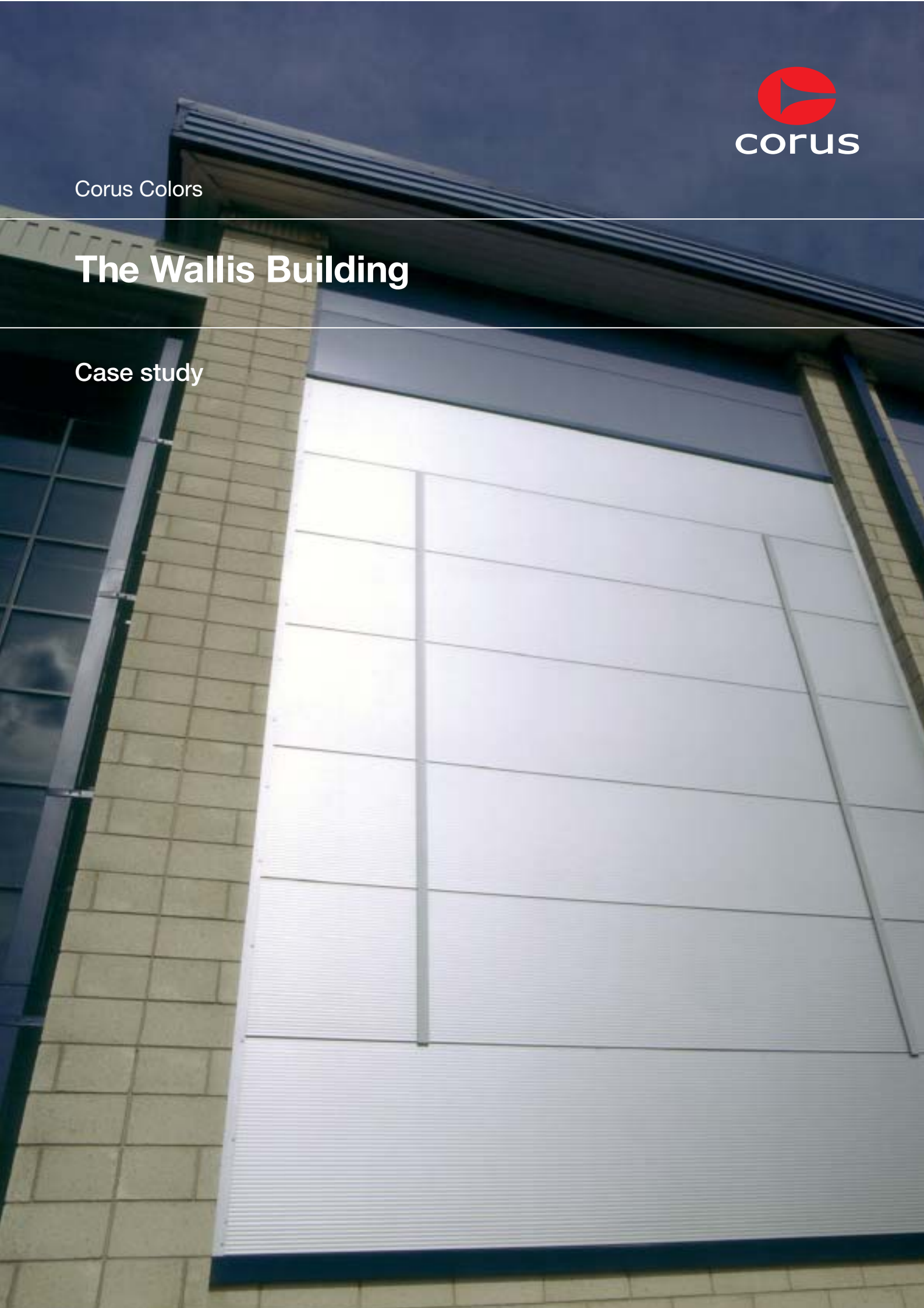


Corus Colors

The Wallis Building

Case study





Case study

The Wallis Building Witton, Birmingham

Architect: Tweedale Architects
Contractor: Anglo Holt Construction
System manufacturer: Kingspan
System type: Composite panels
Profile type: Trapezoidal (roof), micro-rib (walls)

Colorcoat® product:
 HPS200® (roofs) PVDF (walls)



Goosewing Grey



Metallic Silver



Mountain Blue



Bahama Blue



The brief

A challenge faced the architects in the design and regeneration of an industrial building on the Junction Six Industrial and Business Park in Witton, Birmingham. The brief comprised the refurbishment of the former headquarters of the GEC Organisation, a building originally designed by Wallis Gilbert & Partners. These contemporary architects were also responsible for the famous Hoover Building in London and were well known for their ability to combine the art deco style of the era with functional industrial buildings. Factory buildings at the time were ugly and dull and the

art deco movement which came into force in the 1920s provided a refreshing alternative. It symbolised the affluence of the era and the style was adopted by many architects for larger buildings. Although the Hoover building has been heralded by aficionados of art deco as one of the most striking examples, the GEC building has a style and elegance that, once repaired to its former glory, would become a monument to the past. Because of its status, the building has earned a Grade II listing, which meant that any subsequent regeneration work had to comply with strict conservation guidelines.

The building

Unfortunately, a serious fire in the building had caused severe damage. The entire complex required major structural attention when the decision was taken to refurbish the site and this involved both new build and repair to the existing infrastructure. A number of factory buildings that backed on to the original office block were beyond reasonable repair and they had to be demolished. In their place, a 9290m² high bay industrial unit was erected. This presented a challenge for the architects to design a bespoke solution that would honour all requirements. “The challenge was to ensure

that the new unit matched the existing adjacent structure in terms of aesthetics and visual appeal,” explains Michael Bates, director at Tweedale.

“By the same token, we had to ensure that the solution specified met all relevant planning criteria.”

The planning department imposed certain criteria on the building that befitted a structure with Grade II listed status, including the need for the refurbishment to be sympathetic with the surrounding environment and for any new architecture not to conflict visually with the existing structure.





Material specification

The solution was to use composite panels, using Colorcoat HPS200® and Colorcoat® PVDF for both the walls and the roof of the structure. The panels had to offer excellent thermal performance as well as low air leakage in line with current Building Regulations.

Perhaps the most striking feature, however, was the colour scheme. In contrast to the classic white uniform appearance of art deco style buildings, the architects have used colour to flaunt the appearance of the structure. To do this, it was essential to find a pre-finished steel product that could accommodate this colour flexibility. A bold and adventurous colour scheme of blues and silvers to complement the image of the existing building was achieved using Colorcoat PVDF. “The result is an excellent demonstration of the integration of new and old,”

continues Michael Bates. The range of profiles, colours and trims available enabled the designers to theme an industrial building to match a traditional and distinctive structure with no conflict in design or appearance.

The adaptability and scope of *Colorcoat HPS200* and *Colorcoat PVDF* demonstrates their ability to be integrated as a design feature as well as providing a functional role. Stringent planning constraints applied to the building but the solution satisfied all planning and aesthetic requirements.

Awards:

- First prize ‘Building in Quality’ award 2002 sponsored by the city council.



South Elevation