# Facade Systems

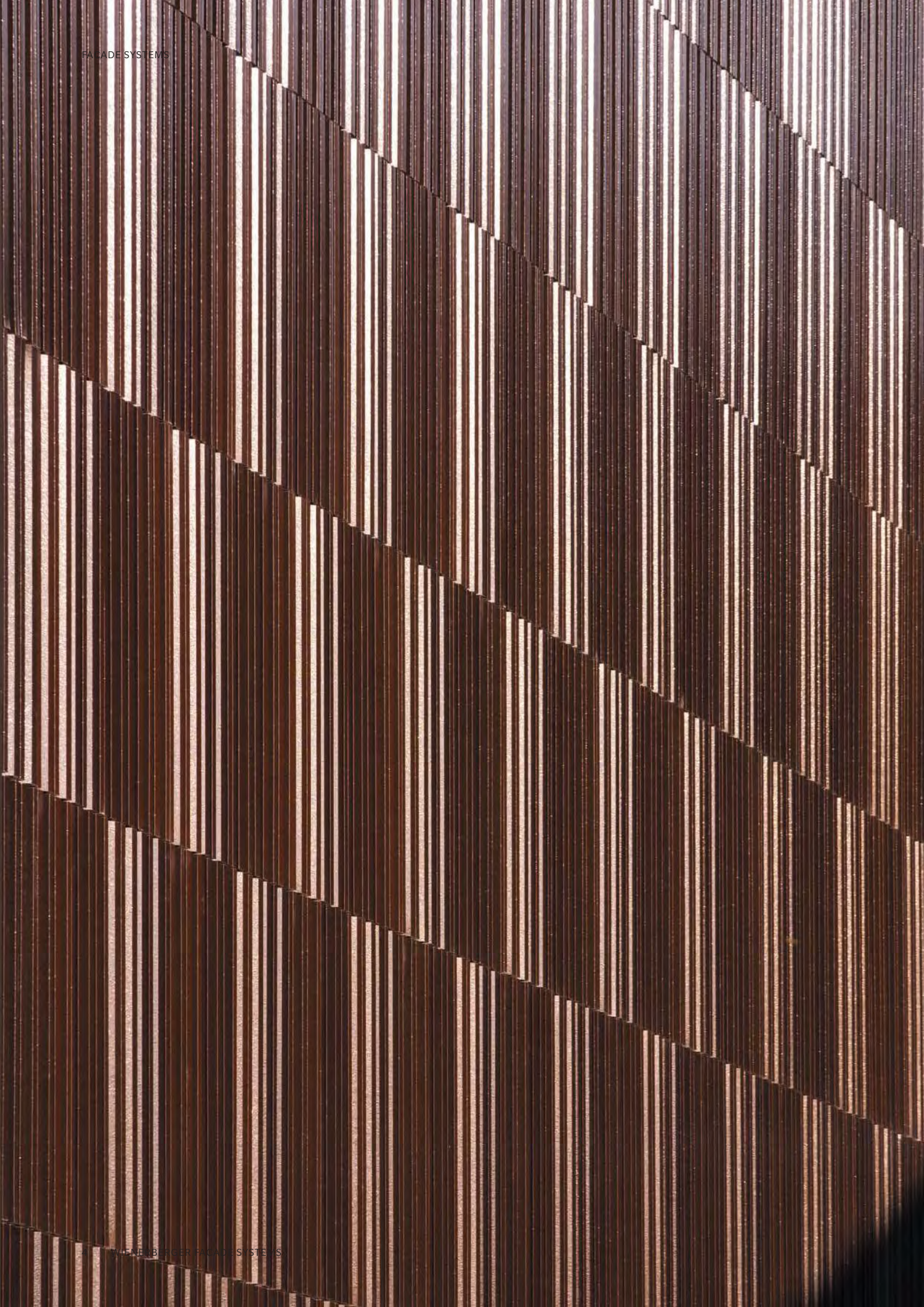
**FACADE SOLUTIONS**




wienerberger



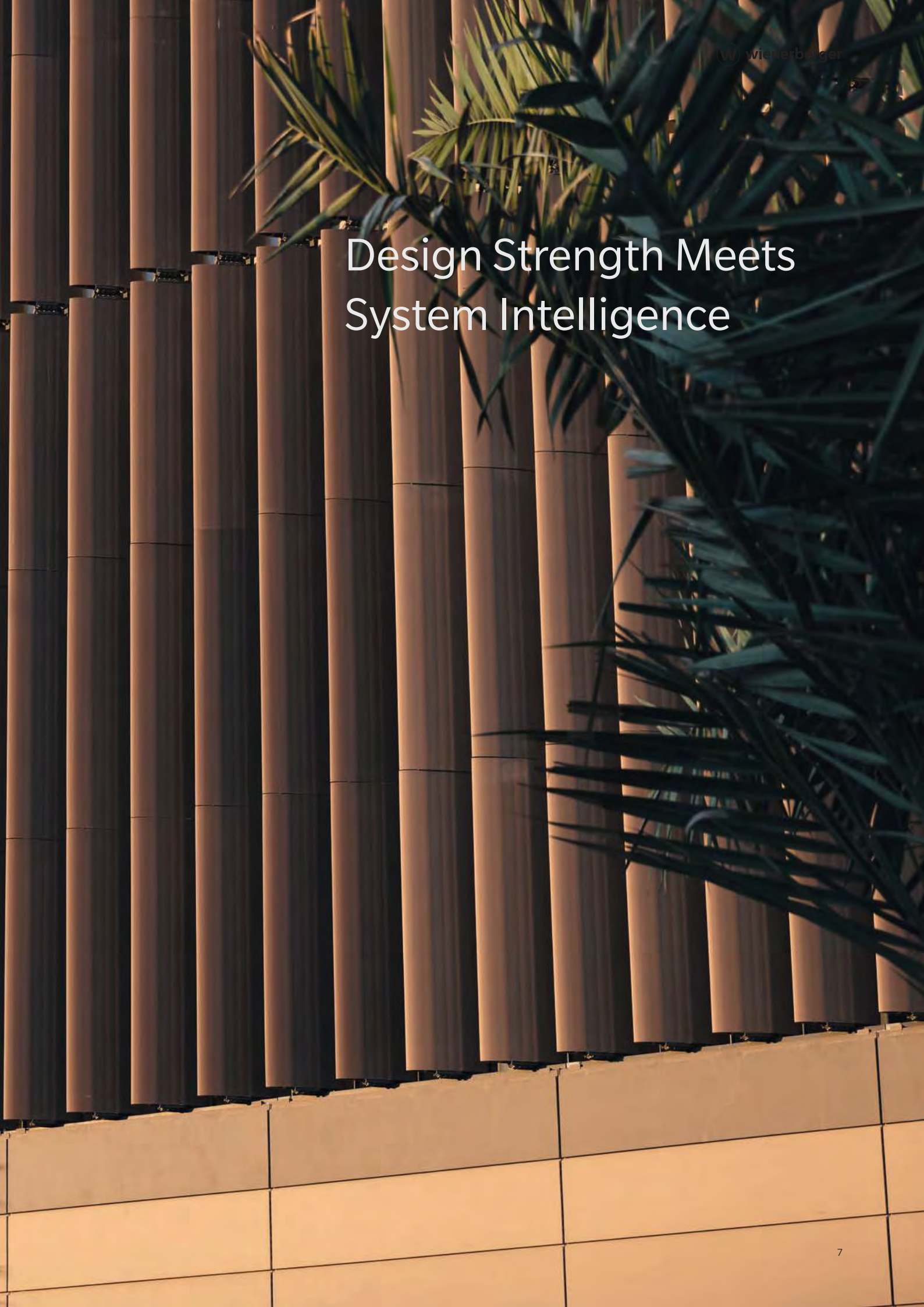




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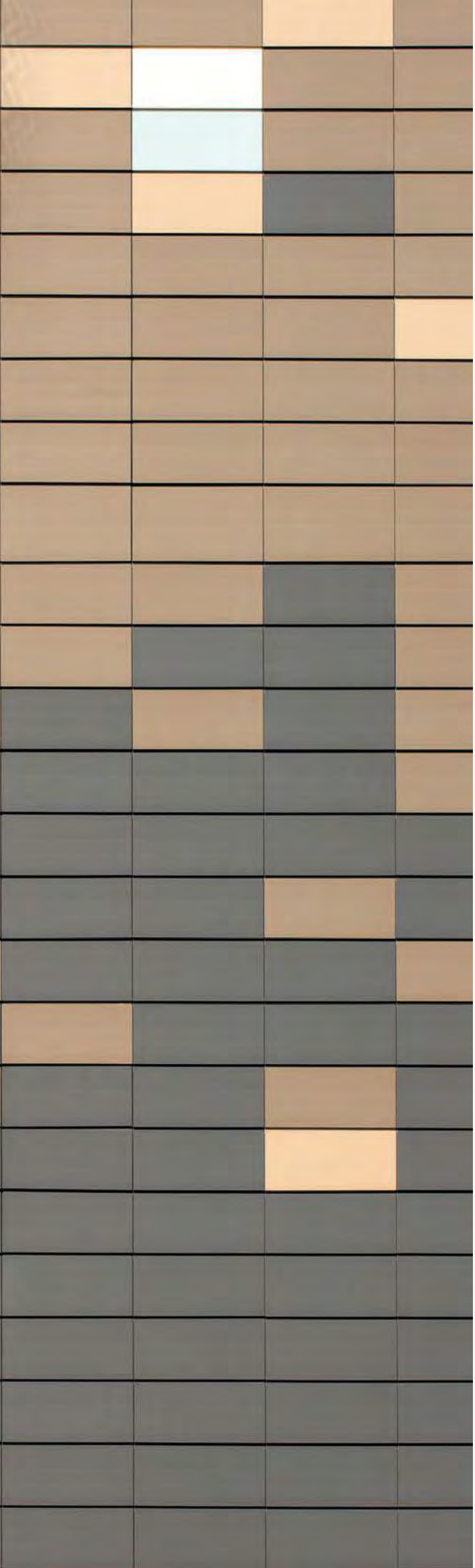

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# Design Strength Meets System Intelligence





# The Raiment of Architecture

## A Tribute to Gottfried Semper

Architecture is more than construction. It is expression, attitude, and culture. Gottfried Semper emphasized that for architecture, cladding is fundamental, not the primary structure. The facade becomes language and a cultural sign, shaping identity and opening a dialogue with its surroundings. This perspective continues to shape architecture to this day and finds tangible form in the ventilated rainscreen facade. By separating the primary structure, insulation, and surface, it makes visible that technology and design belong together.

What Gottfried Semper set out in his theory of dressing finds its built expression in our ceramic facades. We too understand the facade not as a mere envelope, but as a form of expression, as language, as a cultural sign. From this understanding, we develop facade systems that are more than components. They are structured solutions that give architecture meaning and substance. In Semper's sense, the facade becomes the raiment of architecture, a medium between structure and expression, technology and culture. It creates identity by placing architecture in relation to space, to the city, to time.

Our facade systems open up a level of design freedom that is unrivalled. They encompass a wide spectrum of formats, colours, and surfaces, enable project specific custom solutions, and, through digital engobing, allow for almost unlimited design variations, from subtle textures to expressive graphic motifs. In this way, the ceramic panel becomes a projection surface for architectural ideas, giving designers the freedom to give each design a distinctive character.

They provide technical clarity through coherent system logic, a standards compliant system design, and detailed planning documentation, ensuring that design and execution rest on a secure foundation. They build trust by supporting architects and planners throughout all project phases. The result is architecture in dialogue: conceived with inspiration, planned with precision, built to endure.

# Ventilated Rainscreen Ceramic Facade

## A System with Foresight

The ventilated rainscreen facade is a construction principle that brings functionality and aesthetics into a precise balance. It clearly separates the layers and tasks of the building envelope: weather protection, thermal insulation, and the primary structure. Between the insulation layer and the ceramic cladding, continuous air circulation allows moisture to escape and keeps the construction durably dry. The result is a system that unites energy efficiency, protection, and durability.

Whether new build or refurbishment, our facade systems stand out through precision in every detail, technical reliability, and long-term performance. Especially in refurbishment, they offer decisive advantages: a clear improvement in energy efficiency, flexible adaptation to existing building fabric, and unrestricted application, even for tall buildings or complex geometries. They ensure lasting stability, protect reliably against weathering, and reduce the risk of moisture related or structural damage.

At the same time, they offer broad design freedom. Variable formats, refined joint patterns, and an almost unlimited range of colours and designs enable individual solutions, from restrained clarity to expressive variety and customisation.

In planning, the system intelligence of our facade systems becomes tangible. All components are precisely coordinated and deliver safety down to the last detail. Comprehensive planning documentation, verified constructions, and experienced technical support accompany the entire process, from the first idea to implementation.

Our facade systems are a contemporary interpretation of an architectural idea that is deeply rooted in building culture. The facade is more than an outer layer. It expresses the building, its identity, and its character. In this sense, we understand it as a mediating element between space and environment, one that brings architecture to life and makes building culture tangible.

# Material with Character

## The Source of Clay

Clay is one of the oldest, and at the same time one of the most progressive materials in architecture. As a natural raw material, it is often sourced locally, processed with care for resources, and proven in use over centuries. Its strength lies in the balance between nature and technology: mineral, durable, and materially honest, a substance that unites reliability with origin.

As a system provider of clay-based building materials for the entire building envelope, clay forms the foundation of our ceramic facade systems. We draw on its inherent qualities to create architectural solutions that combine design freedom, durability, and technical precision.

Ceramic clay facades combine material responsibility with system intelligence. With its natural capacity to store heat, clay supports thermal stability: moderating temperature peaks in summer and helping to retain warmth in winter. Its material presence mediates between inside and outside and contributes to a balanced, comfortable environment.

At the same time, clay offers remarkable scope for design through its formability and its rich range of colours. It can be shaped with precision, adapted to specific requirements, and lends facades an authentic, distinctive expression.

Clay stands for durability in its most beautiful form. Its ceramic structure is highly resistant to weathering and remains stable in colour, form, and presence over decades. Few materials age as naturally, and with the same quiet dignity.

As a natural material that can be fully recycled, clay supports circularity and enables innovation fit for the future. In our facade systems, it connects tradition and progress and enables architecture with attitude.





# Advantages of Our Facade Systems

## Design & Architecture

**Design Freedom and Variety**
Our facade systems give architects and planners wide freedom in colour, form, and surface. A broad range of ceramic elements, formats, and structures enables facades with a distinctive presence, from clear grid logic to free composition. Design becomes an architectural statement.

**Architectural Individuality**
Every project follows its own logic. Our facade systems respond with tailored solutions: special colours, project specific formats, and specific surface variations can be aligned precisely with the architectural concept. The facade becomes the expression of the idea behind it: individuality given built form.

**Weathering Resistance and Colour Stability**
Our ceramic surfaces remain colour stable and dimensionally consistent over time. They withstand frost, UV radiation, and exposure to the elements, retaining their material character for decades. The result is a facade that does not change but remains: clear, authentic, and of lasting presence.

## System Intelligence & Technology

**System Intelligence and Planning Certainty**
Our facade systems unite architectural thinking with technical precision. Ceramic elements, substructure, and fixings are coordinated as a coherent system. Verified details, digital planning data, and clear construction logic provide reliability across design and execution.

**Installation and Cost Efficiency**
The systems are designed for efficient installation, manufactured with precision, and cost efficient in execution. Low dead load, accurately fitting elements, and a well considered fixing logic reduce installation time, simplify handling on site, and support efficient delivery, regardless of season and weather.

**Refurbishment and Existing Buildings**
Our facade systems are equally suited to new build and refurbishment. Lightweight substructures and variable insulation thicknesses allow existing buildings to be upgraded reliably. The systems provide planning flexibility even under structurally sensitive conditions, without intervention in the interior.

## Building Physics & Energy

**Building Physics and Energy Efficiency**
The ventilated facade construction creates a balanced relationship between climate, energy, and material. Through air circulation behind the ceramic shell, the insulation remains dry, surface temperatures stay stable, and energy consumption is measurably reduced. The result is a building envelope with balanced energy performance over the long term.

**Fire Safety and Protection**
Our facade systems meet stringent requirements for fire protection, acoustic performance, and resistance to weathering. The ceramic elements are non-combustible, frost resistant, and technically verified. They provide lasting safety, even for complex building forms and demanding building physics requirements. The solid ceramic shell helps moderate temperature fluctuations and reduce noise, creating a tangible sense of comfort. Function and atmosphere work in harmony.

## Durability and Lasting Value

**Durability and Cost Efficiency**
Ceramic is a material of lasting durability. Our facade systems withstand mechanical, thermal, and weather-related influences over decades. Their dimensional stability and colour consistency protect the value of the architecture, visible and tangible throughout the building's entire service life.

**Maintenance Free Performance and Life Cycle**
The ceramic surfaces remain maintenance free. They require no after treatment, no coating, and no cleaning. A maintenance free facade solution that proves itself over its service life and combines long term cost efficiency with enduring aesthetic stability.

**Sustainability and Material Purity**
Our facade systems are made from the natural raw material clay and are produced with careful use of resources. The mineral surfaces are free from harmful substances and fully recyclable. Through durable material quality and regional value creation, they contribute to ecological responsibility in building culture. Authentic and fit for the future.

# Argeton

## The Style-Defining Facade System

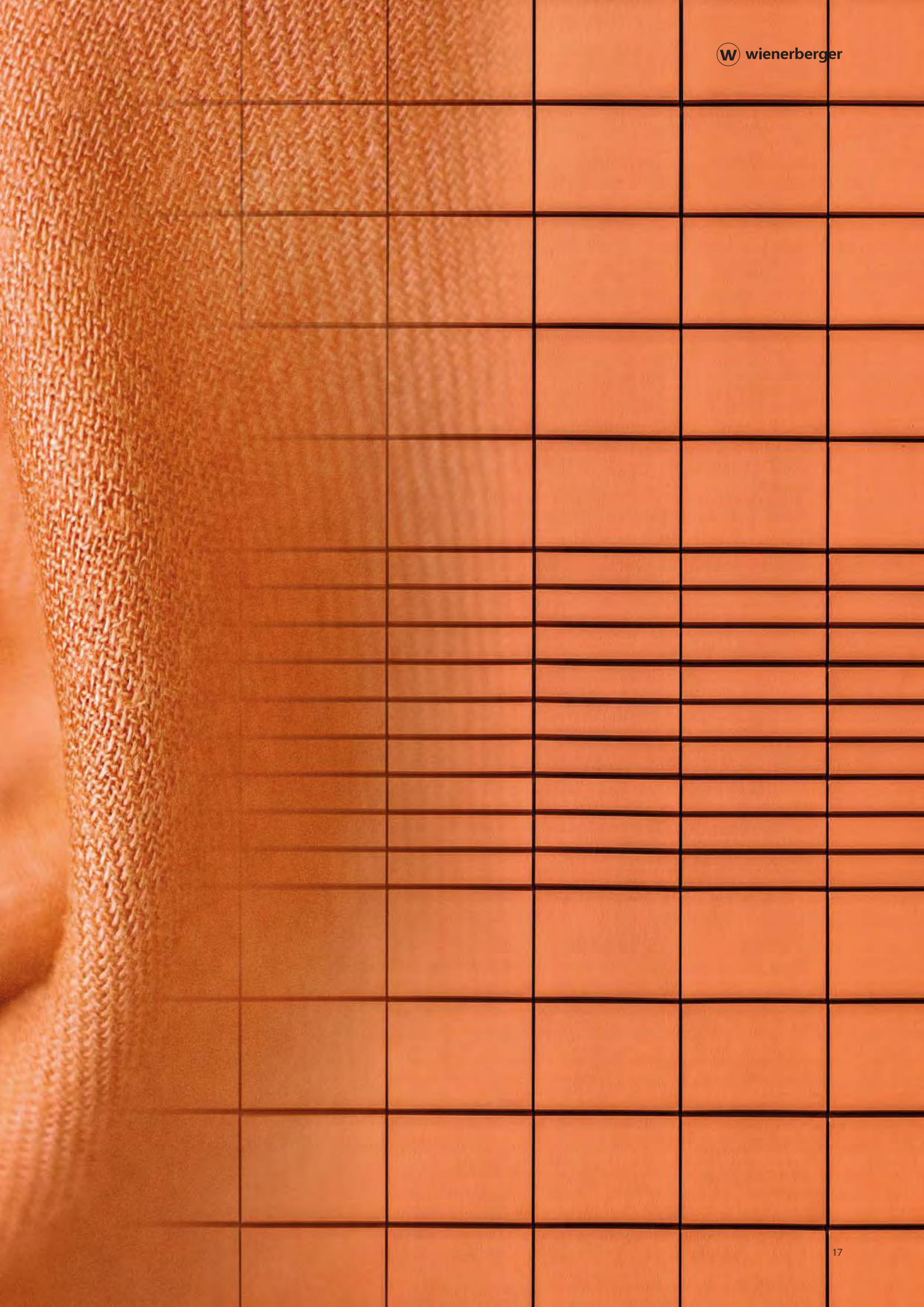
Argeton is more than a ceramic facade system. It is the expression of an attitude that unites design, materiality and technology in a coherent architectural language. For decades, Argeton has helped shape the appearance of contemporary architecture. Whether individual formats, exclusive colour worlds or project specific custom solutions, Argeton opens up design freedom without limits and makes individuality tangible.

Like a raiment, ceramic wraps the building, follows its lines, emphasises its proportions and lends depth and expression. Within this principle of dressing, which Gottfried Semper made central to building culture, the facade becomes a medium between idea, material and expression. Argeton carries this idea into the present and translates it into ceramic form, precisely crafted, culturally rooted and of timeless beauty.

Its diversity unfolds in colours, textures and ceramic elements, crafted with care and precision and defined by lasting expression. Every detail carries the idea further, making architecture tangible. Behind this creative freedom lies a system conceived down to the smallest detail. Technically advanced, reliable in planning and built to endure, Argeton supports architects worldwide as a partner who inspires, advises and turns architectural visions into built reality. The result is architecture in ceramic form: authentic, innovative and of enduring presence.

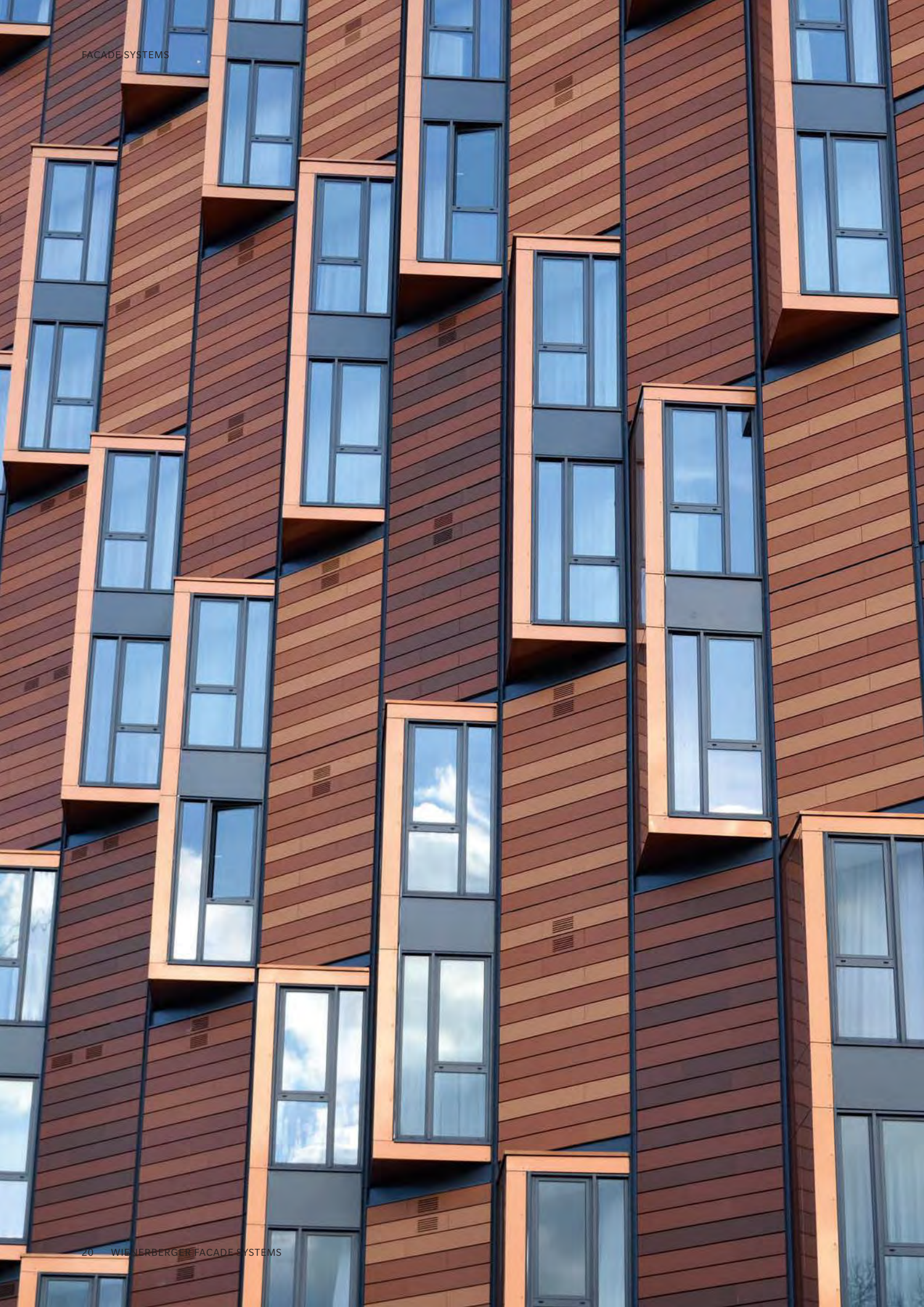
Argeton stands for architecture with attitude: individual and full of expressive strength.






STADT WIEN


STADT WIEN
WIENER
WOHNEN



# Inspirio

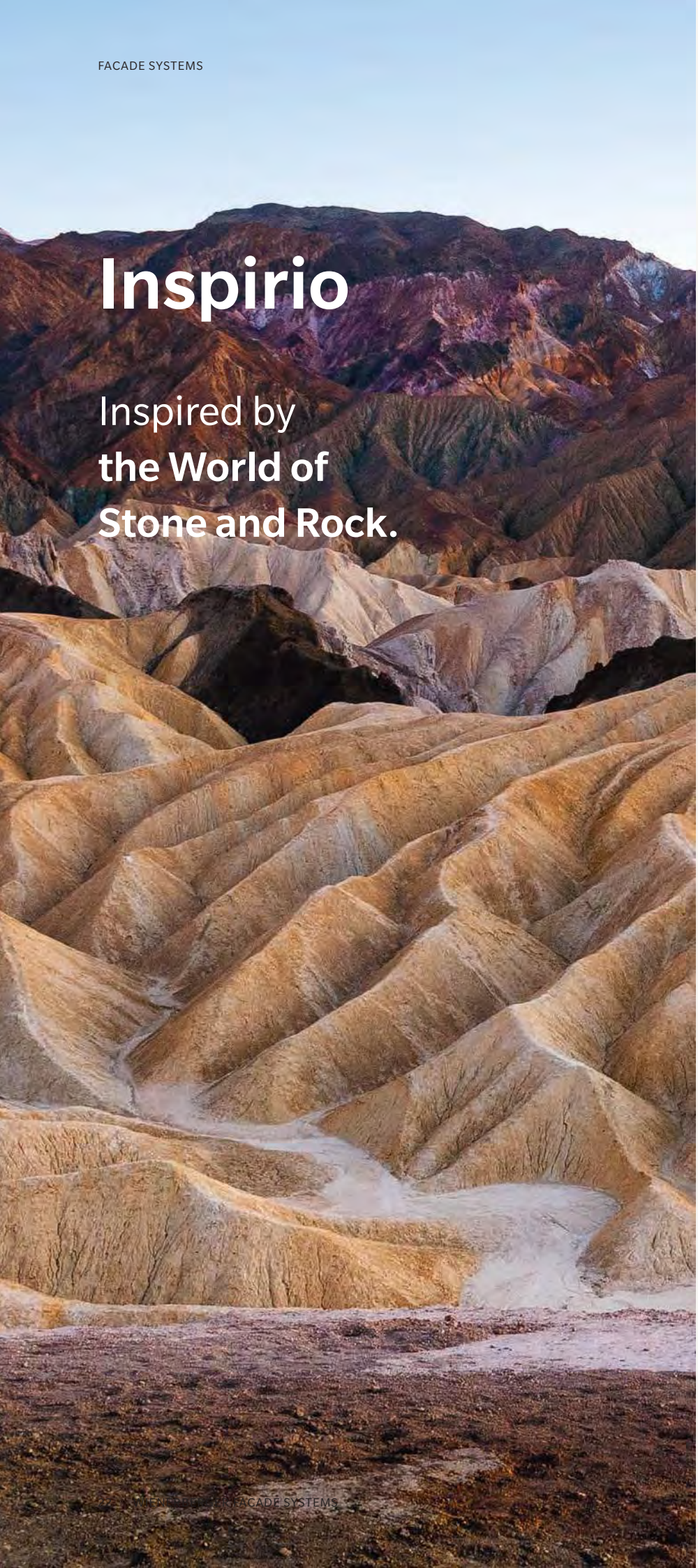
## Design in a New Dimension

**The Language of Surface**
Inspirio facade panels by Argeton open a new dimension of facade design that goes beyond colour alone. Digital engobing transforms ceramic panels into designable surfaces on which textures, patterns and visual worlds are not only visible, but durably anchored. The process is reminiscent of high-performance printing, yet it works exclusively with mineral pigments that fuse inseparably with the panel during firing. The result is facade imagery of crystal-clear brilliance that neither washes out nor fades and retains its expressive power over decades. Each design becomes an architectural one-of-a-kind.

**Diversity as Expression**
Inspirio's design collections draw on the materiality of architecture, from stone and metal to concrete and nature, from classic textures to graphic signs. This diversity forms a repertoire of architectural freedom, reduced, complex or individually conceived. It reveals its strength precisely where materials themselves reach their limits: what would be heavy, raw or fleeting becomes light in ceramic, durable and precisely plannable down to the last detail.

**Precision as Attitude**
Inspirio also demonstrates technical perfection in its execution. The panels are available in lengths from 300 to 1500 millimetres, heights from 150 to 400 millimetres and thicknesses of up to 100 millimetres, and can be printed on all ceramic panel models within the Argeton range. The surfaces are tested in accordance with DIN EN ISO 10545-14 and are resistant to stains, UV light, scratches and frost. Mineral pigments remain permanently brilliant and durable through the shared firing process: a perfect union of design and technology.perfekte Verbindung von Gestaltung und Technik.





# Inspirio

Inspired by
**the World of**
**Stone and Rock.**



Travertino Brown



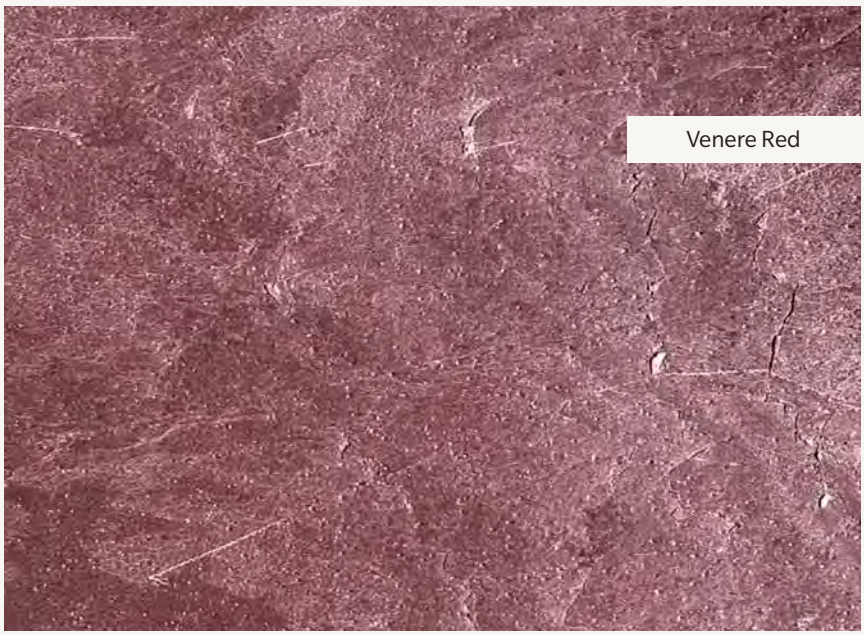
Venere Light Grey



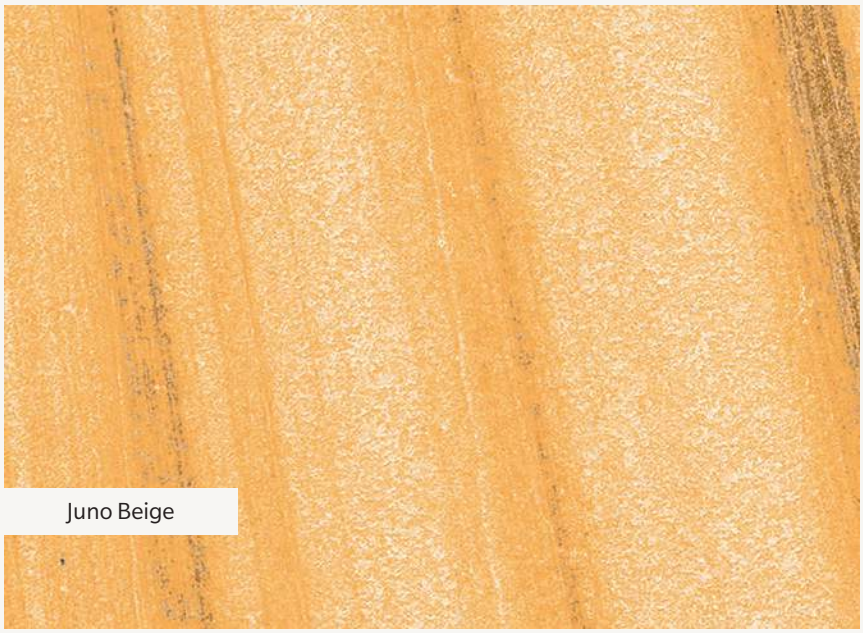
Travertino Rose



Sandro Dark Grey



Venere Red



Juno Beige



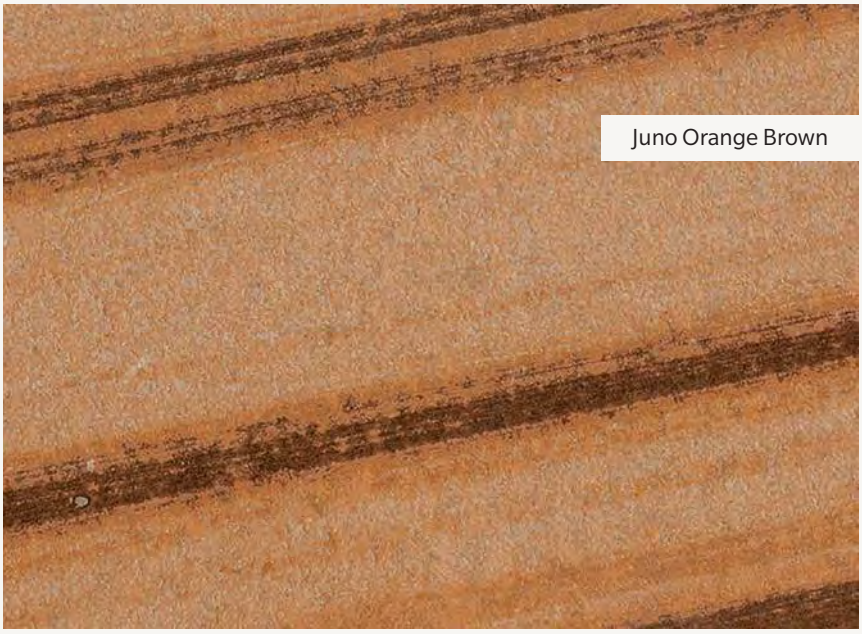
Travertino Light Grey



Maestro Dark Grey



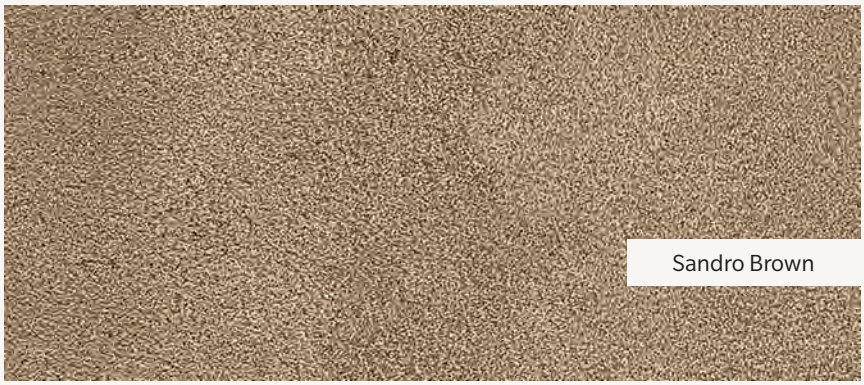
Palazzo White



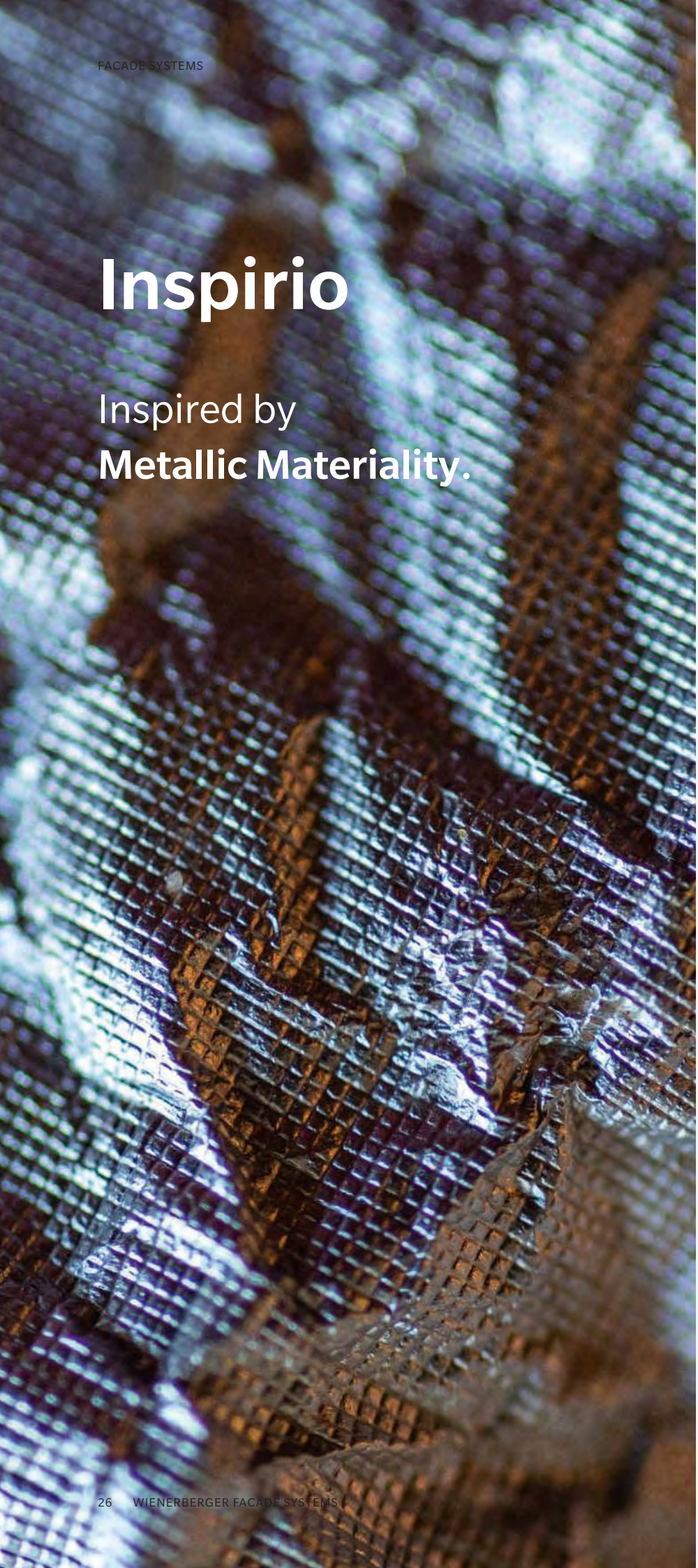
Juno Orange Brown


Maestro Blue Grey


Venere Dark Grey

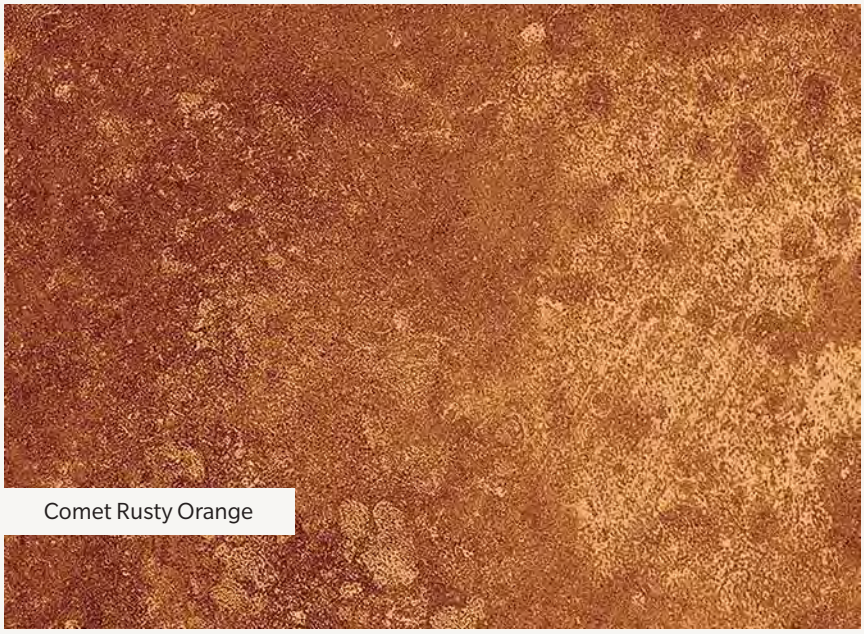

Sandro Brown


Palazzo Light Grey



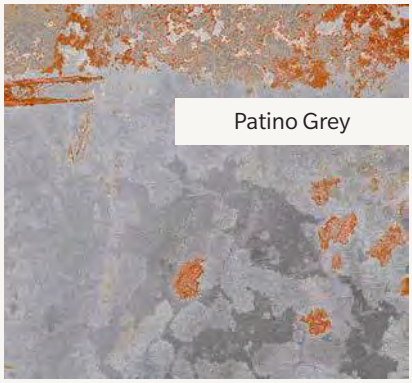
# Inspirio

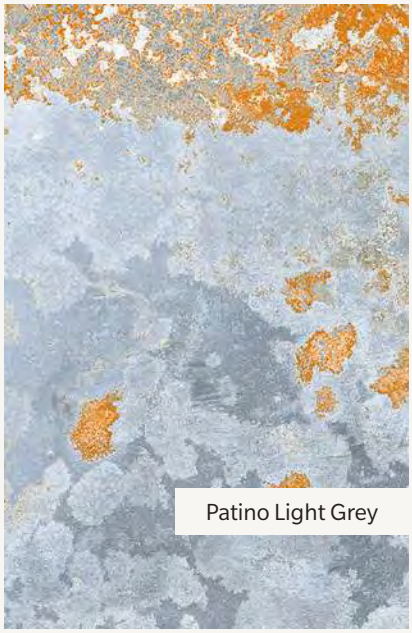
Inspired by
**Metallic Materiality.**

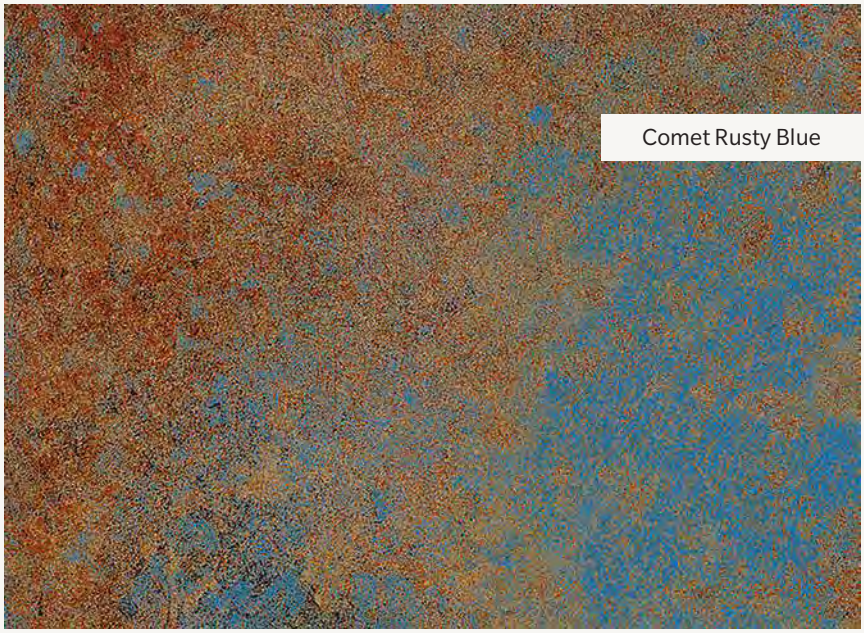

Comet Rusty Orange


Verona Blue


Verona Rusty


Patino Grey


Patino Light Grey


Comet Rusty Blue



# Inspirio

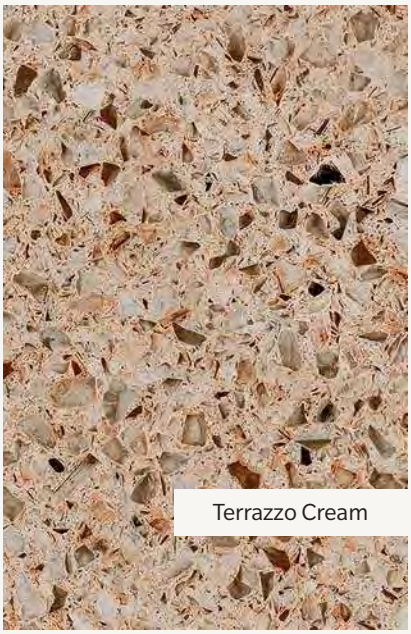
Inspired by
**Concrete Textures and Surface Imagery.**


Marbeto Grey


Marlot Light Grey


Marlot Dark Grey

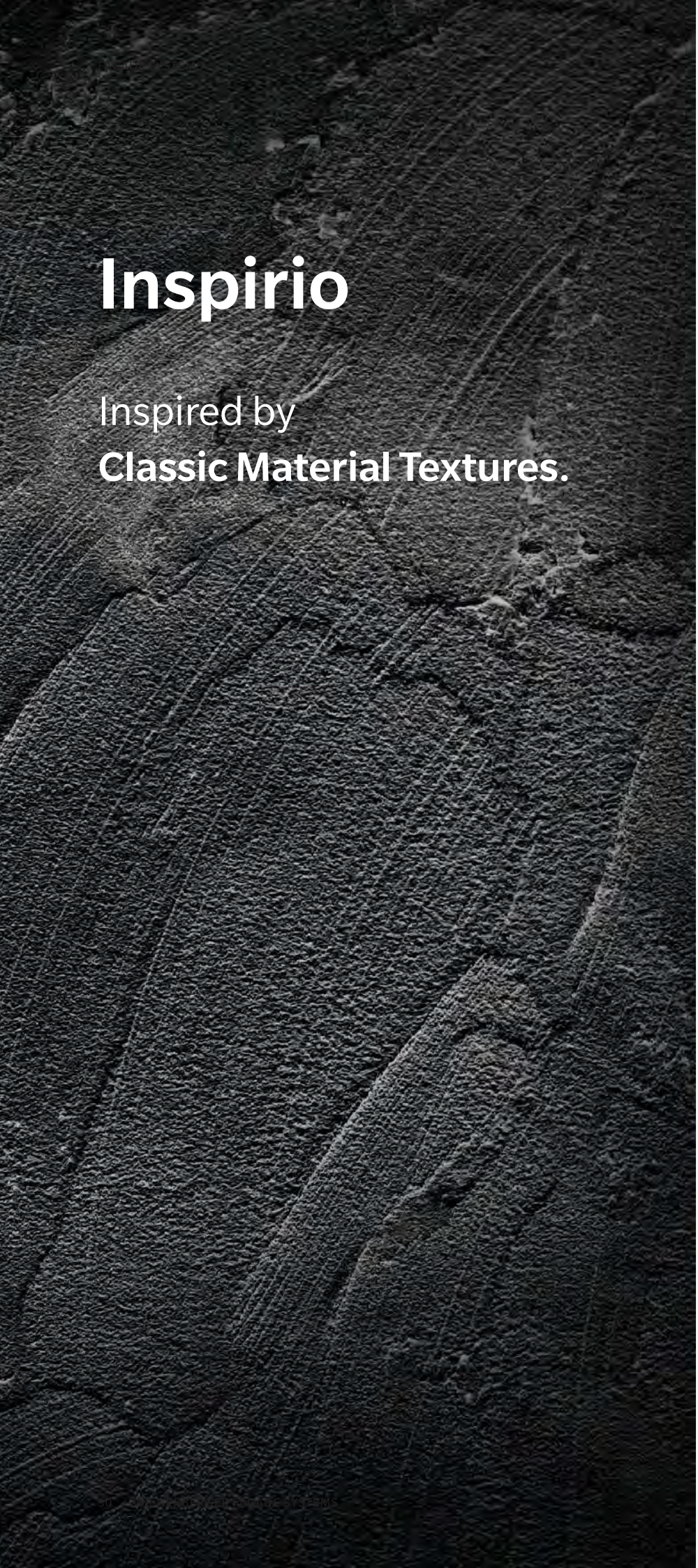

Griseo Warm White


Terrazzo Cream


Terrazzo Grey

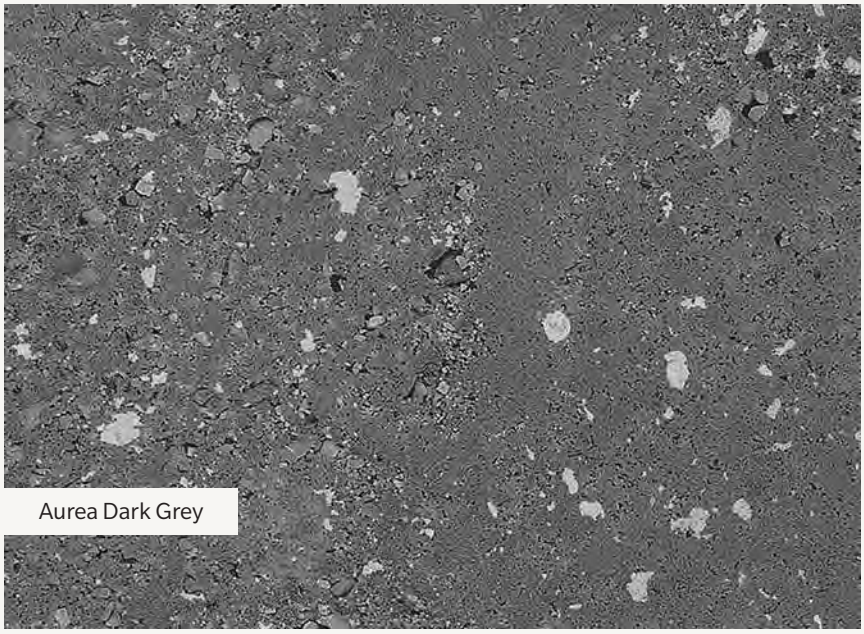

Marbeto Light Grey


Griseo Medium Grey



# Inspirio

Inspired by
**Classic Material Textures.**



Aurea Dark Grey



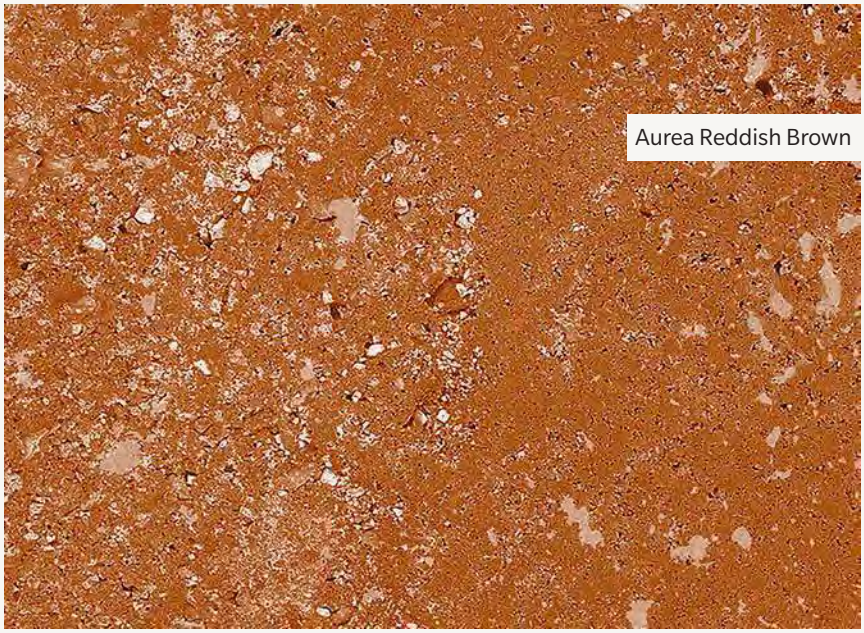
Calceo Yellow



Aurea Light Grey



Pandora Anthracite



Aurea Reddish Brown

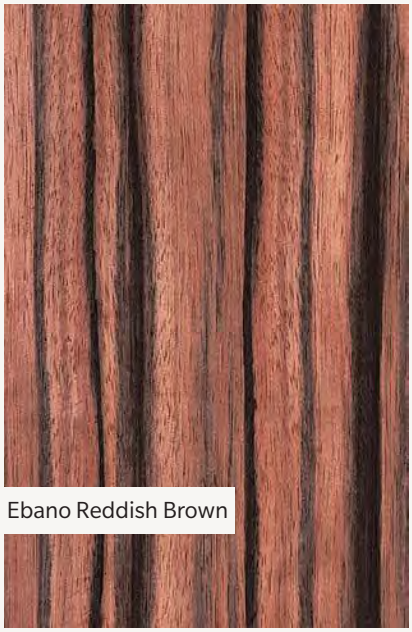


# Inspirio

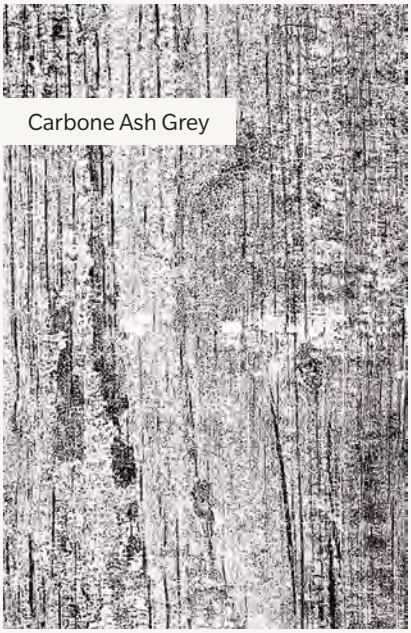
Inspired by
**Natural Structures.**

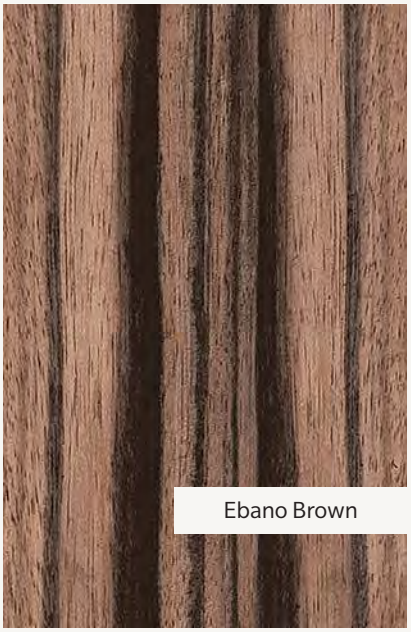

Carbone Black

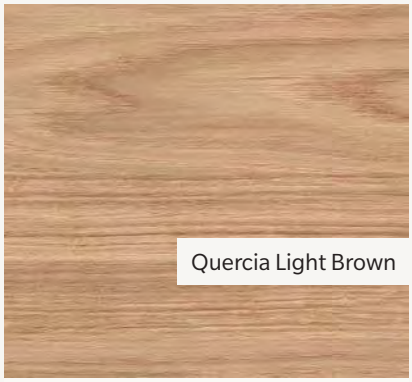

Quercia Medium Brown


Ebano Reddish Brown


Rustico Brown


Carbone Ash Grey


Ebano Brown


Quercia Light Brown


Rustico Washed Out Grey

# Inspirio

Inspired by
**Graphic Signs and Patterns.**



Genio Mars



Genio Blue Triangles



Genio Blue Marble



Genio Beige Circles





# Glazes

## Thinking Architecture Through Colour

Glazed surfaces are more than refinement. They are a composition of colour, light and materiality. Here, colour is not merely a surface layer, but atmosphere. Within the glaze, it unfolds resonance and impact. Each nuance carries its own effect, from cool blues and greys to warm, earthy accents. In this diversity lies their strength: a wide range of glazes composed for architecture that interacts with light, material and space. They give the facade presence, change and character. What emerges is not a colour application, but a dialogue between colour, light and form: precise, layered and alive. Glazes can also be developed on a project-specific basis, aligned with concept, context and architectural idea.




Navy Blue


Royal Blue


Ocean Blue


Turquoise Blue

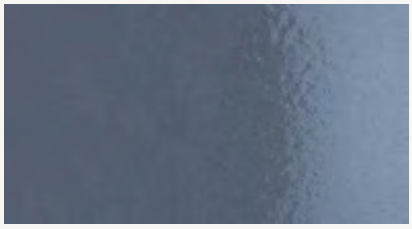

Sky Blue


Cornflower Blue


Blue Grey


Lavender


Black


Graphite Grey


Grey Brown


Grey


White


White Grey


Light Mint


Mint


Pastel Green


Light Green


Green Yellow


Grass Green


Emerald Green


Fir Green


Olive Green


Khaki Brown


Dark Beige


Light Beige


Rose Brown


Brown


Brown Orange


Brown Violet


Dark Red


Coral


Light Red


Red


Antique Rose


Pastel Orange


Dark Yellow


Yellow





# Classic Colours

## Timeless and Original

Earth tones are the essence of nature, drawn from the material itself. In their depth lies something primal. They are not loud, but self-evident. They create transitions between landscape and the building itself, blending in while still standing out. Within them, the history of the material is reflected: fired clay becoming architecture. Each surface speaks of origin and permanence, of warmth and clarity. With Argeton, these tones take on a precise form: ceramic, durable, full of character Facades emerge that are not only built, but anchored in space, in light, in time. They are not a trend, but an origin. And it is precisely there that their timeless strength lies.



Carrara White


Pearl White


Cream


Sand Colour


Sahara Yellow


Apricot-Beige


Salmon/Pastel Red


Tuscan Red


Natural Red

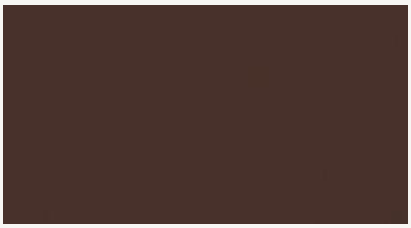

Tizian Red


Burgundy


Light Brown


Coffe Brown


Red Brown


Dark Brown

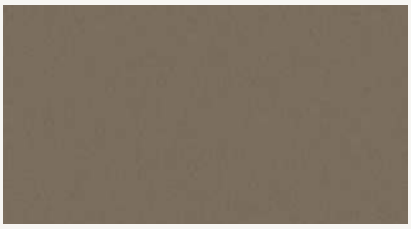

Silver Grey


Pale Grey


Pearl Grey


Granite Grey

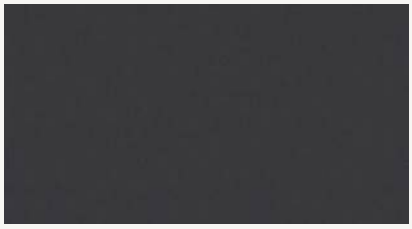

Platinum Grey


Ore Grey


Volcano Grey


Steel Grey


Basalt


Volcano Black


Glacier Blue

The facade panels in the colours Carrara White, Granite Grey, Volcano Grey, Steel Grey, Volcano Black and Glacier Blue are engobed. All other facade panels are through-coloured.



# Barro Supreme Collection

## Surfaces with Depth and Grace

The Barro Supreme Collection embodies the highest refinement of ceramic surfaces. A world of colour shaped by movement, light and material. Inspired by natural transitions and perfected through glazing techniques of exceptional precision. Its specially developed glazes reveal rich colour nuances, fine textural effects and metallic depths of extraordinary intensity. Each element is coloured by hand, using a composition of natural pigments and carefully balanced mineral blends that give every surface its unmistakable character. The result is facades and sun protection elements of unique expressive strength and a precisely poised presence. On request, the colours can also be transferred to other ceramic elements and panels, opening up new scope in architectural design.

The collection was developed in collaboration with **Koninklijke Tichelaar,** one of Europe's oldest ceramic houses. The company stands for exceptional expertise in glazing techniques and colour design. This partnership unites traditional craftsmanship with contemporary design at the highest level.





Leafstream



Oasis Green



Skystream



Deepstream



Midnight



Pearl



Sunstream



Poppy-Red



Barkstream



Morning Glow





# Surface Structures

## Structure That Awakens in the Light

Structure is more than surface. It is design in its deepest sense. It guides light, shapes perception and gives architecture a distinctive presence. With eight characteristic structures, Argeton offers a repertoire that fuses material and expression with compelling effect. The result is design that does not impose itself, but shapes.





**Classic**
Calm surface, clear light effect



**Relief**
Organic depth, subtle structure



**Textured**
Fine grain, lively effect



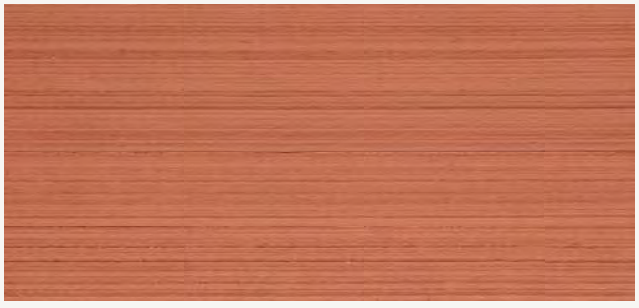
**Soft textured**
Dense texture, calm appearance



**Linework**
Soft linework, gentle motion



**Distinctive**
Pronounced relief, sculptural effect



**Straight brushed**
Straight brushing, uniform rhythm



**Strong brushed**
Free brushing, dynamic character





# Product Range

## Diversity of Ceramic Forms

In the diversity of forms, profiles and textures, the full language of ceramic architecture reveals itself. Each element carries an idea within it, born of function, proportion and material. Together, they form a repertoire that redefines space, light and proportion. Argeton understands this diversity as an expression of architectural freedom.

From clear lines to animated surfaces, from precise system elements to custom made solutions, a harmonious interplay of design and technology emerges. In this way, every form becomes part of the whole, every surface a layer in the raiment of architecture.





## Tampa

**Classic and Timeless**
Clearly defined proportions create a harmonious facade composition. Its even surface becomes a stage for colour, light and texture.



## Terzo

**A Play of Depth and Rhythm**
Finely graded shadow joints give the facade movement and structure. Terzo brings vitality to the detail and calm to the surface. A profile that makes light a design element.



## Lineo

**Precision in Line and Light**
With its fine horizontal fluting, 3 mm deep, Lineo creates a clear architectural order. The interplay of shadow and reflection emphasises materiality and lends the facade a subtle dynamism.



## Danza

**Movement in Ceramic Form**
The overlapping geometry creates an interplay of light, depth and reflection. Danza combines visual tension with lightness, lending the facade both structure and fluidity.



## Altivo

**Vertical as an Architectural Statement**
With its vertical presence, Altivo accentuates the geometry of the facade and creates a strong, clear form. A profile that combines architectural clarity with elegant lightness..



## Argelite

**Lightness as a Principle**
Its low weight and precise shape make Argelite ideal for both new build and refurbishment of existing buildings. It embodies ceramic quality distilled to its essence: clear, modern and enduring.



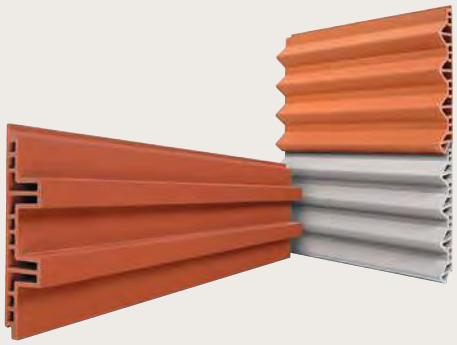
## Barro

**Form Meets Function**
Barro expands architectural scope, combining solar shading with expressive design. Ceramic baguettes in a range of versions and formats shape material, rhythm and light into a single whole.



## Ceramic Corner

**The Precise Finish for Architectural Lines**
The ceramic corner solution completes the facade down to the last detail and preserves both materiality and continuity. An element that turns the transition itself into a statement of form.



## Customised Shapes

**Bespoke Ceramic Forms**
Architecture is an expression of ideas and identity, and every idea seeks its own shape. Argeton enables bespoke ceramic designs with almost unlimited creative freedom. Whether special geometries, tailor-made formats or project-specific details, each solution is developed in close collaboration with architects and executed with precision. The result is architecture that bears its own signature, individual, refined and unmistakably ceramic.

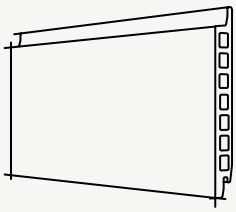






Product

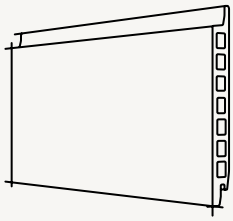
# Tampa



**Project**
Residential Refurbishment, Rue Volta
Paris, France



Product
# Tampa



**Project**
University of Louisville Children's Hospital
Kentucky, USA



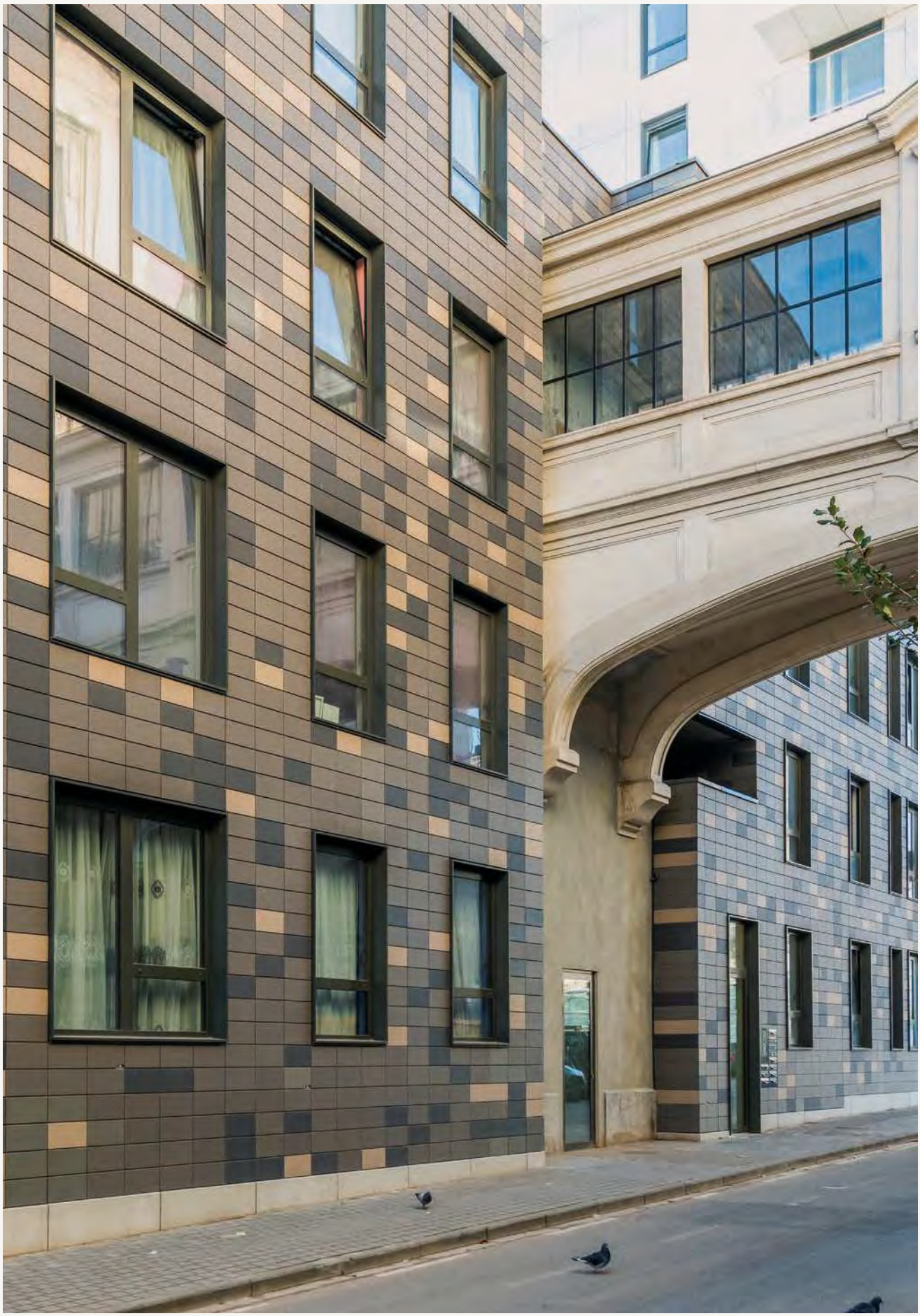






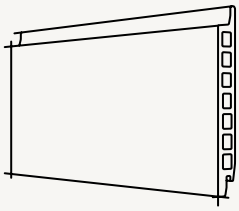




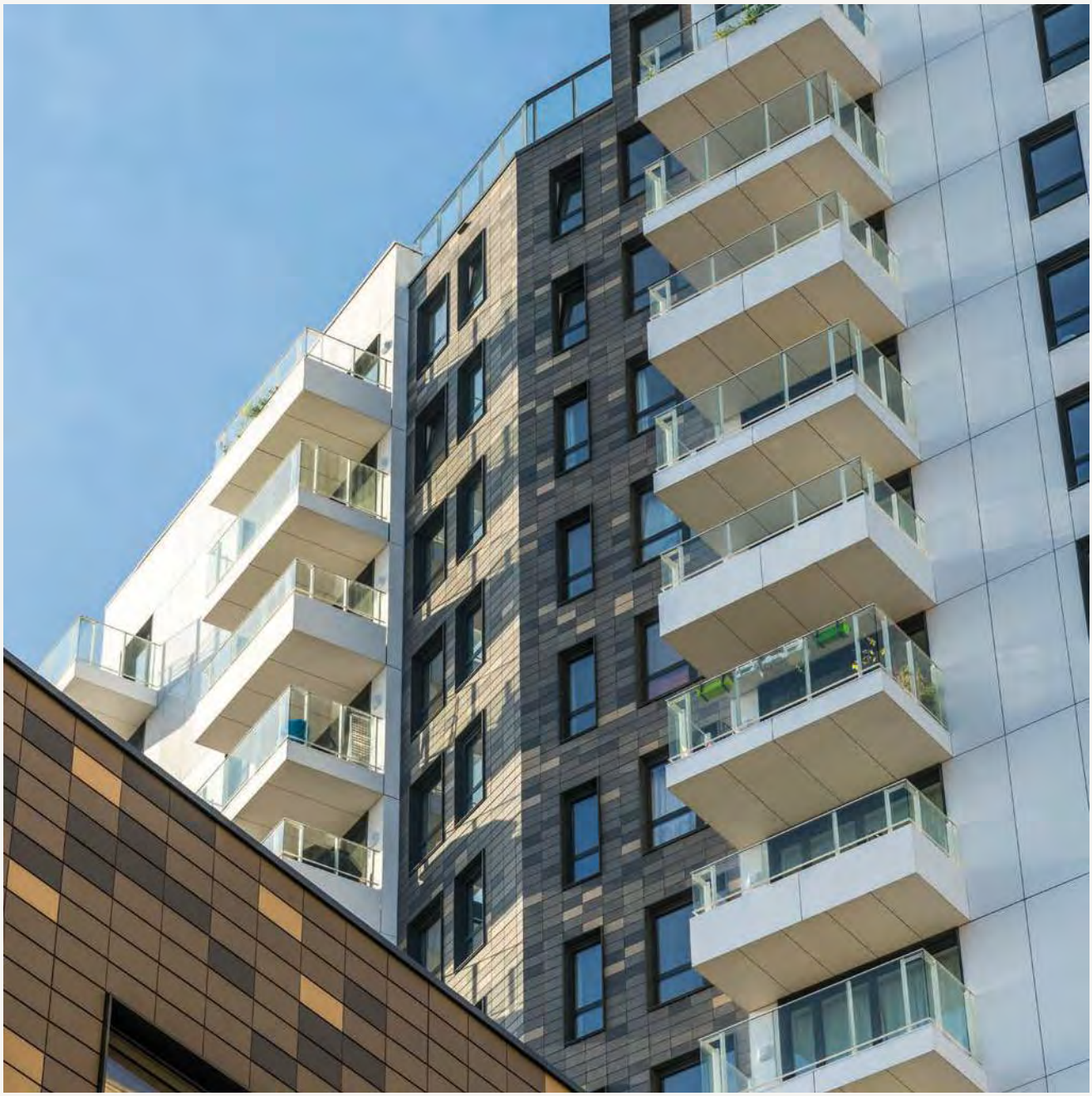


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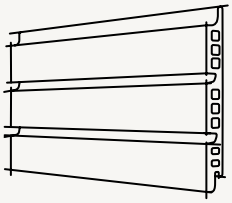
# Tampa



**Project**
Ekla Residential Complex
Brussels, Belgium



Product
# Terzo



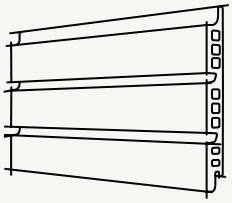
**Project**
Office Building
Lille, Frankreich



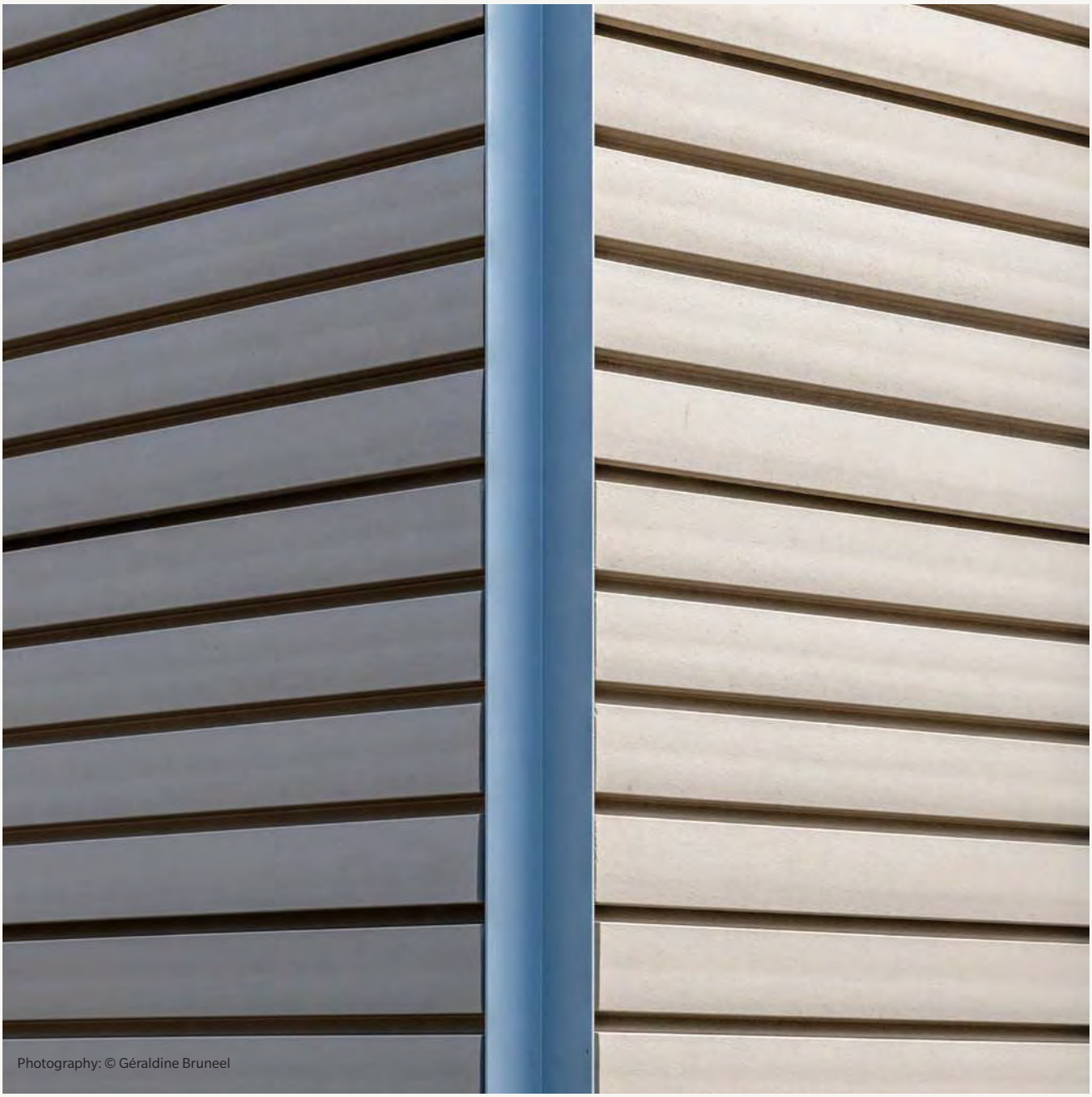




Product
# Terzo

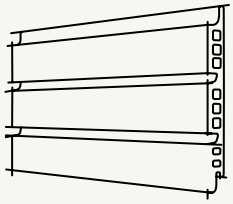


**Project**
Liv'in Residential Development
Bussy-Saint-Georges, France



Photography: © Géraldine Bruneel

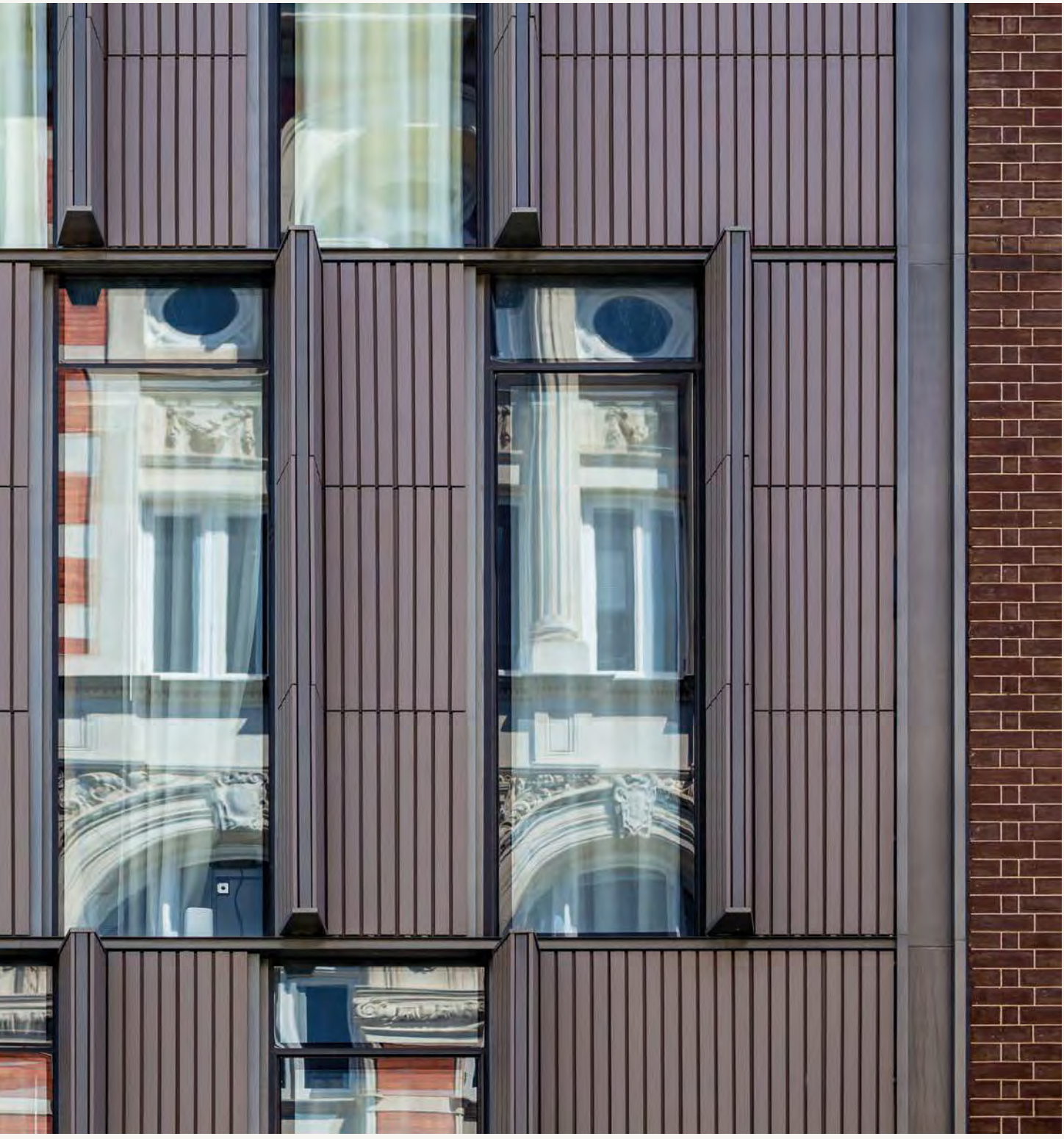
Product
# Terzo



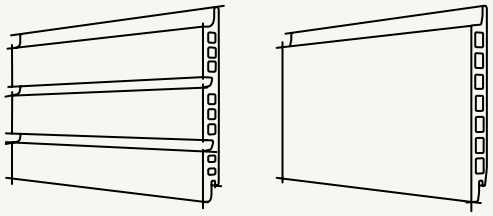
**Project**
Residential and Commercial Building
Tottenham Court Road
London, England







Products
# Terzo & Tampa



**Project**
Social Medical Centre
Montceau-les-Mines, France







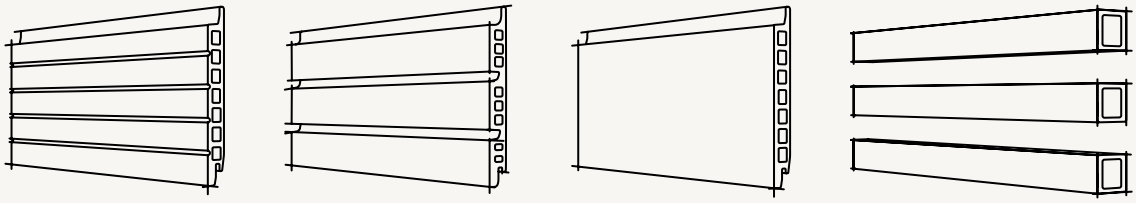






Products

# Lineo, Terzo, Tampa & Barro



**Project**
Baudimont Barraks
Arras, France



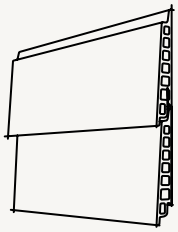
Fotos: © Frédéric Miette





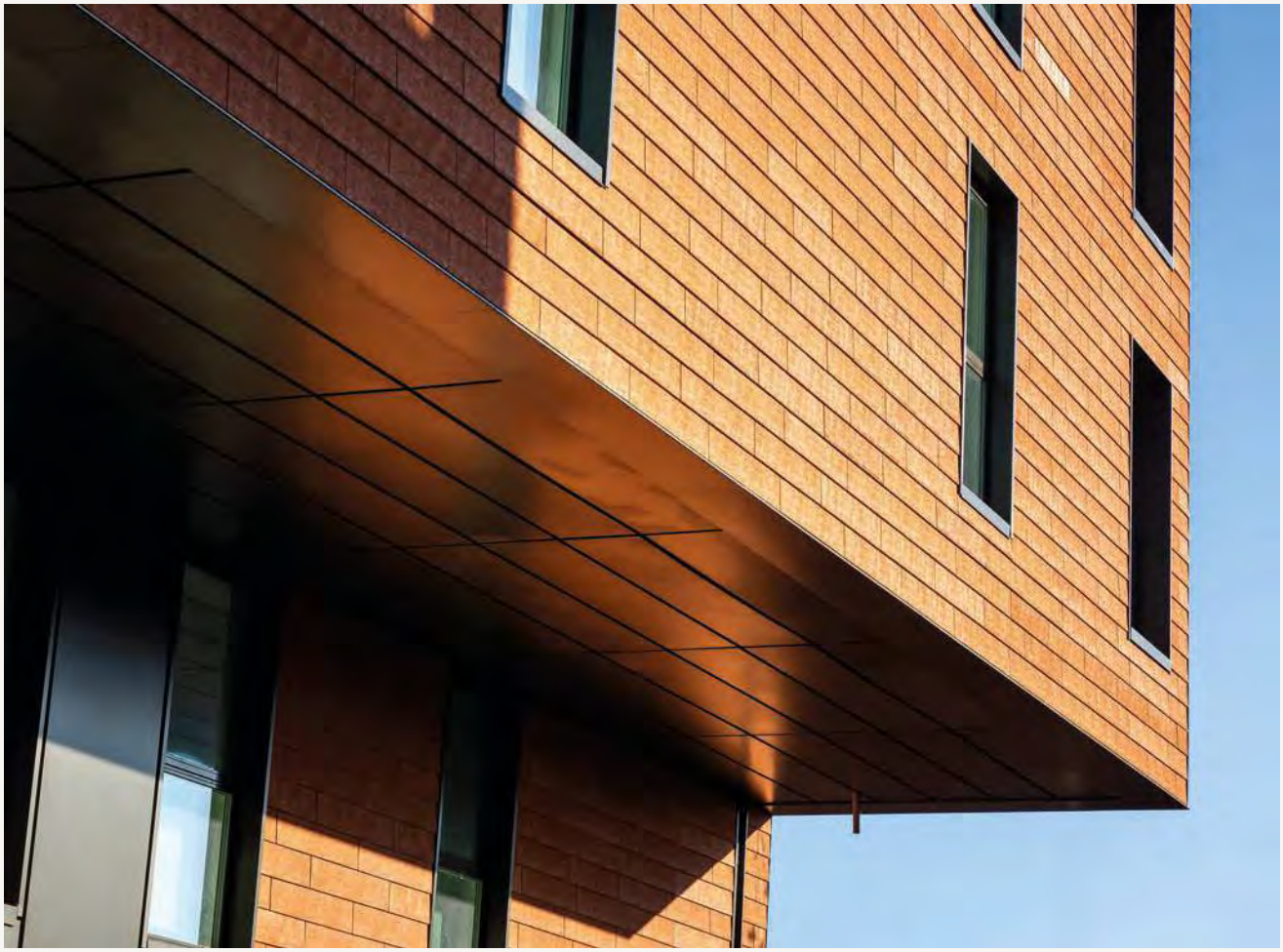

wienerberger

Product
# Danza

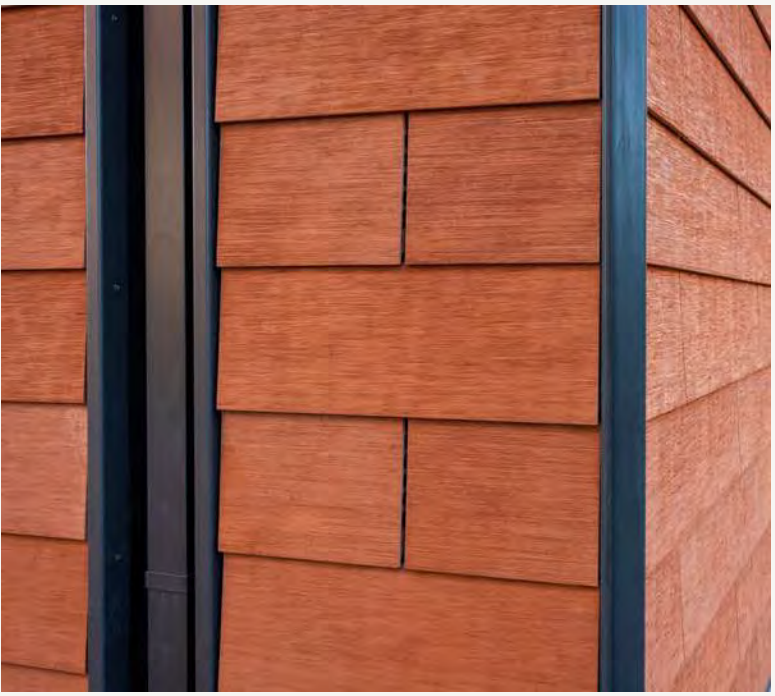




**Project**
Little Gearies Residential Development
London, England

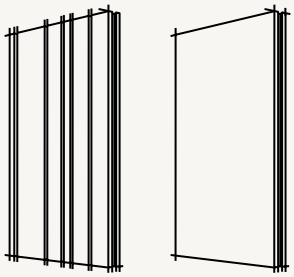








Product
# Altivo

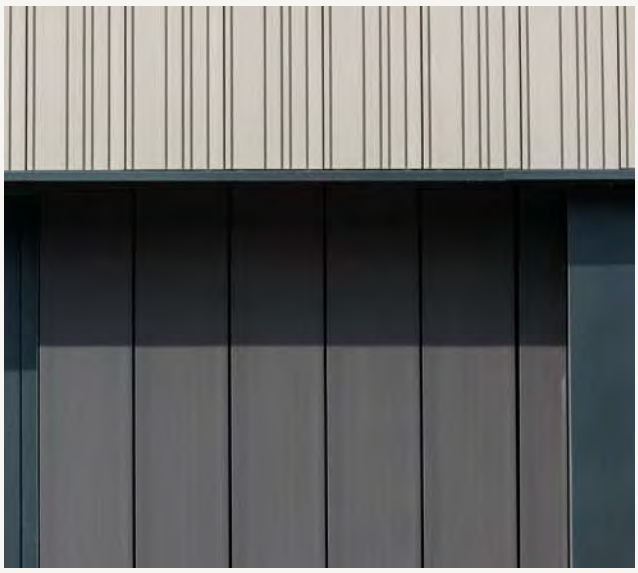




**Project**
Office Building
Bussy-Saint-Martin, France



Photography: © Géraldine Bruneel

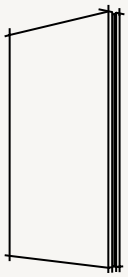








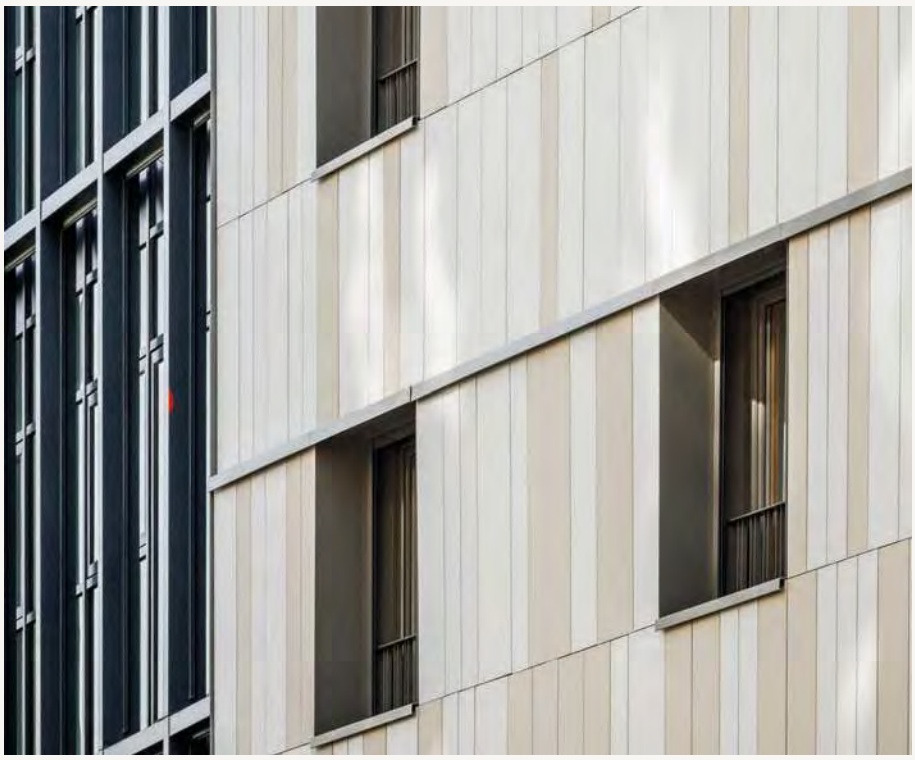
Product
# Altivo



**Project**
Fili Grad Residential Development
Moscow, Russia

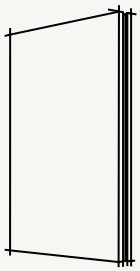







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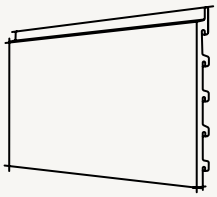
Product
# Altivo



**Project**
Refurbishment of a Mixed-Use Building
Paris, France



Product
# Argelite

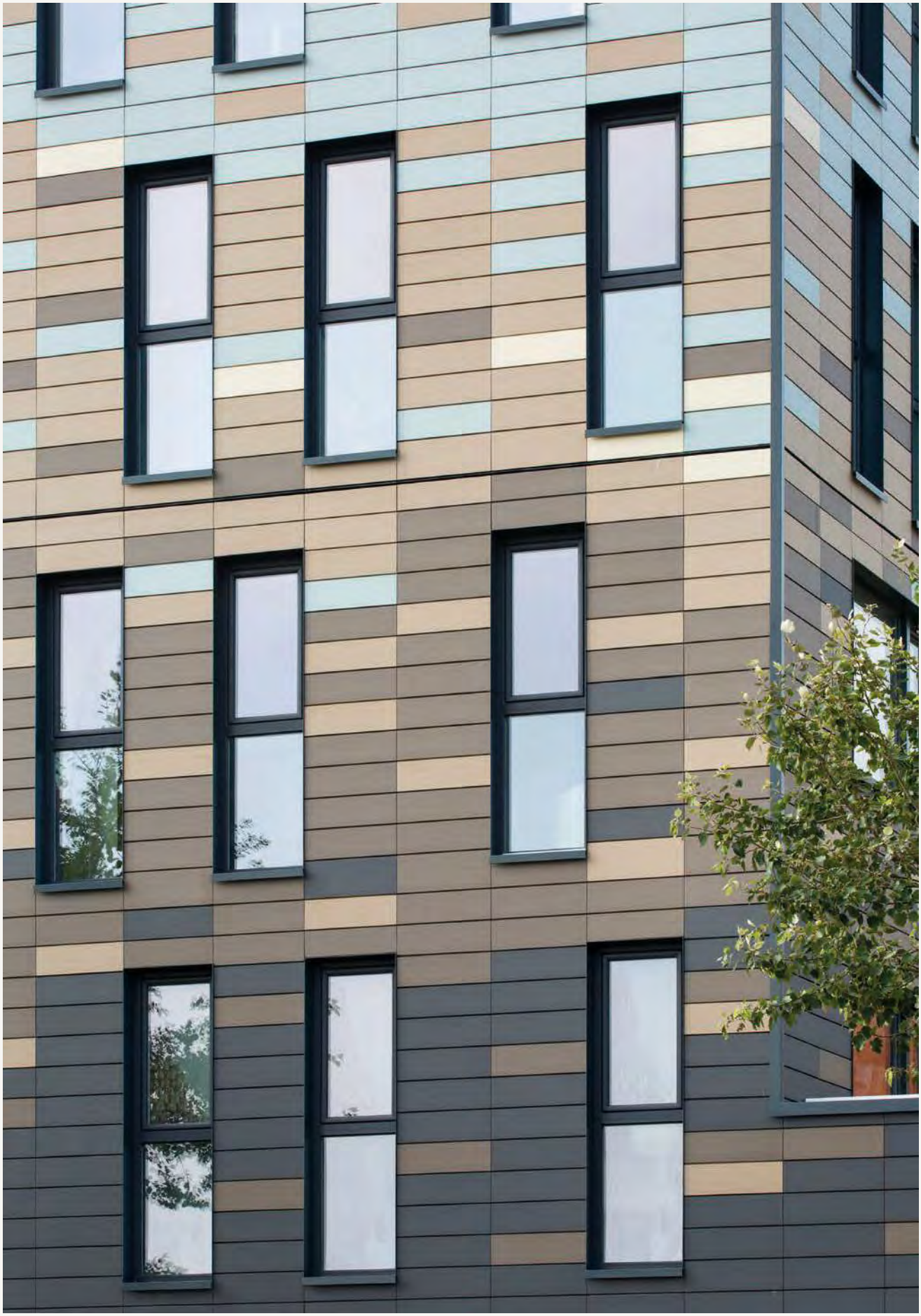




**Project**
Residential Complex
Dunkerque, France

Photography: © Mathieu Ducros

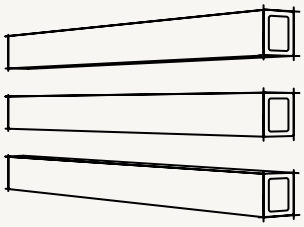








Product
# Barro





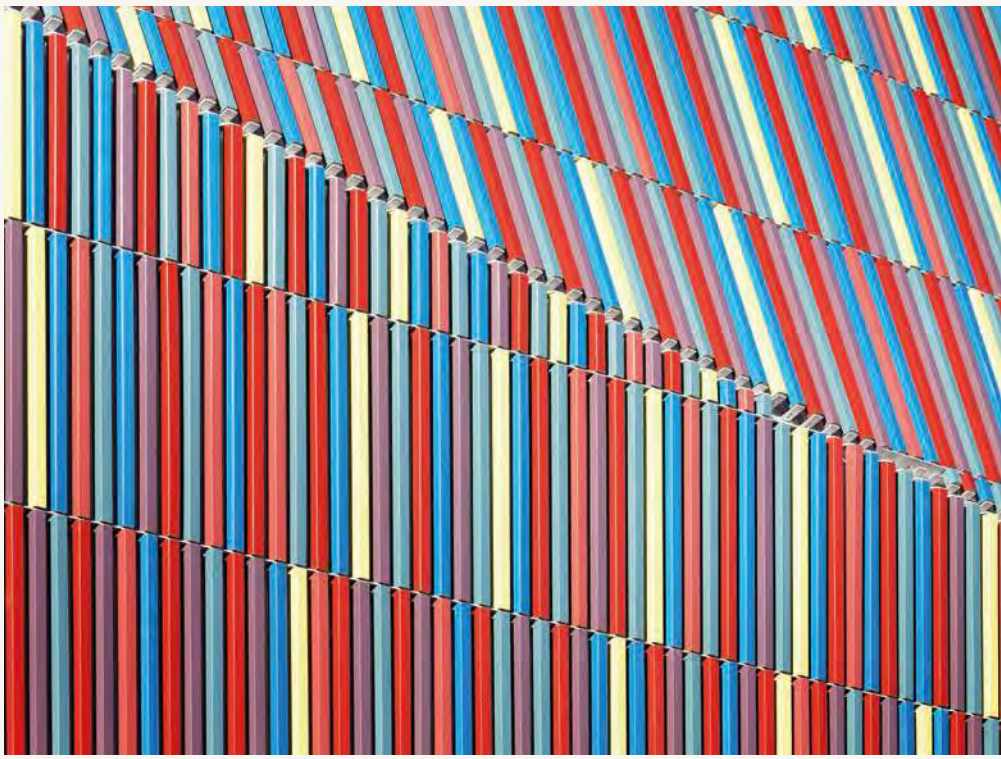
**Project**
Simone Veil Primary School
Villiers-sur-Marne, France

Photography: © Takuji Shimmura









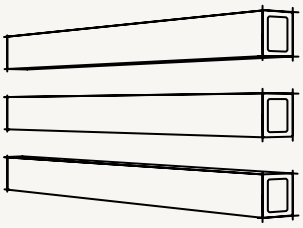






Product

# Barro



**Project**
Le Rizomm University Building
Lille, France



Photography: © Denis Paillard

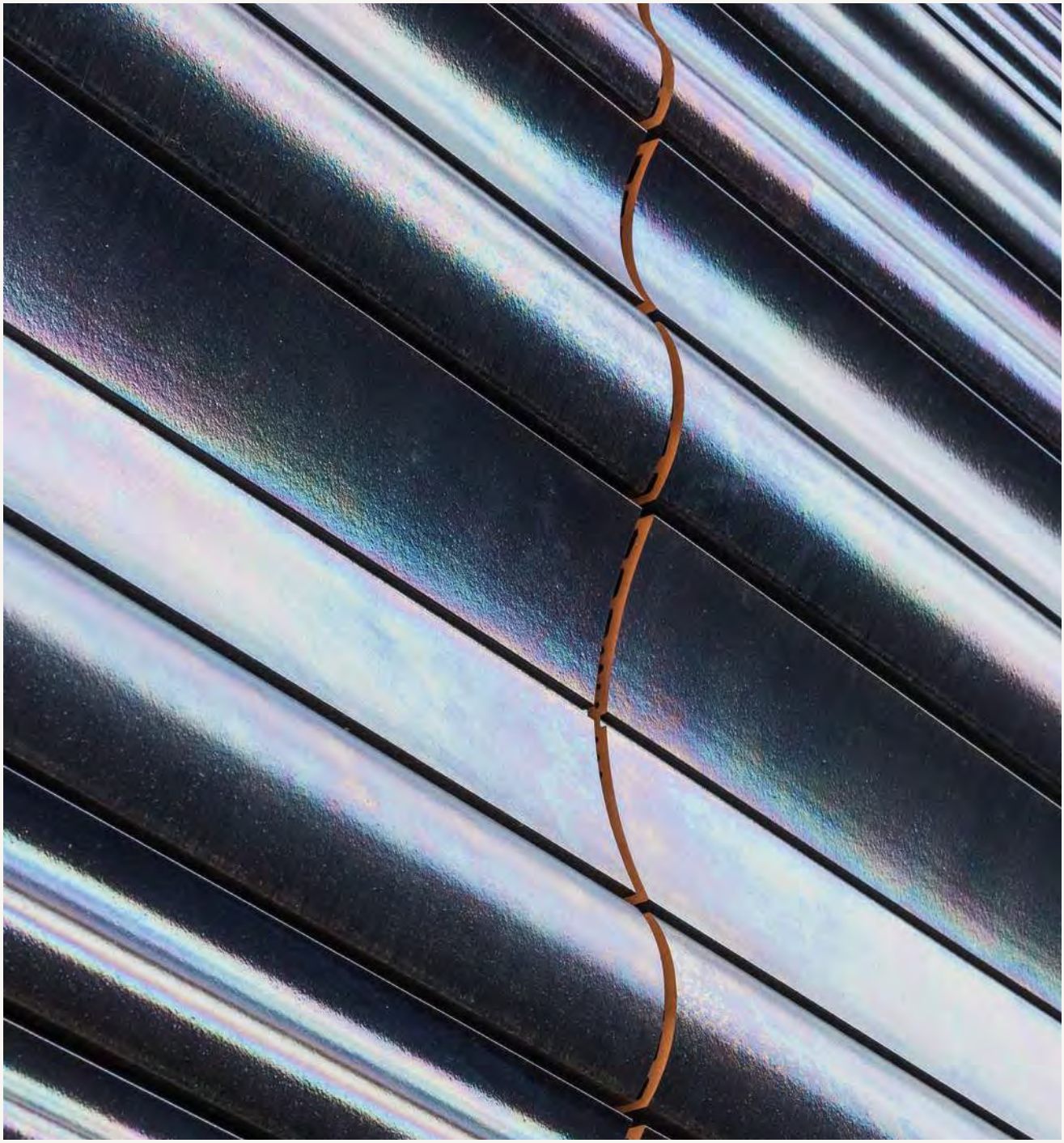






**Product**
Bespoke Solution

**Project**
CRBC Bioclinical Research Centre
Clermont-Ferrand, France













# Motio

## The Linear Facade System

Motio is more than a ceramic facade system. It is the expression of an attitude that unites architectural clarity and technical precision in a calm, convincing design language. Through line, rhythm and depth, Motio shapes facades, orders proportions and makes design tangible through discipline.

Ceramic wraps the building like an architectural dressing, follows its contours and translates construction into presence. Within this principle of dressing, which Gottfried Semper made central to building culture, the facade becomes a medium between idea, material and expression. Motio takes up this thought and carries it into a contemporary formal language, reduced in form, precise in geometry and carried by a quiet presence.

Design becomes visible in the interplay of the ceramic elements, in the balance of light and shadow, and in surfaces that convey calm while allowing subtle movement. Motio connects visual structure with tangible materiality and creates facades that do not seek attention but feel self-evident.

Behind this clarity lies a system that provides planning certainty and translates accuracy into execution. Modular logic, reliable quality and technical commitment give the design stability, from the first grid through to the finished detail. At the same time, Motio follows a principle that brings design and circular thinking together (Cradle to Cradle Certified Silver).

Motio stands for architecture that turns line into attitude: calm in its impact, precise in detail and durable in substance.

# Colour and Surface Spectrum

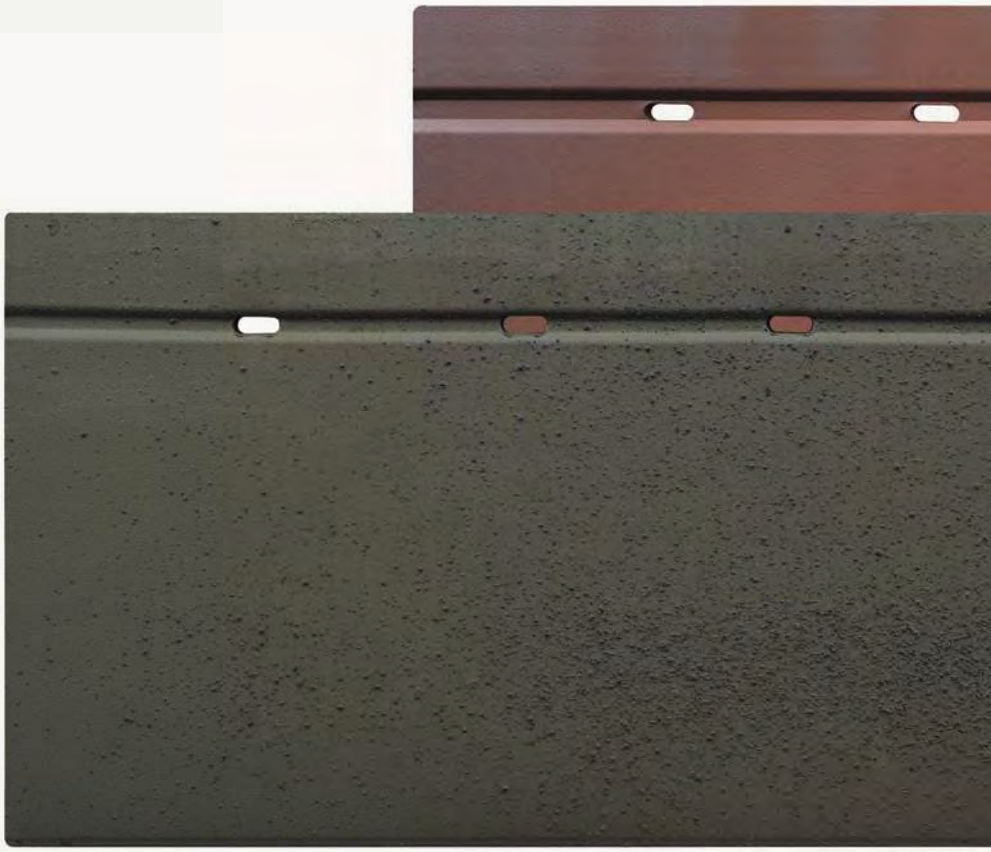
## Rhythm of the Line, Depth of the Surface

Colour and surface are integral to Motio's architectural order. They follow the line, reinforce rhythm and sharpen the effect of the surface. Nothing calls attention to itself. Everything settles into a calm, structured whole. At the same time, Motio follows a principle that brings design and circular thinking together (Cradle to Cradle Certified Silver).

All colours can be combined with different surface finishes: smooth, iron sand, brushed, wirecut and wirecut iron sand. The colour palette moves between depth and restraint, between natural nuances and clear presence. In the interplay of light and shadow, the surfaces develop a subtle vitality without disturbing the clarity of the architecture.

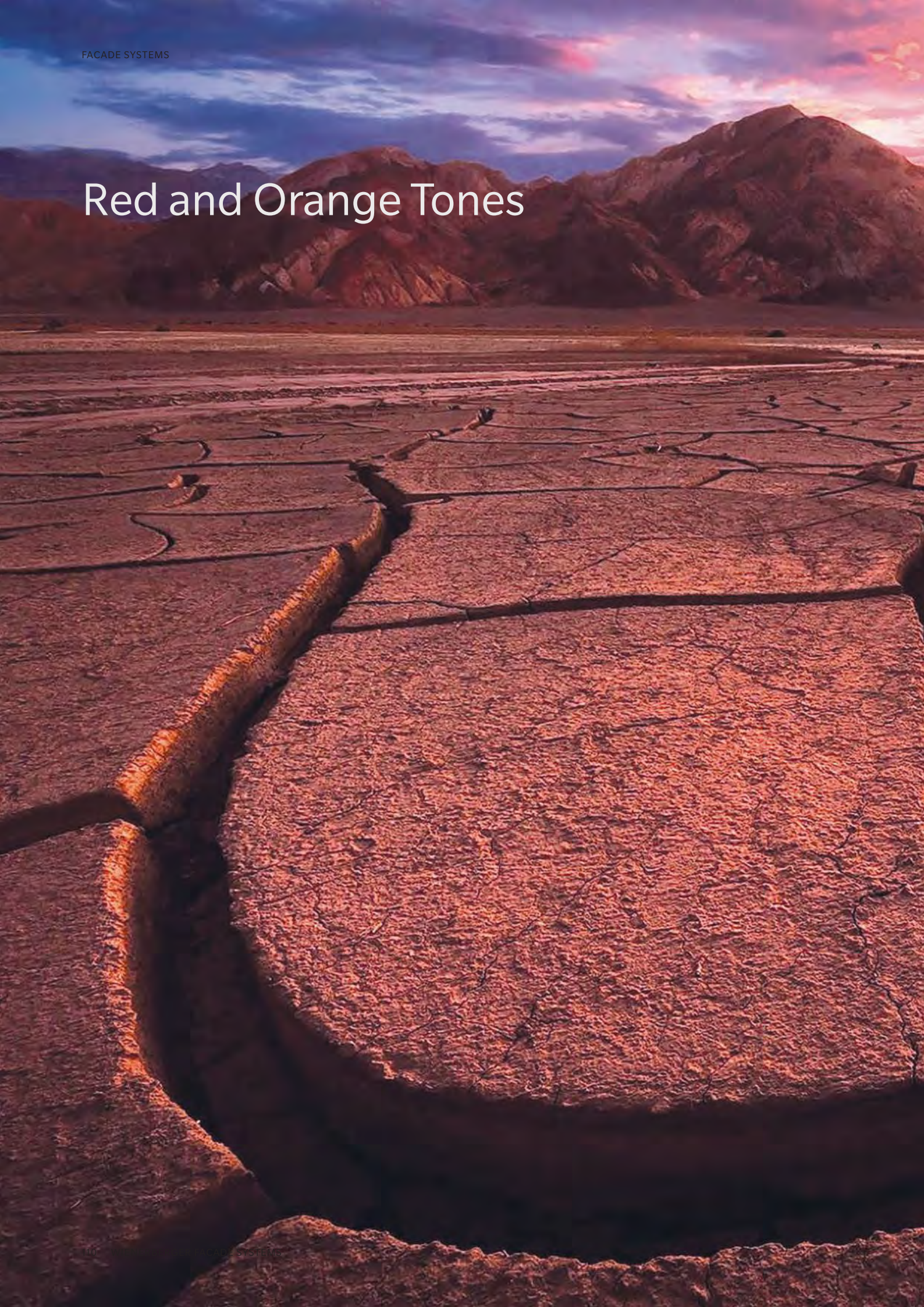
On request, colours can be developed and produced on a project-specific basis, aligned with context, materiality and architectural idea. The result is a spectrum that does not dominate design, but carries it: reduced in its effect, precise in detail and reliable in its materiality.

Motio facade panels are available as L profiles with slightly rounded edges as well as with sharp edges. For a more intense interplay of light and shadow, the U profile version is recommended.





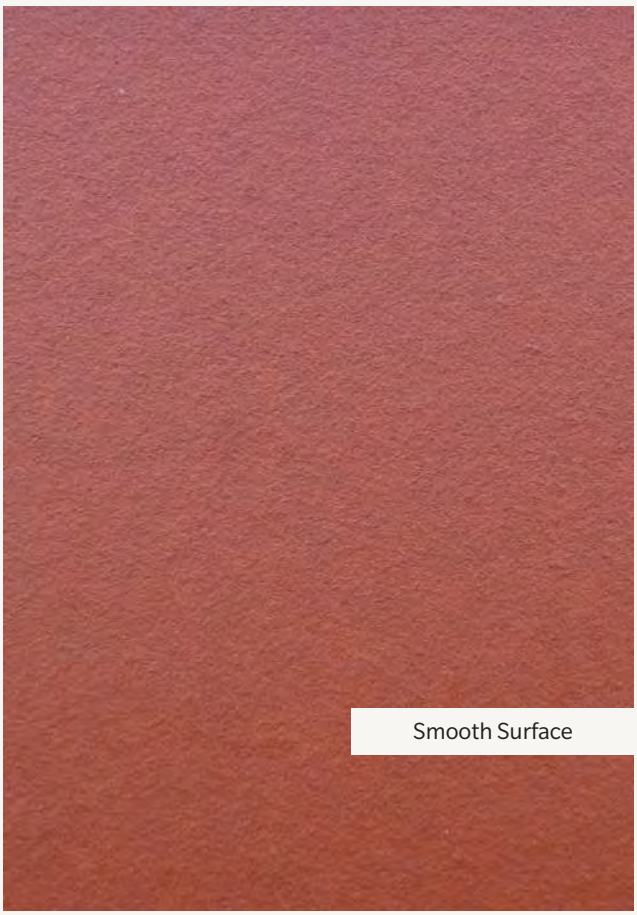
# Red and Orange Tones



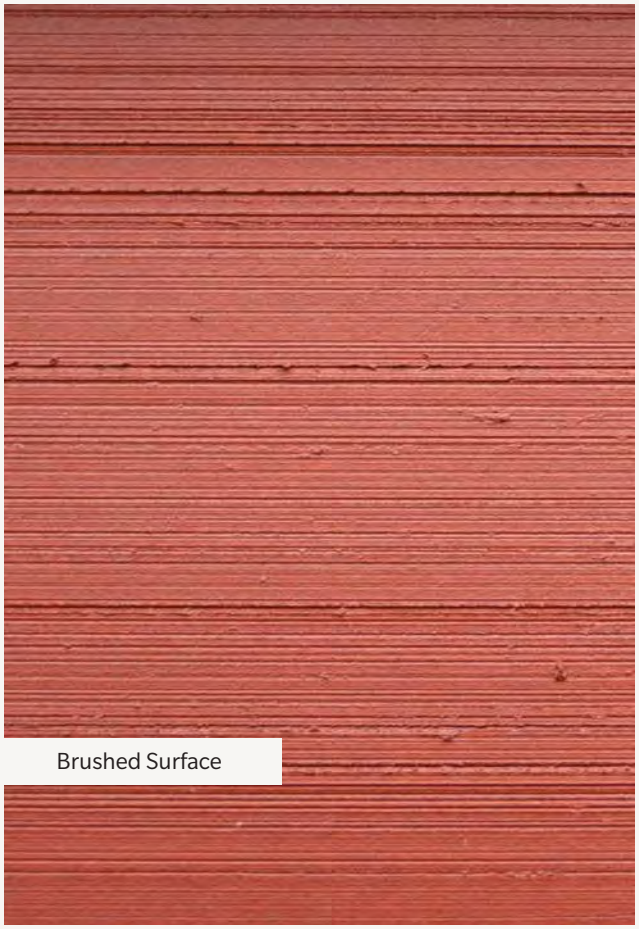

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Motio
Maple Red





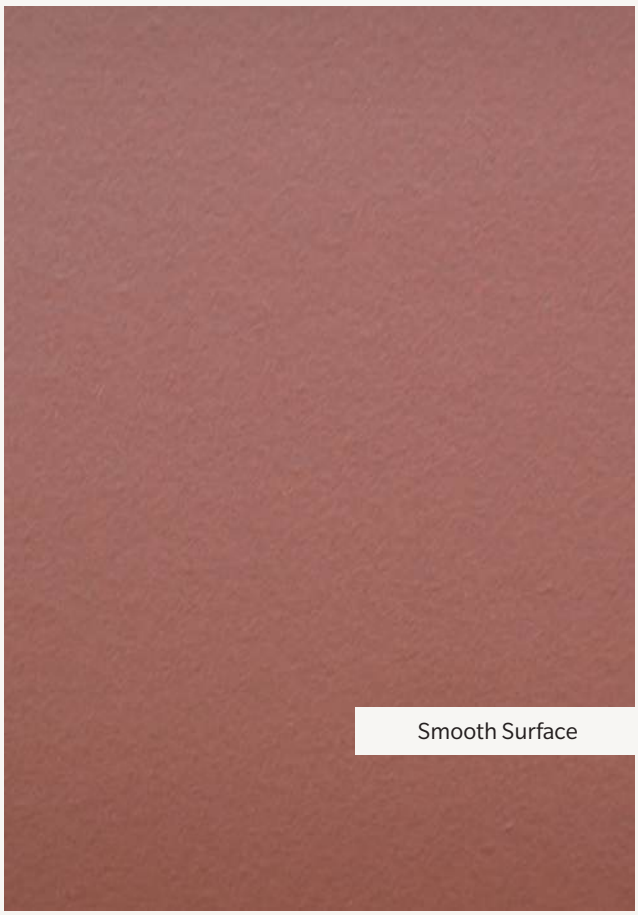
Smooth Surface



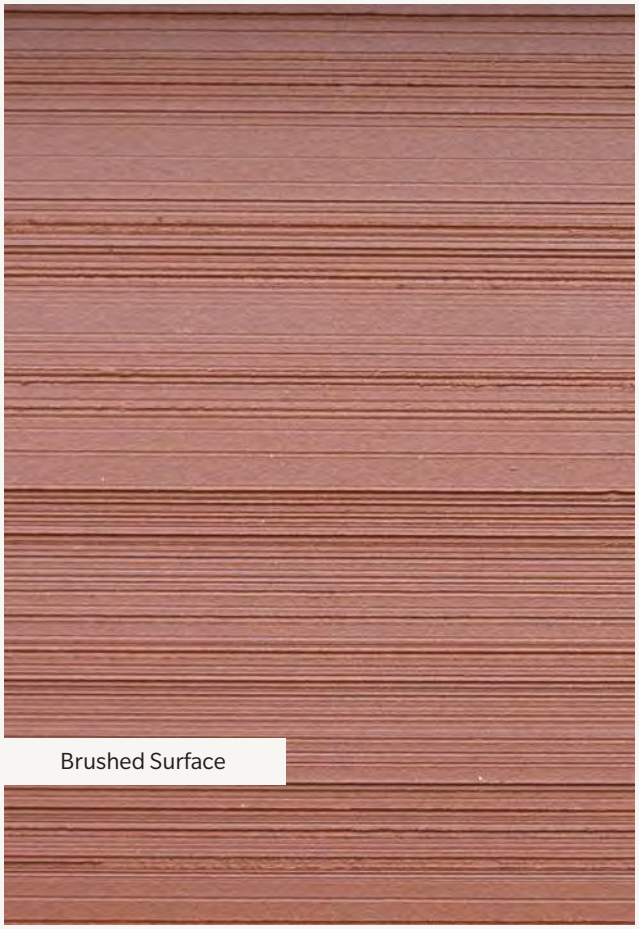
Brushed Surface







Smooth Surface



Brushed Surface



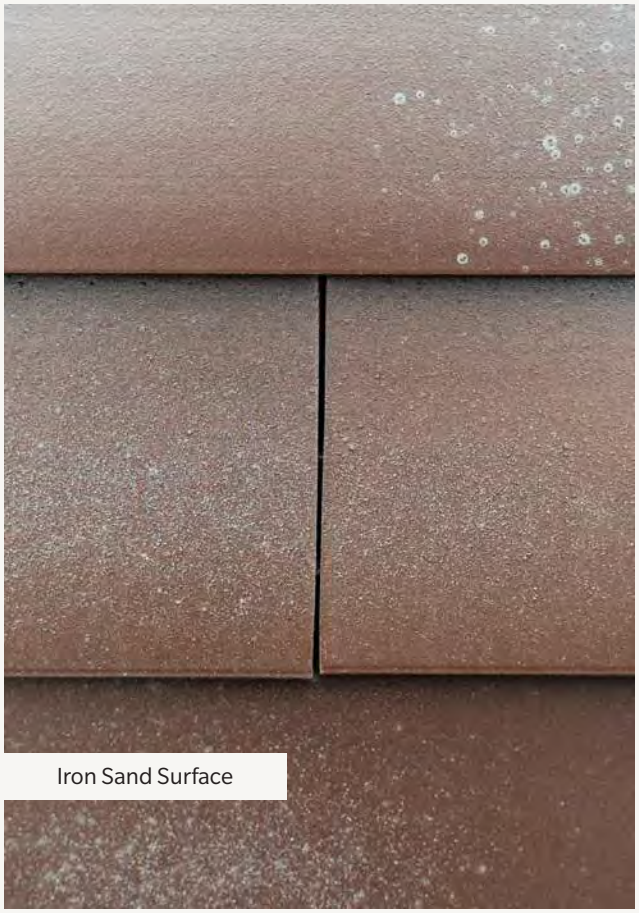

Motio
Autumn Red

# Brown and Earth Tones




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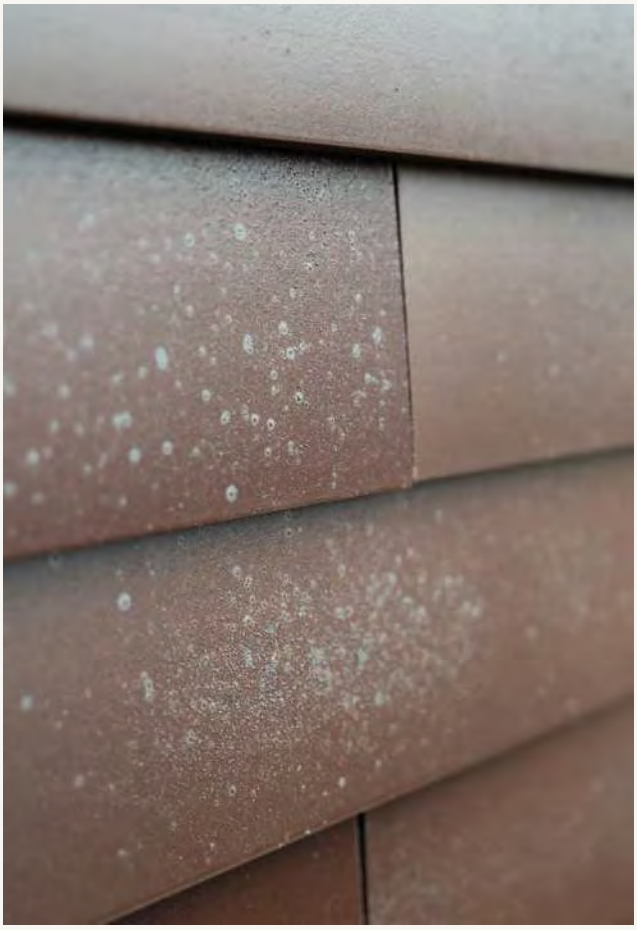

Motio
Old Brown

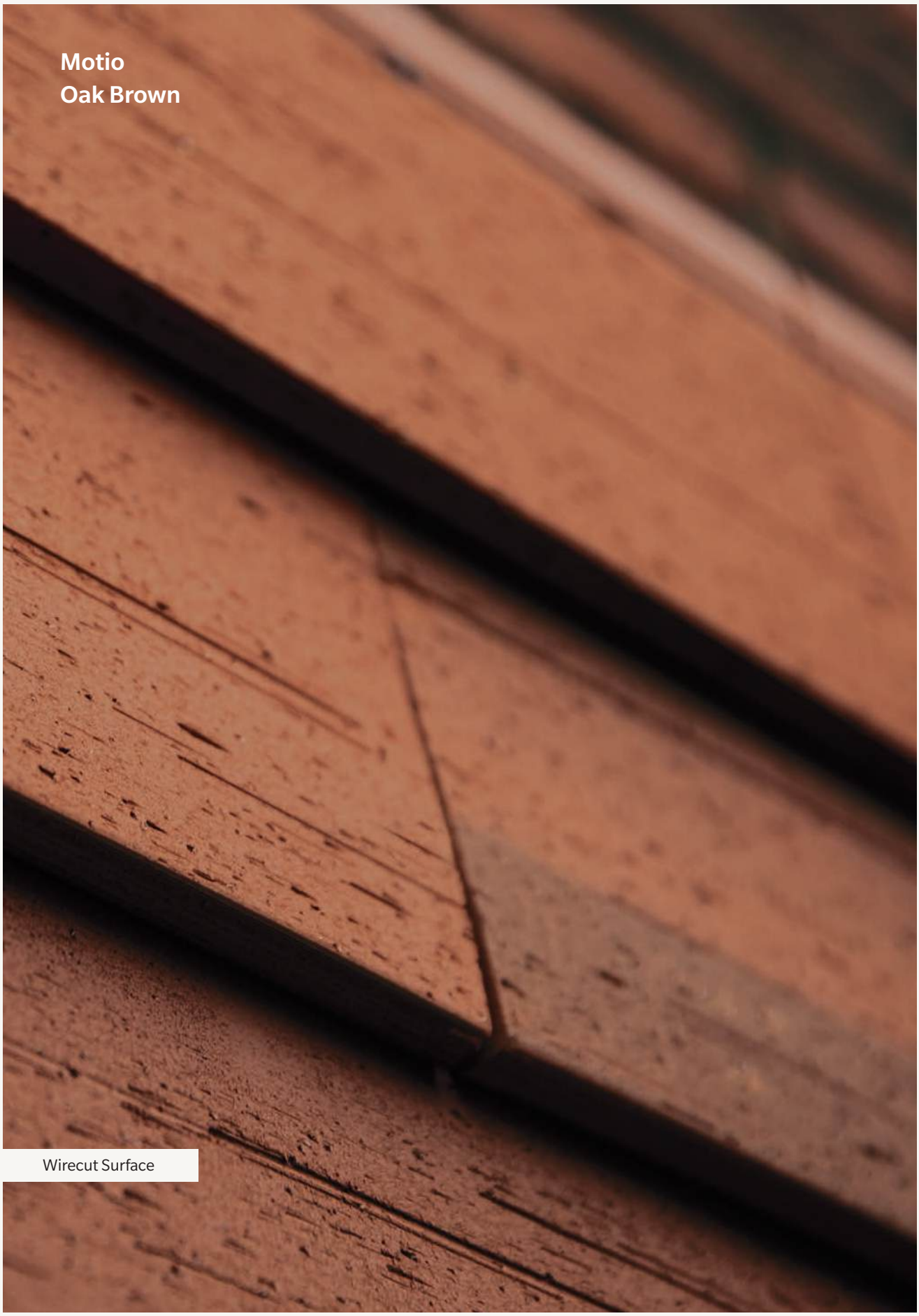


Iron Sand Surface





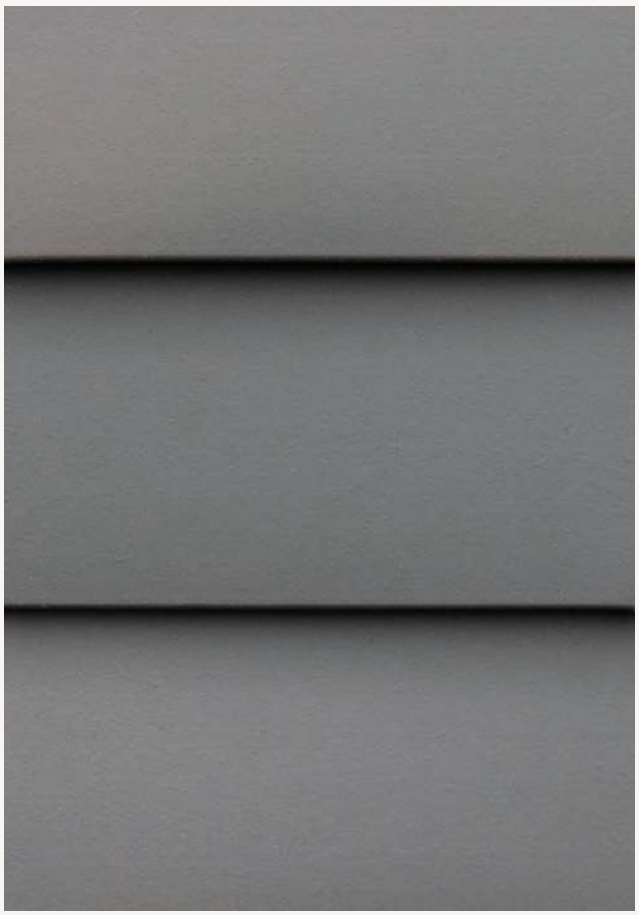


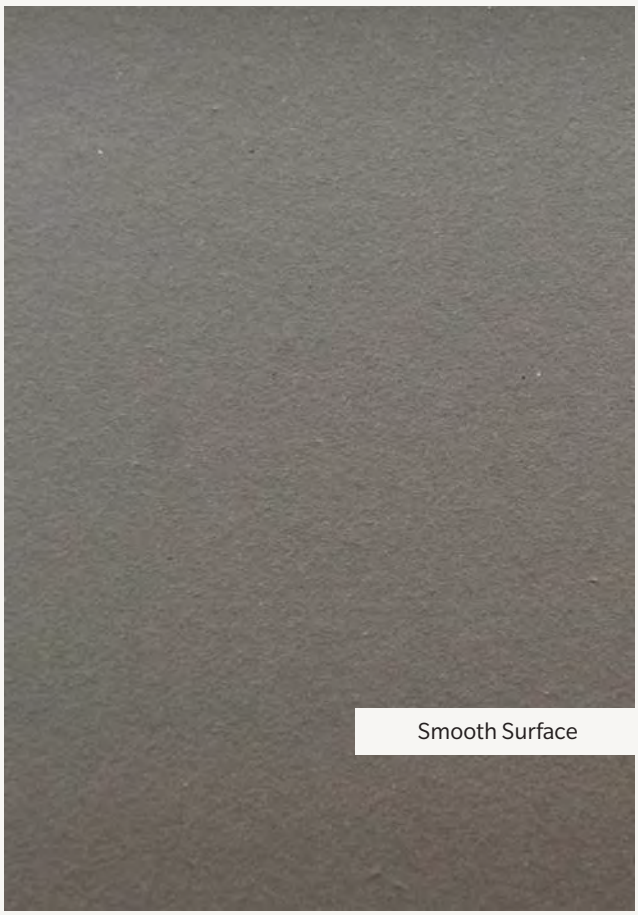



Wirecut Surface



Wirecut Surface





Smooth Surface



Brushed Surface



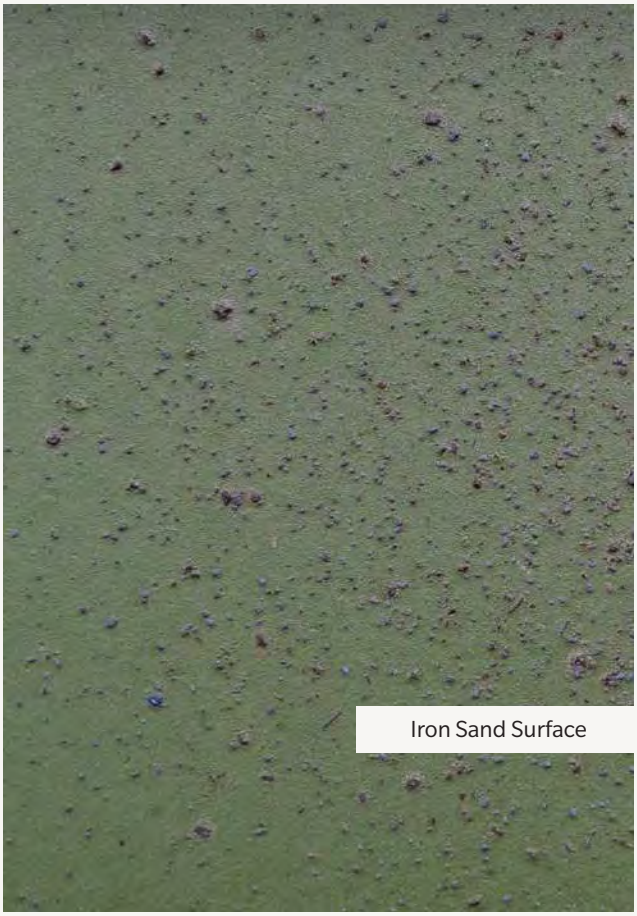

Motio
Graphite Ray

# Green Tones

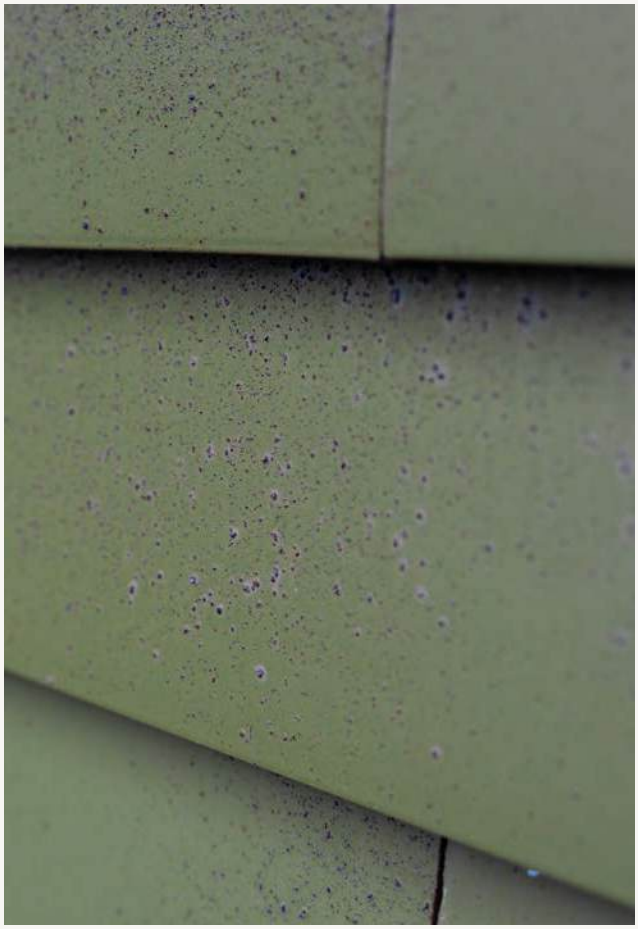


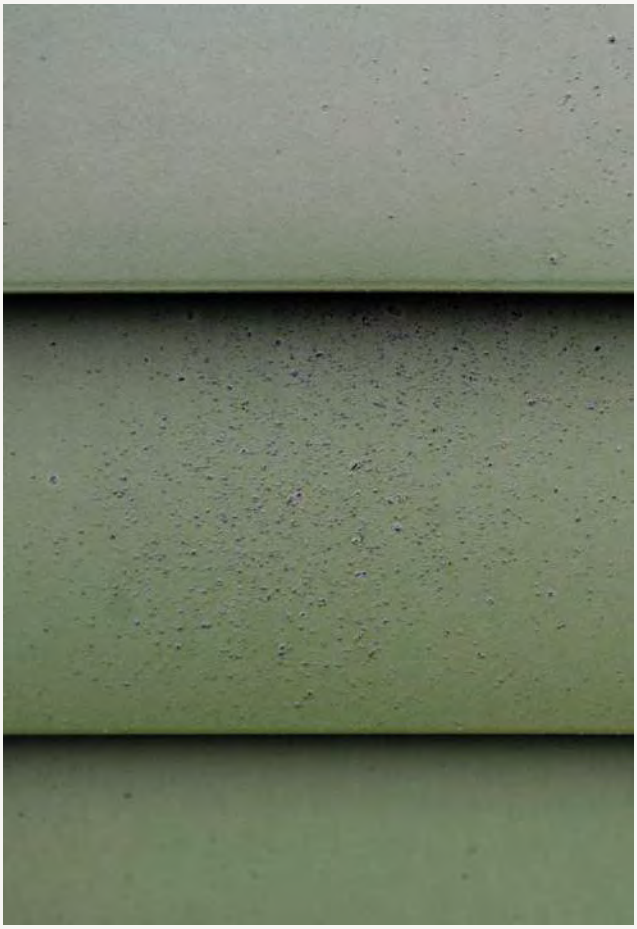


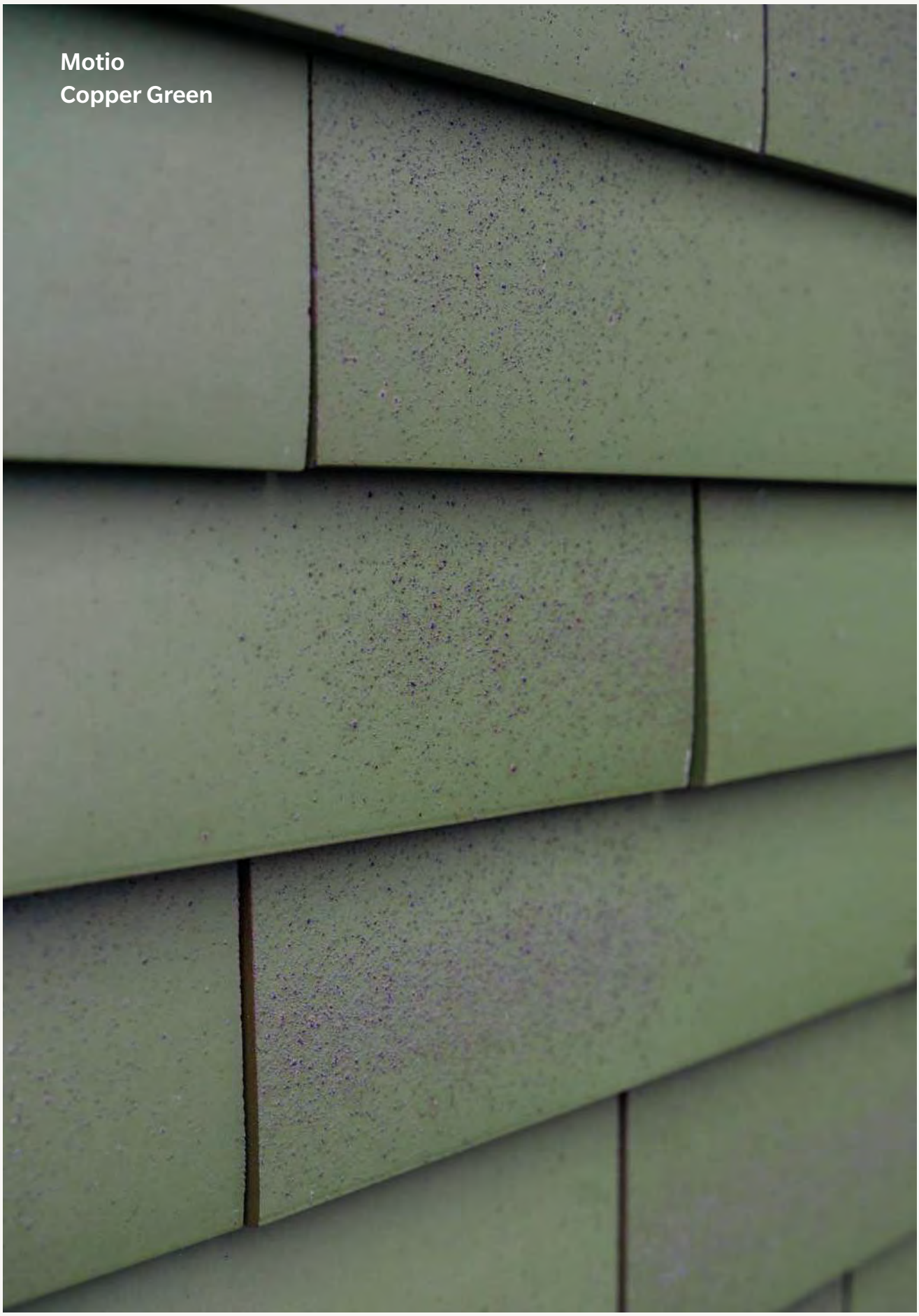




Iron Sand Surface





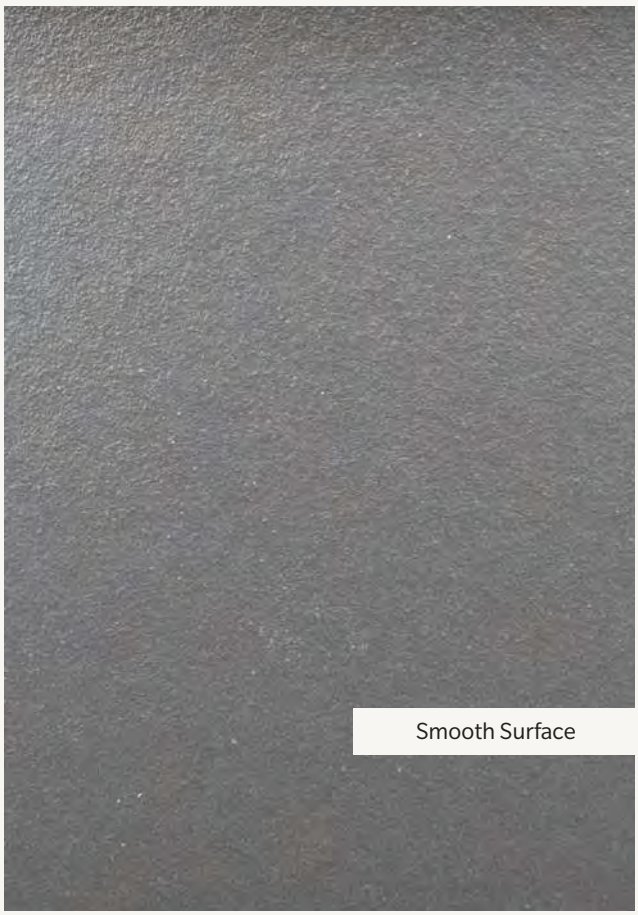

Motio
Copper Green

# Grey and Black Tones









Smooth Surface



Brushed Surface

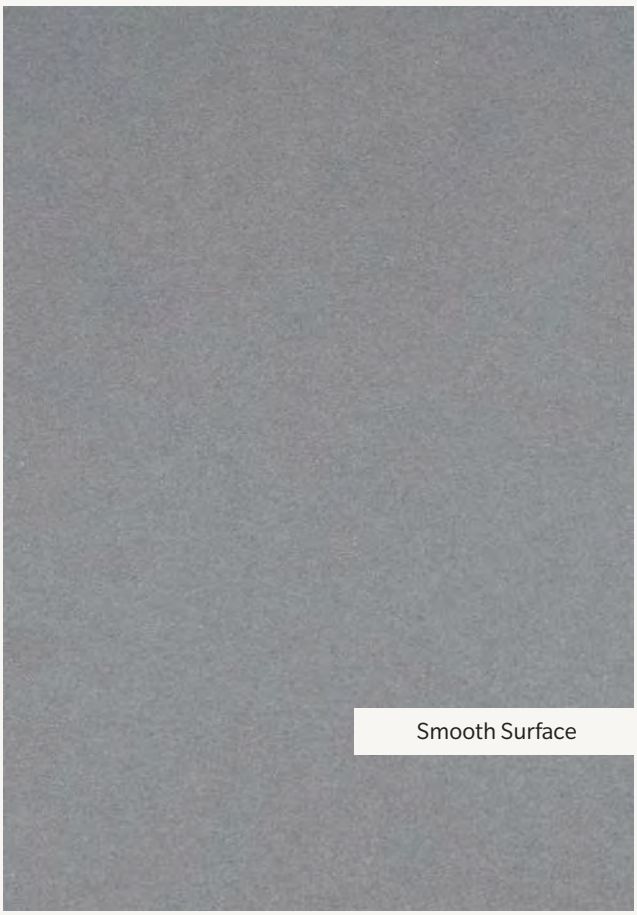



Motio
Slate Grey

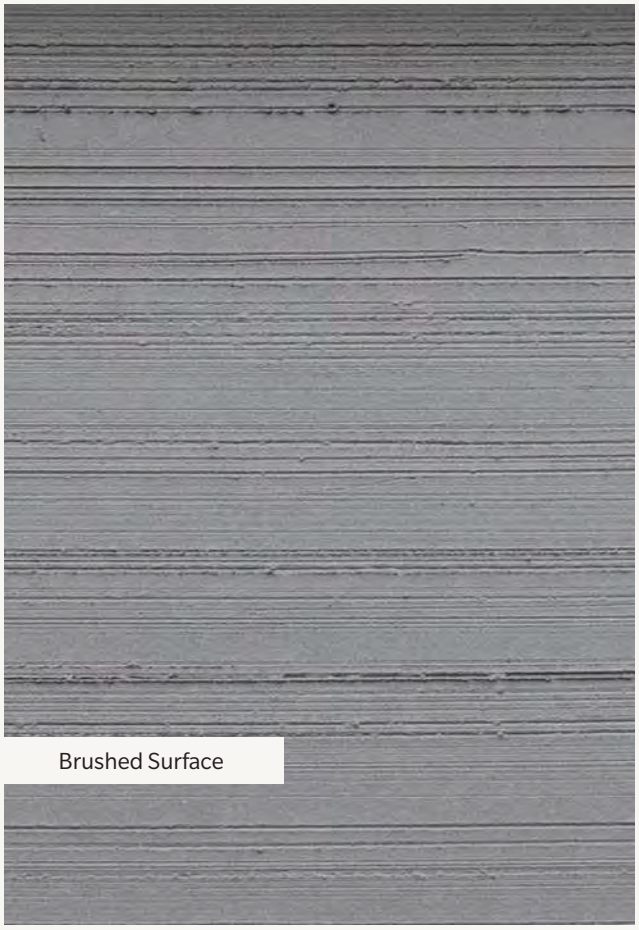



Iron Sand Surface



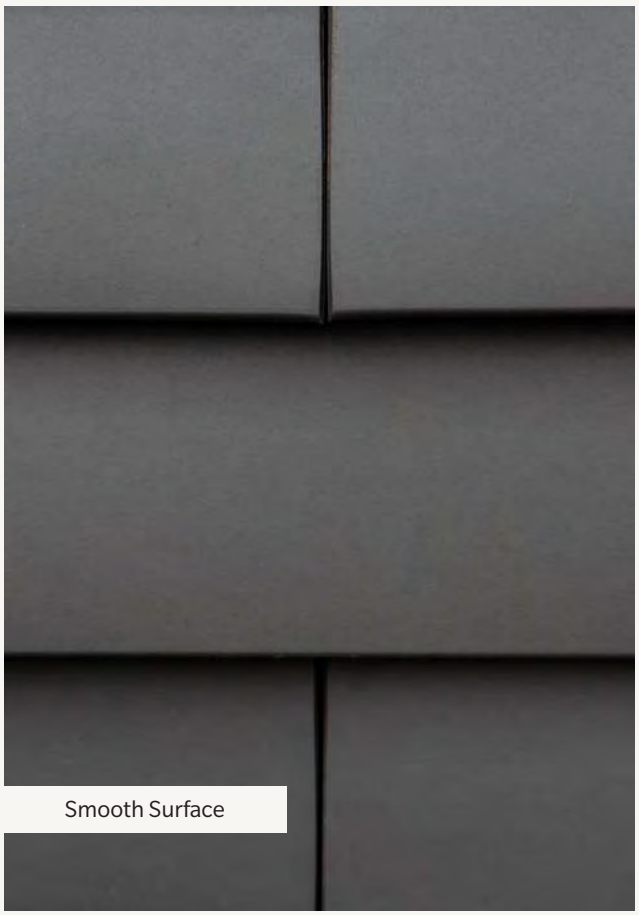


Smooth Surface



Brushed Surface





Smooth Surface







Brushed Surface


Motio
Basalt matte





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Colours may vary from the actual product.

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