

KETLEY**BRICK**

Brick Chic

Bricks, Slips and Pavers



Opportunities for creating exciting facades in brick have never been better for architects and interior designers. Ketley Brick have recently launched a range of extruded brick slips and quarry tiles, all frost resistant and equally suitable for both indoor and outdoor projects.

Manufactured in the UK from the same clay, using the same processes as the Ketley Class A engineering bricks, they deliver the same technical characteristics of very low water absorption and very high strength while having only 30% of the embodied carbon of a cut brick, making them a highly durable, sustainable and cost effective choice for designers and architects.

A brand new Harvey Nichols store, at Birmingham's exclusive Mail Box shopping centre features Ketley Dudley Blue smooth brick slips and pistols to create an eye-catching backdrop to their luxury designer brands. The designers Virgile and Partners have created a stunning visual by laying the brick slips in a vertical bond at lower

levels and covering the wall above with pistol slips to play with the shadows and give an urban chic feel to the designer store. The resulting brick wall is a striking feature.

Virgile and Partners have continued the brick theme in the new International Menswear department of Harvey Nichols Knightsbridge. This time they selected a range of Ketley brick slips in browns and reds, in a variety of smooth, sanded and rustic finishes to create a warm, cosmopolitan look to the wall, which again is highly effective.

The new Peyton and Byrne café in London's Great Portland Street features Ketley's bespoke glazed brick slips on their deli counter. Charlotte McCarthy, of Lot Design Studios, has put together an earthy selection of glazed slips to reflect the brand's artisan range of fresh foods.

A new Maggie Centre in Manchester, designed by Foster and Partners to embrace the therapeutic qualities of nature and the outdoors features Ketley's

Staffordshire blue quarry tiles and pavers both inside the centre and on the surrounding landscaped terrace and greenhouse. The project celebrates both light and nature and by using the same flooring material both inside and out, the designers have allowed the building to merge with the surrounding landscape.

Using a combination of Ketley Dudley blue brick slips and Staffordshire blue bricks, Universal Design Studios transformed a previously dreary business hotel into the uber cool Ace Hotel in Shoreditch. This project, which has become a beacon of urban style, was awarded a prestigious Brick Award for Best Refurbishment.

www.ketley-brick.co.uk

