



MOMENTIVE

FRIENDLY, WEST VIRGINIA

Located in Friendly, West Virginia, the Momentive manufacturing facility serves as part of the company's global network, producing high-performance silicones and specialty materials used across a wide range of industries.

The building's exterior is defined by the use of **Obsidian Shadow** thin brick in American Imperial size, installed vertically to create a striking and contemporary architectural statement. This unconventional installation method draws the eye upward, emphasizing the building's scale while introducing rhythm and texture across the façade. The deep charcoal tones of Obsidian Shadow complement the facility's industrial purpose, conveying a sense of strength, precision, and innovation.

While manufacturing facilities are often designed with function as the primary focus, this project demonstrates how material selection can enhance visual identity. The result is a modern industrial building that pairs operational performance with the distinctive character and durability of real clay thin brick.

THIN BRICK BREAKDOWN



Obsidian Shadow | American Imperial Size

PROJECT TEAM

Distributor: Central Supply Company

Thin Brick Manufacturer: King Klinker



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