

# case study: **THE LIVELY**



Custom White Engobe

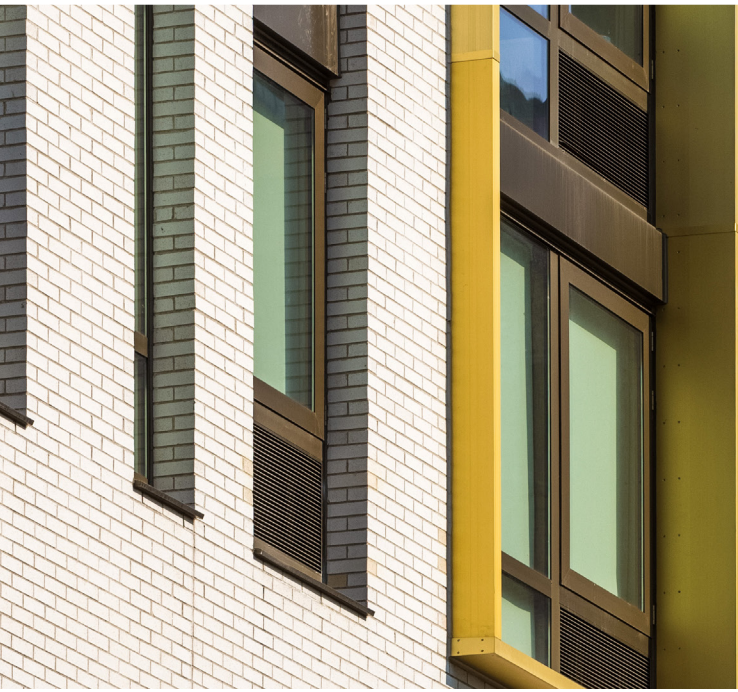
## THE LIVELY • Jersey City, NJ

This mixed-use 18-story tower in the heart of Jersey City's Powerhouse Arts District features a residential living above a retail and public arts podium. The complementary entry portals define the black box theater and residential portions of the building, which are wrapped in chamfered bronze panels.

Double and triple-height lobbies of the respective spaces open up to the street through curtain glass walls, while the interlocking volumes of interior spaces introduce a sectional complexity. These are mirrored on the façade, where offset windows are organized into striated patterns framed by soft white brick. Extruded bronze trim on a select number of windows further accentuates this pattern.

The top floor has mezzanine apartments with their own double-height living spaces, and a roof deck contains numerous amenities.

A custom white engobe brick was selected for the façade for its durability and warm, residential feel. Its small scale and modularity allowed for flexibility of the façade design within a cohesive framework. The direction for this project was to create a building that was both novel and exciting, and timeless and familiar. The custom white engobe brick and its soft white tones paired with the animated window pattern and the protruding bronze window shrouds to achieve the desired balance. The calm backdrop of white



brick with matching mortar served as a kind of ‘canvas’ on which to overlay The Lively window patterning. The variation of the bricks bolstered the more notable climactic window enhancements.

### key players:

Architect • Fogarty Finger Architecture  
Distributor • Extech

### the brick breakdown:

250,000 WA17-5702 Custom Engobe Modular Brick

A brand of Brickworks

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