

# elegant embellishments /

elegant embellishments ltd. / Axel-Springer-Straße 39 / D-10969 Berlin

## PRESS RELEASE

23/10/2009

### *proSolve370e* AT *enex100*

**elegant embellishments** presents the first full-scale commercial installation of *proSolve370e*- decorative, depolluting architectural modules, at **enex100**, a new retail development in Perth, Western Australia. **enex100** forms the base of a 24-level tower complex, owned by Industry Superannuation Property Trust (ISPT), opened in September 2009.

*prosolve370e* modules are installed as a new decorative topography, skimming the ceilings and walls of the retail center's interior. Composed of approximately 750 photocatalytic tiles, the installation forms an 800m<sup>2</sup> quasi-crystalline pattern that travels from the center's Hays Street to St. George's Terrace entrances.

This installation represents the first commercial production of *prosolve370e*. Typically intended for external, facade conditions, the design of the modules was tuned to meet the specific requirements of the project. In response to interior lighting, a special photocatalytic coating enabled the depolluting activity to be triggered by artificial light. The modules were produced from a plastic PC/ABS blend, an advanced material that was specifically sourced for this project from the transportation industry in order to meet stringent interior fire standards.

#### **Product description:**

*proSolve370e* is a decorative architectural tile that can effectively reduce air pollution from traffic in cities when installed near traffic ways or on building facades. The tiles' coating contains superfine titanium dioxide (TiO<sub>2</sub>), a pollution-fighting technology that is activated by ambient daylight. This is the nano photocatalytic version of conventional TiO<sub>2</sub> commonly used as pigment and already known for its self-cleaning and germicidal qualities. It requires only small amounts of naturally occurring UV light and humidity to effectively reduce air pollutants into harmless amounts of carbon dioxide and water. When positioned near pollution sources, the coated tiles break down and neutralize NO<sub>x</sub> (nitrogen oxides) and VOCs (volatile organic compounds) directly where they are generated. As a modification to existing architectural surfaces, *proSolve370e* essentially "tunes buildings" to respond better to their immediate environments.

The design of the tiles is generated to maximize the coating technology, achieving new levels of surface area and complexity, capturing omni-directional light where light is dense or scarce. The sculptural surfaces maintain an inherent synergy between design form and the molecular technology, each informing the other in the process. As a result, the tiles incorporate an elegant technology, while remaining, formally, a decorative apparatus.

elegant embellishments ltd.  
branch office Germany  
Axel-Springer-Str. 39  
D-10969 Berlin  
+49 (0)30 3034 5003 tel  
+49 (0)177 156 0192 mob  
info@elegantembellishments.net  
elegantembellishments.net

Amtsgericht Charlottenburg HRB 118885  
directors: Allison Dring, Daniel Schwaag  
registered office:  
Unit 3, 23 Southey Road, London, UK  
registered in England and Wales  
company No. 05660447

# elegant embellishments /

Derived from a five-fold symmetric pattern, the underlying substrate is a mathematical grid that appears irregular, yet is made of only two constituent parts. The new, non-orthogonal grid produces a seemingly non-repetitive, tiled pattern, resulting in visual randomness, a desirable aesthetic that is typically achieved through bespoke design and expense. While it resembles an organic growth pattern, the system is still composed with only two repeating modules.

As a modular system, *proSolve370e* can expand and contract according to environment, reaching the endless varieties of physical structures in the city.

"The physical design of the tiles is itself meant as a visual provocation; the resulting grid resembles a kind of crystalline ivy, sculpturally attached to the otherwise bare walls of urban downtowns, where it assumes "endless varieties of physical structures." *Geoff Manaugh, BldgBlog/ Senior Editor, Dwell Magazine*

## ABOUT US

**elegant embellishments** was formed in 2006 to investigate and develop new materials and methods for the quick modification of existing buildings and spaces. These modifications are used to 'tune' buildings, converting previously inert surfaces into active surfaces that can meet new challenges set by a rapidly changing world. A key aspect of our work is the visual articulation of innovative technologies that have the potential to alleviate the ecological impact of cities but often require a re-examination of current practices, in particular the slow institutional processes of architecture.

Our first functioning product, *proSolve370e*, is an example of our interest in new, complex topographies for smart surfaces. We seek new processes that can transcend the current reliance on tooling, and derive new forms for innovative technologies that occur on a molecular level, yet are significant enough to transform spaces. Our projects attempt to envision future urban landscapes in the post-production era of smart materials and environments.

**elegant embellishments** is a design bureau, interested in systems for buildings and cities that respond to a new set of invisible criteria for physical space. Our 'prototypes for building' act as catalysts for the re-interpretation of interstitial spaces in architecture.

**elegant embellishments** is Daniel Schwaag and Allison Dring.

## INFORMATION

Opening of enex100:

September 2009

For enquiries, please contact:

allison dring  
(+49 178) 1597134  
allison@elegantembellishments.net

daniel schwaag  
(+49 177) 1560192  
daniel@elegantembellishments.net

elegant embellishments ltd.  
branch office Germany  
Axel-Springer-Str. 39  
D-10969 Berlin  
+49 (0)30 3034 5003 tel  
+49 (0)177 156 0192 mob  
info@elegantembellishments.net  
elegantembellishments.net

Amtsgericht Charlottenburg HRB 118885  
directors: Allison Dring, Daniel Schwaag  
registered office:  
Unit 3, 23 Southey Road, London, UK  
registered in England and Wales  
company No. 05660447

# elegant embellishments /



1



2

3

- 1  
Prosolve370e tiles at skylight,  
enex100, Perth.  
*Copyright enex100*
- 2  
Prosolve370e tiles at ceiling, enex100,  
Perth.  
*Copyright enex100*
- 3  
Prosolve370e tiles installed at  
enex100, Perth  
*Copyright enex100*
- 4  
Prosolve370e 1050 series, installed at  
elegant embellishments' studio, Berlin.  
*Copyright elegant embellishments ltd.*



4

elegant embellishments ltd.  
branch office Germany  
Axel-Springer-Str. 39  
D-10969 Berlin  
+49 (0)30 3034 5003 tel  
+49 (0)177 156 0192 mob  
info@elegantembellishments.net  
elegantembellishments.net

Amtsgericht Charlottenburg HRB 118885  
directors: Allison Dring, Daniel Schwaag  
registered office:  
Unit 3, 23 Southey Road, London, UK  
registered in England and Wales  
company No. 05660447