

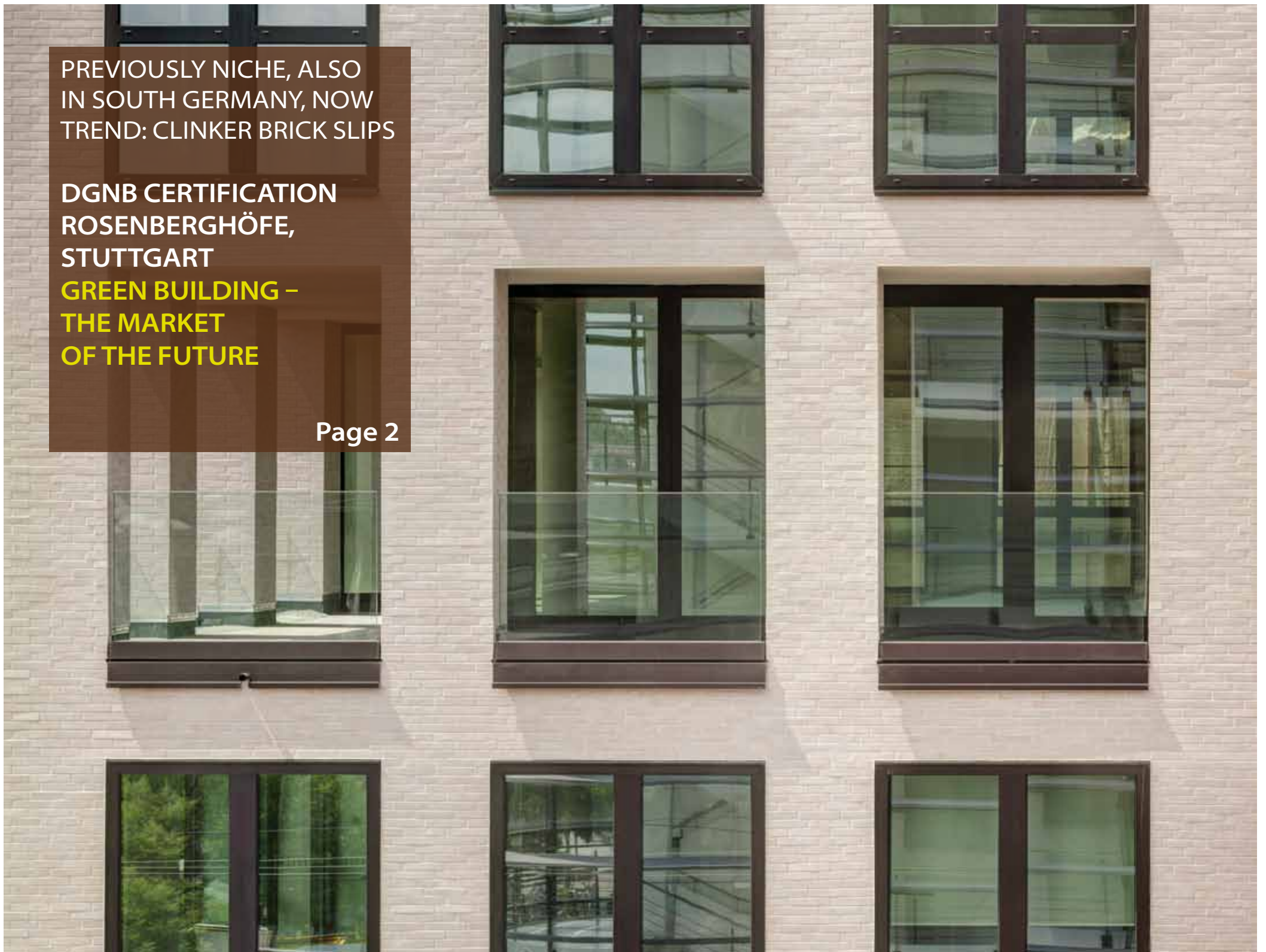
CLINKER BRICK SLIPS & EXTRUDED TILES UP TO DATE

OBJECTFACT 2.14

PREVIOUSLY NICHE, ALSO
IN SOUTH GERMANY, NOW
TREND: CLINKER BRICK SLIPS

DGNB CERTIFICATION
ROSENBERGHÖFE,
STUTTGART
**GREEN BUILDING –
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GREEN BUILDING. THE MARKET OF THE FUTURE.

Green tech – for centuries an issue in this area. In this district, once part of the Stuttgart Silk Gardens, silk-worm moths were bred in mulberry tree plantations for the local silk industry. And even today, green construction materials must dominate. Sustainable commercial and domestic quality: this also involves the facade. EIFS and clinker brick slips are the Green Tech Team.



GREEN BUILDING, ROSENBERGHÖFE, STUTTGART: NOBODY IN SOUTH GERMANY IS CALLING THEM BY THEIR NAME YET. PREVIOUSLY NICHE, NOW TREND: CLINKER BRICK SLIPS

The media sometimes doesn't know any better, but in his interview even the architect will only talk about the clinker effect and a clinker brick facade. Yet here the construction material giving the facade its durable accents has a name. And it's now very much in fashion: clinker brick slips. In combination with EIFS, it's a real winner in terms of Green Tech. Since the selection of materials contributes to obtaining a German Sustainable Building Council (DGNB) certification and nomination to be a "Green Building". And that is where this facade treatment excels.

Renovating the headquarters of AOK, which the company first occupied in 1925, was too expensive, so an investor competition was announced for the 11,000 m² area in Breitscheidstraße. Sustainability and low operating costs were the main requirements. Keywords that could be read in every one of the numerous releases.

And the first construction phase was in fact awarded a "Green Building" certification according to DGNB standards. That means: this construction project conserved resources and was built using lots of organic materials. The decision for the sustainable combination of clinker brick slips and exterior insulation and finishing system (EIFS) on the facade was a deliberate one. And so was the decision against two-leaf masonry, with clinker bricks as facing. There was nothing to be found in the documents about that. Yet clinker brick slips are the slimline, green tech offspring of the clinker brick. In conjunction with modern EIFS, they effortlessly fulfill even the stringent 2015 Energy Saving Ordinance requirements (EnEV).

But architect Stefan Willwersch isn't just bringing clinker brick slips to Stuttgart. He's also raising the profile of the latterly rather neglected design feature, the "joint". He has divided the whole building into three parts using two vertical joints in the facade, which run up the full elevation. The renowned architect has thereby given the building an "unmistakable identity", according to the press. Clinker brick slips also have that. And their own name. After all, you don't call a MINI a BMW.





In Germany, buildings use around 40 percent of overall energy consumption. Over one third of the EU's greenhouse gas emission is caused by buildings. The international average is the same, according to the United Nations. But energy efficiency measures are easy and also economical to implement in the construction sector. Using the technologies available today, the energy use of old and new buildings can be reduced by 30 to 80 percent. The aim of the German legislator is to make buildings close to climate neutral by 2050.



The clinker brick slips, in customised format of 292 x 52 x 14 mm, were developed especially for this project by STRÖHER and underscore the “unmistakable identity” of the architecture.

For the Rosenbergshöfe in Stuttgart, in total 2,500 m² of clinker brick slips and 12,000 corner slips were manufactured in a customised firing.

ALL SOLD FROM PLAN

Like in the pastry shops of old, the apartments in Kirchenstraße 9 sold like hot cakes. New buildings being fully sold is now common – in highly desirable locations. And that with prices for developments near the Elbe and the Alster having risen by an average of 30 % since 2010.



RED BRICK DISTRICT, KIRCHENSTRASSE 9, HAMBURG-ALTONA: PREVIOUSLY “ALL TOO NEAR”, NOWADAYS NOT CLOSE ENOUGH – LUXURY PROJECT BETWEEN BRICK AND SOCIAL REGULATIONS

It's a jewel on the bank of the Elbe, just a few steps from the water and the fish market. In a lively city location. Hanseatic and reserved, yet with an unusual silhouette. Attributes that attract buyers for whom only a few years ago Altona would not have been befitting as a residential location. Whilst the Hanseatics found Altona, with its red brick facades, to be “all too near” – nowadays it is sought-after – as well as red clinker brick slips. For this is a protected area.



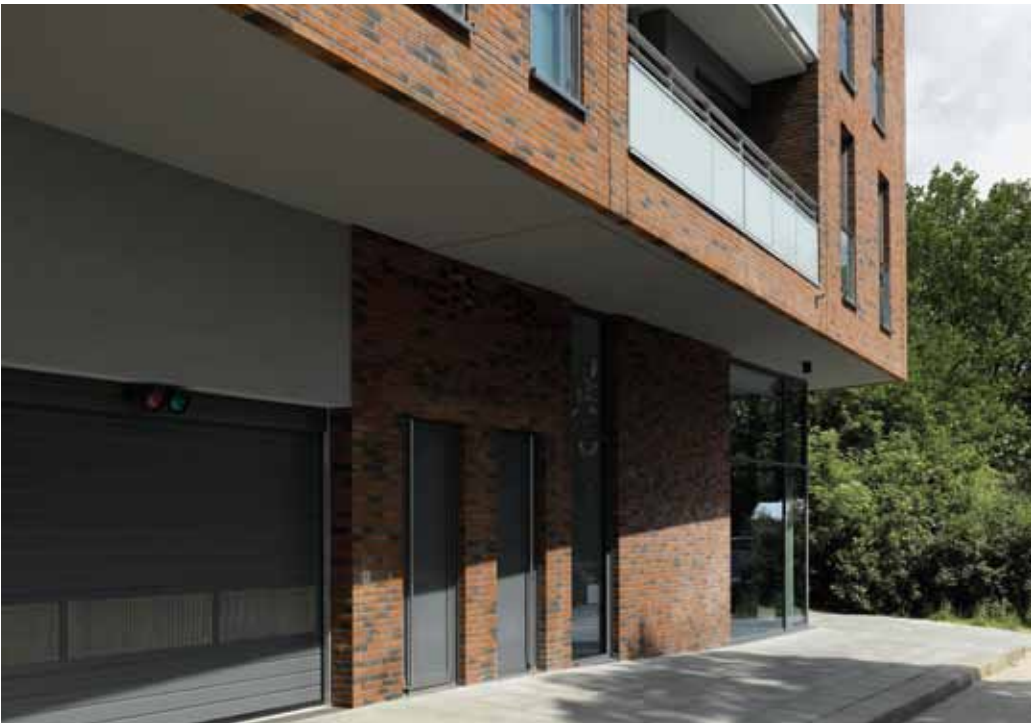
Previously, preservation orders were familiar mainly for “white Hamburg”, with its art nouveau districts such as Generalsviertel or Rotherbaum. But now it is “red Hamburg” where developers and investors in Altona are obtaining them. They are not for the Reeperbahn red light district, which is only 600 metres away. But they are being decreed by law for building projects in the so-called “red brick district”. Great times for Ströher, because preservation of Hamburg's brick-work inheritance opens up a huge market for clinker brick slips. Hamburg architects and town planners, LRW, chose the special brand Zeitlos, colour “Eisenrost”, DF format. Combined with the most up-to-date exterior insulation and finishing system technology, this forms the perfect team. And that doesn't just apply to new-builds, but also to extensive renovations. The overall impression of the red brick facade is preserved, yet it meets the most current EnEV (German regulations for energy saving in buildings and building systems).

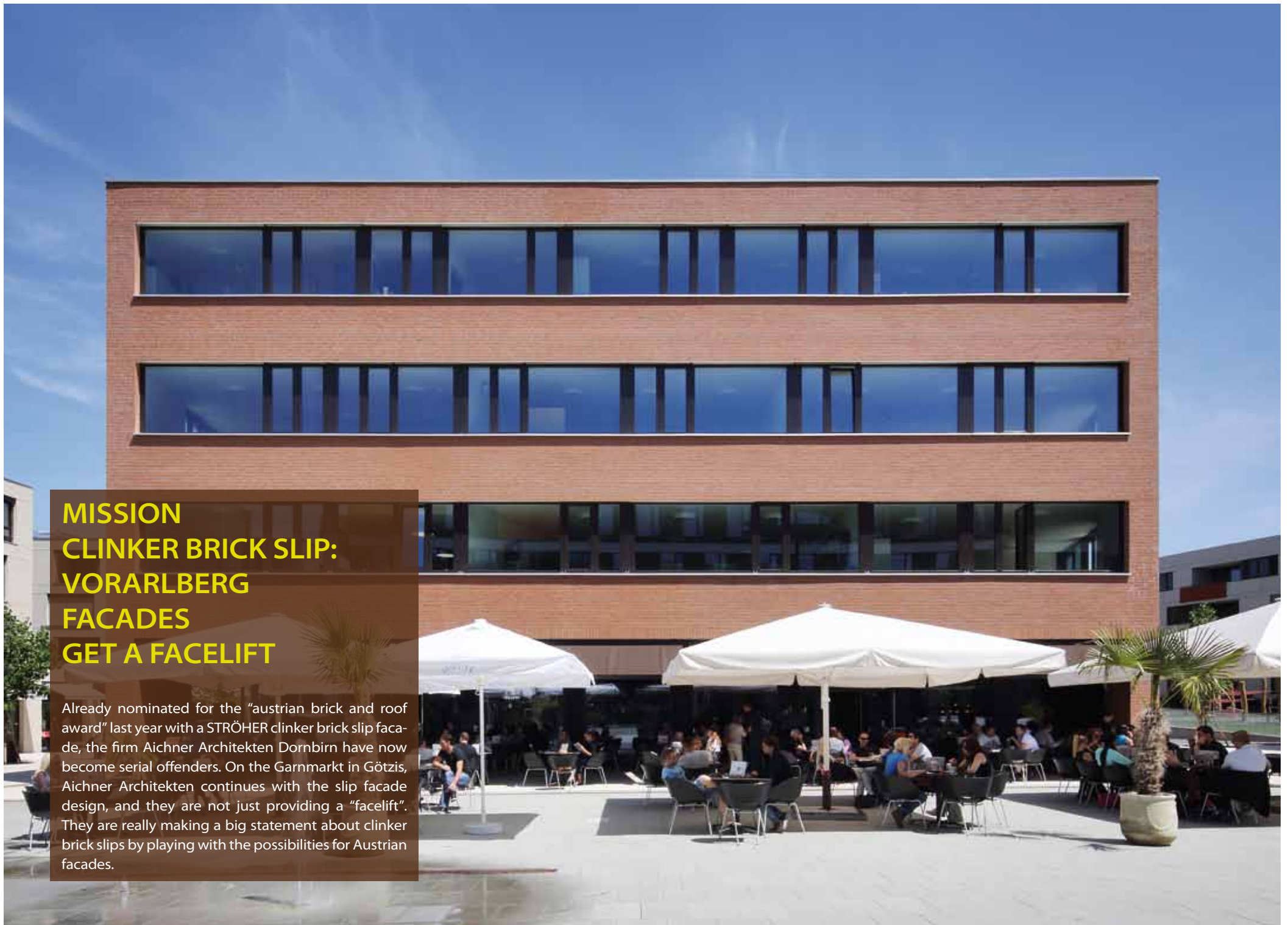
A 50s-style tenant building, with reasonably-priced bijou apartments and a bakery, is to lay the foundations for this distinctive construction project. So demolition and planning permission for the 700 m² site also had to pass the test of Hamburg's “social regulations”. For Altona has become a sought-after city location. A district with strong pressures on upward revaluation and displacement. Long established residential structures are subject to protection. Since existing residents in the area could mostly not afford the apartments after a luxury modernisation or a change to private ownership. A real dilemma for both sides. But Kirchenstraße 9 was deemed worthy of approval with 23 private apartments, basement car park and its perfectly integrated red clinker brick slip facade.



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.

Besides 1,000 m² of clinker brick slips, STRÖHER customised special trim pieces were also made. A total of 10,000 corner pieces and 500 camber angle slips were used in the facade.





MISSION CLINKER BRICK SLIP: VORARLBERG FACADES GET A FACELIFT

Already nominated for the "austrian brick and roof award" last year with a STRÖHER clinker brick slip facade, the firm Aichner Architekten Dornbirn have now become serial offenders. On the Garnmarkt in Götzis, Aichner Architekten continues with the slip facade design, and they are not just providing a "facelift". They are really making a big statement about clinker brick slips by playing with the possibilities for Austrian facades.

LIVING SPAGE, GARNMARKT, GÖTZIS, AUSTRIA: TOWN CENTRE DEVELOPMENT – A PROJECT IN THREE ACTS A SMALL TOWN CENTRE JOYFUL AND FULL OF VARIETY



There are Spanish fiestas and piano music in the open air. A distinctive motto "People need people", a remarkable initiative "Living together in Götzis" and a clear understanding of individual responsibility and civic courage. Everything is here, and no fear of the new. Not even of new facades. And the Austrian market town only has 10,994 inhabitants.

If you are interested in architecture, it is quickly obvious that Vorarlberg architects have long enjoyed a pioneering role in the interpretation of classic materials and their integration into new contexts and facade design concepts. With the completion of the third construction phase, the Garnmarkt in Götzis now presents the most positive embodiment of what the German politician Walter Wallmann once yearned for: "Architecture should express what a town has to say". Götzis wants diversity and community. A look at the buildings around the Garnmarkt reflects this. Many aspects that define life and make it worth living come together here in a single space: living, working, feasting, learning, playing, shopping and enjoying culture, across all the generations, from sheltered housing to adult education and childcare, thoroughly blended and well linked up. While even in Germany an increasing number of community and small town centres have turned into ghost towns, Götzis has turned itself into a model town for high-quality market town living, so that there is little temptation to up sticks. Especially as here - and unlike in a "city" - 200 public underground car park spaces are available, free of charge. That's an environment worth living in.



Successful Austrian serial offender:
Vorarlberg architects have long enjoyed a
pioneering role in the interpretation of classic
materials and their integration into new
contexts and facade design concepts.

2800 m² of NF format clinker brick slips
in "saumon" colour with a special water-struck surface
were manufactured in a customised firing
according to the architect's specifications.

THE MIPIM AWARDS

Every year, internationally outstanding real estate projects are awarded recognition for excellence. Founded in 1990 as the first international real estate event, the "Marché International des Professionnels de l'immobilier (MIPIM)" is the top venue for the worlds of architecture, planning and real estate to present their ideas and projects to a wide audience. MIPIM is one of the largest property trade fairs in the world, with 20,000 participants from 80 countries. This is also where the 5 categories of MIPIM Awards are presented every year. In 2009, "Kranhaus1" – like the Kölncubus a project by Development Partner AG – won the sought after title in the Office Real Estate category. Who will win in 2015?



ARCHITECTURAL GEODE, KÖLNCUBUS, COLOGNE IMITATORS WANTED: INITIAL SPARK FOR A DEVELOPMENT AREA IN INNER CITY LOCATION

In mineralogy, a geode is a small cavity in rock lined with crystals or other mineral matter. It forms when stone is heated to around 1,200 °C in a lava flow, encases a gas bubble and then hardens. An architectural geode was formed in Cologne, with an atrium encased in a cube. The outer layer here is also formed after heating to 1,200 °C. However, it was made by STRÖHER using raw clay. For Astoc architect, Peter Brenner, it's the closest imitation of nature and exactly what he wanted for the facade: highly refined clinker brick slips, in anthracite hues.

It is the first building on the square – but it won't be the last. After demolition of railway facilities and the production buildings of a chemicals factory, a world of possibilities has opened up on Deutzer Feld in the Kalk quarter of Cologne. The Kölncubus is the first step in urban renewal, with 4,400 m² of office and restaurant space. Visible from afar, within easy reach of the cathedral and with a fantastic view. The DGNB has already nominated Kölncubus as a "Green Building". Perhaps that award will be joined by the coveted "MIPIM Award".



The facade was created on EIFS using 2,200 m² of thin format clinker brick slips, 21,000 corner pieces and 400 camber angle slips.