



August 2015

Clayworks



Passive House & Sustainable Building Where do Clay Plasters fit?

Clay Plasters are one of the materials leading the move towards the traditional building strategy of delivering the highest thermal and moisture buffering and breathable construction techniques within the very fabric of the building.

Passive House is a voluntary standard in building design aimed at creating ultra-energy efficient buildings that provide exemplary comfort all year round.

While the standard covers ventilation, windows, doors and passive solar design – beyond the scope of Clay Plasters – its focus on comfort, natural thermal regulation, moisture control, audio comfort and air quality are all standards that Clay Plasters naturally contribute to.

Clayworks' company values and standards adhere strictly to the [Passive House Manifesto](#), published by [Elrond Burrell](#) in 2014. Some of Burrell's key points are, for example:

- Buildings should be constructed from healthy, natural materials that interact positively with the outdoor and indoor environment modifying humidity and promoting excellent air quality and that have a positive psychological effect on people.
- Buildings should be designed and constructed to standards that provide healthy, comfortable spaces and indoor environments for people to live, learn, work, play and rest in.



Aesthetic comfort

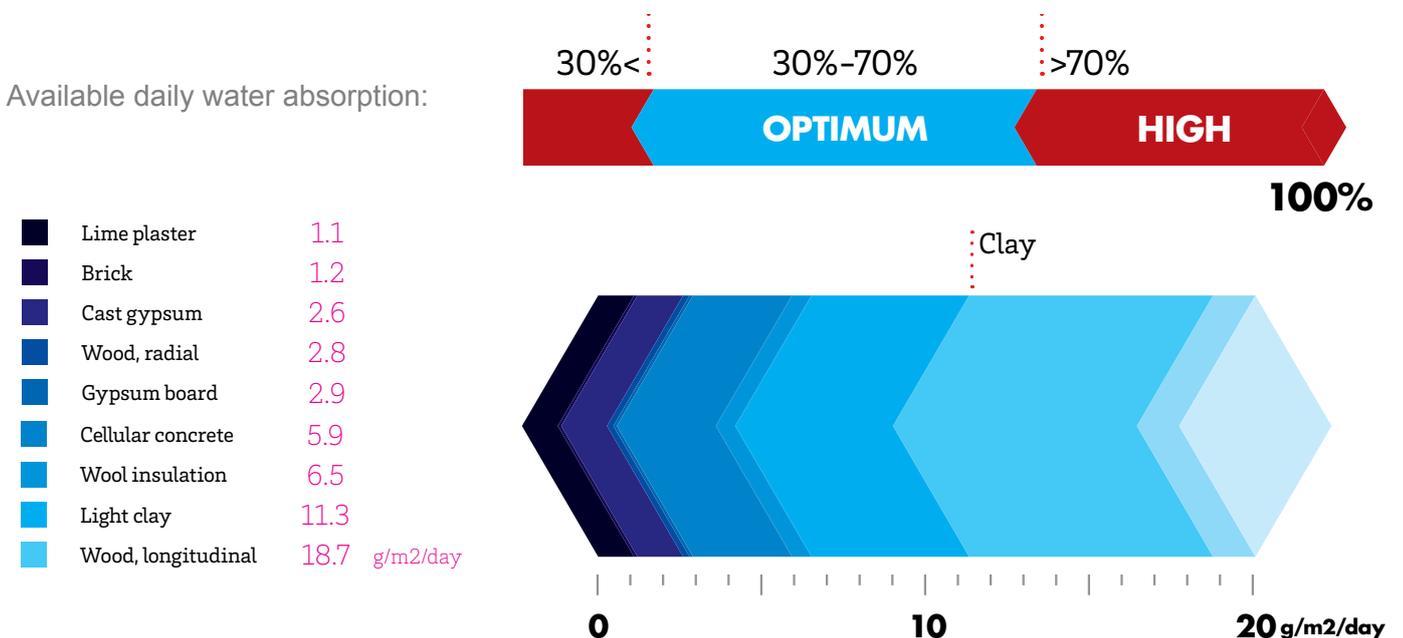
From the sublime, calm and tranquil neutrals to the astonishingly dramatic bold colours and textures, clay plasters are natural, easy to work with, rich in texture and subtle without glare.

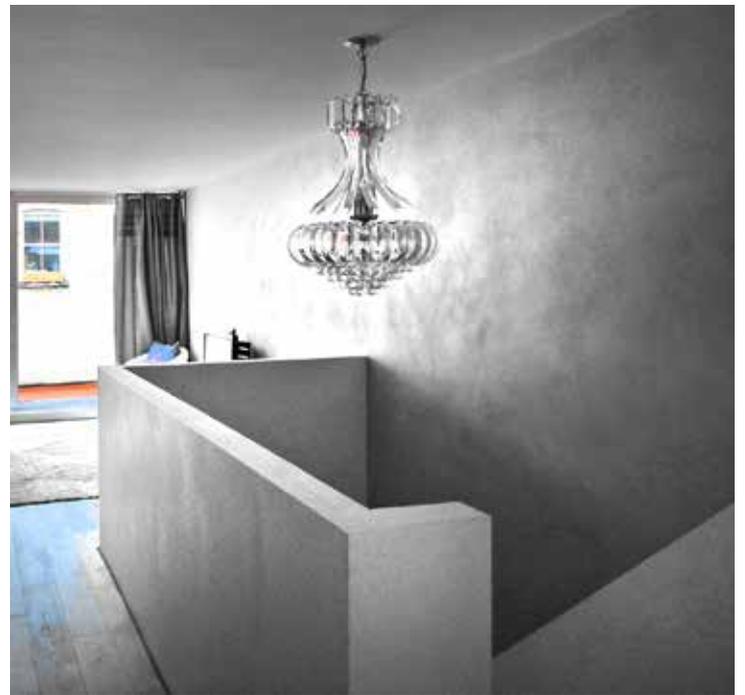
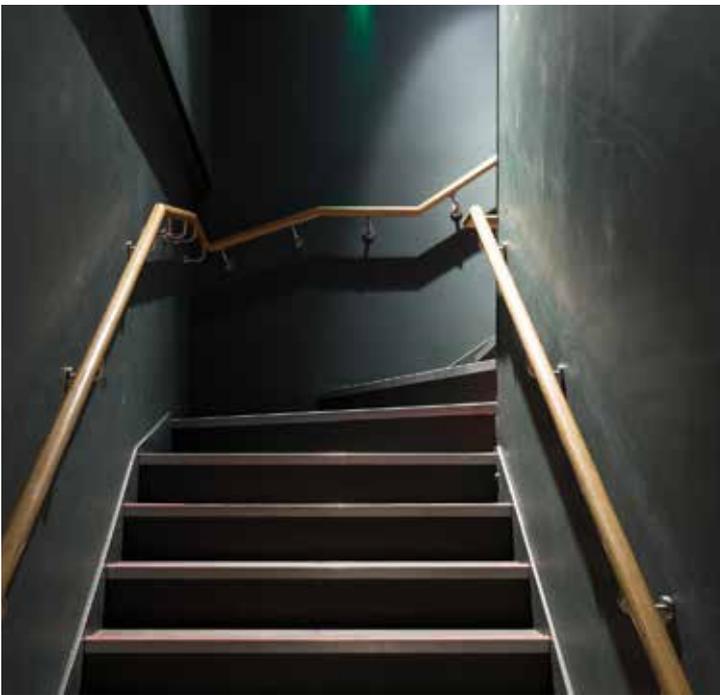
So soft and sensual that your eyes relax and you want to touch them.

Humidity & thermal comfort

Humidity has an impact on how we perceive temperature and controlling moisture within a building at between 30-70% is key for comfort. Clay Plasters naturally help maintain these levels minimizing mold and fungal growth in buildings without the use of mechanical systems or chemicals.

The denser the clay plaster finish, the more it will absorb excess heat and cold, helping to maintain more comfortable temperatures.





Acoustic comfort

Clay has sound absorbing qualities that can actually improve the acoustics of a room: sounds that you want to hear will be clearer and background noises will be better absorbed.

Pure comfort

Hauntingly beautiful, recyclable, reusable, compostable and 100% biodegradable, clay plasters are the perfect choice for environmentally conscious property developers, architects, builders and designers. They are nontoxic and contain no particulates, toxins, VOCs, synthetics or formaldehydes.

With a varied colour palette and a multitude of textures to choose from, Clayworks' clay plasters provide a flexible medium in which bespoke finishes can be incorporated. Using Japanese hard-trowel or sponging techniques, a sleek finish perfectly mimicking polished cement can be achieved, or alternatively you can opt for a more industrial textured finish. Designs and artwork can also be carved, stamped or handcrafted into the finish.



Notes to Editors

Clayworks is an independent business based in the South West of England. Established in 2002 by Adam Weismann and Katy Bryce, Clayworks is based in Cornwall where it manufactures natural clay plaster for the architectural and interior design industries. Leading the field in the development of environmentally friendly architecture and the design of healthy living and working environments Clayworks is now considered an industry expert and was awarded Small Business of the Year Award 2015 by Business Green Leaders. Producing bespoke finishes and pigmented clays for a variety of trade customers, Clayworks wall finishes can now be found in restaurants, hotels, high-street stores, housing developments and offices worldwide



Clayworks



For more information about Clayworks, including a gallery of their work, see www.clay-works.com or [instagram.com/clayworksclayplasters/](https://www.instagram.com/clayworksclayplasters/)

or contact Adam Weismann on +44 (0)1326 341339 / email info@clay-works.com

© Claywork 2015. All rights reserved.



“**Clayworks** is a small business with a big vision to slash the environmental impact of the building industry. And it is doing just that thanks to its low energy, biodegradable and recyclable alternative to plastering materials. The judges were impressed with both the company’s green technology and its ability to sign up a roster of big name clients, demonstrating you can deliver green building materials without compromising quality.”

BUSINESS GREEN LEADERS AWARDS

Clayworks