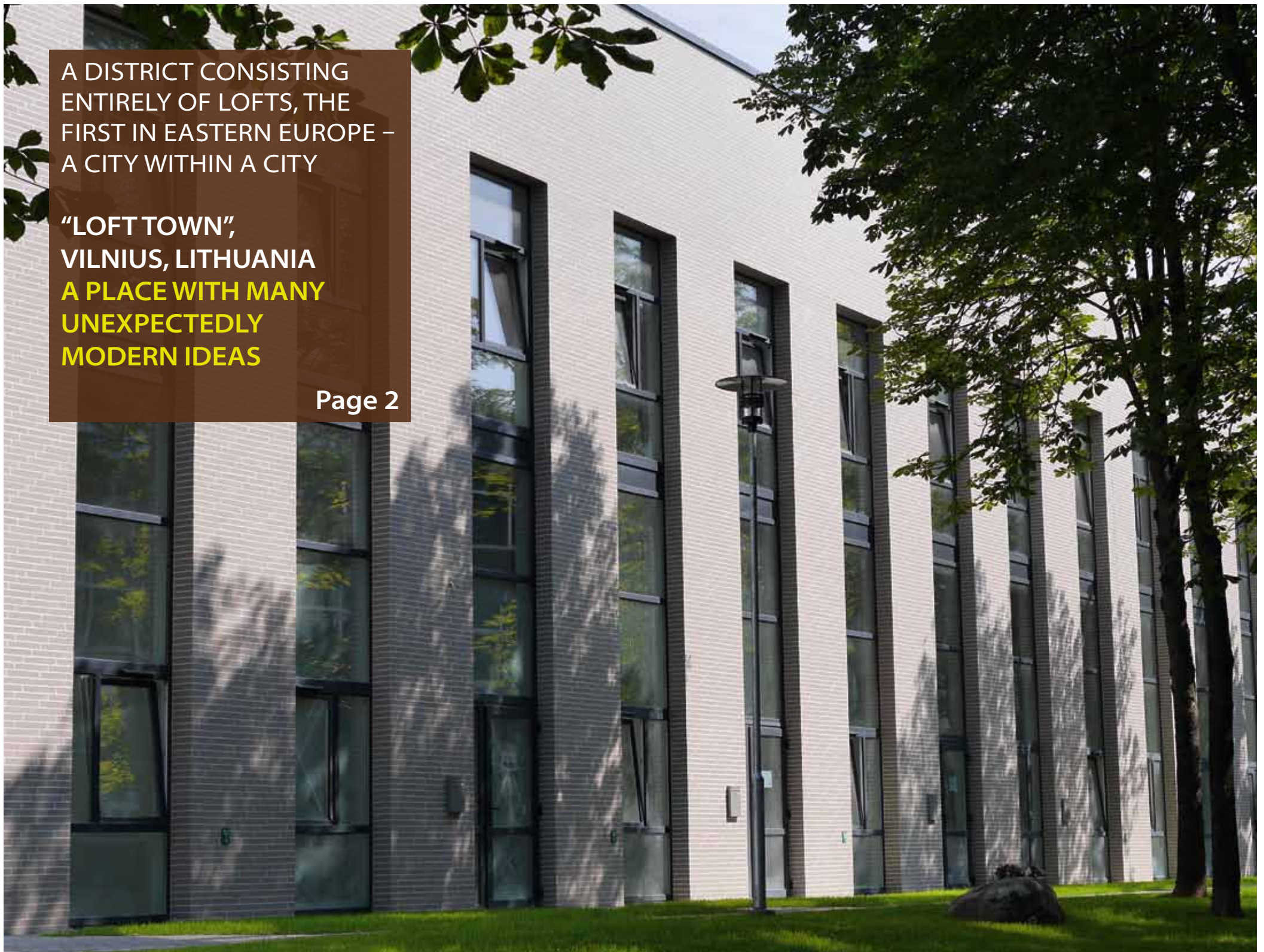


CLINKER BRICK SLIPS & EXTRUDED TILES UP TO DATE

OBJECTFACT 1.14



A DISTRICT CONSISTING ENTIRELY OF LOFTS, THE FIRST IN EASTERN EUROPE – A CITY WITHIN A CITY

**“LOFT TOWN”,
VILNIUS, LITHUANIA
A PLACE WITH MANY
UNEXPECTEDLY
MODERN IDEAS**

Page 2



CITY PARK PARK VILLAS,
KARLSRUHE, GERMANY

DISTINGUISHING FEATURE
FOR HIGH-END MULTI-STOREY
HOUSING

Page 4



KRAVOGEL SMALL RESIDENTIAL
COMPLEX, INNSBRUCK, AUSTRIA

HIGH-QUALITY CONTEMPORA-
RY ARCHITECTURE – COSMOPO-
LITAN MIXTURE OF MATERIALS

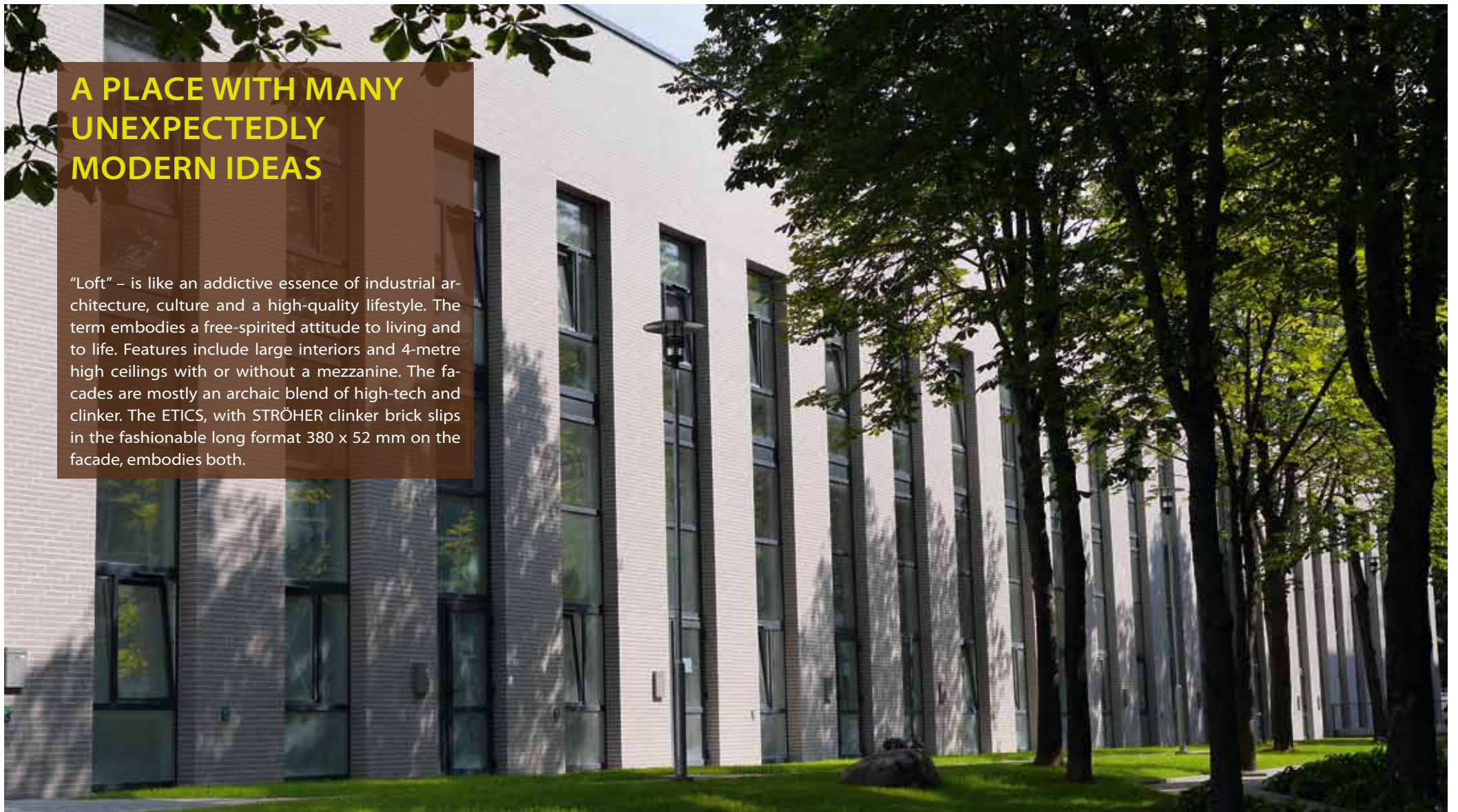
Page 6



CORINTHSTRASSE TOWN HOUSES,
HAMBURG, GERMANY

ALSO A KIND OF INFILL DEVELOPMENT –
YET THE QUALITY IMPRESSION OF THE BUILDING COMPLEX
SUGGESTS THE STATUS OF A SINGLE VILLA

Page 8



A PLACE WITH MANY UNEXPECTEDLY MODERN IDEAS

“Loft” – is like an addictive essence of industrial architecture, culture and a high-quality lifestyle. The term embodies a free-spirited attitude to living and to life. Features include large interiors and 4-metre high ceilings with or without a mezzanine. The facades are mostly an archaic blend of high-tech and clinker. The ETICS, with STRÖHER clinker brick slips in the fashionable long format 380 x 52 mm on the facade, embodies both.

“LOFT TOWN”, VILNIUS, LITHUANIA: THE NAME SAYS IT ALL – A DISTRICT CONSISTING ENTIRELY OF LOFTS, THE FIRST IN EASTERN EUROPE – A CITY WITHIN A CITY

A concept that was created in 1920s Manhattan by poverty-stricken artists, under the disdainful gaze of the so-called “upper class”, quickly established itself, even then, as a lifestyle with that special something and a matching wallet. Disused industrial buildings were completely renovated and used as flagship buildings for an entire neighbourhood. Just as was the case in Manhattan, so it is today in one entire district in Vilnius. And the pioneering spirit with a love of luxury is palpable in the capital of Lithuania as well.

“Loft – is a lifestyle philosophy, a certain attitude towards living that not everyone is open to”, according to Loft Town architect Remigijus Bimba. He and investment company “Fünf Kontinente Investmentgesellschaft” therefore selected a mix of residential styles with strong commercial appeal: elegant apartments, inexpensive studios and avant-garde lofts with a private lift leading directly to the garage. The facades, on the other hand, are kept uniform with an authentic mixture of brick finishes. It was decided to use two shades of brown and grey that were created specially in accordance with the architect’s specifications, each with the long format 380 x 52 mm.

Multifunctional use over an area of 4.5 hectares: the conversion of an industrial estate into high-quality residential, office and green spaces is being carried out in several stages. Around 15,000 square metres of residential and work spaces have already been transformed, and little sign is now left of the former Kuro Aparatura fuel pump and injector factory.

This is the first time in Lithuania that a team of experienced specialists has carried out a task of this magnitude and with this lifestyle standard in order to breathe new life into an old brownfield site and transform unused structures into modern infrastructure that is integrated into the whole city. This will benefit the entire region.





The clinker brick slips specially developed by STRÖHER for this project, with the long format 380 x 52 mm, emphasise the architecturally modern character.



The transformation of an industrial estate into high-end residential, office and green space is being carried out in several stages on an area of around 4.5 hectares.

Lina Stasiukynienė, from the investment group Penki Kontinentai, comments "We are delighted with the enormous popularity and the attention, including international attention, we are attracting with the "Loft Town Smart Buildings". It is a great compliment for our Lithuanian style of modern, safe living."

More: <http://www.youtube.com/watch?v=HZObCv8wfc>



OVERALL VIEW REQUIRED – “SOFT COSTS” ARE IMPORTANT IN RELATION TO COST EFFECTIVENESS

There was a reason why Keravette® clinker brick slips from STRÖHER were used, as the decision had actually already been taken to use a product from another manufacturer. However, no-one had pointed out the cost-intensive trowel grouting required with this product. STRÖHER was able to secure the contract due to the ability to use slurry grouting despite the structure of the brick slip and due to their tailored application advice.

CITY PARK PARK VILLAS IN KARLSRUHE, GERMANY CLINKER BRICK SLIPS AND TERRACE SLABS AS A DISTINGUISHING FEATURE FOR HIGH-END MULTI-STOREY HOUSING

In Karlsruhe, as in all cities with strong economies and attractive infrastructure, living space is becoming increasingly scarce. Building development is being densified as far as possible. Maximum use is being made of spaces. Especially in prime locations near the city centre. A microcosm of a special kind has arisen on the vast site of the disused Karlsruhe goods rail depot. There, Göbelbecker Bauträger GmbH alone has erected over 15,000 rental, ownership and student apartments on six of the 26 construction sites of the “City Park”. There is also 10,000 m² of office and commercial space.



“From the nursery to assisted living - we are placing great emphasis on a healthy mix of different types of housing”, explains Göbelbecker City Park project developer Paul Heinze. Construction site 19 is being used to build upmarket housing. Something that should be recognisable from a distance. Instead of blocks of flats, cubic villas have been designed, making a high-value statement with areas of brick slips and balustrades made of glass on the facade. On the balconies and terraces, ceramic is used instead of concrete.

Sales representative Frank Usner monitored the progress of the “Park Villas” during the construction phase even after they were sold: “I was not only impressed by the ability to easily cut 40 x 60 cm TerioTec® terrace slabs to a size of 40 x 50 cm with little waste, in order to ensure a laying pattern of 40 x 40 cm on all the exterior surfaces, right up to the end rows, to the greatest extent possible – it also provided much higher visual quality compared to using individual 10 cm pieces in the final rows”. Usner also had to coax the unbelieving paving layers on site until they dared to hammer down the TerioTec® – even in a thickness of 2 cm – into the gravel with a rubber mallet, as they would with standard concrete slabs normally used by developers. STRÖHER ceramic not only looks high-value, it is also high quality, satisfying the requirements in terms of both appearance and function. The developers also took this into account with the clinker bricks slips, which are easy to lay as they can be slurry grouted. This saved a lot of money with regard to the installation.



Product characteristics such as light fastness, low maintenance, dimensional accuracy, stability, and the weight and price savings resulting from its thickness of 2 cm were decisive factors in the decision to purchase the TerioTec® terrace slabs made of extruded ceramic.

CHANCE OF ARCHITECTURE AWARD

Recently, the architects of the Kravogl project – Aicher Architekten from Dornbirn – failed by a small margin to win the Austrian Brick and Roof Award 13/14 (ABA-RA) with another building, “Campus Dornbirn”, which was also clad in STRÖHER clinker brick slips. This meant that “Campus Dornbirn” just missed out on being nominated for the international “Brick Award 14” architectural prize – but did at least achieve recognition for second place. This gives reason to hope that another building by Aicher could snatch the trophy in 2015. This is because Aicher Architekten already long ago recognised the design potential and application advantages of this type of cladding. We are keeping our fingers crossed.



KRAVOGEL SMALL RESIDENTIAL COMPLEX, INNSBRUCK, AUSTRIA:
FAR FROM OLD WOOD AND EXPOSED ROOF BEAMS: HIGH-QUALITY
CONTEMPORARY ARCHITECTURE IS CHARACTERISED BY A COSMOPOLITAN
MIXTURE OF MATERIALS – INCLUDING THE FACADE.



An anodised aluminium facade, exposed concrete, glass and brick slips: if you could not see the mountains in the background, you would not believe you were in the Tyrol. The architects also come from the Alps – but they are architects first and foremost. Similarly, in the case of this private construction project, the building owners were primarily building owners who wanted to create something special for themselves. There was no cost optimisation in terms of cubature or facade design in the short term. However, the timeless modern outer shell, built for “eternity” using STRÖHER clinker brick slips in a metallic black colour, will pay off in the long term.

Just as once, namesake Johann Kravogl received the Golden Cross of Merit personally from Emperor Franz for his invention of the electric motorcycle – the forerunner of the electric motor – the sight of this residential complex also brings to mind the idea of distinction.

Considering that the building owners had planned to sell three of the four floors at the outset, and therefore the apartment building on Kravoglstrasse was built with a high level of attention to detail. We usually imagine apartment buildings as being quite different. The penthouse, which is home to the building owners, is perched like a bird’s nest, clad in bronze-coloured, anodised aluminium plates above the floors covered with „Keravette® metallic black“. And somehow, it seems that only the oldest cladding material in architectural history could be trusted to provide the optically required stability: clinker brick slips.



In the clearly structured substructure, several owner-occupied apartments have been created, along with an underground garage, and it is rounded off by an attic floor on top which is distinct from the other floors in terms of its form and technical execution.

Thanks to its high-temperature firing process, STRÖHER clinker brick slips are also extremely resistant, absolutely fade free and colourfast, weather- and stain-resistant, and of course with a 25 years frost resistance guarantee.



Chance of architecture prize for „exemplary clinker brick facade design in contemporary architecture“: Aicher Architekten already long ago recognised the design potential and the advantages of the monolithic wall construction.



CORINTHSTRASSE TOWN HOUSES IN HAMBURG, GERMANY: ALSO A KIND OF INFILL DEVELOPMENT – YET THE QUALITY IMPRESSION OF THE BUILDING COMPLEX SUGGESTS THE STATUS OF A SINGLE VILLA

In a quiet side street off Elbchausee in the middle of a sought-after residential area, a housing complex has been created. Although actually exclusive, at one time it was viewed as an affront.

Our aim was therefore to create, visually at least, the appearance of a single villa on this 2,415 square metre park plot – so that it would blend in better with the rest of the neighbourhood. The integration of the clinker brick facade typical of the area into the modern white plaster facade was achieved skilfully using Zeitlos clinker brick slips in kohleglanz with the long format 400 x 71 x 14 mm.

The complex consists of four duplex apartments and two penthouses – each unit with its own private entrance; the floor plans range in size from 170 to 250 m², with 3 metre ceiling heights and floor-level windows. It has been designed to the high quality standard of a luxury villa. The timelessly elegant cubic design corresponds well with the materials used for the facade – clinker brick slips, glass and plaster. Within the scope of this clean architecture, the aim was to achieve a high level of privacy through the design of the facades and the positioning of balconies and terraces in relation to each other - and this has been successfully accomplished.

