

Austral Bricks Magic Carpet

By Sarah Crowley, David Brooks & Cheryl Hunt

Throughout history, the legendary Magic Carpet has been said to take one on a journey into another realm. They transport people instantaneously to their desired destination. The Austral Bricks Magic Carpet installation is designed to 'transport' people to a completely new destination: to 'The Future of Brick!'

Persian Rugs & Magic Carpets traditionally comprise a range of colors that are unbelievably apparent in Austral's Clay Brick range. This installation is designed to **showcase** Austral Brick's extensive color & texture innovation in Clay Brick products. We aimed to exhibit the **versatility** and unique designs that one can achieve formally with brickwork.

The Magic Carpet forms a terrain that undulates and curves ergonomically to create spaces for seating and gathering. The installation is a place for people to visit and congregate, and serves as a magical space for children to tell stories.

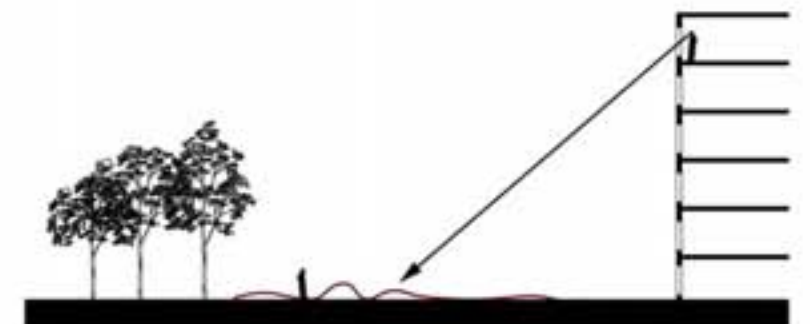
Most importantly, the Austral Bricks Magic Carpet is an innovative and exciting 'experiential element' that **showcases** and **advertises** Austral Bricks' vast range of products.

We have designed a landscape that folds and ripples to create a magical urban space that reflects 'The Future of Brick.'

Now...let's take a ride on **Austral Bricks Magic Carpet!**



Aerial Perspective of Austral's Magic Carpet Brick Installation



The Brick Magic Carpet could be installed in a tight urban context, surrounded by tall buildings so it can be viewed from different perspectives: above from a bird's eye view and on the ground from eye level - a potential location for the installation is Birrarung Marr or Federation Square.

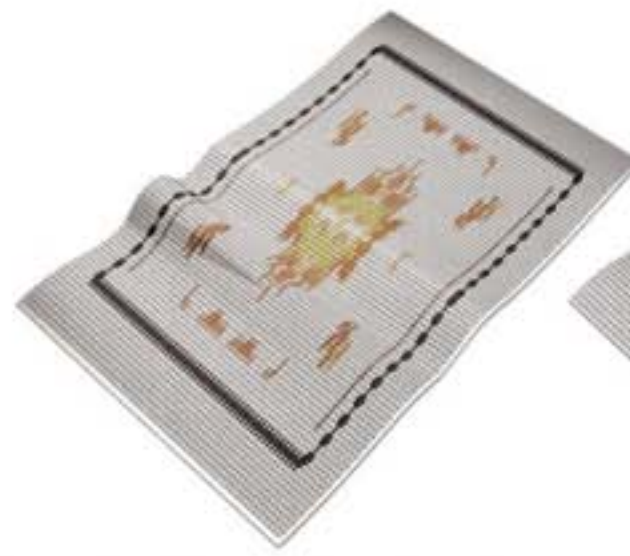
The installation could also be located inside a central atrium of a building so that people can look down on it, utilise it and interact with it. Additionally, the Magic Carpet could be located on the side of a hill.

Bricklayer's Set-out Key

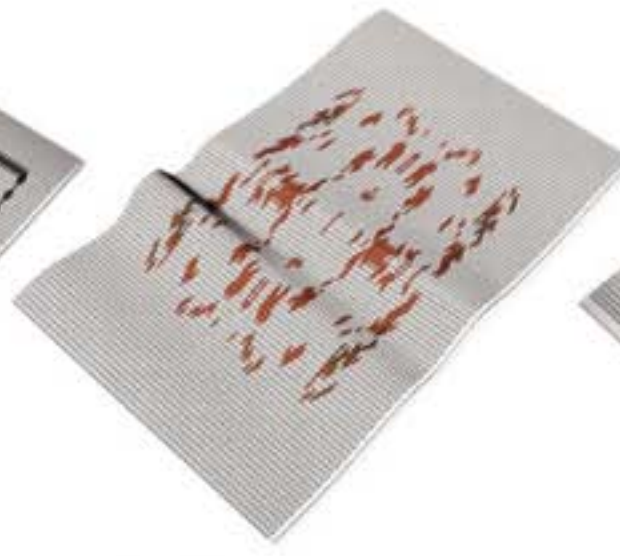
Out of the range, we used **20 different products** from 8 product ranges to form an abstracted pattern of a Magic Carpet or Persian Rug. The images to the right are what the brick layer could use to build the installation.

Additionally, **exploring** the **dynamic properties** of Clay Bricks was something thought necessary. We recognised that bricks can form a curved surface similar to a folded rug.

The curves in the Brick Rug's surface form an undulating 'terrain,' where people can sit and chat or lay down to enjoy a quiet moment.



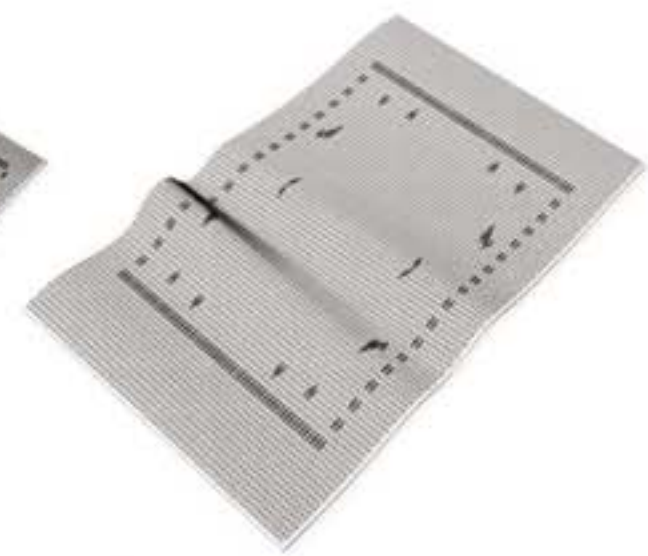
Bowral Architectural Dry Press Face
Bowral Blue
Gertrudis Brown
Shorthorn Mix
Herefold Bronze
Limousin Gold
St Pauls Cream



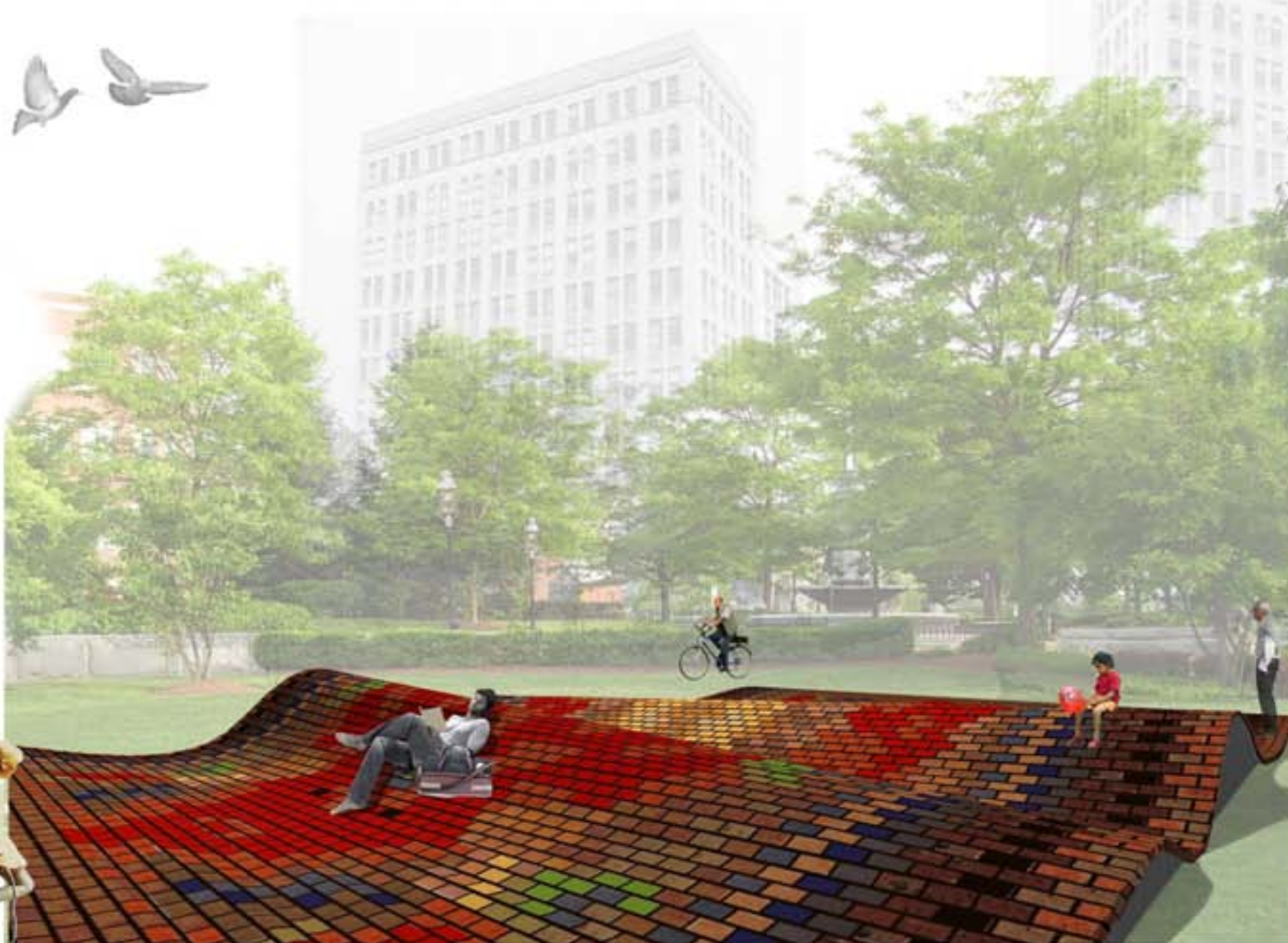
Classic
Red
Brown



Burlesque:
Luscious Red
Smashing Blue
Chilling Black
Deepening Green

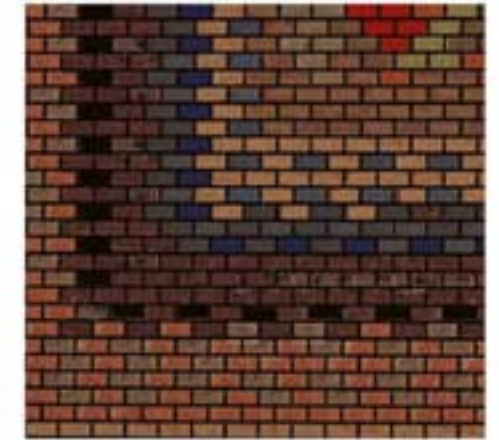


Elements
Zinc



In the past, brick has been used as a typically brutalist material. The Brick Magic Carpet **flows** and **ripples** in stark contrast to the harshness and solidity of brutalism.

We see that the future of Brick lies in the **detailing** and **surprise** element of the material, and using it in **exciting, unexpected** and **unconventional** ways.



Brick Colour Palette Detail

(Image to the left) From above, the installation appears to be a giant Magic Carpet or persian rug. From close-up, it transforms into a completely **abstract pattern**. This experiential element is designed to be viewed in several ways. Depending on where you are standing, the graphics of the installation provide the viewer with different impressions.



Elevation (continued on page 3)



Urban One
Almond
Olive
Macadamia

Principles
Grande

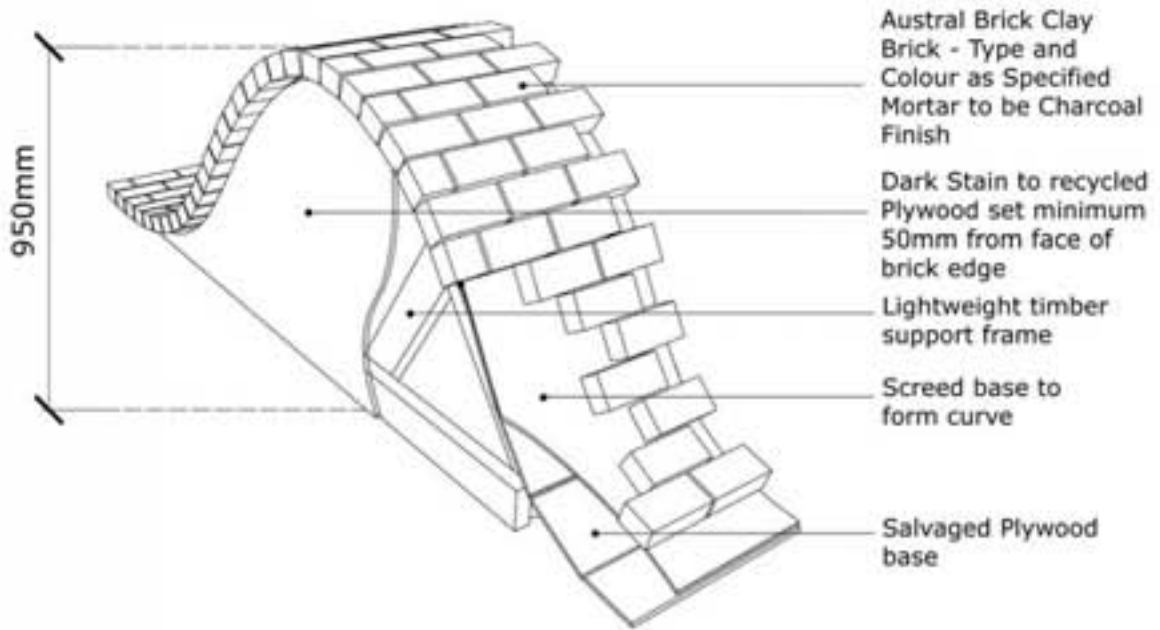
Governors
Gipps - General
Belmore - General
Norman - Blends
Rawson - Blends

Heritage
Castlereagh
Amber Flash

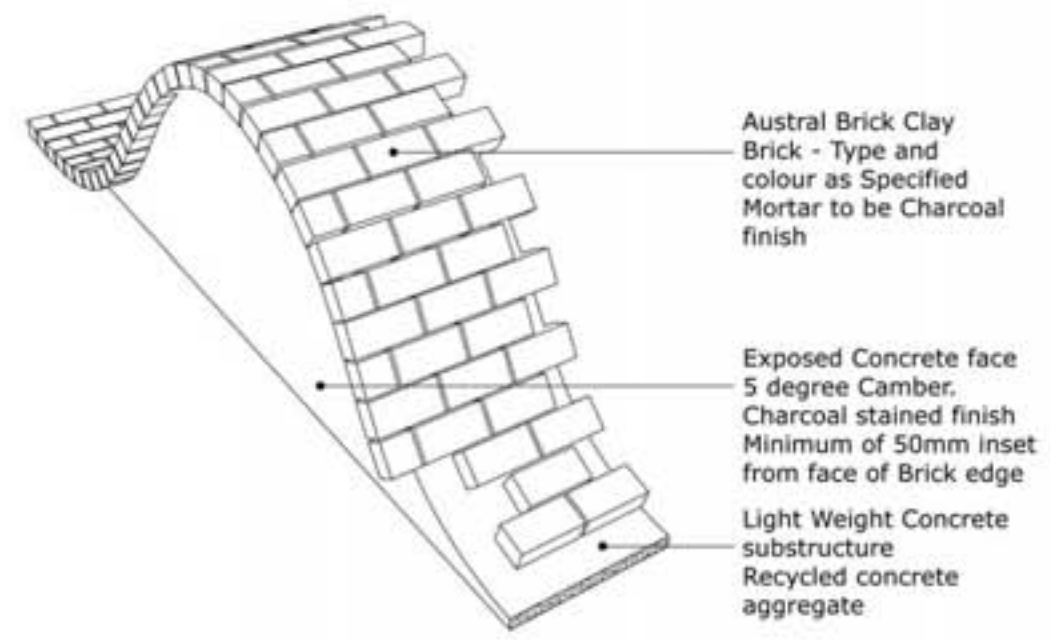
Final Product



In addition to the Austral Bricks colour and texture ranges, we propose to use the Bullnose Stretcher and Headers on the peripheral edges of the rug.



Temporary Installation - Recycled and salvaged timber framing:
As a temporary installation, we specify a light-weight timber framing from salvaged and recycled materials. This way the experiential element can be transported from one urban space to another.



Permanent Installation - Lightweight concrete sub-structure:
As a permanent installation, we specify recycled concrete aggregate to form the sub-structure. This installation will remain in-situ for an extended period of time.

