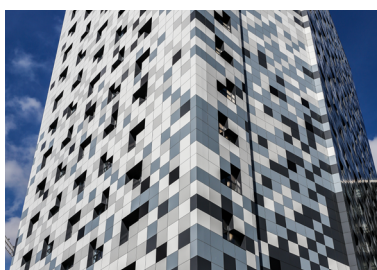
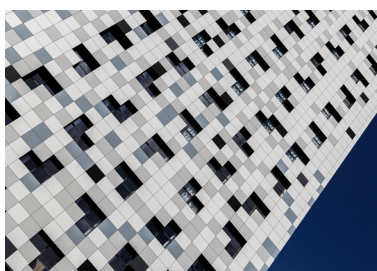




Holiday Inn Express

Client: John Sisk and Son • Materials: Vitrabond ACM, Aluminium Facade Support Frame, Traspe HPL
Sector: Hotel and Leisure • Build Type: Modular Precast Concrete



Forming part of a £400m Birmingham City Centre scheme the new 17 storey, 250 bedroom Holiday Inn Express forms part of the 2.3m square foot Arena Central mixed-use development.

KKA Architecture's vision of a 'pixelated' building became a reality when RCM supplied the Vitrabond ACM panels and Trespa® Meteor® HPL. Installing these has given the hotel its unique ground-breaking pixelated appearance.

RCM supplied approx. 5,000m² of ACM rainscreen cladding from Vitrabond, Trespa Meteor panels, the aluminium facade support framing system and fixings to this newly built hotel.

Birmingham's ATV and Central studios were demolished in February 2015 to make way for Arena Central, a 2.3m square foot mixed-use development.

As part of this development and continuing their long-standing relationship with John Sisk and Son (Sisk), RCM were appointed to supply the rainscreen cladding, as well as the aluminium façade support frame (from FastFrame

and Amari Allface) and fixings to the construction of the new Holiday Inn Express in the centre of Birmingham.

The Vitrabond panels supplied give the building the 'pixelated' black and white appearance having been carefully chosen and fixed in a certain pattern. The Trespa Meteor panels were used to help accentuate the restaurant part of the building on the ground floor.

Architects KKA Architecture delivered the external and internal design services for this new city landmark. The pixelated look is in reference to the former ATV studios located on the very site the new hotel now proudly stands. There were five colours of Vitrabond used - dark black, slate grey, silver grey, light grey and signal white to achieve this wonderful effect.

Vitrabond is a lightweight aluminium composite material cladding panel, ideal for external façades, fascia, rainscreen cladding and sun blades. Its benefits include cost effectiveness, low maintenance, robust durability, its lightweight nature and its

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availability of an unlimited colour range.

The hotel construction is steel frame to levels 1 and 2 to transfer deck with floors 3-17 in precast crosswall construction. The Vitrabond rainscreen façade is applied to all elevations with inset glazing.

Being in the centre of Birmingham there were difficult site constraints, therefore, RCM cut most of the Vitrabond panels to size at its facility, utilising their fabrication facilities, thus saving the client space and time. Cut panels were packaged and delivered in an order that enabled this fantastic design to be installed with ease and speed.

“On a progress photography assignment at the Holiday Inn, Birmingham it was clear that much work had taken place to the outside of the development and that the façade panel placement was well underway. I have to say that from a photographer’s point of view, the design is truly stunning and looks to resemble the pixelisation of an extremely large image. Quite remarkable.”
(Gary Britton, Gary Britton Photography Ltd)

The hotel was completed in Spring 2017 and RCM are proud to have played a part in its successful construction. New inner city developments are always an exciting venture, showcasing the best in building and construction the UK has to offer and this truly striking building demonstrates that perfectly.

“Once again RCM have been able to join forces with John Sisk & Son in achieving a major construction project. We are proud to supply our quality Vitrabond panels, aluminium frame by Plastestrip and fixings to the project. New inner city developments are always an exciting venture, showcasing the best in building and construction the UK has to offer.”

(Ian Quinton, Managing Director, RCM)

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