

case-study

olympic way
wembley, london

distinctive TM

A photograph of a modern building facade. The building features a terracotta rainscreen cladding system with numerous windows. The facade is composed of dark brown, vertically-oriented terracotta panels. The windows are rectangular and arranged in a staggered, grid-like pattern. The building is set against a clear blue sky. In the background, another building with a curved glass facade is visible. A sign with the word 'UNIKLINIK' is mounted on the building's facade.

**our exclusive
terracotta rainscreen
cladding system**

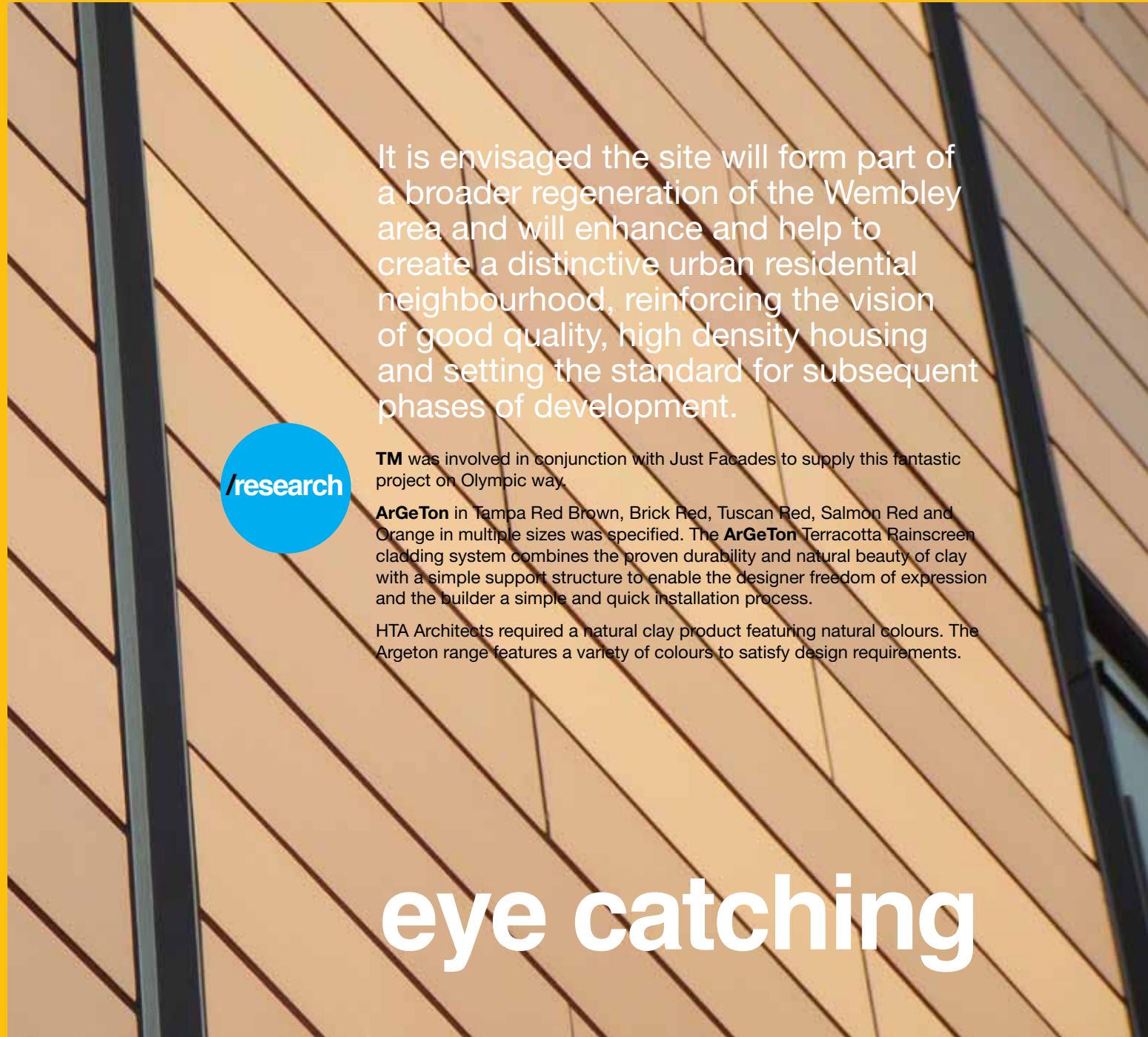
The redevelopment of Shubette House has delivered a new mixed use development of the highest quality, providing much needed housing and amenity provision to the area and presenting a catalyst for future quality developments in advance of the 2012 Olympics.

provides freedom of expression

combines the proven durability and natural beauty of clay with a simple support structure to enable the designer freedom of expression and the builder a simple and quick installation process. BREEAM certified.



 **ArGeTon**



It is envisaged the site will form part of a broader regeneration of the Wembley area and will enhance and help to create a distinctive urban residential neighbourhood, reinforcing the vision of good quality, high density housing and setting the standard for subsequent phases of development.

/research

TM was involved in conjunction with Just Facades to supply this fantastic project on Olympic way.

ArGeTon in Tampa Red Brown, Brick Red, Tuscan Red, Salmon Red and Orange in multiple sizes was specified. The **ArGeTon** Terracotta Rainscreen cladding system combines the proven durability and natural beauty of clay with a simple support structure to enable the designer freedom of expression and the builder a simple and quick installation process.

HTA Architects required a natural clay product featuring natural colours. The Argeton range features a variety of colours to satisfy design requirements.

eye catching

*“The frontages to Olympic Way and Fulton Road are the most prominent as they face onto the main pedestrian route to and from Wembley Stadium. Given the importance of these facades, **ArGeTon** Terracotta Rainscreen Cladding supplied by Taylor Maxwell was chosen for its distinctiveness, variety and robustness to help us create an eye catching piece of the city.”*



“The horizontal terracotta rainscreen cladding system is set within a framework of aluminium profiles and coordinates with feature projecting triangular oriels clad in ACM. This system allows for interchangeable components of different sizes and colours. A palette of five warm earth colours was chosen and grouped to produce three panel types – through a series of colour studies these panels were alternated across the main façade to create an organic appearance and human scale to the design. The pattern is composed of contrasting the horizontal terracotta planks with the vertical panels they sit within. These panels are then combined with the staggered arrangement of window oriels to create an articulation and a play of shadows that varies across the building and throughout the day.”

*“The versatility of the **ArGeTon** Terracotta tiles allowed us to accommodate the varying conditions of a hotel and residential uses behind, in particular when we needed to incorporate a natural ventilation system it was integrated into the cladding using slotted terracotta tiles which sympathetically match the rest of the design. HTA worked closely with the main contractor and the cladding subcontractor Harley CW to optimize the detailing of the cladding and are proud of the striking impact of the final realised building.”*

Ronan Glynn



/guide

TM were able to offer a range of five different shades of red which when blended together looked fantastic.

The architect also required a variety of size of tile. Due to the flexible nature in the way **ArGeTon** is produced the manufacturer was able to provide 10 tiles in different sizes.

The result of this hard work and determination to ensure the architect was completely satisfied is a unique and eye-catching mixed use development.

/provide

Due to the complex nature of the design, Harley Curtain Wall needed to be fully aware in how to successfully install **ArGeTon**. At **TM** we always offer a list of approved installers who are more than competent. During this stage we remain in close contact with the installer in order to guide and advise them.

The finished project is astonishing and looks at home next to the iconic Wembley Stadium.

unique



feeling inspired? contact your nearest facades solutions provider

Taylor Maxwell Glasgow
Centurion Business Park, 3 Seaward Place, Kinning Park, Glasgow, G41 1HH
T: 0141 418 0300 F: 0141 418 0500 E: glasgow@taylor.maxwell.co.uk

Taylor Maxwell Edinburgh
1a Clerk Street, Loanhead, EH20 9DP
T: 0131 448 2020 F: 0131 448 2720 E: edinburgh@taylor.maxwell.co.uk

Taylor Maxwell North East
Unit 16, Bankside, The Watermark, Gateshead, NE11 9SY
T: 0191 460 4736 F: 0191 461 1115 E: northeast@taylor.maxwell.co.uk

Taylor Maxwell Leeds
Taylor Maxwell House, 10 Glebe Terrace, Leeds, LS16 5NA
T: 0113 204 3220 F: 0113 204 3225 E: leeds@taylor.maxwell.co.uk

Taylor Maxwell Manchester
Carlton House, 18 Albert Square, Manchester, M2 5PE
T: 0161 832 5213 F: 0161 832 0926 E: manchester@taylor.maxwell.co.uk

Taylor Maxwell Nottingham
9 The Triangle, Enterprise Way, ng2 Business Park, Nottingham NG2 1AE
T: 0115 969 9351 F: 0115 986 1940 E: nottingham@taylor.maxwell.co.uk

Taylor Maxwell Birmingham
6080 Knights Court, Solihull Parkway, Birmingham Business Park, B37 7WY
T: 0121 329 1440 F: 0121 779 5593 E: birmingham@taylor.maxwell.co.uk

Taylor Maxwell Cardiff
13 Cathedral Road, Cardiff, CF11 9HA
T: 02920 374 545 F: 02920 238 542 E: cardiff@taylor.maxwell.co.uk

Taylor Maxwell Bristol
Taylor Maxwell House, The Promenade, Clifton, Bristol, BS8 3NW
T: 0117 923 7083 F: 0117 973 8255 E: bristol@taylor.maxwell.co.uk

Taylor Maxwell Theale
The Hop Store, Unit 6, Brewery Court, Theale, RG7 5AJ
T: 0118 930 6888 F: 0118 930 2888 E: reading@taylor.maxwell.co.uk

Taylor Maxwell Barnet
Cosmo House, 53 Wood Street, Barnet, EN5 4BS
T: 0208 440 0551 F: 0208 440 0552 E: barnet@taylor.maxwell.co.uk

Taylor Maxwell Witham
The Matchyns, Rivenhall End, Witham, CM8 3HA
T: 01376 515 055 F: 01376 515 066 E: witham@taylor.maxwell.co.uk

Taylor Maxwell Leatherhead
Ashcombe House, 5 The Crescent, Leatherhead, Surrey KT22 8LQ
T: 01372 388 366 F: 0118 930 2888 E: leatherhead@taylor.maxwell.co.uk

Taylor Maxwell Twyford
Brewery House, High Street, Twyford, Hampshire, SO21 1RG
T: 01962 718 240 F: 01962 715 983 E: twyford@taylor.maxwell.co.uk

Taylor Maxwell Exeter
Taylor Maxwell House, Pynes Hill, Rydon Lane, Exeter, EX2 5AZ
T: 01392 413 613 F: 01392 422 696 E: exeter@taylor.maxwell.co.uk

Vobster Cast Stone Co. Ltd.
Newbury Works, Coleford, Radstock, BA3 5RX
T: 01373 812 441 F: 01373 813 384 E: sales@caststonemasonry.co.uk



Taylor Maxwell House
The Promenade
Clifton
Bristol BS8 3NW

T: 0117 973 7888