

CLINKER BRICK SLIPS & EXTRUDED TILES UP TO DATE

OBJECTFACT 1.13

BRICK SLIP ELDORADO UK:
A LOVE OF BRICKS WITH A
HISTORY AND WITH VISION

KENYON STREET,
BIRMINGHAM
WHEN A NEW
CONSTRUCTION NEEDS
TO COMPLY WITH THE
"RENAISSANCE CHARTER"

Page 2



KNOWSLEY PARK,
MERSEYSIDE, LIVERPOOL

SPORT AND YOUTH CENTRE:
STATE OF THE ART IN A
METROPOLITAN FORMAT

Page 4

THE MALL,
KINGSBURY, LONDON

HOW BRICK SLIPS PROVIDED SOCIAL HOUSING WITH GOOD
NEIGHBOURHOOD COMPATIBILITY WITH HARMONY, AT LEAST IN
TERMS OF EXTERNAL APPEARANCE

Page 6

QUILLEY SCHOOL,
EASTLEIGH, LONDON

SCOLA BLOCK REDEVELOP-
MENT: FROM PILOT PROJECT
TO REFERENCE OBJECT

Page 8



SCEPTICISM ELIMINATED: WHEN A NEW JEWEL APPEARED IN AN OLD JEWELLERY DISTRICT

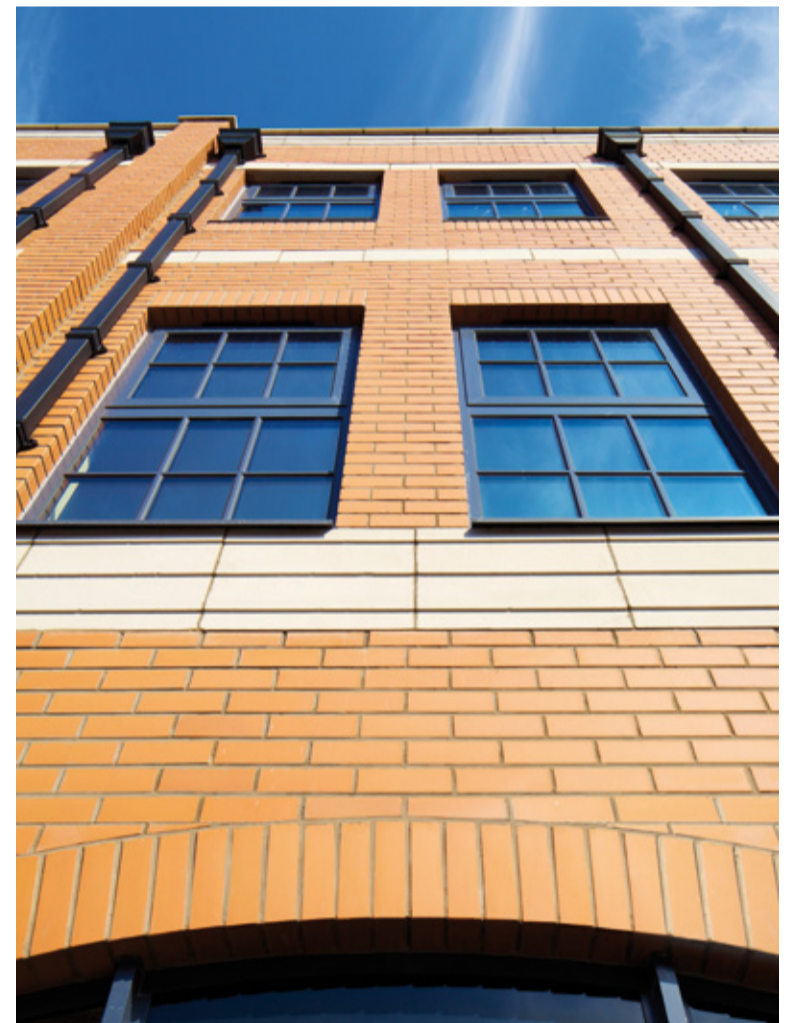
After the Great Fire of London in 1666, timber construction was banned for reasons of fire safety, and was replaced by the state with construction methods involving bricks and clinker facades. This resulted in a tradition for and a love of ceramic facades which continues to this day in England.

KENYON STREET, BIRMINGHAM WHEN A NEW CONSTRUCTION NEEDS TO COMPLY WITH THE “RENAISSANCE CHARTER”

A nerve-shredding test regarding facade design in an already unusual construction project. Because in the legendary “Jewellery Quarter”, which sees itself as a historical synthesis of the arts and is keen to achieve world heritage status, redevelopment is otherwise underway.

The Jewellery Quarter in Birmingham is indeed seen as the cradle of many astounding and pioneering discoveries and as a pace-setter for the industrial revolution in the early 1900s. And even if those flourishing times, when as many as 30,000 people worked here, have long since passed, fervent efforts are being made to revive this area by means of tourism and a redevelopment framework contract to be implemented by 2012, leading to the creation of at least 2,500 jobs and the filling of the area with residential housing and commercial activity. On the European Industrial Heritage Route, the Jewellery Quarter, with its historical places, old buildings and museums, already ranks as a real highlight, and TripAdvisor has called it the third best tourist attraction in Europe, behind only the Pantheon in Rome and the National Gallery in London.

The architectural agency Rusthon Architects was able to meet the stringent requirements and thus be awarded the contract. The most suitable product for dealing with the delicate subject of “facade cladding” was and is Keravette® sand yellow. And perhaps it is the almost 130 years of working with ceramics and the love with which we manufacture our products that resonated with the decision makers. We certainly hope so, just as we hope that the majority of the tourists visit the Jewellery Quarter in order to experience the heritage and history, rather than because of the fact that Lady Diana’s coffin furniture was created there.





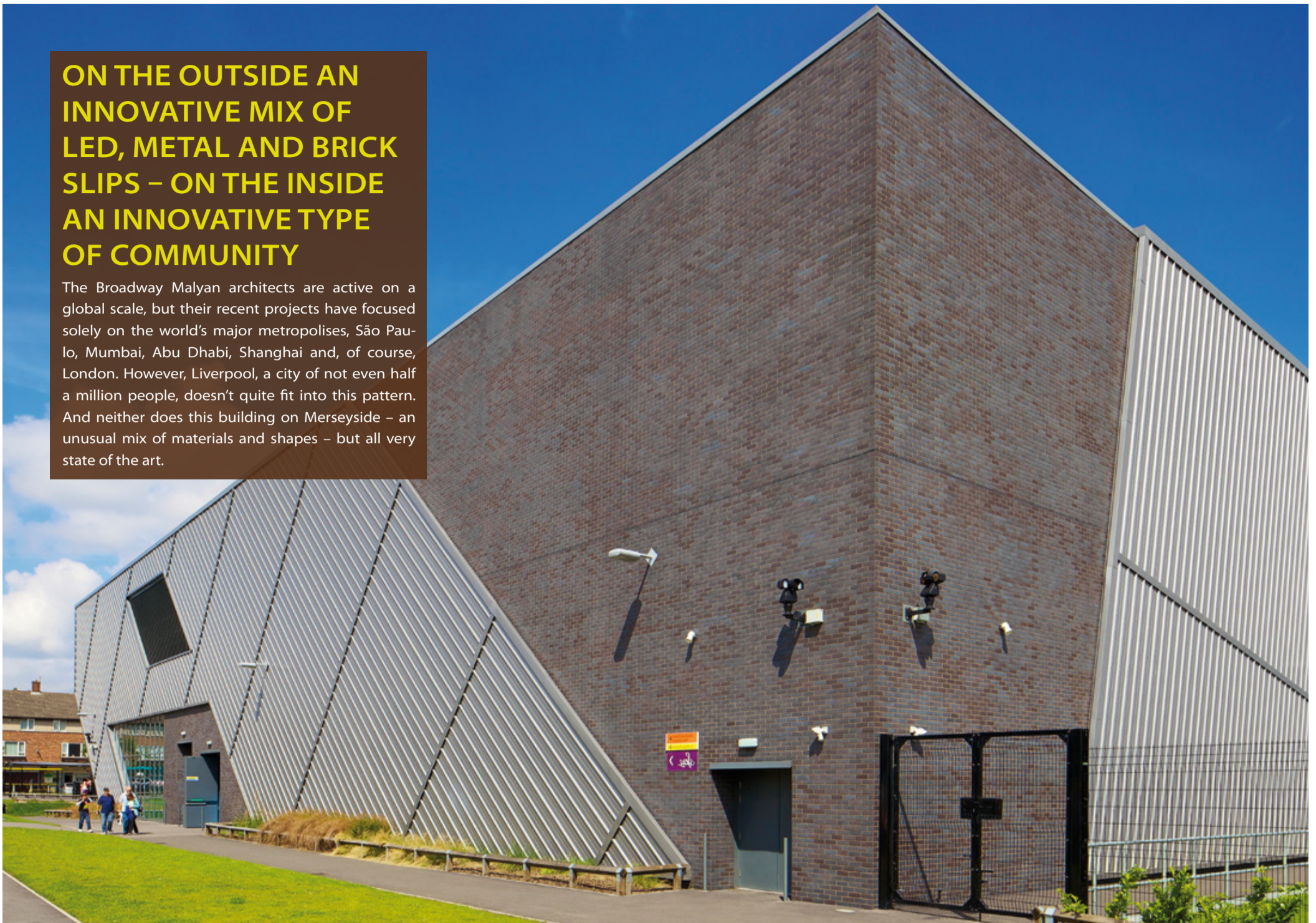
Since the departure of the heavy metals industry from this area, the water table has risen steadily – it is always remarkable how extensively interlinked decisions are.

The legendary “Jewellery Quarter” is considered to be a historical synthesis of the arts.



ON THE OUTSIDE AN INNOVATIVE MIX OF LED, METAL AND BRICK SLIPS – ON THE INSIDE AN INNOVATIVE TYPE OF COMMUNITY

The Broadway Malyan architects are active on a global scale, but their recent projects have focused solely on the world's major metropolises, São Paulo, Mumbai, Abu Dhabi, Shanghai and, of course, London. However, Liverpool, a city of not even half a million people, doesn't quite fit into this pattern. And neither does this building on Merseyside – an unusual mix of materials and shapes – but all very state of the art.



KNOWSLEY LEISURE AND CULTURE PARK, MERSEYSIDE, LIVERPOOL A NEW GENERATION OF MIXED-USE PUBLIC BUILDINGS AND RESPONSIBLE ENERGY USE

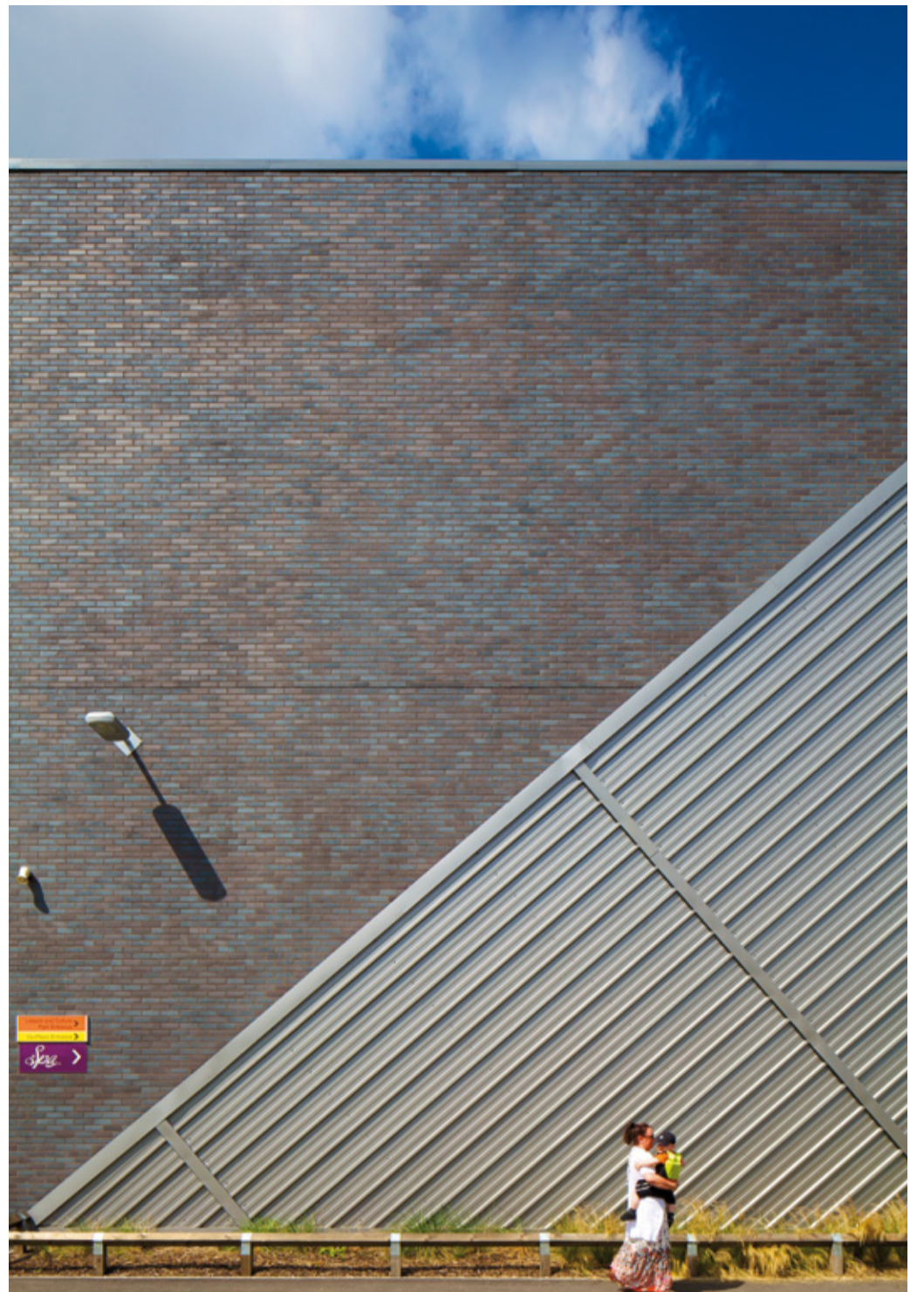
There was a budget of approximately 20 million euros for the 6,600 m² area designated for sport in this public building project. There was also a further 1,400 m² of space, in respect of which funding from the Big Lottery Fund was provided for a youth centre, as well as outdoor BMX and skateboard parks. All with various operators but linked by a huge atrium flooded with daylight. This makes the monitoring of all activities easier and also provides both sides with an event area capable of holding 900 people. Simply World Class.

On the outside an innovative mix of LED, metal and brick slips. On the inside an innovative type of community. The dynamic appearance of the building itself no doubt makes it easier for the athletes and other sportspeople to be dynamic too.

The complex includes two 25m pools - an 8-lane competition pool and a 4-lane training pool, as well as retractable grandstands for 300 people, squash courts, two dance and multi-purpose studios, a 120 station fitness suite and a multi-area sports hall. The youth centre features a day centre for disabled people as well as public media, music, art and youth counselling rooms, and a cookery studio. A core element of the project was also a responsible approach to energy-management and the need to ensure sustainable usage. This led, among other things, to the decision to implement a breathable External Thermal Insulation Composite System with Keravette® metallic black cladding, and an energy supply based on renewables.



Extremely profiled roof structures were developed on the main park building and the smaller youth centre building in order to fit in with the surrounding landscape. The LED wall marks the public access.



SUCCESSFUL DIALOGUE BETWEEN BUILDINGS AND PROPERTY DEVELOPERS, ARCHITECTS AND NEIGHBOURS

Experienced architects and building contractors are required in order to successfully carry out large, sensitive projects, as these involve more than just adhering to building laws and achieving a cost-effective design. Such projects also involve human and architectural interaction. But in this case peace and harmony, at least in terms of external appearance, was achieved between old and new neighbours through the use of pitched roofs and brick facades.



THE MALL KINGSBURY, LONDON HOW BRICK SLIPS PROVIDED SOCIAL HOUSING WITH GOOD NEIGHBOURHOOD COMPATIBILITY.

When different levels of society collide, pitched roofs and brick facades can at least provide visual tranquillity.



The Mall, Kingsbury, consists of three streets of buildings. They form a large triangle and the new buildings filled with owner-occupied flats, shops and “special housing” seem very densely packed in view of the surroundings. But what was already visually a thorn in the side of some of the residents here, who had been living their idea of idyllic family life for decades in their introspective semi-detached houses with brick facades and pitched roofs, was not improved by the fact that a building complex allocated for social housing was to be constructed on the street, in order to offer homeless people and large immigrant families a place to live. Easily achieving approval for this large project was indeed a challenge, as even the promise of large new green areas and play areas struggled to appease the locals.

But the London-based Shephard Epstein Hunter architectural agency, which had already received a number of prizes for its work with public buildings, was sufficiently down-to-earth or had the right experience to successfully merge the old and new worlds, at least in architectural terms. So a dialogue was established between the architects and the building’s neighbours, leading to a relaxation of the façade design, at least on one of the three sides.



Harmonic interaction between commercial, private and social buildings.

THE ARCHITECTURAL HERITAGE OF THE EXTENSION OF COMPULSORY EDUCATION IN THE UK.

In 1973 the United Kingdom introduced the so-called RoSLA (Raising of the School Leaving Age) law, which increased the period of compulsory schooling by one year. A seemingly small change in the law that placed the whole country in a dilemma with the force of a tsunami: how could the additional classroom space be provided at short notice? A quick fix was possible by so called Scola blocks.



QUILLEY SCHOOL OF ENGINEERING, EASTLEIGH, LONDON TRENDSETTER: SCOLA BLOCK REDEVELOPMENT – FROM PILOT PROJECT TO COVETED REFERENCE OBJECT

The solution proposed to satisfy the sudden need for additional classroom space caused by the coming into force of the RoSLA law was the erecting of pre-fabricated so-called RoSLA buildings.

In 1973, this was the most cost-effective and, above all, most rapid answer to the issue of additional space. But for some time it has been clear that, in terms of energy usage alone, these buildings are no longer in keeping with the times. The successful redevelopment of the Quilley School is considered to be a pilot project and good reference object with regard to this architectural heritage.

Speed was also a key issue with regard to the redevelopment, in order to avoid disrupting teaching activities more than absolutely necessary. With regard to facade cladding, the London-based architectural agency HCC Property Services decided to make use of the breathable External Thermal Insulation Composite System, featuring Keravette® metallic black cladding. As a result of this redevelopment project, HCC Property has not only once again confirmed its reputation for high quality and sustainable architecture in the field of public buildings, but has also provided a reference object with regard to the redevelopment of RoSLA buildings.



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