

FACE

INTERNATIONAL FAÇADE COMMUNITY

A global and European network facilitating façade technology, façade and comfort innovation, knowledge, relationships, experts and all people involved

The Façade Community

Information brochure



Initiative on behalf of FAECF (European Façade Industry) and VMRG (Dutch Façade industry)

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2. Introduction

The Façade Community (FACE) creates an exclusive position for the European façade industry based on its uniqueness and technological capabilities. This dynamic industry realises many technologically advanced projects and products. FACE highlights these projects, products and the people involved by making them available for knowledge sharing. FACE inspires designers and architects. The façade industry is a global industry and crosses national borders everywhere. FACE is a modern and unique way to cross these borders and to get acquainted with modern façade technology based on a multidisciplinary and holistic approach.

FACE intends to bring all nationalities and experts together in a web-based community. This document explains the work methods and advantages of FACE.

FACE is a tool to inform and link up all interested partners in architecture, construction and especially the façade and fenestration industry. It links up associations, federations and communities. The aim of FACE is to create a positive and dynamic interactive spiral of progress.

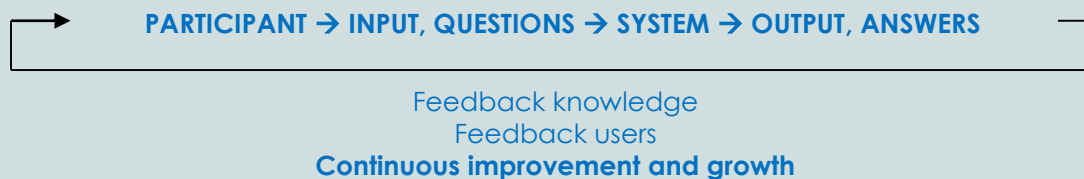
3. Mission statement

Our ultimate aim is to raise façade architecture, façade technology and the façade industry to a level of global and continuous excellence.

It is our mission to create a community of companies, entrepreneurs, employees, experts, engineers, universities, and other partners in business such as architects and associations. It is important to share information, the results of research and technology in order to encourage innovation and quality improvement within the industry.

In this way, we introduce an upward spiral of improvement and steady evolution.

Our basic network principle:



Partners:	Parties involved
Input participants:	Deliver input, data, information, ideas, projects, products, services, questions, etc.
System:	All data and information become part of a centralised communication system
Output:	Research results, ideas, answers, products, solutions and initiatives are communicated among the participants and networks
Feedback knowledge:	All data and communications will be used to start new innovations
Feedback users:	Feedback is given by all participants to guarantee high-quality information and continuous improvement

Participants with a direct stake:

- Architects and designers
- Suppliers to the façade industry
- Façade companies
- Construction companies
- Engineers
- Employees
- Industry associations and federations
- Knowledge centres
- Universities
- Federations

Participants with an indirect stake. For example, how does the façade affect their operation and use of the building.

- Project development companies
- Owners
- End users of buildings

Participants with a financial stake in the impact of façades and façade products are:

- Banks
- Investors

And, above all, **persons with an individual stake:**

- Officials and employees at the aforementioned companies and organisations
- Directors, board members and managers
- Persons who want to be in contact with the façade industry

4. Vision



FACE and its participants are committed to the innovative, progressive, advanced and cooperative construction and use of buildings.

To this end, they realise advanced and innovative projects, products, services, facilities and concepts. This attitude and this commitment will serve as a model for other industries.

Our central data base:

The central facilities of FACE are a website, related website addresses and a database where all information is saved and remains available for use. This centre will offer **Interactive** functions:

- to discuss relevant topics
- to provide assistance through an integrated help-desk and FAQ
- to provide information about vacancies and jobs
- to set up and support various networks
- to exchange ideas
- to present and show projects and products
- to participate in online courses and e-learning
- to cooperate within Europe and worldwide
- to promote the industry and its knowledge partners to owners and investors
- to make R&D results and reports accessible
- to initiate magazines and other publications
- to promote interesting media, books and websites
- to generate international awareness
- to link up various communities and relevant websites

In order to organize these functions we offer several possibilities for companies to participate. The advantage of this participation is the availability of demand and supply organised in one and the same system.

Each set of tools in a package offers different possibilities and is linked to one systematic approach.

Special language

For highly effective and efficient communication we use a very practical and very visual language. All our messages follow the '3P' sequence: from Projects via Products and components to all People behind this high quality façade technology.

5. Website visualisation

The screenshot displays the FACE website homepage with the following sections:

- Navigation:** FACE logo, REGISTER +, LOGIN, and a menu with PROJECTS, PRODUCTS, PEOPLE, COMPANIES, NETWORKS, SERVICES, RESEARCH + DEVELOPMENT, and E-LEARNING. A search bar is also present.
- LATEST NEWS:** A featured article titled "FACE CONNECTS THE FACADE INDUSTRY IN THE WORLD" by Anton Kamminga.
- MOST POPULAR PROJECTS:** A carousel of project images, including a large modern building facade.
- FACE THE INTERNATIONAL FACADE COMMUNITY:** A pink sidebar box describing the network's mission.
- PROJECTS:** A section with filters (All projects, Featured, Latest projects) and a grid of project cards, such as "DUO & BELASTINGDIENST GRONINGEN" by Sylvia van Dam.
- PRODUCTS:** A section with filters and a grid of product images, including a "FEATURED PRODUCT" showing a detailed facade cross-section.
- SERVICES:** A section with filters and a grid of service-related images, such as a worker installing a facade panel.
- READ THE LATEST BLOG ITEMS:** A list of three blog posts: "Results of research and technology", "Community of companies", and "Share information".
- EVENTS:** A section titled "Present upcoming events here".
- PEOPLE:** A section with filters and a list of profiles, including Herbert van Amstel, Lucy Smith, and Ruud de Boer.
- RESEARCH & DEVELOPMENT:** A section with filters and a grid of report cards, such as "Aluminium and Sustainability" and "Visions, Ideas and Inspirations from the".

6. Strategy



In January 2013 **The Façade Community** will go online and will start to expand. The first active participants will include internationally operating companies, national associations, FAECF and various related communities such as the Society of Façade Engineers and the European Façade Network (universities).

The vision will eventually be extended to operational activities and by doing so the vision will be enriched and developed further. Brainstorm activities will support this. All basic tools and the design and website database, etc. will be operational. We will use existing relationships and existing websites and communities to get started.

Activities to start from January 2014

- Expand topics and main themes
- Develop e-learning modules
- Organise FACE events, seminars, etc.
- Stimulate interaction within the community (forum)
- Appoint committees

Sustainable Forum

- Develop a platform focussed at sustainability of facades
- Building the Sustainable facade LAB infrastructure
- To be launched in the beginning of 2014

Creativity Platform

- Develop creativity architecture area (with architects)
- Building the Creativity platform infrastructure
- To be launched in 2014

7. Participants



Currently, the following potential participants have been informed about FACE and are interested.

COMPANIES	ASSOCIATIONS	UNIVERSITIES
Alcoa	SZFF (Switzerland)	UV TU Delft
Scheldebouw	ASEFAVE (Spain)	UV TU Eindhoven
Permasteelisa	SNFA (France)	HS Detmold
Solarlux	CAB (UK)	UV San Sebastian
Schüco	GGF (UK)	UV Gent
SKG int.	AMFT (Austria)	UV Leuven
NeroQom	UNSCAAL (Italy)	Polytecnico di Milano
Wicona	ANFAJE (Portugal)	CWCT
Vetrotech	GBF (Sweden)	Tecnalia (Spain)
	FAC (Belgium)	HSLU-Luzern
	VMRG (Netherlands)	
	ES-SO (European Solar Shading Organization)	

OTHER NETWORKS

- The Society of Façade Engineers (SFE)
- NAI (Netherlands Architecture Institute)
- EFN (European Façade Network)

8. Participation packages

We work together with participants via a package contract. The three packages offer enough possibilities to satisfy everyone. The packages are linked together in order to expand participation from the simple presentation of a project or a company via promotion of products and services to e-learning modules. It is also possible to participate in specific activities such as a conference, excursion or magazine.

The packages available to participants

Package 1 BRONZE

Basic → Passive

Promote and inform about projects, products, people, services and your company

- Options to present projects, products, people, and your company and promote your services on the FACE website.

Jobs

- Online vacancies.

Network participation

- Every registered member or partner participates in the Façade Community. Their name and a brief description of the company are entered in the database.

Research & Development

- Members of this package can check what research reports are available and can download reports.
- Various downloads available, such as tools, free publications and news.

Blogs

- Access to the blog gallery
- Write and publish blogs

Package 2 SILVER (not yet available)

To define in a later stadium

Package 3 GOLD (not yet available)

All-in → Interactive + Education

e-learning and courses

- Unlimited use of e-learning modules. Many courses available.
- This will be facilitated by the Façade Knowledge Centre (KCG)

Package 4 (not yet available)

This service will be tailored to your needs

9. Benefits of participating

To give a clear overview, participants are broken down into the following categories:

1. Suppliers (to façade companies and the façade industry)
2. Companies (façade producers and contractors)
3. Architects, designers and engineers
4. Associations
5. Universities
6. Individual users (not registered users)

Every participant wanting to join the Community has different aims/incentives. Our packages are therefore tailored to participants based on their different interests.

What can every participant expect?

- Online newsletters
- Names of participants can be viewed on the website
- News items, knowledge articles and interviews related to themes
- Site visit count (number of site visits)
- Committees and other platforms
- Reports of discussions and summaries

1. Suppliers

Suppliers to façade companies and the façade industry. Suppliers are participants in the community.

Importance

The suppliers get international publicity that is specifically geared to the façade industry. Suppliers can post ads and will be seen by potential clients. It's also possible to have discussions, post blogs and ask questions about relevant developments and other news items in the community.

2. Building companies

Producers and contractors in façades and façade components and projects. Façade companies are participants in the community.

Importance

Façade companies get international promotion and publicity that is specifically geared to their segment of the façade industry. Companies can present their relevant projects, projects and concepts and these can be viewed by potential clients. Contractors can also participate in discussions. Access to research and development is an important reason to get involved with our International Façade Community in order to innovate and gain knowledge.

Package content for both parties (building companies and suppliers) is the same:

	BRONZE	SILVER	GOLD	PLATINUM
Contribution per year	€ 2,500 or 12 x € 210 / Month	Not yet available	Not yet available	On request
	<u>Available</u>			To be individually specified
Promote and inform about projects, products, people, services and company	Yes			
Jobs	Yes			
Network participation	Yes			
Downloads	Yes			
Research & Development	Yes			
BIM information	Not available yet			
Add creative information for architects (specific project + general info)	Not available yet			
Add details and brochures about projects, products, concepts and services	Not available yet			
Active network participation	Yes			
Online events, conferences	Yes			
FACE publications and publicity	Yes			
e-learning and courses	Not available yet			

3. Architects, designers and façade engineers

Architects, designers and façade engineers are participants in the community.

Importance

Architects and other designers have to be encouraged to participate in the community and to stay abreast of the latest developments and trends in the façade industry. Architects are invited to participate in discussions and blogs on the community website. Architects can register for free. They can also use the International Façade Community for publicity and creative promotion.

	BRONZE	SILVER	GOLD	PLATINUM
Contribution per year	€ 0	Not yet available	Not yet available	On request
	<u>Available</u>			To be individually specified
Creative promotion of projects and products (artist impressions)	Yes			
Jobs	Yes			
Network participation	Yes			
Research & Development	Yes			
BIM information	Yes			
Add details and brochures about projects, products, concepts and services	Not available yet			
Active network participation	Yes			
Online events, conferences	Yes			
FACE publications	Yes			
e-learning and courses	Not available yet			

4. Associations

Associations are participants in the community.

Importance

Associations from different countries are given room to fulfil an excellent role within this interactive community. There won't be a financial fee, but we do expect an interactive participation in operating the community. Associations have an responsible role to play in monitoring, sharing knowledge and posting news items to the community.

Information delivery	Explanation
Promote and inform about projects, products, people and services of your members	Publish on your own page
Publish new jobs	
Research & Development	Publish interesting reports and share knowledge from anywhere
Active network participation	Be involved in discussions, blogs, videos
Membership recruitment of parties in your country	Introduce to the community and get parties involved
Participation input	Explanation
Part of the Façade Community network	Visibility
Publicity for all members and suppliers	Through videos and publications
Online events, conferences	
FACE publications	Supply and share topics
e-learning and courses	Give input by developing courses
BIM information	Supply and obtain BIM models
Downloads	Various downloads

4. Universities

Universities are participants in the community.

Importance

Universities can register and be part of the community. Universities are important to the research and development part of the community. The community needs their research into relevant topics to be publicly available. The community aims to create collaboration between the universities and the corporate world. The aim is to further improve the current excellent position of the façade industry in the overall building industry.

Information delivery	Explanation
Research & Development	Publish interesting scientific reports
Active network participation	Be involved in discussions, blogs, videos
Participation input	Explanation
Part of the Façade Community network	Visibility
Online events, conferences	Trough videos and publications
FACE publications	Supply topics
e-learning and courses	Give input by developing courses and their subsequent implementation
Downloads	Various downloads

5. Individuals

To be assigned at a later stage.