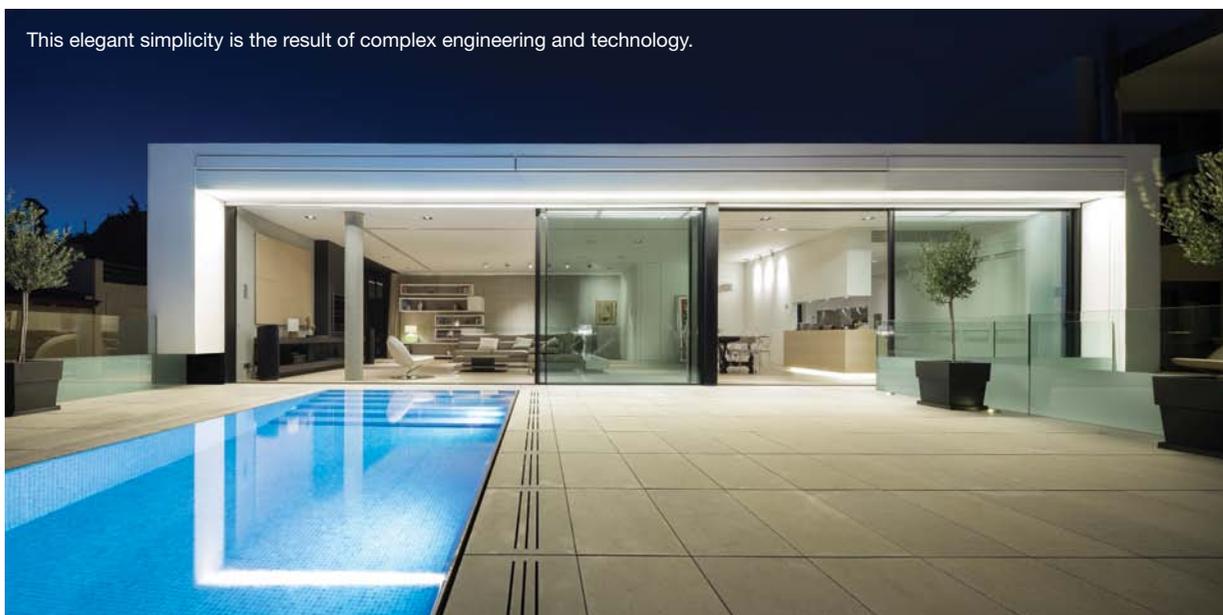


A window to the future

The original, pioneering concept behind **Vitrocsa** minimalist windows was first developed in 1992 by Eric Joray, an inventor and designer trained in the rigours of the Swiss watchmaking industry who was devoted to a wholly contemporary vision of space and aesthetics. The company's simple philosophy of 'less is more' is inspired by the horological principle of using the lowest number of components to achieve the greatest possible efficiency, which, when applied to windows, translates into clean lines and maximum transparency.



This elegant simplicity is the result of complex engineering and technology.

Leonardo da Vinci once described simplicity as the "ultimate sophistication", yet the lines of traditional framed windows are often cluttered. Vitrocsa has started a genuine revolution by turning conventional construction principles on their head and making frameless windows. Since the glass, rather than the frame, bears the load, the entire pane can be dedicated to transparency.

This principle – which sounds simple but requires complex engineering and technology – is paving the way for a range of designs and innovations tailored to customers' individual needs.

Big names and unique designs

Vitrocsa offers a number of special designs, including sliding windows and doors, curved panes, pivoting structures, invisible and guillotine frames, and turnable corners. Striking the perfect balance between formal simplicity and maximum function, Vitrocsa is to the window what Haute Horlogerie is to a high-street watch.

Many leading names in international architecture have worked with Vitrocsa, most notably Norman Foster (UK), Eduardo Souto de Moura (Portugal), Shigeru Ban (Japan), and Swiss architects Andrea

Bassi, Vincent Mangeat, Boschetti Architectes and Gigon/Guyot.

Vitrocsa's collaborations have helped it achieve a global presence. Founded in 1989 as Orchidées Constructions in Saint-Aubin-Sauges, Switzerland, Vitrocsa has grown from modest beginnings into an innovative SME. Thanks to licensing contracts with various partners overseas, Vitrocsa exports to all five continents and more than 40 countries.

The original, perfect every time

Vitrocsa products' unique, built-to-last design was patented in 1994.

Since then, the company has gained such an excellent reputation around the world that an increasing number of imitation products have been appearing on the market. For clients' peace of mind and safety, Vitrocsa products should only be purchased from approved dealers, a list of which can be found in the 'partners' section of the firm's official website.

A further testament to the quality of Vitrocsa windows is the fact that it offers no after-sales service – there is simply no need for one, as its products are perfect in every detail.

Celebrate the past by looking to the future

Vitrocsa turns 25 this year, and the company has numerous activities in the pipeline to celebrate this special birthday. Its innovative system, invented a quarter of a century ago, has grown and matured over the years, being reinvented again and again to stay at the forefront of technology. Precise details of what is being planned are currently a closely guarded secret, but one thing's for certain: all traditional notions of pane and frame design will be thrown out of the window. ●

Further information

Vitrocsa
www.vitrocsa.ch