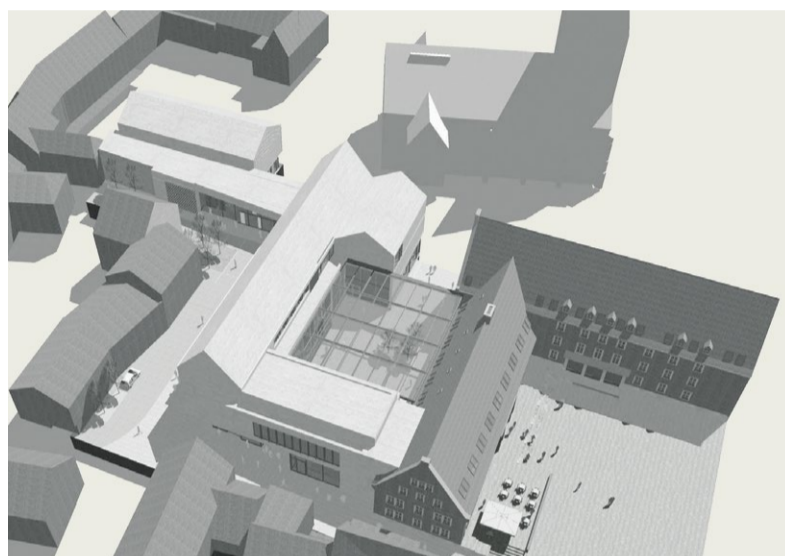


# top object

## Characterful ornamentation

# Clinker brick creates an identity



2 EinsA Intergenerational Centre



Photos: Andreas Secci



**A building for everyone. A meeting place for people of all ages. The EinsA Intergenerational Centre in Dülmen, Westphalia was built to a design by dreibund architekten BDA. It is home to both municipal and church institutions. With its striking gables, the complex in the immediate vicinity of the rebuilt town hall opens up towards the Church of St. Victor. In terms of colour, the surrounding buildings are dominated by reddish brick and sandstone. This led to a conscious decision in favour of a light-coloured hand-finished clinker brick.**

The building was conceived as a structural continuation of the public space. "The large building volume required had to be subtly integrated into the small-scale urban structure," explains Tom Helms, the partner responsible for the project at dreibund architekten. The visitor can enter and walk through the place from different sides. The project links the resident functions around the glazed inner courtyard. Each façade has a space-creating role within the narrow alley structure. "The two gables facing the church and the gable of the kindergarten arranged at a right angle created a new urban situation," says Tom Helms.

The robustness and feel of the clinker brick material convinced the architect. "The multi-layered public use is due to the high serviceability of the materials. At the same time, the proximity and immediacy of the building envelope is omnipresent in the narrow urban space." A light-coloured, thin-format (240x115x52 mm) "IGZ HS" hand-finished grade created by Hagemeister specially for the project was chosen. Individual areas are accentuated by the skilful use of the brick.

The gables facing the church square for example are finished in a clearly protruding relief – with an ornamentation of irregularly drawn-out clinker brick heads. The masonry takes the form of a wild bond. This gives the façade an elegant, lively face that fits the location. The clinker brick and joints merge seamlessly thanks to the similar colouring. And as Helms knows, "in the changing light however, the structure of the masonry always remains perceptible."

As on the external façade, clinker brick was also used as wall cladding inside the Intergenerational Centre building. Large panels of glazing alternate with the brick surfaces that continue into the interior.



**„The two gables facing the church and the gable of the kindergarten arranged at a right angle created a new urban situation.“**

— Tom Helms,  
dreibund architekten BDA, Bochum

#### Project data

**EinsA Intergenerational Centre – D**

#### Client

Collaboration between the city of Dülmen, the Catholic parish of St. Viktor and WSG

#### Project management

agn Niederberhaus & Partner, Ibbenbüren

#### Architects

dreibund architekten BDA, Bochum

#### Clinker brick

IGZ HS

#### Size

DF (240 x 115 x 52 mm)

#### Clinker brick-covered surface

approx. 1,500 m<sup>2</sup>



# A landmark with vibrant colours

The "Toren" residential complex stands like a new city gate on the outskirts of Hoorn in the Dutch province of North Holland. GeO Architecten's office designed an ensemble comprised of five distinctive Hagemeister ranges. The choice of clinker bricks means that the design of "Toren" ties in with the historic brick architecture in the nearby city centre.

The 212 apartments in the complex are grouped together in a closed, predominantly six-storey building block. The striking, sixty-metre-high residential tower stands at the eastern end. The heart of the complex is a spacious, semi-public inner courtyard. The architectural firm has designed "Toren" as a structure with three scales: Base, block and tower. The two-storey base was an urban planning requirement. Project architect Maarten Overtoom: "This gives the facades of the low-rise buildings an attractive ratio of 1:2. The historic VOC warehouses in the centre of Hoorn also have this step in the façade."

GeO Architecten worked out the parcelling of the solid structure with five Hagemeister grades: the sandy-yellow "Rostock GT", the brownish-red "Gent BU", the "Lübeck GT" with dark red to anthracite nuances, the dark brown "Liverpool GT" and the light to dark brown shimmering "Leeds SR". For each residential block in the "Toren" low-rise building, one colour of clinker brick was used as a visual marker to adapt the scale of the solid structure to the human scale and to create a feeling of homeliness.

The skilful use of brick gives the façades a special plasticity. This can be seen for example in the cantilevered pillars of the tower, in vertically-bricked façade surfaces and in the canopies. In the tower, the brick balconies are integrated into the façade. Its top floor also has two special features: a large window with a brick frame facing the city, and next to it a section of façade with slender vertical masonry pillars.

The stone "Rostock GT" with its lively and nuanced deep yellow tone incorporating hints of sintered and charcoal firing was used on all façades. The architects opted for a solid masonry structure. The "Rostock GT" grade has a half-stone bond throughout. The joints are matched to the stone colours. Darker ones were predominantly used in order to bring out the colour saturation of the clinker bricks as much as possible. Here and there, lighter joints make the brick surfaces stand out more.

## Project data

**De Toren, Hoorn - NL**

**Client/building owner**

Scholtens Groep BV, Wognum

**Architecture**

GeO Architecten, Schagen

**Project architect**

Maarten Overtoom

**Clinker brick**

Rostock GT, Gent BU, Lübeck GT, Liverpool GT, Leeds SR

**Size**

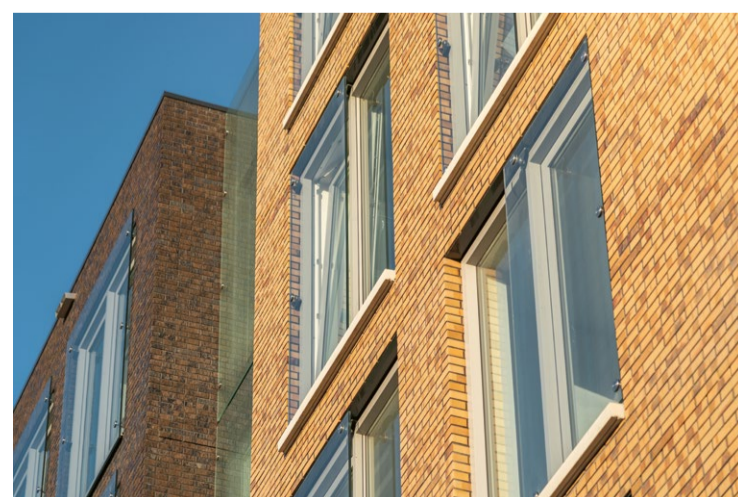
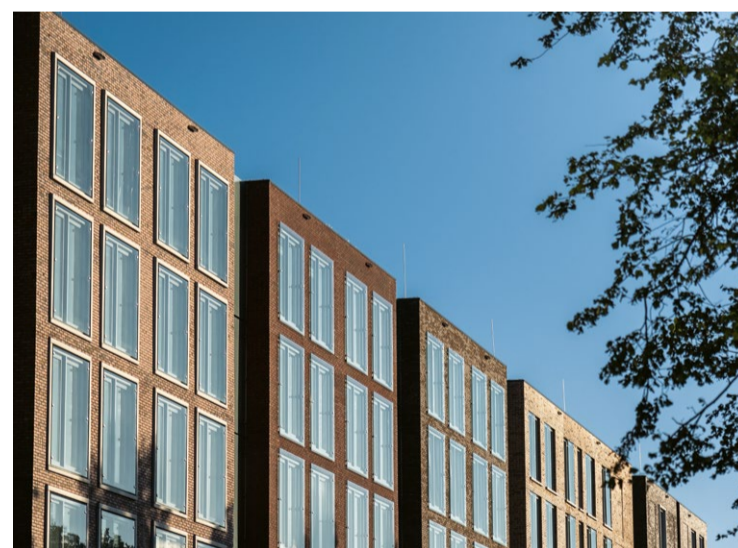
WF (210 x 100 x 52 mm)

**Clinker brick-covered surface**

approx. 6,500 m<sup>2</sup>



Photos: Lex Overtoom





# Striking relief with clinker brick

In the creative hotspot that is the Werksviertel in the east of Munich, the loft-like "M8 Work & Create" office complex is a striking counterpoint to the uniform post-modern architecture of the surrounding area. Flexibility of use, timeless aesthetics and the latest technical innovations form the basis of a long life cycle for the building. In the design, Oliv Architekten has focussed primarily on the balance between ecological and economic sustainability. The historicising façade with clinker brick and pronounced pilaster strips deliberately borrows from the commercial architecture of the 19th century.

Das M8 charakterisieren eine sorgfältige Proportionierung. The M8 is characterised by careful proportions and a fine façade structure. These features lend it an austere lightness. 44 round arches enclose the ground floor and first floor, and harmonise with the horizontal emphasis of the regular storeys. The design with the reddish-brown clinker bricks of the Hagemeister "Arnheim BU" grade in alternating brickwork and large window areas reinterprets the traditional clinker brick façades. Finely designed pilaster strips in each axis emphasise the elegant appearance. The building envelope is refined by the material and gets an identity-forging architecture.

From a sustainability point of view, a durable material was chosen in order to make the building's life cycle as long as possible. With clinker brick as the building material, many design languages are possible and it adapts well to the modular centre distances. "The surface, the variety of pigmentations and the overall appearance of the Hagemeister brick perfectly match our guiding architectural ideas and requirements for the façade of the M8. Selection criteria from a technical standpoint were the low water absorption capacity and the good suitability for use with ETICS. The façade is durable and timeless," is how the company explains why clinker brick was chosen.

From the outside, the building appears closed. On the inside, visitors are welcomed by a two-storey foyer. An imposing flight of steps leads to the interior, central raised garden. Exposed concrete and black steel define the further material nature, setting a minimalist contrast to the façade.

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## **Project data**

**M8 München**

### Architecture

Oliv Architekten, Munich

### Owner

The Optima-Aegidius Group

### Clinker brick

Arnheim BU

### Size

NF (240×115×71 mm)  
+ brick slips

### Clinker brick-covered surface

approx. 3,200 m<sup>2</sup>





The M8 has been awarded LEED (Leadership in Energy and Environmental Design) Gold certification.



„The surface, the variety of pigmentations and the overall appearance of the Hagemeister brick perfectly match our guiding architectural ideas and requirements for the façade of the M8.“

— Oliv Architekten, München



Hagemeister



Photos: Andreas Secci

8 Ensemble on the Königswiesen

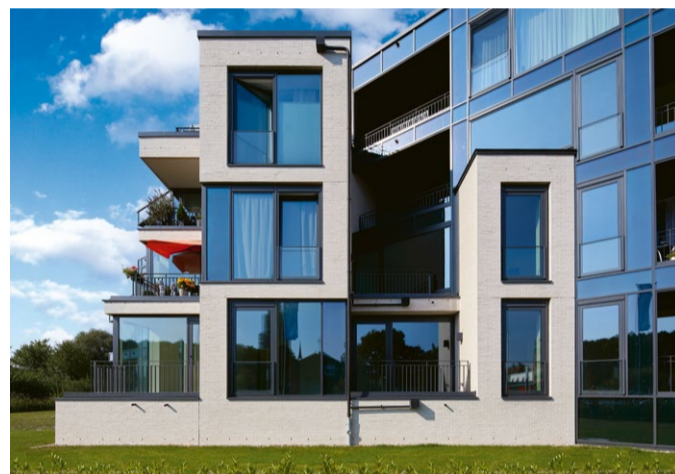


Foto: Andreas Secci





„The elegant sandy tone blends beautifully with the character of the site, a landscaped area very close to the beach. With a partly anthracite iridescent colour play in the surface, we're creating an environment with a Nordic identity and clarity.“

— Paul Sindram,  
Architekturbüro Paul Sindram, Schleswig



# A Nordic identity

## Project data

**Ensemble on the Königswiesen, Schleswig - D**

## Architecture

Architekturbüro Paul Sindram, Schleswig

## Construction company

Köster GmbH, Hochbau Kiel

## Owner

Waterkant Immobilienfond GmbH & Co. KG, Lürschau

## Clinker brick

Marbach HS

## Size

ModF (290×90×52 mm)

## Clinker brick-covered surface

approx. 4,700 m<sup>2</sup>



The "Königswiesen" city park in Schleswig is a quiet and idyllic location on the Baltic coast. Tenants of the 121 apartments in the newly built Königswiesen urban residential quarter have a direct view out over the greenery. The Paul Sindram firm of architects has created a successful ensemble of individual building structures. The Hagemeister clinker brick "Marbach HS" acts as a linking element and, combined with with large glass surfaces, gives the new buildings a friendly, open character.

In the six-building group, three transparent glass bars extend towards the Schlei, intersected by solid clinker brick structures. This creates interesting interior, exterior and intermediate spaces. The four-storey building sections consistently form a pure glass façade, while the clinker brick structures are only three storeys high as a resting base. Recessed loggias are embedded in the façade stripes. "To the west of the Königswiesen footpath, the buildings are staggered in height. Here, entire storeys shift into the natural space and connect up with its dynamics. The generous views, including those from the roof terraces, characterise the overall project as an extroverted but self-contained building form," says project architect Paul Sindram.

The smooth textures of glass combined with the rough but light-looking clinker bricks create a coherent appearance. The "Marbach HS" stone with its whitish light beige basic tones and a surface texture similar to hand-finished brick gives the façades a friendly character. "For us it was about the challenging interplay and counterplay of a solid and massive building texture with opaque and transparent opening surfaces. Since the contrast shouldn't be too harsh, we were able to achieve the effect most impressively with a light, almost light-looking clinker brick surface," explains Sindram. Around the building, the clinker brick structures interlock excitingly with the glass bodies to create the transition to the city. Paul Sindram goes on to explain: "The elegant sandy tone blends beautifully with the character of the site, a landscaped area very close to the beach. With a partly anthracite iridescent colour play in the surface, we're creating an environment with a Nordic identity and clarity". The rhythm of transparency and fanning-out of the glass bars dominates the natural space of the Schlei.

The new buildings show how different materials can be combined with clinker brick in a variety of ways. Besides forming solid elements, brick surfaces can also be interlinked to form a harmonious whole, for example in conjunction with glass elements.



# A successful ensemble of buildings

Two self-confident urban building blocks that blend unobtrusively into the space. The massive "DB Tower" blends impressively into Frankfurt's urban Europaviertel in an ensemble with the office building "The Brick". The competition-winning façade concept by Aldinger Architekten of Stuttgart was adapted into the ongoing planning process by Schmidt Plöcker Architekten PartG mbB as the leading design planner. Hagemeister produced grades for both complexes.

"Architecture without an inflated ego" is how Christian Schmidt from the office responsible describes the concept of the two properties. "The Brick" and the "DB Tower" look more like siblings than twins. Inspired by the industrial buildings of the 1920s, the structures have clearly structured and sculptural clinker brick façades and generous windows. Schmidt goes on to explain that "the façades thereby refer to the history of today's Europaviertel, which was developed on conversion sites of the former main freight station in Frankfurt."

The building envelope of "The Brick" is comprised of a two-storey base and a four-storey standard façade. This is characterised by wide pillars and brick ceiling panels. Additional reliefs through recesses harmoniously rhythmise the building's structure. A brick slips grade was used, captivating the observer with its dark reddish-brown basic tones and with intensive

charcoal firing. The façade of the "DB Tower" was created using prefabricated clinker brick parts. As the architect explains, "it develops from individual windows as a strongly gridded perforated façade. Each window element has a staggered relief thanks to the differentiated profiling of the reveal, lintel and window sill." A dark red grade was used here. This stone also boasts charcoal firing with a strong character. Schmidt knows that "Hagemeister bricks have a unique texture, a material that's durable and that can age gracefully."

A variety of materials shape the design. In addition to clinker bricks, concrete, metal and a lot of glass were used for the building envelope. The dark grey aluminium windows harmonise visually with the dark red clinker bricks. Unusual façade elements also give the complexes a special character. In "The Brick" for example, a stacked storey jumps back in the building level and is set off with a light-coloured rendered façade. Above them rise the technical storeys, which are discreetly restrained with their anthracite-coloured, metal slats running horizontally. The material nature of the two city blocks represents a successful change in the generic sequence of building envelopes on Frankfurt's Europaallee.



Photos: Florian Seilig

## Project data

Deutsche Bahn Tower + The Brick, Frankfurt – D

## Architecture

Schmidt Plöcker Architekten PartG mbB, Frankfurt am Main

## Façade concept

Aldinger Architekten, Stuttgart

## Clinker brick grades

### Size

The Brick  
clinker brick slips DF 240×15×52 mm  
DB-Tower  
clinker brick slips for prefabricated parts SF 215×20×65 mm

## Clinker brick-covered surface

The Brick – 7,500 m<sup>2</sup>  
DB Tower – 7,800 m<sup>2</sup>





„Hagemeister bricks have a unique texture, a material that's durable and that can age gracefully.“

— Christian Schmidt, ,  
Schmidt Plöcker Architekten PartG mbB,  
Frankfurt am Main



Foto: Angelika Stehle



# Re-densification with an intelligent choice of materials

**Urban space in a central location in the Rhine metropolis:** The site next to Düsseldorf's main railway station was a wasteland for years. Now the place is being put to new use. Three hotels with restaurants on the ground floor and a pedestrian zone have been built to a design by the local office green! architects on behalf of the real estate developer GBI. The intelligent choice and arrangement of materials links the different building figures to each other. The specific intention to use natural building materials led to a clinker brick from Hagemeister being chosen for the façade.

The hotel ensemble is giving a new impetus to the urban development of Düsseldorf. In terms of re-densification, this resulted in the efficient utilisation of 17,000 m<sup>2</sup> of the inner-city area – a significant upgrade for the entire area. The three hotels include an apartment hotel (Adina), an economy hotel (Premier Inn) and a premium economy hotel (Hampton by Hilton). The new development closes Konrad-Adenauer-Platz to the west of the listed station building.

"The façade design is an identity-shaping design principle for the ensemble's formation," explains architect Mario Reale from the office responsible, green! architects of Düsseldorf. The sculpturally arranged structures with red clinker façades are held together by brass-coloured metal cladding. This wraps around the three hotels like a visual ribbon, creating a meaningful connection.

The characterful reddish coal-fired clinker "Witten GT" ties the three new buildings into the architectural tradition of Düsseldorf's main railway station. The ensemble's clinker brick façade continues the architectural language of the existing building. At the same time, it continues to develop this through the use of different composite systems on each hotel building. The Hotel Adina's facing façade is bricked in a wild bond, that of the Hampton by Hilton is in an American bond and the Premier Inn's is in a Dutch bond. This gives each building structure its own character. "Clinker brick is a sustainable, environmentally friendly and durable product. The material is robust against external influences and could be reused and recycled as part of the circular economy. That's in tune with our company's philosophy", explains Reale.

The project has another special feature: None of the three buildings has a front or a rear. This means that the complexes are just as noticeable from the city side as they are from the railway platforms.



## Project data

**Hotel trio in Düsseldorf – D**

### Architects

green! architects GmbH, Düsseldorf

### Clinker brick

Witten GT

### Size

NF (240 x 115 x 71 mm)

### Clinker brick-covered surface

6,875 m<sup>2</sup>





„The façade design is an identity-shaping design principle for the ensemble's formation.“

— Mario Reale,  
green! architects GmbH, Düsseldorf





# Circular clinker brick façade

The 100 % natural building material clinker brick is in itself a very durable product that will not lose any of its quality and beauty even after several decades. However, the useful life of the brick is limited by demolition and the associated downcycling to construction waste. With the new circular system of Hagemeister & Drystack allows for simple, damage-free and unmixed dismantling of a clinker brick façade with 1:1 re-use. With this the company is responding to growing demands in the construction industry and is making an important ecological contribution.

Due to its compressive strength and low water absorption, clinker brick is a building material that can last for 1,000 years. If a building is threatened with demolition, the brick can be 100% recycled through practicable urban mining. With regard to the circular clinker brick façade, Hagemeister is collaborating with the Dutch company Drystack B.V. The clinker brick used for the system is manufactured from ceramic scrap to save on resources. The special feature of the so-called upcycling brand is the consistent and exclusive use of raw materials that were segregated in earlier production processes. Burnt brick rejects are also finely ground and used. Thanks to these measures, the stone consists of 100 % secondary material. No raw material freshly delivered from the clay pit is needed.

A conventionally-bricked clinker brick wall is created with strongly adhesive mortar. This prevents the unmixed dismantling of all components when a wall is demolished. For that reason the circular clinker brick façade does not use mortar as a connecting material. Instead of mortar, non-adhesive vinyl fasteners are inserted into small recesses in the clinker. Layer after layer is stacked dry but straightened. The façade is permanently stable thanks to its own weight and the normal anchoring at the rear. Finally, the joints are sealed against weathering with a grout that can be removed without leaving any residue. Dismantling is done by simply unstacking. Both the clinker bricks and the vinyl connectors can be removed undamaged and sorted unmixed. There is nothing to prevent 1:1 re-use in the same quality. The small amount of grout can be separated and recycled.

Resources are finite. Familiar materials and elements will no longer be available in the future. It is therefore important for the future of construction to think in a circular way and to handle valuable resources carefully.

 Hagemeister

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Buxtrup 3 · D-48301 Nottuln  
T +49 2502 8040  
F +49 2502 7990  
info@hagemeister.de  
www.hagemeister.de

**Editorial Office**  
presigno GmbH, Dortmund

**Design**  
cyclos design GmbH, Münster

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Photo: Frank Fendler

With their circular clinker brick façade, Hagemeister and Drystack were among the finalists for the German Sustainability Award (DNP) 2022 in the Design category.

