



December 2015

Clayworks



The Nicole Farhi Photo Shoot

The Year that Natural Clay Plasters became one of the new aesthetics for the world's leading designers

We will remember 2015 as the year that some of the worlds' leading designers turned to natural clay plasters, manufactured in Cornwall, for luxury design and transformative emotional experiences.

The year in which we released 3 new finishes, Tonal (Polished Concrete Effect), Japanese Arakabe and Rammed Earth, to prove our point that beauty, high performance and sustainability are not mutually exclusive concepts.

Design & Fashion

In December 2015 we re-created the shuttered concrete look in all natural clay plasters for Alexander McQueen's new Flagship Store in Spitalfields, which was recently featured by Retail Design Blog. This followed many projects in 2015 working with some of the worlds' most luxurious and beautiful brands.



The Paul Smith Store in Harrods.

Luxury Designer Homes & The Sunday Times



The Sunday Times Home Supplement featured our naturally pigmented clay plasters in their article on luxury home designed by Kate Moss for The Lakes by Yoo, where we created the tonal, moody hues on some of the walls of this beautiful home.

Restaurants



Araki Restaurant. Designed by Takenaka. Ph: Lucilla Nitto © 2014

We were immensely proud to re-create the ancient art of Japanese Arakabe Plaster techniques for what has been claimed to be 'The world's most expensive Sushi-Ya' restaurant'. Other restaurant projects included a number of Nandos worldwide, Ippudo, Wahacas, Wagamamas, Eat 17, and Barzetti at St Pancras.

June 2015: National Award

In June we were awarded the Business Green Leaders Award for developing a range of plasters that can create the effects of Gypsum and Paint, Polished Plasters and Polished Cement, but with far higher performance and environmental benefits and a greater and more 'comforting' beauty.



December 2015: Alliance for Sustainable Building Products declares their Clayworks Product of the Month

Product of the Month: Clayworks Clay Plasters

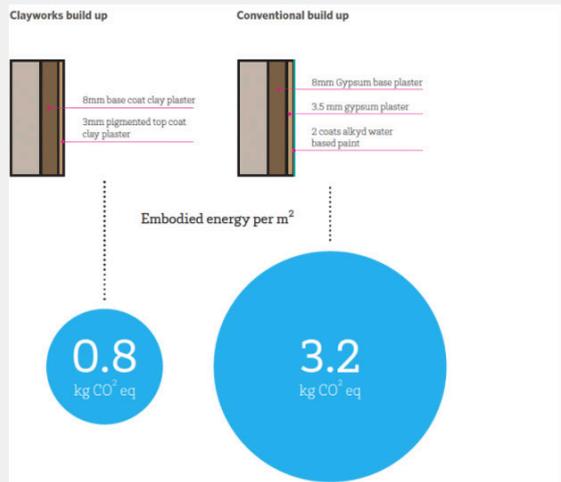
10th December 2015

What are clay plasters?

Clay plasters are a seamless, high performance wall finish system. In terms of performance they compare favourably to other solutions but have many unique features which relate mainly to their aesthetics, human health and almost faultless environmental credentials - such as very low embodied carbon, made from abundant materials and contain no toxic chemical additives.



Clay plasters are an attractive alternative to many other surface materials, including gypsum, paint and concrete, and can create extraordinary interior design solutions, such as mimicking polished concrete, traditional plasters, stucco, Tadelakt, Venetian plaster and others. Perhaps surprisingly they come in lots of different colours – not just brown. Clay plaster application is a specialist skill, so Clayworks have developed a worldwide network of trained and accredited installers.



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Events

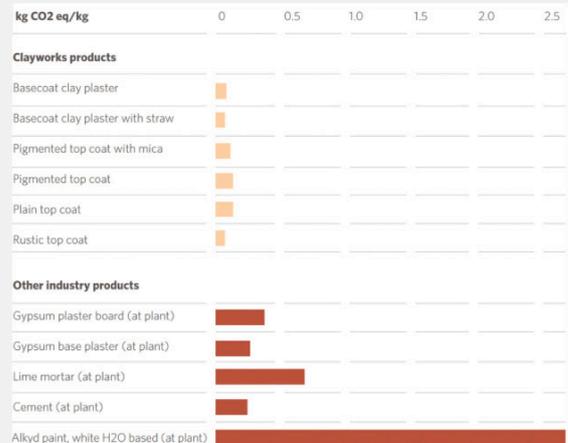
Resources

Energy is not the only resource to which concerns of depletion cost volatility and environmental impacts apply.

The benefits

A key functional benefit is the ability to regulate internal relative humidity (RH). Unfired clay can absorb and release humidity faster than any other building material, helping to keep humidity in the healthy zone between 40% and 70% RH. This region provides the lowest likelihood for airborne infectious bacteria and virus to survive. The risk of wall moulds and potential for damp are also minimized. The high specific heat capacity of unfired clay is also likely to lead to energy saving benefits in most types of buildings.

Clayworks plasters are made from a blend of unfired clay and sands and there is little energy consumed in the mixing process. From an ASBP perspective there is everything to like about clay plasters.



About Clayworks

The Clayworks story is also fascinating. They grew from a small cob-building company based in Cornwall into a product manufacturing enterprise that now sells worldwide. Not surprisingly given their roots – there is a deep commitment to sustainability. They launched their clay plaster range in 2011 with the ambitious vision that they would be:

'not only the best in the world, but the best for the world'

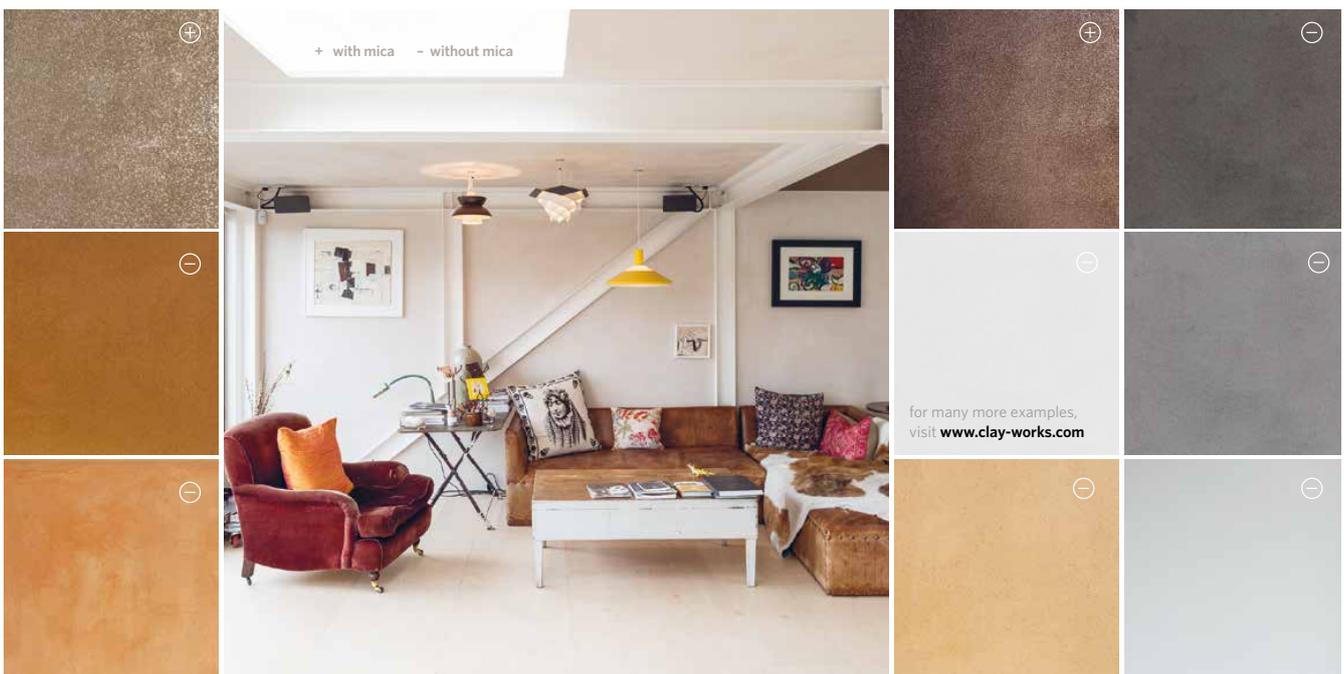
Clayworks have had great commercial success in the high end restaurant sector. A quick glance at the images accompanying this article and it's not difficult to understand why. But Clayworks have more ambitious plans. They want to make clay plasters an 'everyday' product – not least because to do so would help them to achieve their deep and sincerely held commitment to sustainability.

The ASBP encourages you to consider Claywork's Clay Plasters in current and future projects. For more information about Clay Works visit clay-works.com.



December 2015: Look Book Released

We finally drew a line in the sand, stopped waiting for the next exciting project pictures to arrive, and published our first Look Book style brochure.



Developed & Manufactured in Cornwall

All of Clayworks Natural Clay Plasters are manufactured in rural Cornwall using regional clays and other materials. They are naturally pigmented. Adam Weismann and Katy Bryce, Managing Directors of Clayworks, have focused on natural building materials for 14 years and first launched their ready-made, toxin free natural plasters in 2011, to international and award winning acclaim.



Rammed Earth Finish. Photo courtesy of Nandos UK.

“We are proving that sustainable building products are a design and performance option. That they create a state of physical ease, an emotional reaction and a feeling of wellbeing in an interior environment. And on top of that, they are beautiful”, said Weismann.



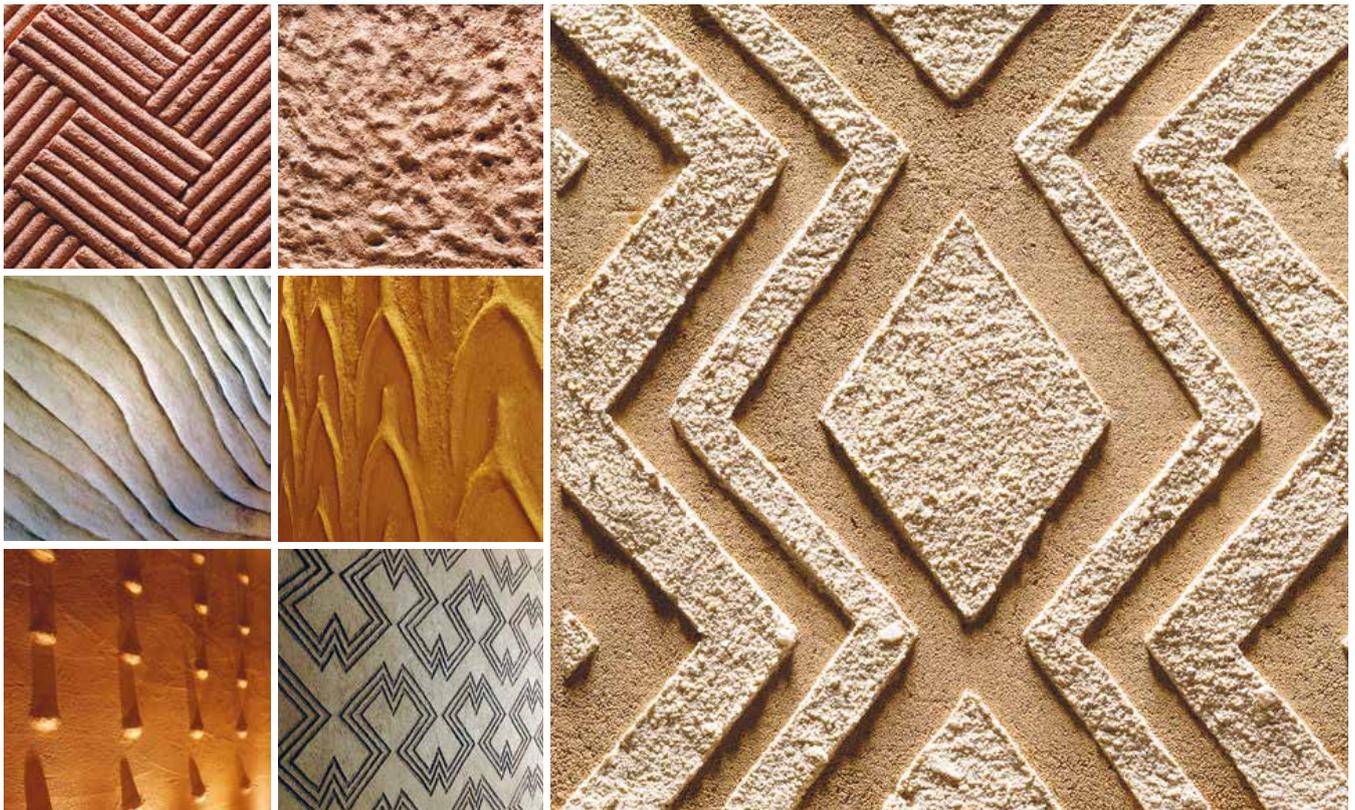
Wishing all of our customers
& friends a very happy 2016



Photo and Application by Eliska Turanska

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. Clients include Nandos, Foster and Partners, Wagamama, The Araki and The Lakes by Yoo. 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.



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

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