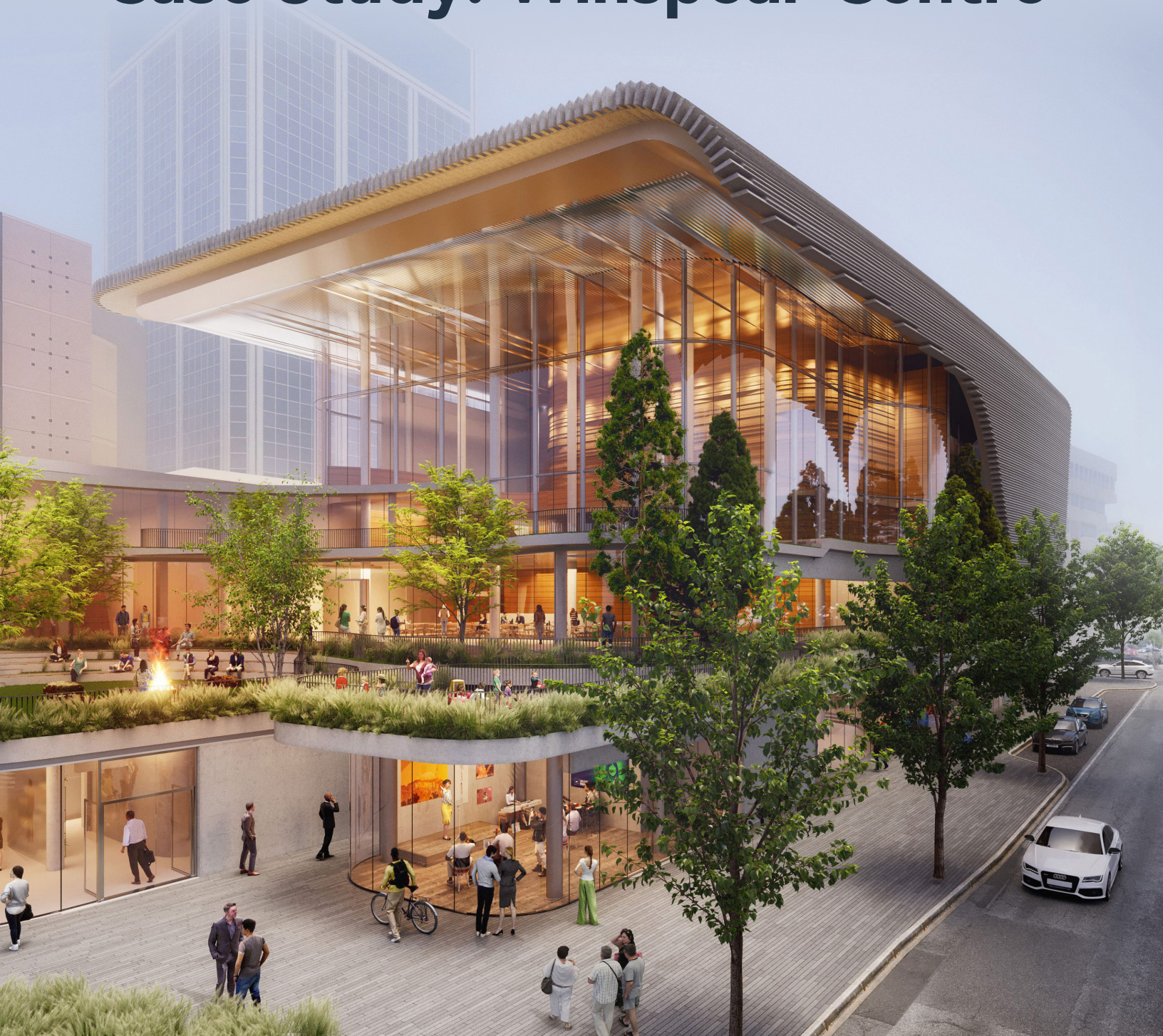


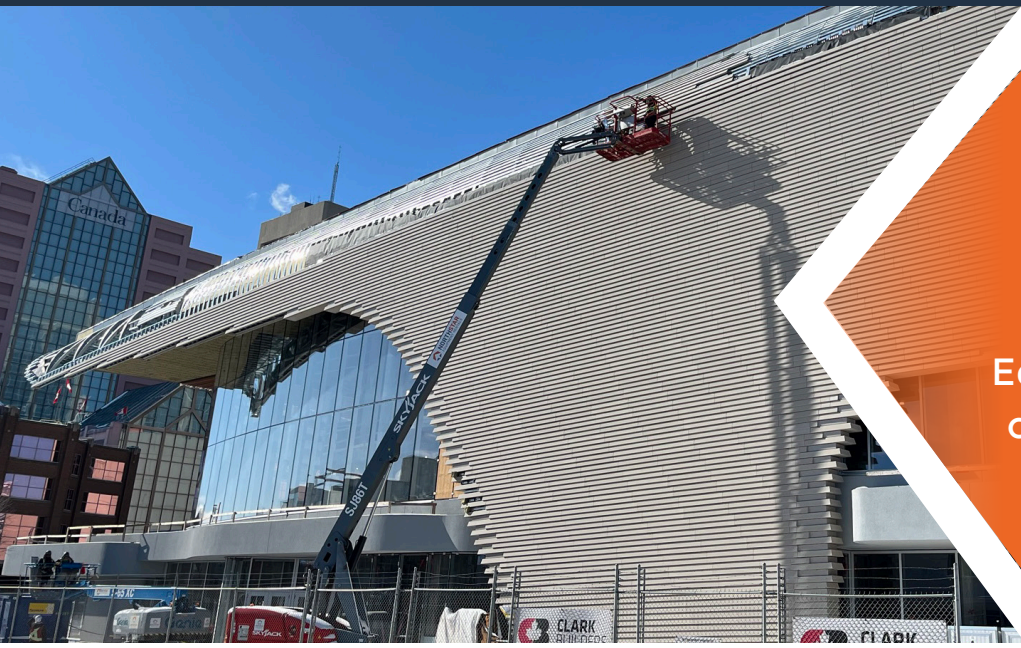
Terracotta Solutions by Telling Architectural Systems

Case Study: Winspear Centre



Argeton
w wienerberger

 **Telling**
Architectural Systems



The exterior stands as a signature statement piece — a modern architectural landmark reflecting Edmonton's commitment to creativity, community, and contemporary design.

Francis Winspear Centre for Music

EDMONTON, ALBERTA, CANADA

The Francis Winspear Centre for Music is a civic performance center located in Churchill Square, in the heart of Edmonton, Alberta. The project encompasses the eastern side of the building, which features a striking curved façade designed to visually “drape” over the structure — appearing as if a blanket were hanging gracefully over the roofline. This addition serves as a modern adaptation of the classic concert hall form, providing the city with a signature architectural statement.

- ◆ Client: **City of Edmonton**
- ◆ Design Architect: **Andrew Bromberg at Aedas**
- ◆ General Contractor: **Clark Builders**
- ◆ Installer: **Clark Builders**
- ◆ Completion: **Expected 2026**
- ◆ System: **Argeton Custom Profile Tiles**





DESIGN CHALLENGES

The most significant challenge in the Winspear project was the complex geometry of the façade. Unlike conventional flat or single-axis designs, this façade required curvature on three axes—vertical, horizontal, and depth (Y)—all engineered simultaneously.

In addition, the tight urban site along a main thoroughfare presented limited access, restricting traditional scaffold use. The design team needed a lightweight, flexible cladding system that could meet these demanding conditions without compromising the architect's bold vision.

SOLUTION

To address these challenges, the team chose Argeton custom tiles designed by Telling Architectural Systems. The custom profiles were designed to accommodate the three-dimensional curvature, ensuring a seamless appearance across the entire elevation.

The Telling terracotta system was installed over a completely custom structural support system, also designed and supplied by Telling. The custom system allowed for installation speed, safety while meeting budgetary constraints.

Key Benefits:

- Supports multi-axis curves with custom-engineered profiles
- Enables installation in a constrained urban environment
- Delivers a modern, high-impact façade at an affordable cost
- Provides texture and depth consistent with the architect's vision

The result is a contemporary, sculptural façade that enhances the Winspear Centre's prominence as a cultural landmark. The installation demonstrates the versatility of Telling and our ability to translate ambitious designs into buildable, high-performance façades.

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