

NEW MATERIALS INFLUENCE THE WAY BUILDINGS ARE DESIGNED AND CEMINTEL HAS RESPONDED TO THE GROWING IMPORTANCE OF EXTERNAL AND INTERNAL CLADDING WITH A NEW RANGE, SURROUND™.

**SURROUND™**  
Colour. Texture. Play.



Surround responds to the preference for high performance, lightweight materials and the desire for buildings to enhance the environment where we live.

The development of this range heralded a new working methodology based on openness and collaboration as a common goal between Cemintel and its Melbourne based, design collaboration partner, Kathy Demos from Supermaquette.

In collaborative workshops that included a cross-section of Cemintel personnel, artists and designers, major themes were identified that propelled Surround into new areas of design, materialisation and market presence.

“Creating Surround has been an exciting time for Cemintel, and I believe we have delivered a truly simple and sophisticated range for our design community and their clients. It provides the opportunity for great building design,” says Kim Roughan, National Marketing Manager for Cemintel.

In its most elemental form, Surround offers a high performance panel façade system designed for premium internal and external use.

The innovations that see it reach this level include the refinement of colour – through technology. Surround panels retain their colour brilliance over time in keeping with the enduring nature of buildings.

Surface textures clear the way for ‘pattern play’, the opportunity for designers to choreograph the way facades reflect light. There is texture too so that people can engage with buildings through touch as well as sight.

Surround offers the prospect of co-creating, opening up ideas for new applications and the continued evolution of products relevant for our times.

## Introducing ‘ish’

The core Surround palette is a range of highly usable neutrals and discrete patterns that reference Australian landscapes and streetscapes, allowing designers to create spaces for their clients that merge seamlessly with their settings.

We describe them as ‘ish’ – blueish, greyish, blackish, greenish, whiteish. Five colours available in five textures, from light to dark, to warm and cool.

With a mixture of textures and effects including smooth, metallic and marl, and patterns including a soft leather-look and traced line appearance, the Surround range has been developed for use as either a stand-alone colour or a combination of colours and finishes.

Adding to the core range is a highlight palette with a range of distinct colours. This is coded to simplify colour matching and put the science of colour within reach of all.

**It’s the future of building and it starts now.**