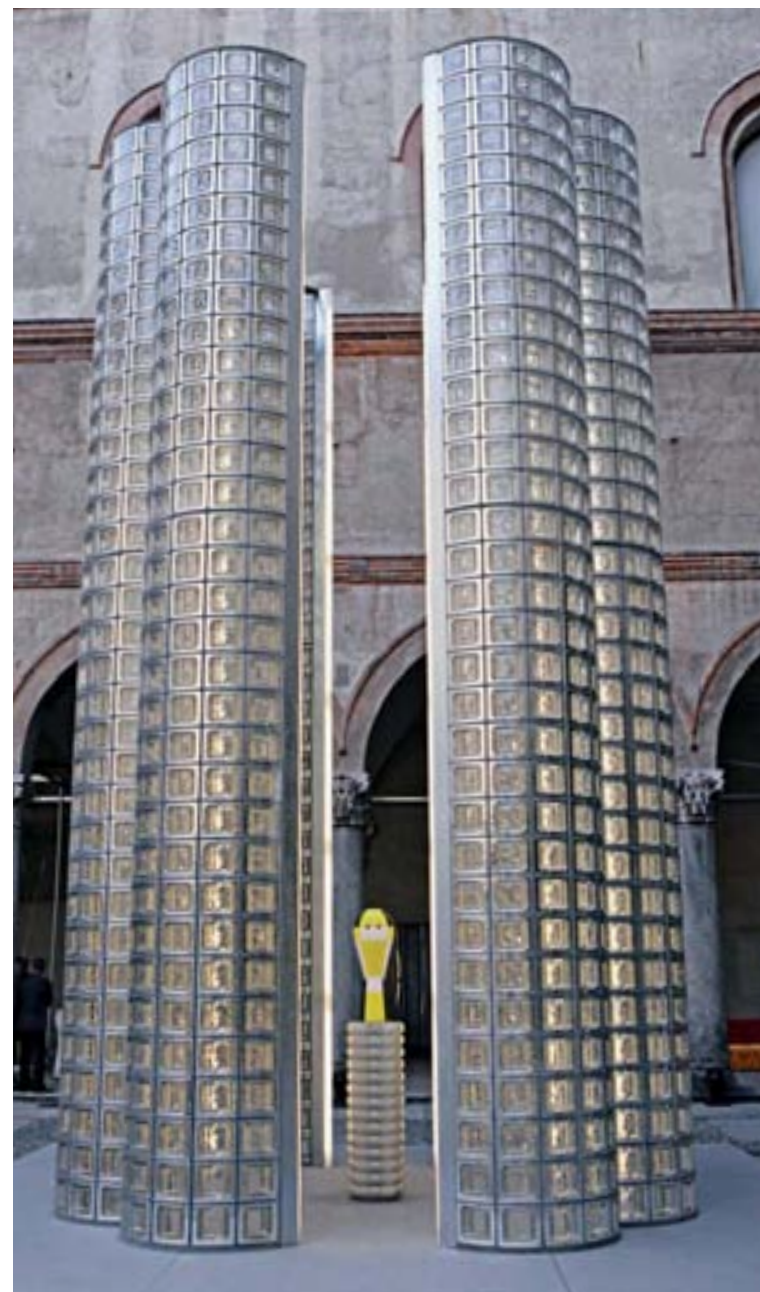


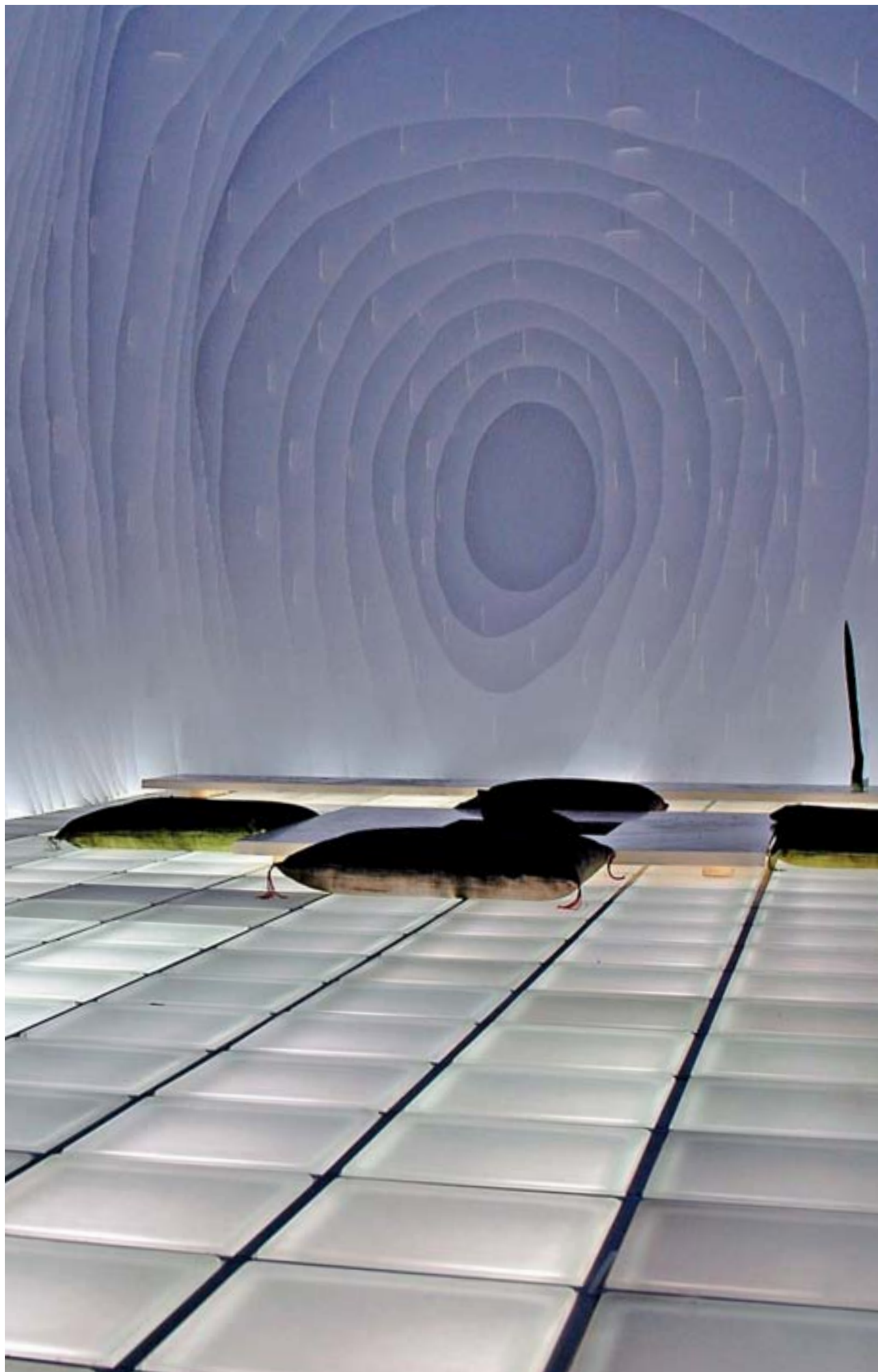
WELCOME GLASSBLOCK ON AIR

Milan - Italy
Project: Atelier Mendini

Year: 2007
Glass block: CURVE 24 O/T MET
Quantity: 1.750 pcs.







ORIBE TEA HOUSE



Italy/France
Project:
Kengo Kuma

Year: 2005-2008
Glass block: 19x19x8cm smooth Satin-finished
for horizontal structures
Quantity: 1.200 pcs.



LIÈGE-GUILLEMINS STATION

Liegi – Belgium
Project: Santiago Calatrava

Year: 2006
Glass block: 1919/16 F60 minutes fire resistant
Quantity: 28.000 pcs.







PIRELLI HEADQUARTER

Milan - Italy

Project: Gregotti & International Associates

Year: 2001

Glass block: BG 1919/8 Circles for horizontal structures

Quantity: 28.000 pcs.



LOCARNO TELEFERIC



Locarno - Switzerland
Project: Mario Botta

Year: 2000
Glass block: NEUTRO Q19 T SAT
Quantity: 4.500 pcs.

TECHNOLOGY MUSEUM

Berlin - Germany
Project: Ulrich Wolf &
Helge Pitz

Year: 2000
Glass block: CLEAR 1919/8 CLEARVIEW
Quantity: 12.000 pcs.

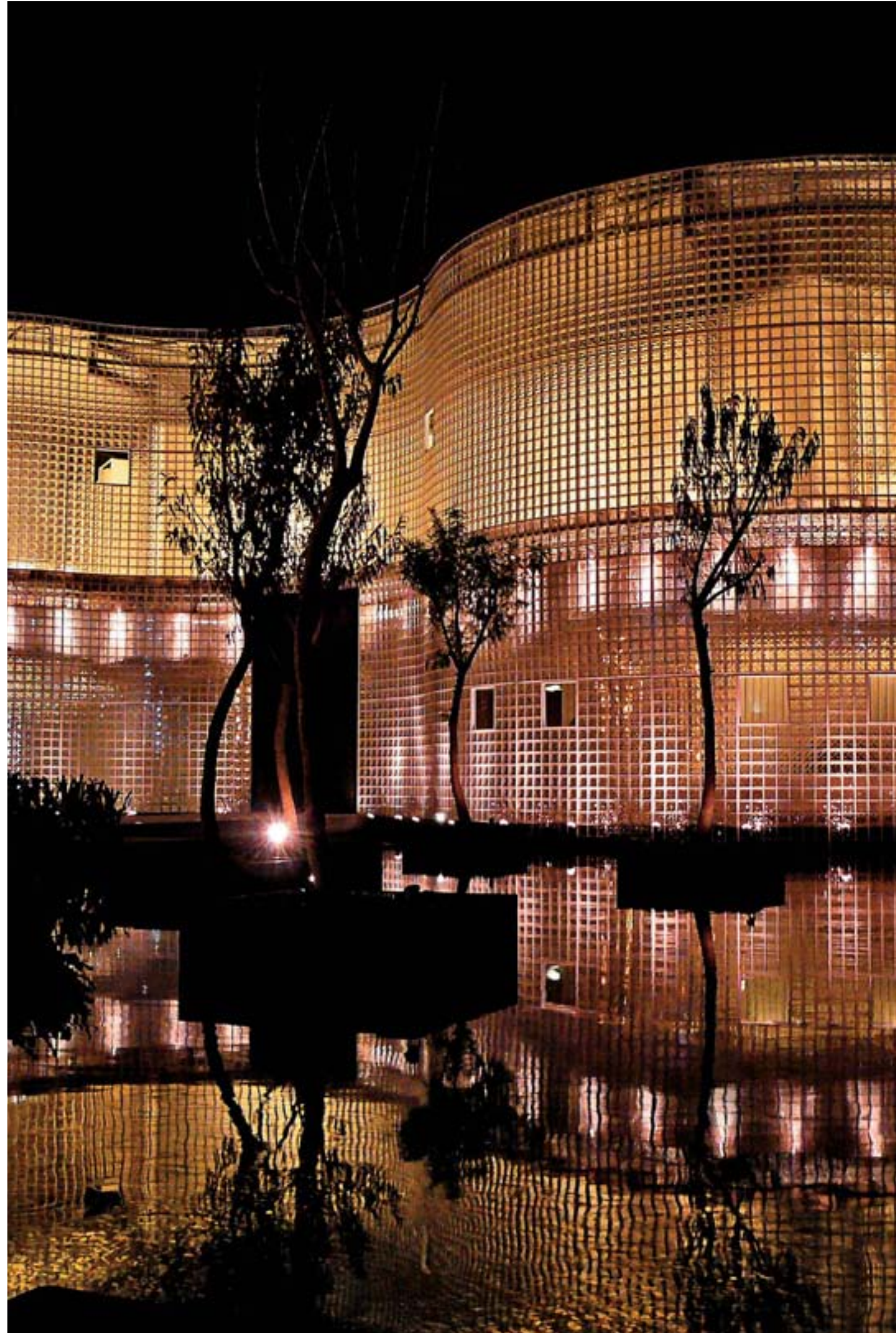




THE RECEPTION CENTRE OF “UPDOWN COURT”

Taichung - Taiwan
Project: Gong Shu Zhang
Aura Architects & Associates

Year: 2007
Glass block: CLEAR 1919/8 WAVY
Quantity: 31.000 pcs.





TORRE MALECON

Buenos Aires - Argentina



STOCK EXCHANGE



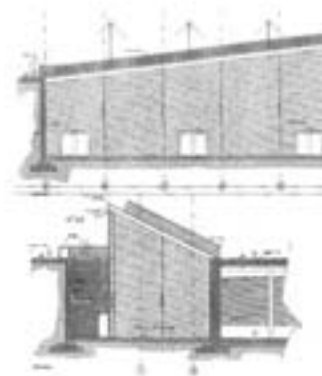
Amsterdam - Netherland
Project: F. G. Hilgeman
De Steltenberg Groep B.V.

Year: 2001

Glass block: different glass blocks combined

Quantity: 4.705 pcs.





PALA HOCKEY FOR OLYMPICS GAME



Turin – Italy
Project: Iter Company

Year: 2005
Glass block: CLEAR 3030/10 WAVY
Quantity: 6.750 pcs.





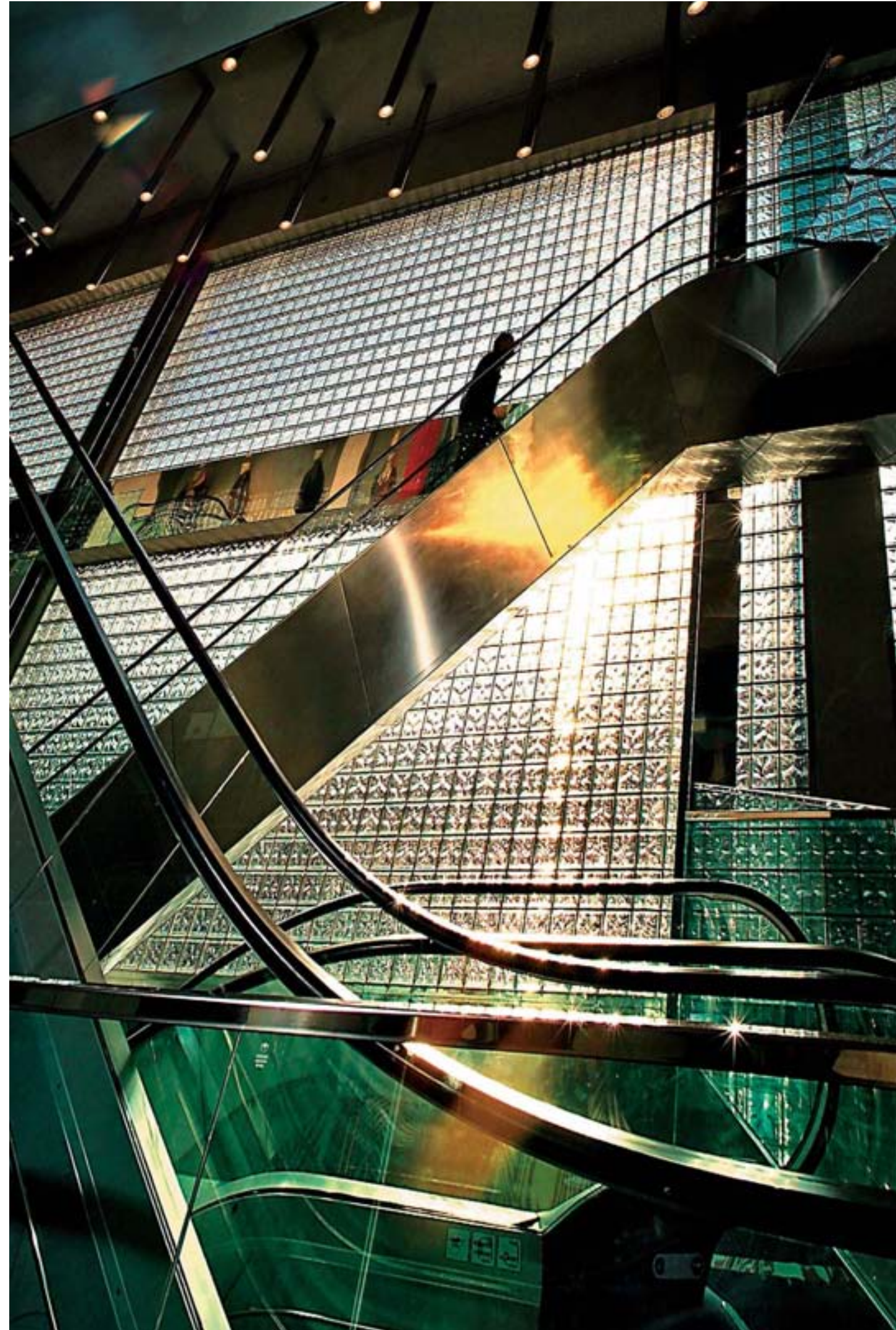
CONBIPEL SHOPPING CENTRE

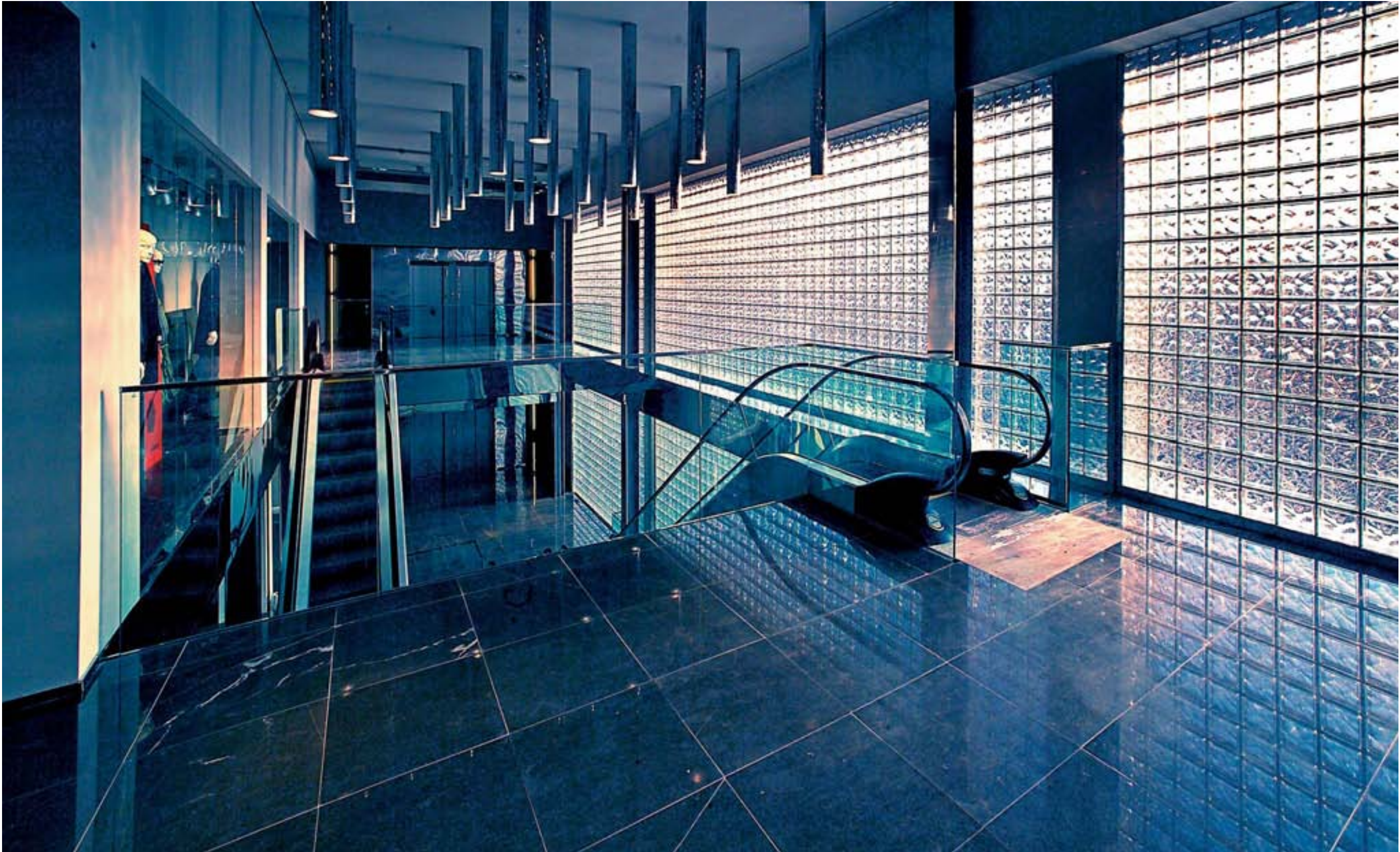
Florence - Italy
Project: Baciocchi
Associates Studio & C.
Ghno (Conbipel)

Year: 2005

Glass block: Pegasus Metallizzato NEUTRO Q19 O MET

Quantità: 16.000 pcs.





SABAH MEDIA CENTRE

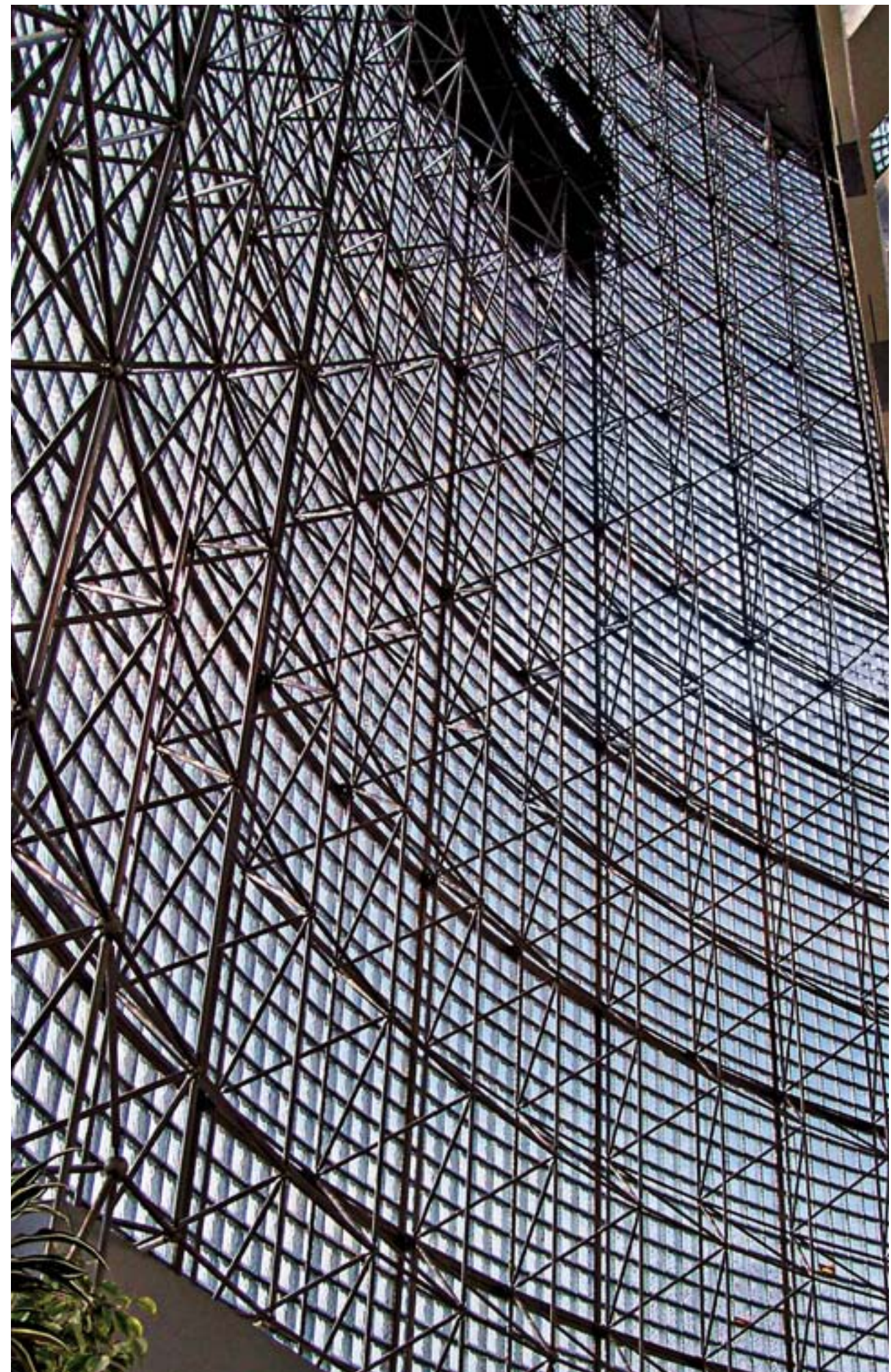


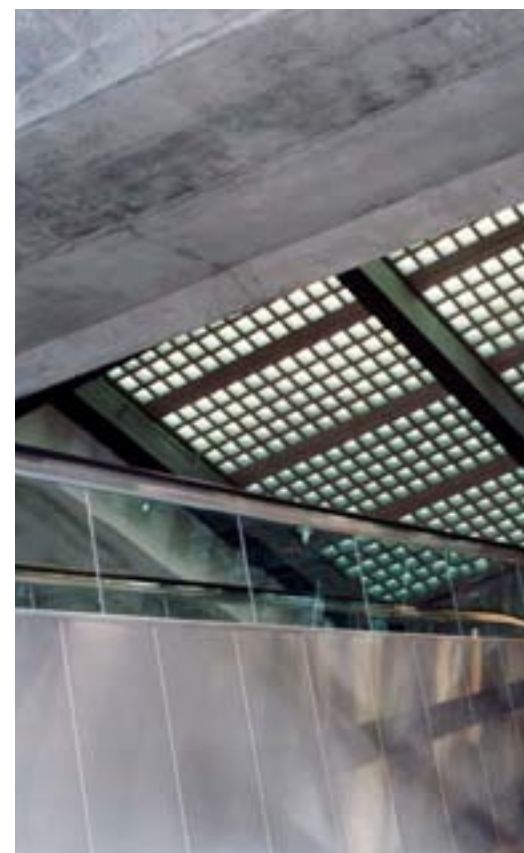
Izmir - Turkey
Project:
Halidun Uyak

Year: 1996

Glass block: NORDICA 2424/8 WAVY

Quantity: 9.900 pcs.





LEIPZIG AIRPORT



Leipzig - Germany
Project: AG Brunnert Plan GmbH

Year: 2003

Glass block: CLEAR 1919/8 SAMBA, BG 1919/16 90F CLEARVIEW SAHARA 25

Quantity: 8.000 pcs.

OSU301 SHOPPING CENTRE

Tokyo - Japan

Glass block: NEUTRO Q19 T SAT



OFFICE BUILDING HAMBURG



Hamburg - Germany
Project: Hilde Léon and
Konrad Wohlhage

Year: 1999
Glass block: CLEAR 1919/8 CLEARVIEW SAHARA 2S,
corner blocks



AYUNTAMIENTO DE ASPE



Aspe (Alicante) - Spain
Project: Mariano Cuevas

Year: 1999

Glass block: B R11/6 CLEARVIEW

Quantity: 5.400 pcs.





CARRO SHOWROOM



Milan - Italy
Project:
Antonella
De Carlo e
Gianluigi
Dossena

Year: 2007
Glass block: NEUTRO Q19 T MET,
NEUTRO ANG QUADRATO O MET



SEVES GLASSBLOCK FLAGSHIP STORE



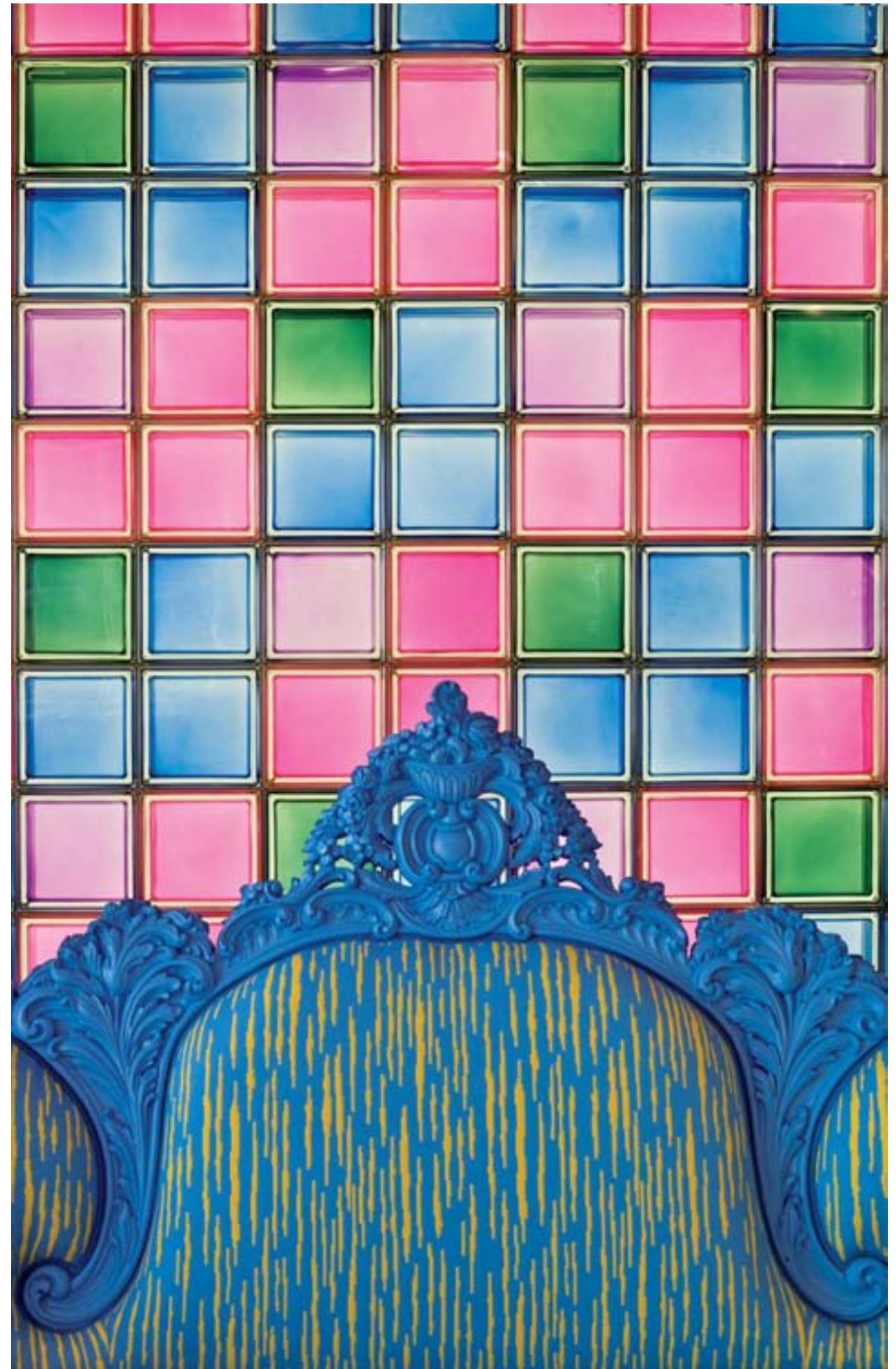
Milan - Italy
Project: Atelier Mendini

Year: 2008

Glass block: Mendini Collection combinations



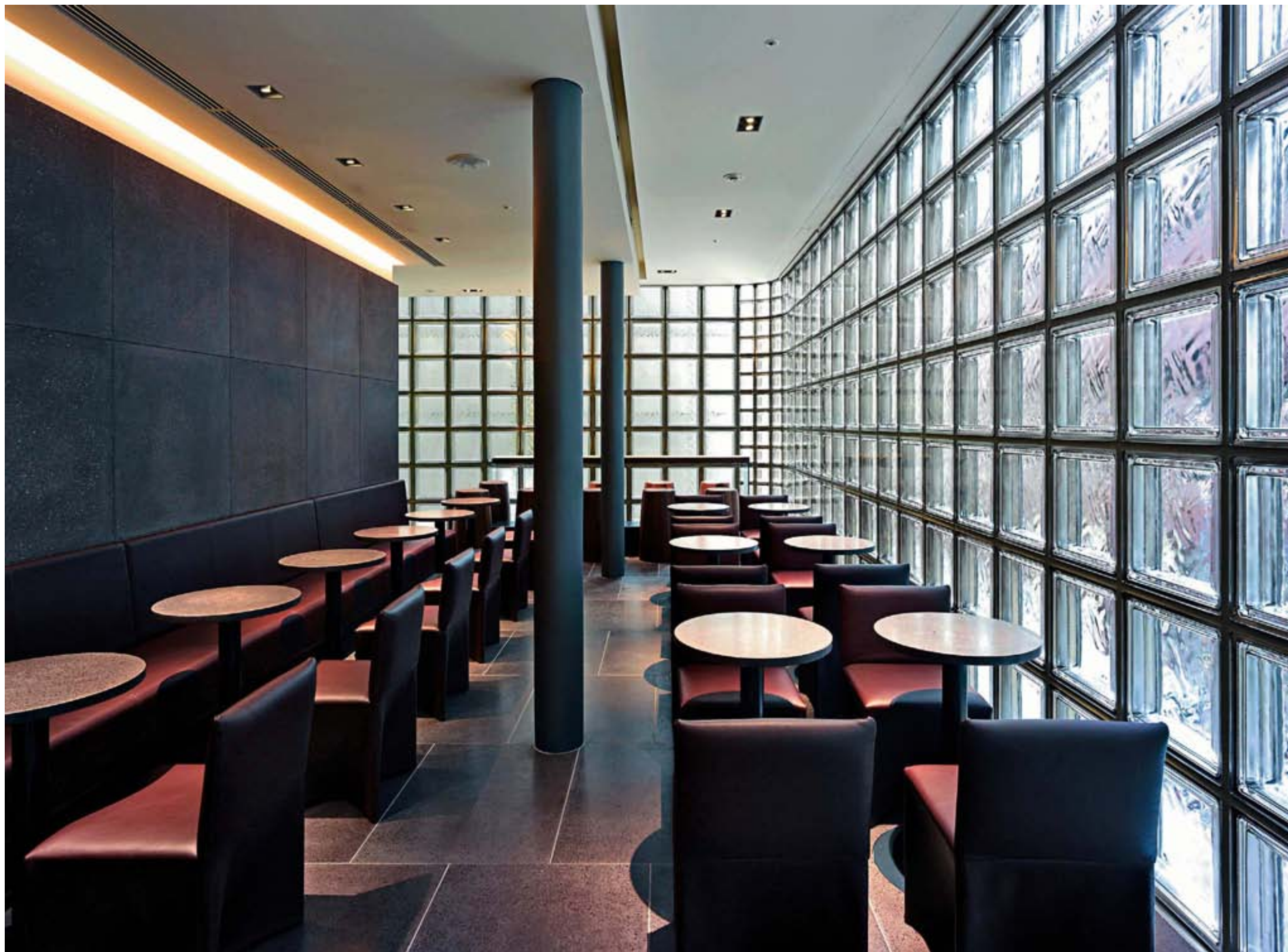




HOME & INTERIOR

All over the world





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Technology Line - CLEAR 3030/10 WAVE

Maison Hermès - Japan
Project : Renzo Piano Building Workshop,
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Pegasus Metallizzato - LILLA Q19 O MET

Home & Interior - Living
Trapezoidal - Q30 TRAPEZOIDAL T MET



Home & Interior - Kitchen
Project: Atelier Mendini & Anna Gili, 2007
Pegasus Metallizzato - NEUTRO Q19 O MET
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Pegasus Metallizzato - ROSA Q19 O MET





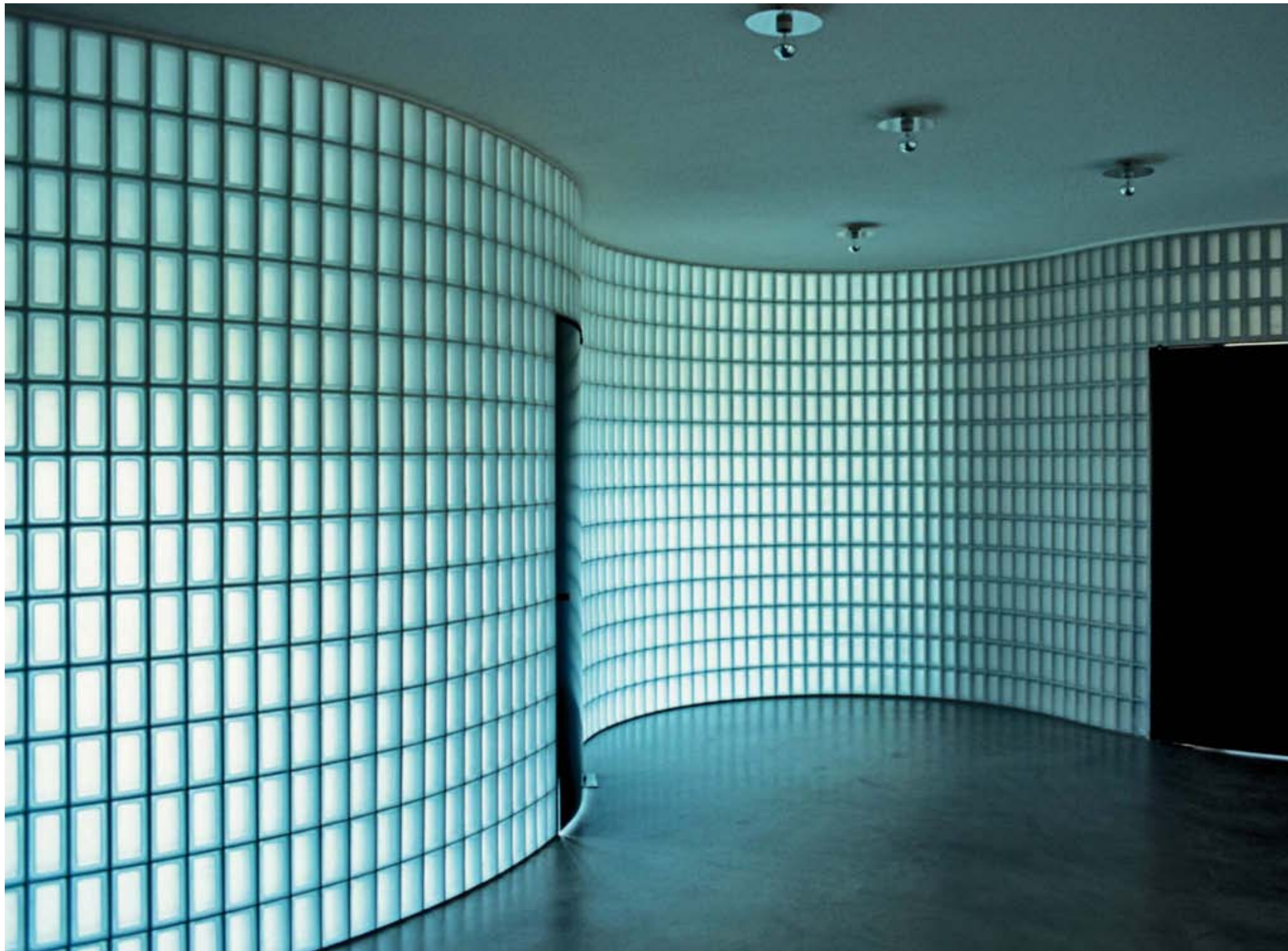
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 Pegasus – NEUTRO Q19 T SAT
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 Pegasus Metallizzato – ROSA TER LINEARE O MET

Home Interior – Night Zone
 Project: Simone Micheli, 2005
 Pegasus Metallizzato – NEUTRO Q19 T MET







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Kursaal Complex – Italy
 Project: Lapo Ruffi – LRA, 2004
 Pegasus – NEUTRO R09 T SAT

Home & Interior – Bathroom
 Project: Atelier Mendini & Anna Gili, 2007
 Pegasus Metallizzato - BLU Q19 O MET,
 BLU TER LINEARE O MET

Pegasus/Pegasus Metallizzato - NEUTRO Q19 T,
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Pegasus Metallizzato - GIALLO Q19 O MET







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Seves glassblock Flagship Store - Italy

Project: Atelier Mendini, 2008

Bathroom

Mendini Collection – AMETISTA Q19 T MET

Bar

Mendini Collection – WHITE 100% T MET

Home & Interior - Living

Pegasus Metallizzato – NEUTRO Q19 O MET,
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Home & Interior – Pavers application

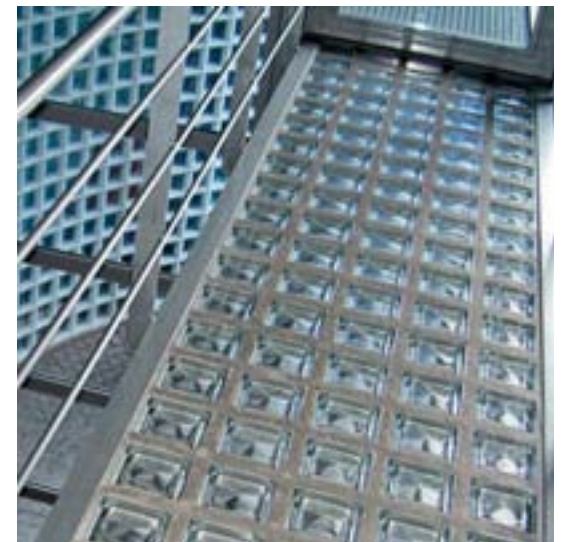
Technology Line

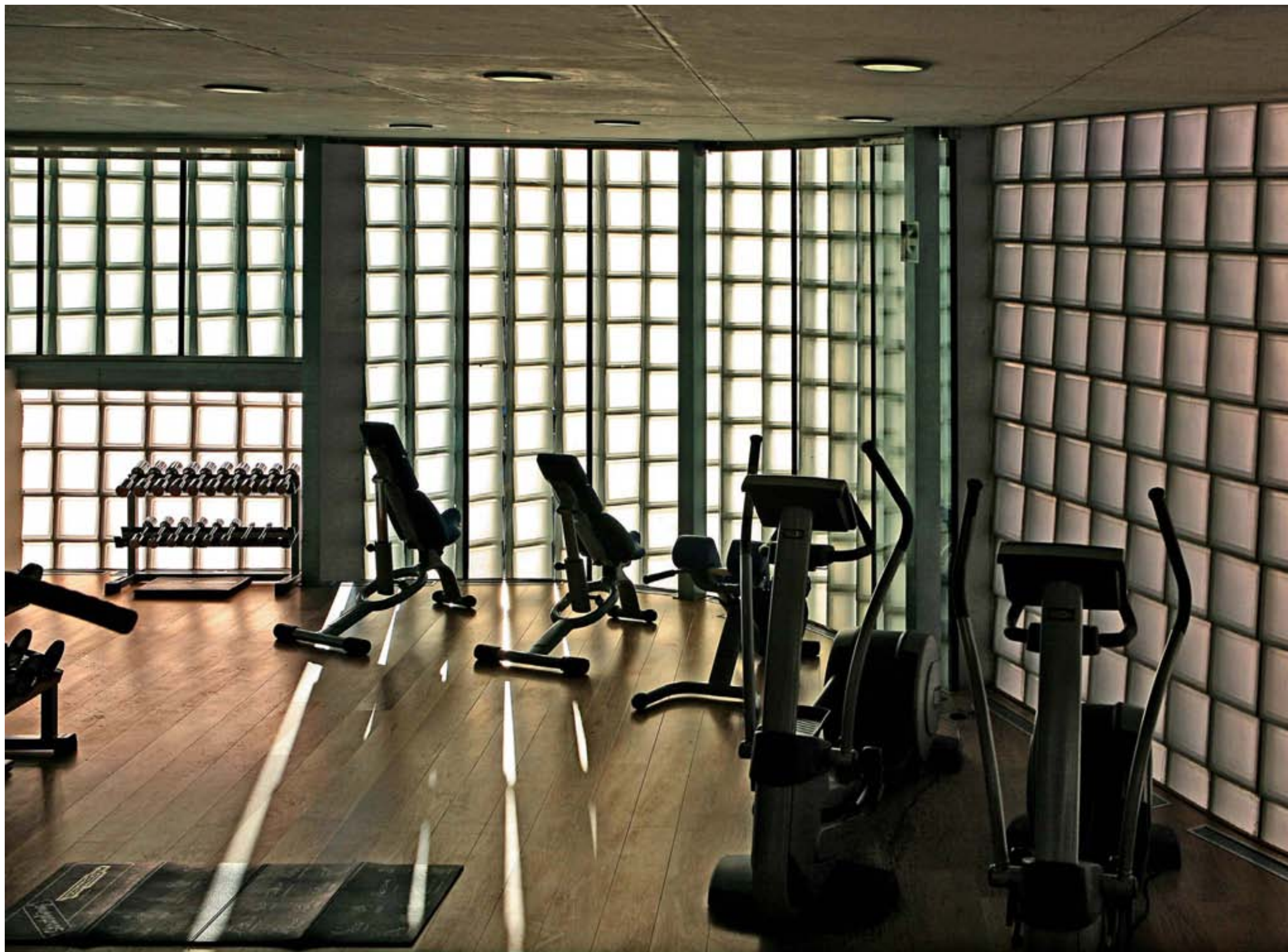
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Tiberio's Baths – Wellness Centre, Spain

Project: Moneo-Brock Studio, 2007

Trapezoidal - Q30 TRAPEZOIDAL T SAT





Altre referenze

More references

EUROPE

FERRARI BUILDING
Maranello (Modena) - Italy
Project: n.a.,1998

APARTHOTEL MIRASIERRA
Madrid - Spain
Project: n.a., 2002

POLIDEPORTIVO BETIONDO
Ermua (Vizcaya) - Spain
Project: n.a., 2002

CENTRO DIA CAI
Zaragoza- Spain
Project: Gravalos, 2003

VILLA BIO
Llers (Gerona) - Spain
Project: Enric Ruiz-Geli, 2004

BARCELONA FAIR
Barcelona - Spain
Project: n.a., 2004

CENTRO DE SALUD Y GUARDERIA
Gorraiz (Pamplona) - Spain
Project: n.a., 2004

REFORMA PORTALES
Pamplona (Navarra) - Spain
Project: n.a., 2004

PUBLIC BUILDING
Vlissingen - Netherland
Project: Kokon Projectur, 2005-2007

VIVIENDAS UNIFAMILIARES
Montecanal (Zaragoza) - Spain
Project: n.a., 2005

VIVIENDAS
Malaga - Spain
Project: n.a., 2005

EDIFICIO APARTAMIENTOS
Castrourdiales (Cantabria) - Spain
Project: Comunidad Propietarios, 2006

LA FARGA
Tarragona - Spain
Project: n.a., 2006

LOFTS SEBASTIAN ELCANO
Madrid - Spain
Project: Rafael De La Hoz, 2006

URBANIZACION MONTEGOLF (GARAGE)
Place: Las Rozas (Madrid) - Spain
Project: Vicens Y Ramos, 2006

ASTURIAS TELEVISION
Oviedo (Asturias) - Spain
Project: Rafael Beneytez Duran, 2006

PRIVATE HOSPITAL DEXEUS
Barcelona - Spain
Project: Artigues Y Sanabria, 2007

SEMINARIO DIOCESANO DE ZARAGOZA
Zaragoza - Spain
Project: Jose Maria Valero, 2007

ESQUIN.A.S DEL PSIQUIATRICO
Zaragoza - Spain
Project: Joaquin Sicilia Carnicer, 2007

JOSE ALVALADE STADIUM
Lisbon – Portugal
Project: Tomas Taveira, 2001-2003

NOKIA RESEARCH CENTRE
Helsinki – Finland
Project: Pekka Helin, 1999

KINDERGARDEN
Bettemburg – Luxemburg

CENTRAL BANK
Czech Republic
Project: n.a.

TOYOTA HEADQUARTER
Switzerland
Project: n.a.

MICROSOFT HEADQUARTER
Dublin - Ireland
Project: n.a.

CHALET VALDEMORILLO
Valdemorillo (Madrid) - Spain
Project: n.a., 2000

PARC RICHELIEU
Bordeaux - France
Project: Xaveer De Geyter, 2007

ZLIN UNIVERSITY LIBRARY
Zlin – Czech Republic
Project: AI Design Prague, 2007

PARKING
Lyon - France
Project: Cabinet Vurpa, 2008

MIDDLE EAST

BOALJ PETROSHIMI
Mahshahr - Iran
Project: Ghoreishi, 2003

PRIVATE PROJECT
Budaiya - Bahrain
Project: n.a., 2004

RESIDENTIAL & COMMERCIAL BUILDING
Juffair - Bahrain
Project: n.a., 2004

AL UDEID – U.S. ARMY
Doha – Qatar
Project: n.a., 2004

UNIVERSITY OF BAHRAIN
Zalaq - Bahrain
Project: Bahrain University, 2004

20 VILLAS COMPOUND
Tameer - Bahrain
Project: Modern Project, 2005

30 VILLAS COMPOUND
Jasra- Bahrain
Project: Adel Ahmedi, 2005

SORKHABI KINDER GARDEN
Tehran - Iran
Project: Ghoreishi, 2005-2006

ELEGANCE TOWER
Tehran - Iran
Project: Ghoreishi, 2005-2006

SHAH KARAM TOWER
Karaj - Iran
Project: Ghoreishi, 2006

MAJLES
Tehran - Iran
Project: Ghoreishi, 2006

PRIVATE HOUSE
Tehran - Iran
Project: Mohajeranj, 2006

KJAN HOTEL
Tehran - Iran
Project: Sirous Gerayli, 2006

ASIA

BUDDHA LECTURE ROOM
Taichung - Taiwan
Project: Daniel Tai, 2008

TEACHING BUILDING OF YI WU INDUSTRY AND
COMMERCIAL COLLEGE
Yi Wu, Zhe Jiang - China
Project: Engineer Liu, 2002-2005

JIUHUA NEW GARDEN
Shanghai - China
Project: n.a., 2005

WUXI TECHNIC CONTROLLING BUILDING
Wuxi - China
Project: n.a., 2006

FU SHEN GARDEN
Jiang Ying, Jiang Su - China
Project: Engineer Zhang, 2006

WORKSHOP OF GOOD FRIENDS SHOES CO., LTD.
Wen Ling, Zhe Jiang - China
Project: Engineer Li, 2006

HOLIDAY INN
Shanghai - China
Project: Mr. Ruan Zheng, 2007

KUNSHAN CULTURE SQUARE
Kunshan - China
Project: EDAW, 2007

USA

SHAKER HEIGHTS HIGH SCHOOL
Shaker Heights (Ohio) - USA
Project: Christian & Klopper Associates, 2007

n.a. = not available

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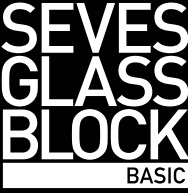
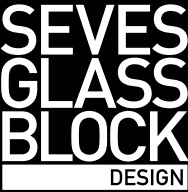
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