

CASE STUDIES

Explore your ideas
it's amazing what you can
do with our product...



AQUARIAN
CLADDING SYSTEMS

BOLD & BEAUTIFULLY BESPOKE

A TRIUMPH OF EFFICIENCY AND
AESTHETICS IN EAST LONDON

“The Cube was created to be a pioneer of architectural possibilities, pushing the boundaries of residential construction and developing homes that are also works of art.”

SIMON DE FRIEND
CEO OF REGAL HOMES



PROJECT NAME

THE CUBE, HACKNEY, LONDON

BRICK FINISH



SR70-90

DEVELOPER

Regal Homes

INSTALLER

Cladding Design Solutions

ARCHITECT

Hawkins\Brown

Designed by architects Hawkins\Brown for developer Regal Homes, The Cube is a new-build housing development in Wenlock Road, Hackney, featuring some 1,700m² of Aquarian's Gebrik insulating brick cladding system. The bespoke build – the UK's tallest hybrid cross laminated timber (CLT) structure – was completed within a tight deadline thanks to Gebrik's adaptable, lightweight components, and has gone on to win several industry awards.

Combining real design flare and immense practicality, Gebrik was the perfect fit for this challenging housing development in East London. A mixed use of shared ownership and private housing, a number of apartments had already been secured by Islington and Shoreditch Housing Association, increasing the urgency for completion.

Gebrik's minimal weight and flatpacked, modular design meant space constraints were easily side-stepped by crane-lifting materials directly onto the roof, before loading out onto scaffold bays at each floor level. Components were supplied clearly marked and delivered to a schedule to suit the build sequence as the scaffold was dropped.

A much lighter and more cost-effective solution than precast concrete beams and columns, Gebrik's bespoke, prefabricated components provided a project-specific solution to achieve a lightweight, natural brick finish to clad the lattice façade quickly, without the need for heavy structural support. The entire structure and cladding of the front brick screen, which completes the street elevation and forms the edge of the conservation area, was assembled on site in four months.

But as with all the most ambitious projects, this was about much more than just getting the job done. The black, textured, multi-coloured brick finish of Gebrik's SR70-90 was used for the first time ever in the UK to form bespoke, prefabricated 3-sided 'U-Elements' and L-Shaped corners, which were used to completely encase the beams



and columns. The resulting building is currently the UK's tallest hybrid cross laminated timber (CLT) structure, providing 50 homes over 10 storeys.

The unique brick-clad, lattice screen helps reduce residents' awareness of their neighbours and gives the building a more dynamic appearance from the street. All apartments in the scheme have corner aspects, despite the site being enclosed on two sides.

"The Cube was created to be a pioneer of architectural possibilities, pushing the boundaries of residential construction and developing homes that are also works of art," says Simon de Friend, CEO at Regal Homes. And judging by the number of major industry accolades which The Cube has gone on to win, the project succeeded in achieving every one of the developer's aims. Awards to date include: Off Site Awards 2015 Winner of Winners; winner of Best Hybrid Construction Project;



winner of the Celebrating Construction Awards 2015 prize for Innovation; and winner of the Home or Development of Outstanding Architectural Merit category in the London Evening Standard New Homes Awards 2015.

"Our brief was to maximise value by creating something a little bit different," says Alex Smith, Associate at Hawkins\Brown Architects. "Thanks to Gebrik's design flexibility and cost-effective construction, I'm delighted to say we succeeded!"

"Our brief was to maximise value by creating something a little bit different."

ALEX SMITH
ASSOCIATE AT HAWKINS\BROWN

