



Reference: Marmormolen Office Building in Copenhagen, DK | Photo: Kontraframe ApS, DK

## **One line. Two directions. One clear goal.**

Architecture emerges from a decision - sometimes from nothing more than a line. It can spread out or rise, connect or demarcate, ground itself or stretch. In this gesture lies attitude - and this is precisely where the form that shapes a building's character begins.

TONALITY® gives expression to this attitude: with terracotta façade systems that translate design ideas into precise, durable, and sustainable solutions. Ventilated,

tested, and enduringly beautiful - this is how architecture built from a single line gains character.

Whether horizontal or vertical - each direction tells its own story:  
of stillness or movement, expansiveness or tension, foundation or new beginnings.



Reference: Apartment building in Scherzingen, Switzerland | Photo: SFT Swiss Fassadentechnik AG, Switzerland

## The horizontal line embodies serenity

The horizontal line blends softly into the landscape, extends lines, and creates order and a sense of space. It stands for balance, repetition, and calm continuity.

This is exemplified in Scherzingen:

An apartment building, finely proportioned and calmly structured, clad with TONALITY® terracotta elements in natural cream. The Adaptive System (ADS) creates a fusion of precision and softness - not a design that asserts itself, but one that blends in. The Mo-03-1 surface captures light softly and harmoniously connects the building's volume with its surroundings.

In Boston, too, the principle of horizontality is carried forward:

The E Lenox residential building structures the façade with white, partially

embossed terracotta elements - light and shadow create movement within the stillness.

With the ADS and Vario-Clip fastening systems, a composition of quiet order emerges - joint by joint, layer by layer.

## Fastening Systems



Reference: 11 E Lenox in Boston, US | Photo: Jane Messinger, US

## Verticality is the line of movement

Vertical lines provide orientation, structure the building, and lend it a sense of poise - tension without bulk.

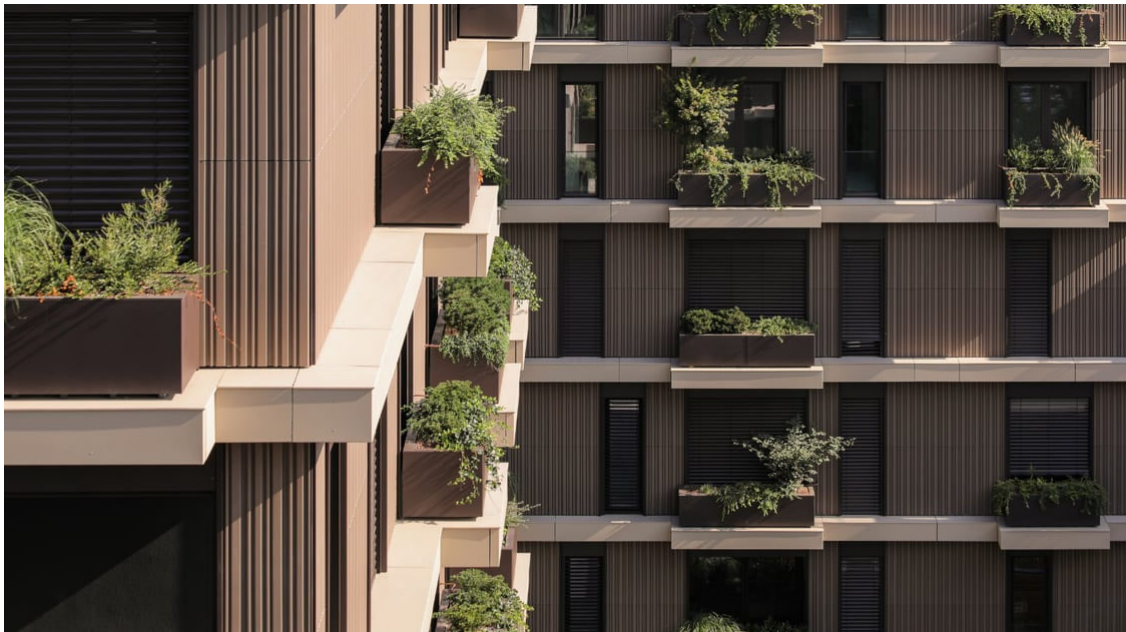
At the Copenhagen harbor basin, the Marmormolen office building exemplifies this clarity. White TONALITY® façade elements (Montano light, matte) shape light and shadow, creating movement without restlessness. Designed with sustainability in mind and awarded DGNB Gold certification, the building translates ecology into materiality.

In Zagreb, verticality becomes almost sensual:

The VMD Apartments interweave architecture and vegetation. Vertically structured terracotta elements in pebble gray (Montano Mo-01-1) vary in depth and sheen - a tectonics of light.

The Basisagraffen and Vertical Element systems enable this precision: low-maintenance, removable, and durable.

### Surfaces & Formats



Reference: VMD Apartments in Zagreb, Croatia | Photo: Jure Živković, Croatia

## Architecture as a Statement

A façade is never neutral - it is always both a choice and an expression.

TONALITY® provides the foundation rooted in reality: a terracotta façade that does not age but endures - ventilated, tested, sustainable.

Whether horizontal or vertical - TONALITY® offers both: calm or movement. Expansiveness or tension. Foundation or new beginnings.

In the end, only one question remains: **What story will your architecture tell?**

We'd be happy to advise you - personally, competently, and with no obligation.

Contact form

## Reference and Research



### TONALITY® References

From innovative new buildings to challenging renovations - our references showcase the diversity of ceramic façade solutions worldwide.

References



### TONALITY® Science Hub

Discover innovative surfaces, colors, and developments. In the Science Hub, we demonstrate how innovation and craftsmanship work together.

Science Hub