

Kite Breeze

—
A Collaboration with
Adam Goodrum





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Kite Breeze

—

“It’s been a rewarding collaboration re-imagining the breeze block with GB Masonry – transforming an icon of the past into a new experience for today.”

Adam Goodrum
Designer

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I was brought up in Perth, Western Australia. Known for its blinding sun, scorching heat, and famously strong southerly breeze nicknamed 'The Fremantle Doctor'. All were indelible parts of my childhood and so too were breeze blocks as they sheltered the front door of our modest family home.

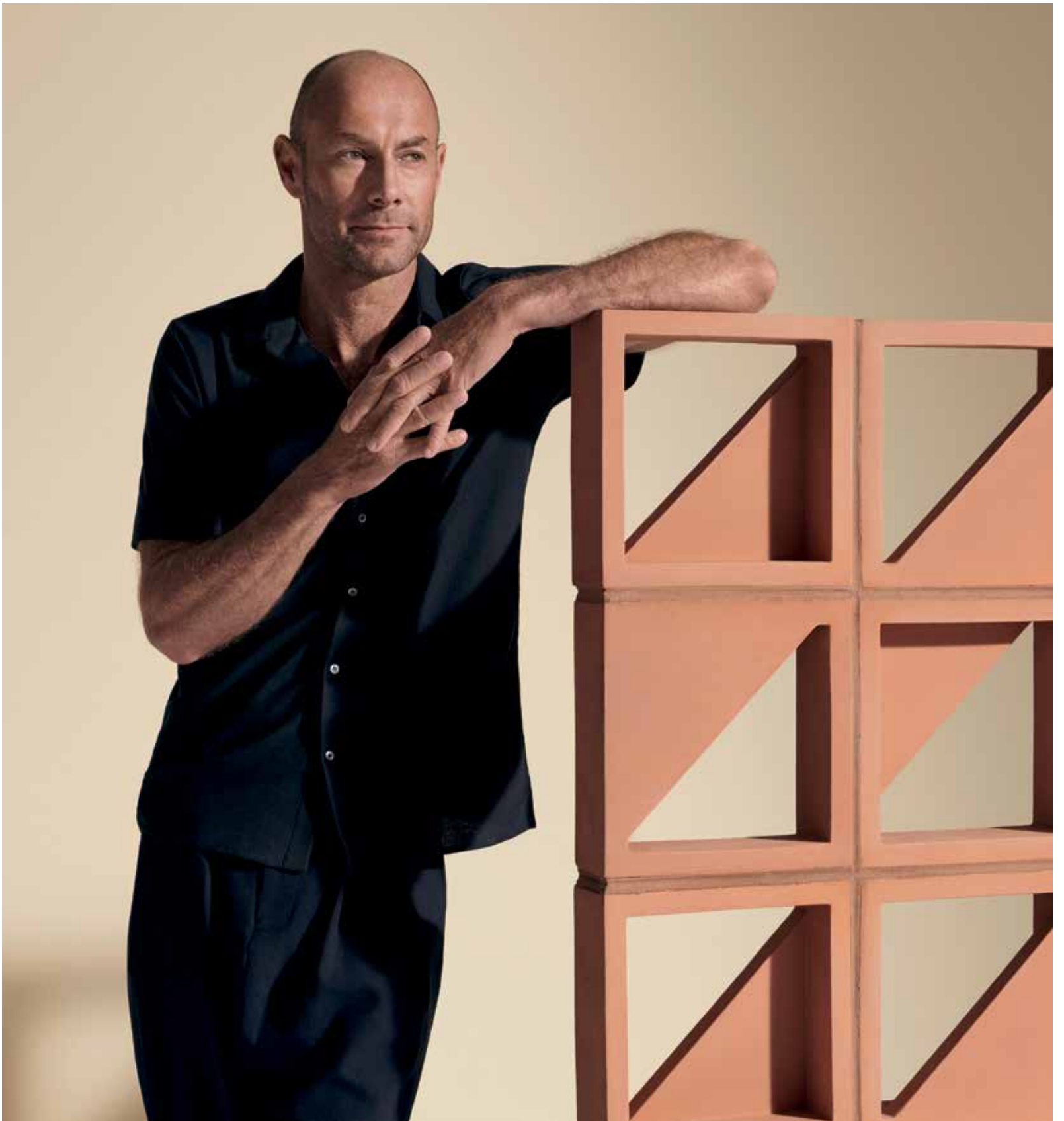
When I think about it now – the dappled light, the cooling breeze and decorative entrance they provided – I realise I always held a fascination for them.

Kite encapsulates not just a story of childhood or of place, but also my design ethos and my love of geometric art. With endless block configurations, patterns and arrangements, I'm intrigued to see how architects, designers and home owners can play with Kite to help bring their design to life.

Deceptively simple on one level, but deeply complex on another, Kite is perfect for those searching for an imaginative and new interpretation of an iconic symbol of Australian living.

I'm honoured to put my name to it.

A handwritten signature in dark ink, reading "Adam Jooz". The signature is fluid and cursive, with a long, sweeping horizontal stroke extending to the right.





**New approach.
Iconic reputation.**

—

Kite is a contemporary re-imagining of the celebrated late modernist era breeze block which made its mark across the world in the 1960s and 70s. Using new clay-based technology and advanced manufacturing that would have made them near impossible to realise just a few years ago – GB Masonry and designer Adam Goodrum have created a unique, bold and forward-thinking design that's as original as it is functional.

The Design

—

With its combination of geometric design and livable functionality, every aspect of Kite has been carefully considered. From hundreds of concept drawings to rigorous testing and exceptional European manufacturing, Kite is a global product with a local story.

Here are some of the principles that make Kite one of the most interesting and useful building solutions available.







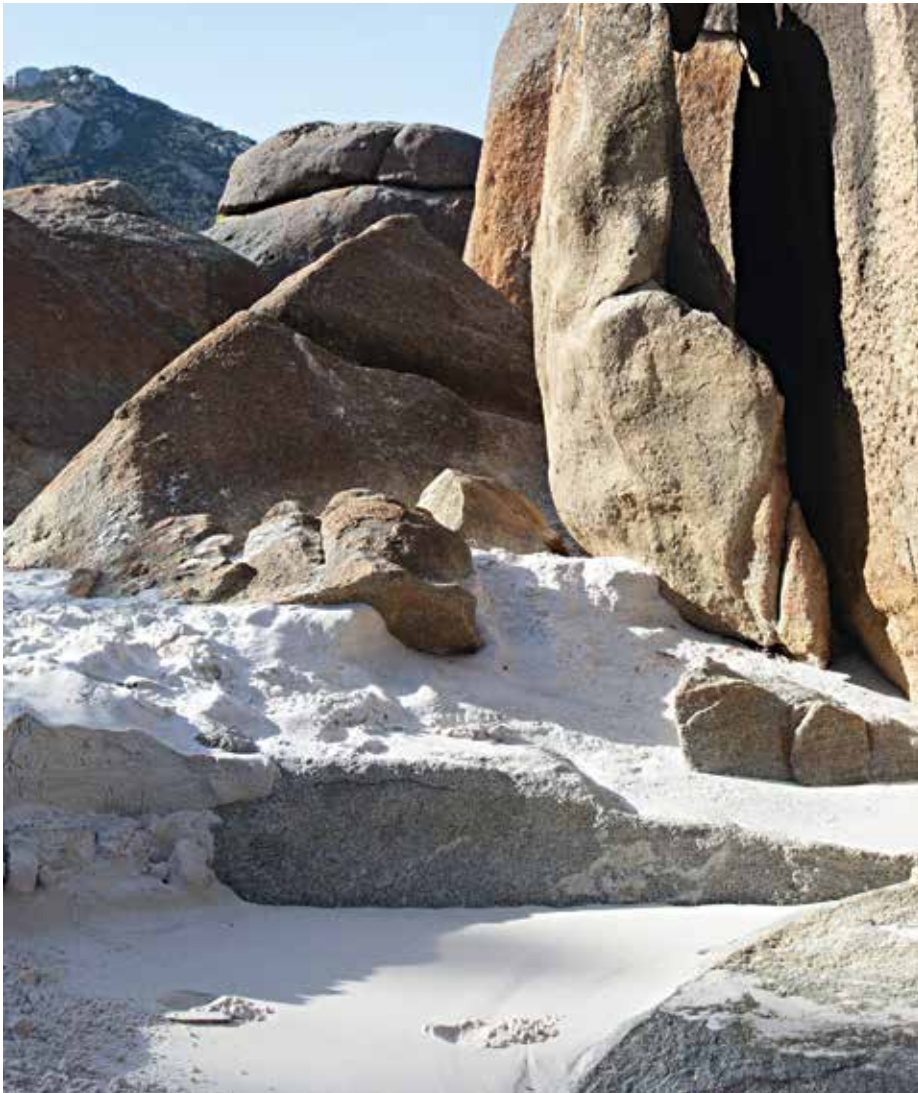
Light

Kite brings a unique dappled light experience to façades, spaces and passageways, allowing you to create captivating shadow patterns and graphic structures with its limitless configurations.



Surface

Available in three iconic colours, Kite offers two distinctive finishes. Our Bay White block is finished in a smooth, sophisticated glaze while our Terracotta and Dune colourways come in a tactile natural finish, all with an Italian clay base made in San Selmo. Italy.







Air

Like the iconic breeze blocks that came before it, Kite allows air to gently circulate through its design while offering protection from shifting weather conditions, harsh sunlight and strong winds.

Specifications

—

Adaptable and flexible, Kite offers genuinely unlimited scope; it is equally at home in domestic settings, or large scale public projects. All with the engineering excellence and high performance you've come to expect from GB Masonry.

Colour

—

Kite's naturally bold or gently subtle hues are influenced by some of the breathtaking natural features of Western Australia. Indoors or out, the three colour tones will accentuate and complement any configuration you create.

Kite Terracotta

—

Inspired by the 400 million year old red rock threads in the cliffs at Red Bluff near Kalbarri, this terracotta variation provides a warm, welcoming statement.

Kite Dune

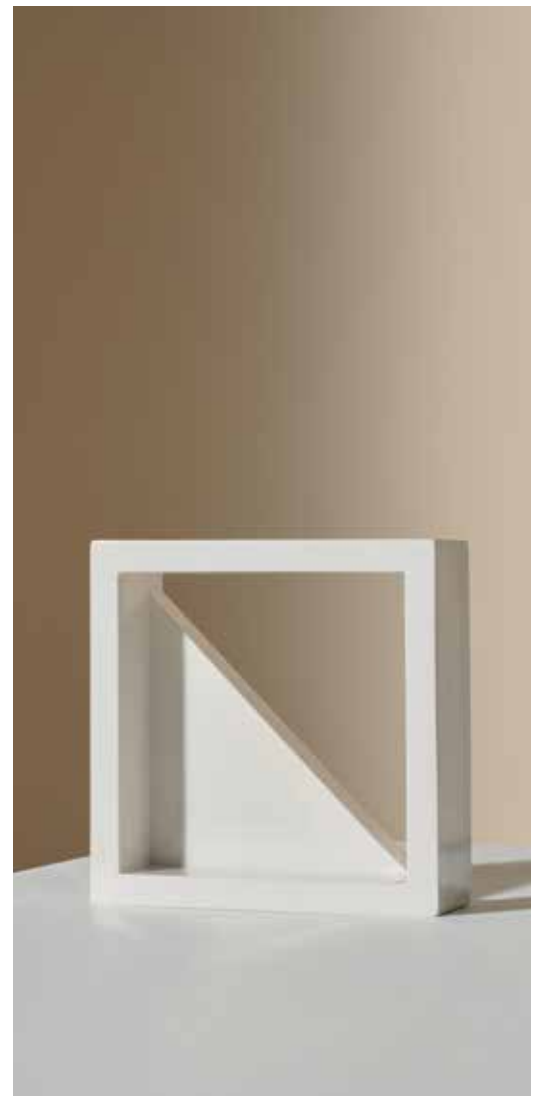
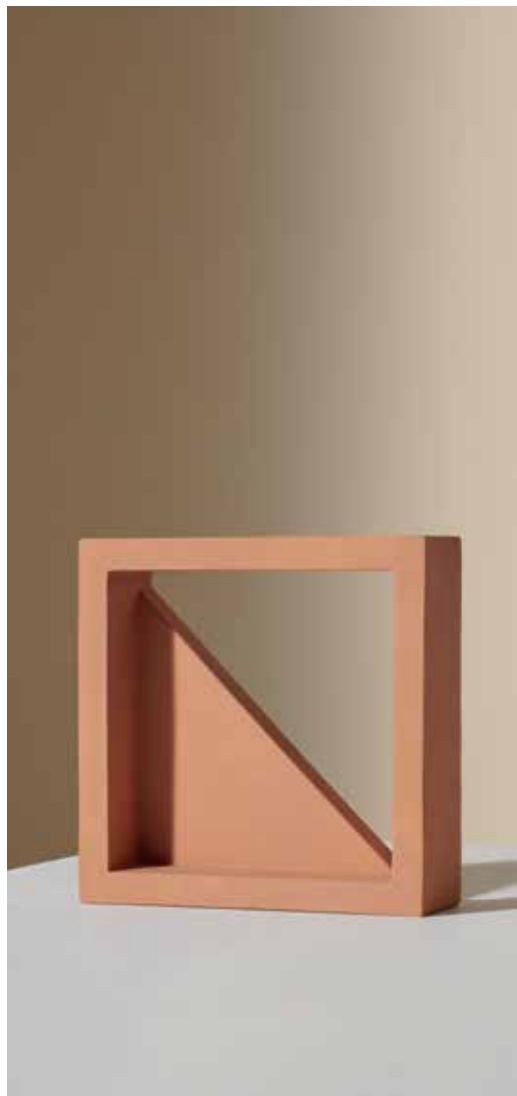
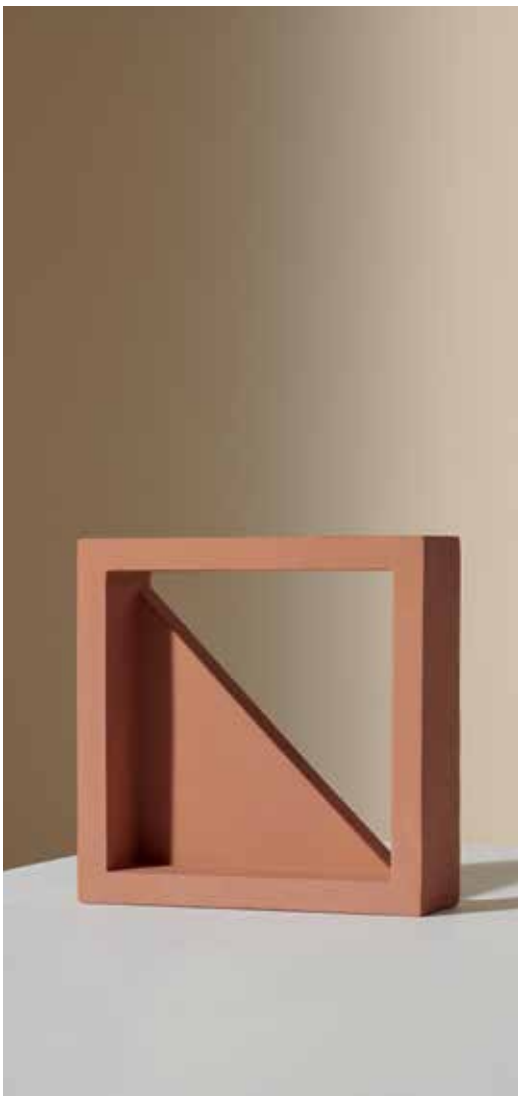
—

With tonal cues taken from the famous Lancelin Dunes at sunset, this understated umber colour provides a natural and neutral note to any design.

Kite White

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Inspired by Lucky Bay in WA, known for the whitest sand in Australia, this soft white glaze offers a strong gloss finish to your design configuration.



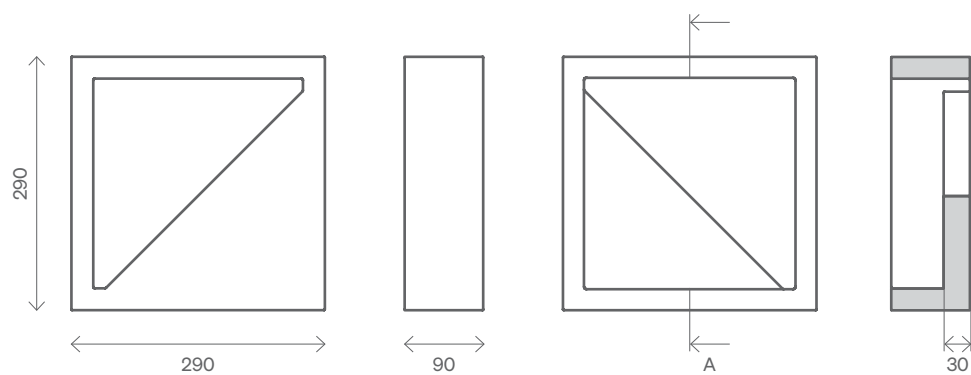
Technical Guide



Ready to see what Kite can do? Here are the specifications you'll need for your next project.

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Dimensions



Specifications

Dimensional Category	DW2	Max Cold Water Absorption (%)	<18%
Average Weight / Unit (kg)	5.8	Initial Rate of Absorption (kg/m ² min)	0.65 – 1.6
Units/m ²	11.1	Core Volume (%)	56%
f _{uc} (MPa)	>3.2	Durability Class: 40 cycle	General Purpose

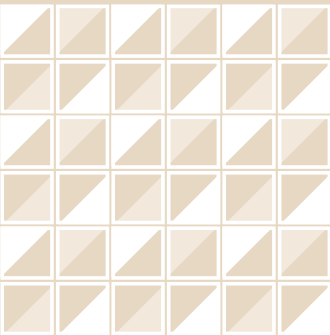
Configurations



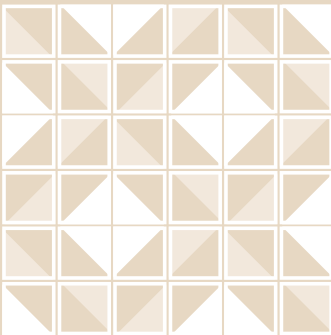
From subtle organic variations to bold geometric patterns, Kite can be arranged in limitless configurations allowing you to create a one-of-a-kind experience in your design. Here are just a few examples to spark your imagination.

Single Layer Configurations

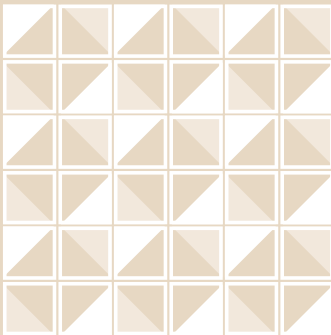
K-1



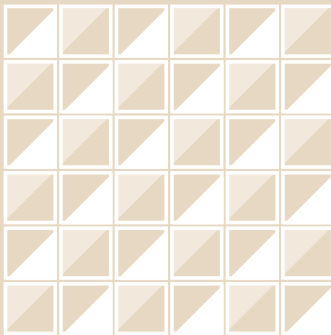
K-2



K-3

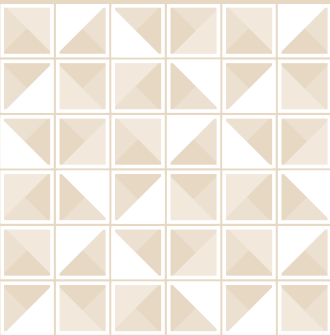


K-4

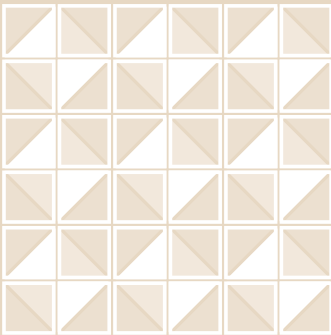


Double Layer Configurations

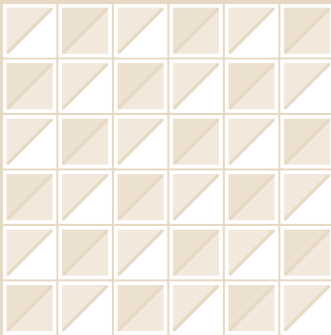
K-5



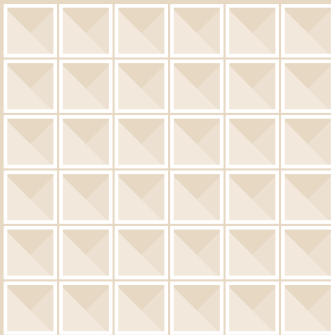
K-6



K-7



K-8



Our Complete Range



Durable, distinctive and cost-effective, architects, designers and home owners are embracing the multifunctional and timeless characteristics of these iconic breeze block designs.

Kite Breeze.

290L × 90W × 290H mm

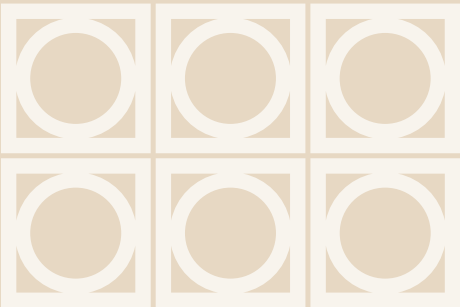
New approach. Iconic past. The Kite breeze block by Adam Goodrum for GB Masonry.



Circle Breeze.

290L × 90W × 290H mm

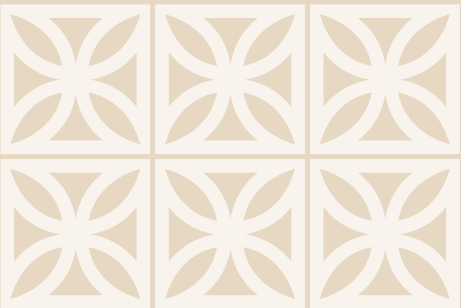
Simple, circular forms designed to offer maximum air and light, within a robust and solid framework.



Flower Breeze.

290L × 90W × 290H mm

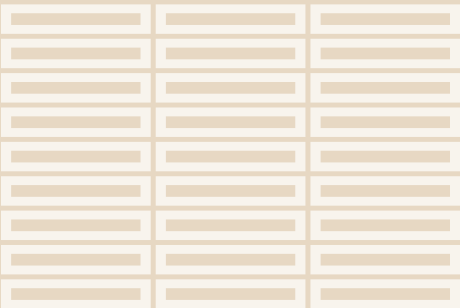
A traditional and well-loved pattern which always looks outstanding in patios, terraces and walls.



Linear Breeze.

390L × 80W × 90H mm

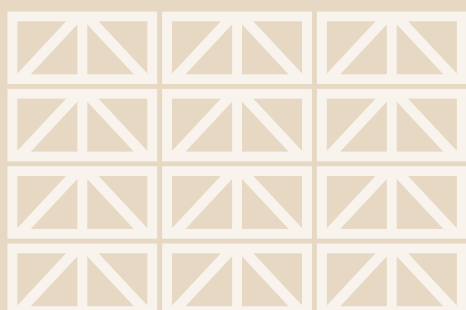
Designed to work in both horizontal and vertical layouts, Linear can be used within other designs or as a pattern field.



Wedge Breeze.

390L × 140W × 190H mm

A contemporary pattern of clean lines, which can be configured as a plain or variable pattern.

**Cloud Breeze.**

390L × 90W × 190H mm

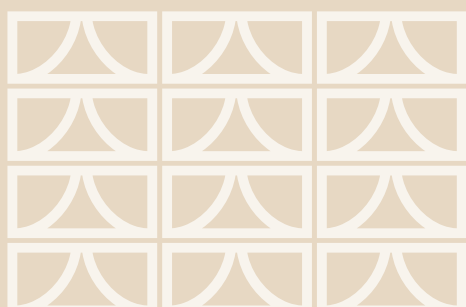
A detailed and tight pattern of curves provides greater shelter from wind and rain, while allowing light in.



Arc Breeze.

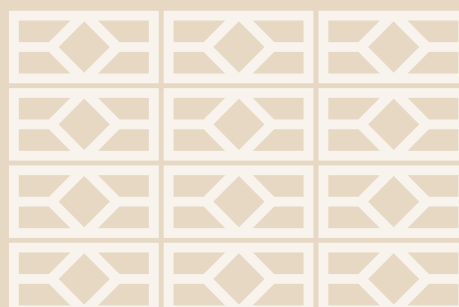
390L × 180W × 190H mm

The softer, undulating semi-circle of Arc brings a little bit of retro to even the most contemporary of designs.

**Diamond Breeze.**

390L × 140W × 190H mm

Inspired by the mid-century modernism of Palm Springs, Diamond is simple, but strikingly bold.



Backed by Brickworks

Local expertise. Global quality. Brickworks Building Products is one of Australia’s biggest building material producers. With heritage going all the way back to one of Australia’s founding brick producers, we’re proud of our reputation for design, innovation and sustainability.

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We also recommend you view current product samples before making your final selections.

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