

case-study

**university of
warwick
coventry**

inspiredTM

The image shows a modern building with a prominent cylindrical tower. The tower's exterior is covered in a dark, textured material with a grid of small, raised rectangular elements, creating a 'pixelated' effect. The building has large glass windows and a dark facade. The sky is blue with light clouds. A semi-transparent dark box contains text describing the building's facade.

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Fantastic radial elevation of Staffordshire Slate Blue Smooth's with random protruding headers, which the architect describes as a 'pixelated' effect...



/research

Taylor Maxwell has been a key supplier for the new building for the International Institute for Products & Service Innovation (IIPSI) based at Warwick University - the final piece of the University's Academic Square.

Construction on the £8m project for the centre for Warwick Manufacturing Group (WMG) began in the summer of 2011, ready for opening for the start of the 2012/13 academic year.

The institute will have an open-plan environment allowing users free access to the latest technology. Firms using the facility will be able to talk directly to academics about their own technological needs.

The design allows for future expansion to the rear of the building and is in a key site in the university campus. The orientation of the building was described as a particular environmental challenge, with a double façade provided designed for maximum flexibility in the future taking account of changing user requirements.

TM was approached by contractor Willmott Dixon to supply the brickwork for the impressive new building - which required an intricate, bespoke facade.

an impressive new building

“Taylor Maxwell is a very important partner of ours when we look to source materials. They were able to offer a range of facing bricks and offer impartial advice, enabling us to select the most ideal product to suit the architects vision. TM were able to offer sound technical advice on the complex design of the curved wall with protruding headers.

The finished project looks fantastic, the unique design separates it from standard curved elevations. We are really proud of it!”

Jolene Boyle

“When designing the brickwork tower at IIPSI, Warwick University, we wanted to reflect the nature of the digital work carried out within. A unique curved elevation with a ‘pixelated’ effect was achieved with the use of the smooth blue facing bricks supplied by Taylor Maxwell.

“We are very pleased with the finished project, it more than satisfies what we set out to achieve.”

Andrew Bonner

Working in partnership with:



AssociatedArchitects



/guide

“We were brought into the supply chain by contractors Willmott Dixon in 2011,” explains TM’s Adam Casey.

“They required an intricate brick detail and needed our advice on the ‘buildability’ of the architect’s design.

“We needed to supply a number of special, bespoke solid bricks as the design called for a projecting header course - with some of the bricks laid at 90 degree to the building.”

As our pictures show, the brickwork design was a key feature of Edward Cullinan Architects plans. Thanks to TM’s experience with Ibstock, we were able to quickly get to grips with the order and get the go-ahead from Ibstock to supply the project.

/provide

To reassure the architects and contractor, a sample of the Ibstock Slate Smooth Blue bricks were ordered to build a sample wall. Some 30 solid bricks were included to give a visual representation of how the projecting header course would be revealed.

Design concept: **EDWARD CULLINAN ARCHITECTS**

Ibstock Slate Smooth Blue was chosen to provide a design match for existing buildings at the university campus.

design is a key feature

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