



FAIRVIEW™

DEFINING ARCHITECTURE SINCE 1983



genesis™

PRODUCT INFORMATION

PREFINISHED COMPRESSED FIBRE CEMENT / MANUFACTURED BY FAIRVIEW

ABOUT GENESIS

Genesis is manufactured from engineered fibre cement which is deemed as a non-combustible material in accordance with C2D10(6)(d) of the National Construction Code.

Fairview offers Genesis to all Australian and international markets.

Genesis fibre-cement facade boards provide architects with freedom to apply and exploit the visual opportunities on any building façade. With multiple options for colour, shading and texture, we have created countless possibilities when designing your stunning façade... so go ahead and unleash your creative flair!



WHY VENTILATED FAÇADES?

Ventilated façade systems, also known as double-skin facades or rainscreens, greatly assist in protecting buildings against wind, rain and temperature variations and keeping the building dry and energy efficient.

A ventilated façade system consists of two layers of different façades separated by an air cavity which prevents rainwater from penetrating and diffuses water vapour from the inside. While the external cladding protects from rain and wind, the air cavity plays a major role in the ventilated façade system. A naturally ventilated façade results in a temperature difference between the face of the cladding panel and the air cavity behind. This in turn creates a variation in air density causing air to flow upwards within the cavity resulting in a chimney effect. The airflow transports heat from the cavity out through openings at the top of the wall, reducing humidity and increasing the efficiency of insulation.

Benefits of ventilated façades:

THERMAL

Significant reductions in HVAC reliance through:

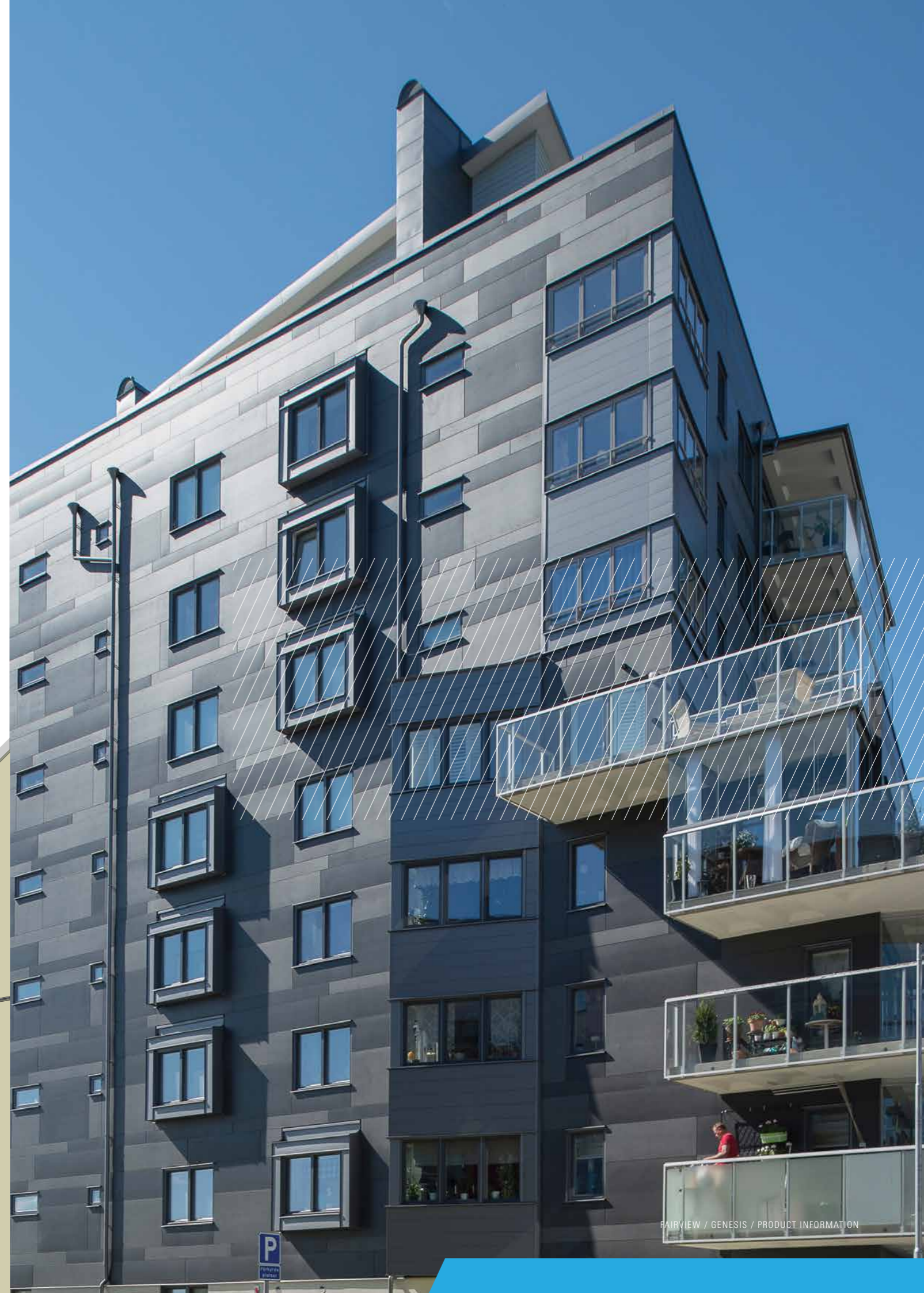
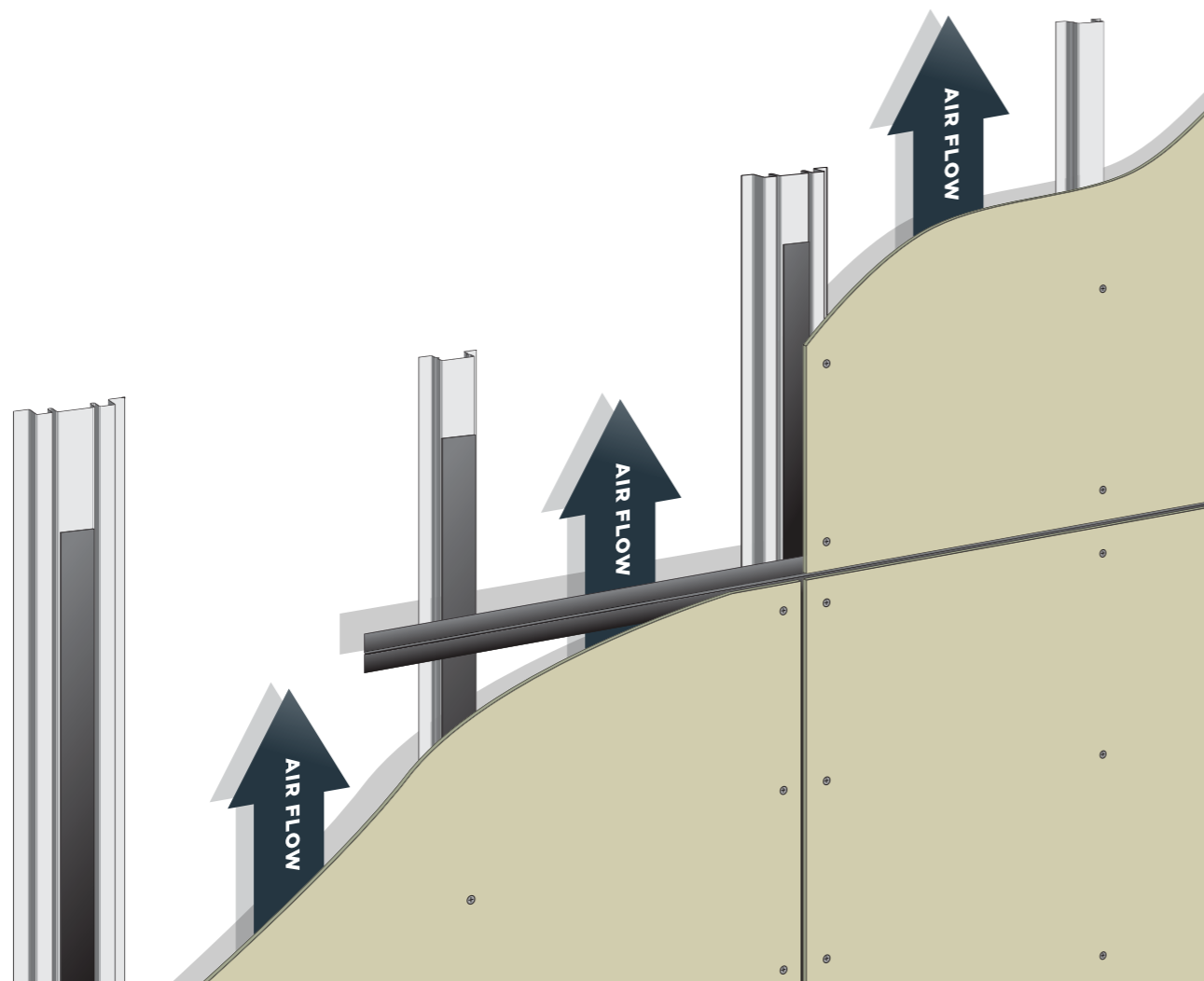
- A reduction in the amount of heat the building absorbs in hot weather conditions from the partial reflection of solar radiation by the outside façade, and the naturally ventilated air cavity.
- In cold weather conditions ventilated walls retain heat, resulting in a lower reliance on heating. HVAC electricity consumption typically accounts for around 40% of total building consumption.

ACOUSTIC

Ventilated façade systems provide an increase in the reflection of external noise, with some projects achieving an average reduction of up to 8dB. With the primary external noise sources affecting buildings being road traffic noise, a reduction of this level can greatly improve occupant comfort.

STRUCTURAL

Ventilated façades don't suffer from mould, fungi and rot, making them extremely durable and virtually maintenance free. The natural bottom-to-top airflow through the cavity assists in eliminating moisture accumulation on the façades, helping to prolong the structural integrity and ultimately the lifespan of a building.



PRODUCT FEATURES



DEEMED NON-COMBUSTIBLE

Genesis is a deemed non-combustible material that can be used internally or externally as required by the National Construction Code

PREFINISHED COMPRESSED FIBRE CEMENT / MANUFACTURED BY FAIRVIEW

KEY FEATURES



LOW MAINTENANCE

Genesis is a true maintenance free material that is scratch resistant and requires no resealing, painting or ongoing maintenance over the life of the building.



ROBUST DURABILITY

Genesis panels are an exceptionally durable panel making it impact resistant. Even in the most demanding applications and harsh environments Genesis has a life expectancy exceeding 50 years.



EASILY CUT AND INSTALLED ONSITE

Genesis can be easily cut to size and installed onsite, minimising lengthy lead times between site measure, production and delivery of pre-finished panels.



COST EFFECTIVE

Genesis allows installers to provide a rapid and cost effective installation.



ENVIRONMENTALLY FRIENDLY

Genesis panels are installed on a rear ventilated rainscreen construction system allowing for the building envelope to breathe. This feature increases thermal and energy efficiency and promotes healthier buildings.



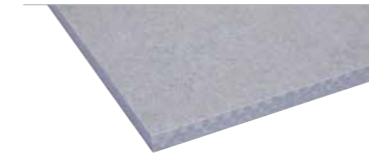
THROUGH COLOURED MATERIAL

Genesis Raw, Hewn, Groove, Infuse and Depth are all through-coloured fibre cement material that offers elegant shades of natural colour.

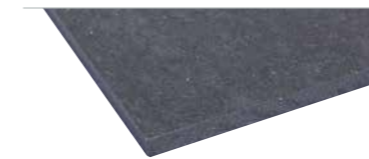
PRODUCT RANGE

Are you looking for a solution that is colourful and has a nice texture – or would you like a smooth surface with clean lines?

Fortunately, in addition to the range of colours and shades, Genesis façade boards are also available in a variety of profiles and distinctive characteristics.



RAW



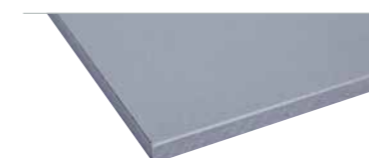
HEWN



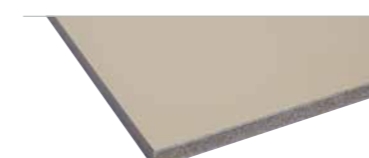
GROOVE



INFUSE



DEPTH



CLASSIC



RUSTIK

GENESIS RAW

Genesis Raw has an authentic, textured surface that exhibits the raw characteristics of the fibre cement, along with the visible sanding lines on the surface of the boards giving it an extra tactile and visual impact. As the seasons change and the years pass, the natural ageing of the fibre cement leaves subtle traces on the surface, and the façade will gradually acquire a distinctive Patina.

Being through-coloured, Genesis Raw is much easier to handle on site than surface coated sheets and retains its appearance for longer. Being a through-colour fibre cement with no surface coating, there is no need to seal edges or other cuts and minor damage is less visible than coated sheets.

With strong dirt, stain and water-repellent properties, as well as their resistance to all kinds of weather conditions, it is a virtually maintenance-free façade with exceptional durability.



PROPERTIES	GENESIS RAW
Length	2500 / 3050mm
Width	1250mm
Thickness	8mm
Weight	12.4kg/m ²
Surface	Natural textured

COLOUR RANGE



LIGHT SLATE S **BASALT GREY** S **GRAPHITE** S
GR-7038 GR-7037 GR-7012



LIMESTONE S **EARTH** S **CLAY** MTO
GR-9010 GR-1019 GR-3022



COPPER BROWN MTO **REDWOOD** S **LINEN** S
GR-2013 GR-3031 GR-1013



MUSTARD MTO **EUCALYPTUS** S
GR-1002 GR-6011

S: STOCKED
MTO: MADE TO ORDER

GENESIS HEWN

Genesis Hewn has a rough, structured surface – as if hewn from natural stone. This appearance will add a mineral, naturally and subtly eroded surface finish to your façade, as if it were built using natural materials – for instance, naturally aged sandstone.

The sandblasted surface will also give your façade a dynamically changing appearance throughout the day depending on external light and viewing angle.

Just like the Genesis Raw, it is a pre-finished-through colour fibre cement with no need to seal edges or other cuts. With strong dirt, stain and water-repellent properties, as well as its resistance to all kinds of weather conditions, it is a virtually maintenance-free façade with exceptional durability.



PROPERTIES	GENESIS HEWN
Length	2500 / 3050mm
Width	1250mm
Thickness Top	8mm
Weight	12.4kg/m ²
Surface	Velvety, Sandblasted

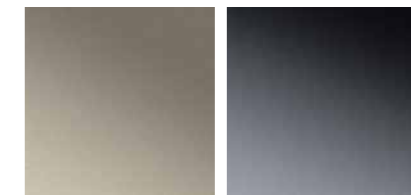
COLOUR RANGE



BASALT GREY MTO
GH-7037

LIGHT SLATE MTO
GH-7038

LIMESTONE MTO
GH-9010



LINEN MTO
GH-1013

GRAPHITE MTO
GH-7012

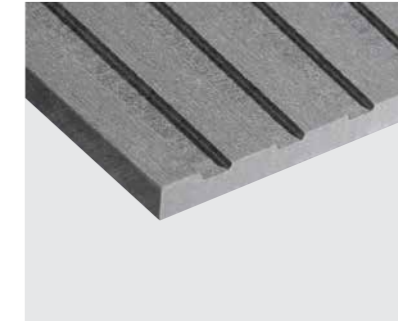
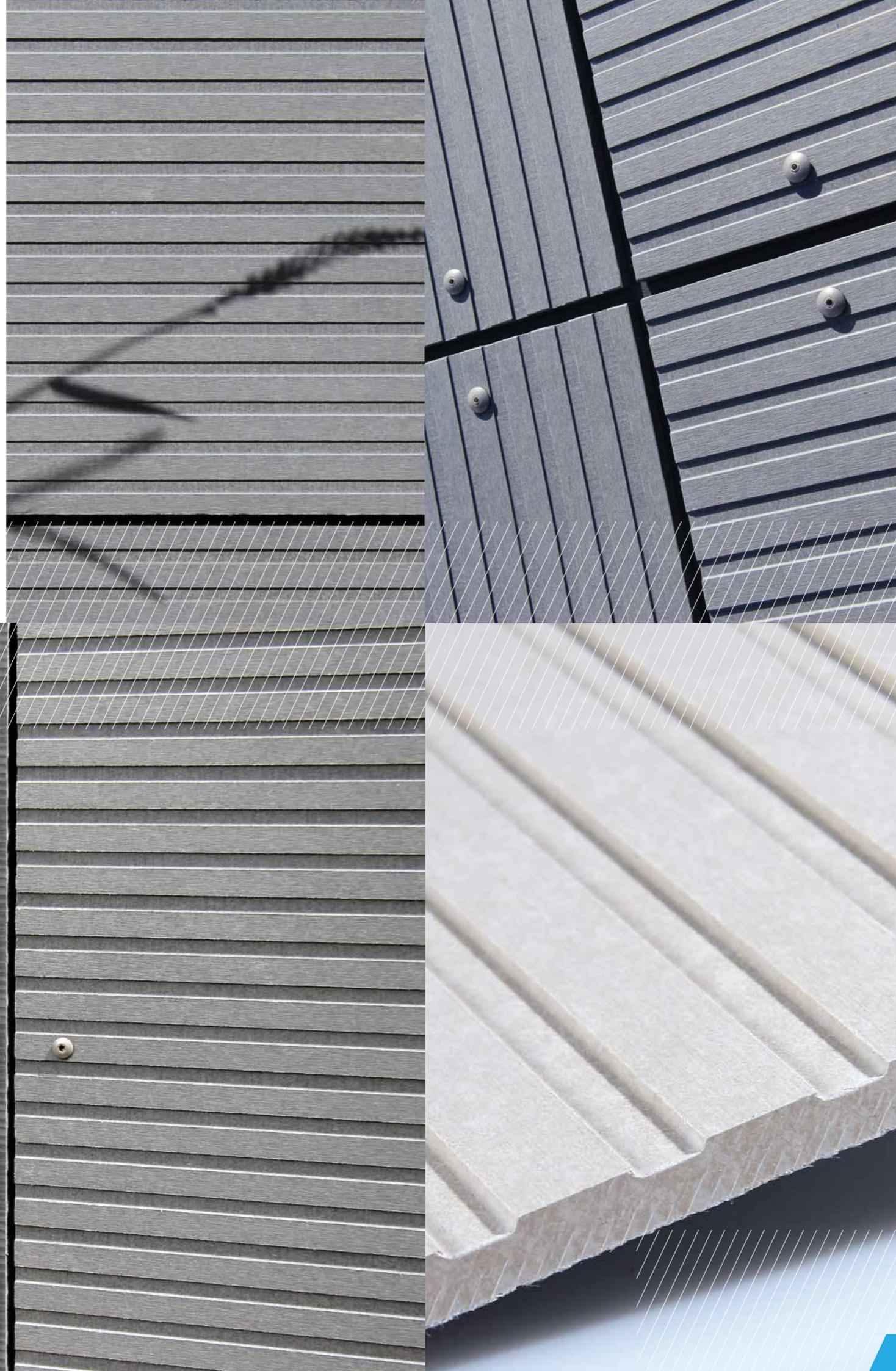
S: STOCKED
MTO: MADE TO ORDER

GENESIS GROOVE

Genesis Groove gets its name from its unique grooved surface.

The lineal groove in its surface creates a play of light and shadow and will give your façade a dynamically changing appearance throughout the day depending on external light and viewing angle.

Just like the other Genesis pre-finished through-colour panels, Groove is a through-colour fibre cement with no need to seal edges or other cuts. With strong dirt, stain and water-repellent properties, as well as its resistance to all kinds of weather conditions it is a virtually maintenance-free façade with exceptional durability.

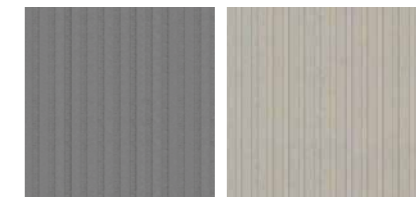


PROPERTIES	GENESIS GROOVE
Length	2500 / 3050mm
Width	1250mm
Thickness Top	9.5mm
Thickness Groove	8mm
Weight	14.1kg/m ²
Surface	Linear grooves

COLOUR RANGE



GRAPHITE GG-7012 S BASALT GREY GG-7037 S LINEN GG-1013 S



LIGHT SLATE GG-7038 S LIMESTONE GG-9010 S

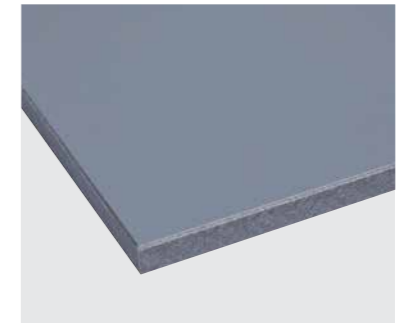
S: STOCKED
MTO: MADE TO ORDER

GENESIS INFUSE

Genesis Infuse boards are unique as they're the same colour all the way through, it's as if the core has been infused with the same vibrant yet resilient colour of the painted surface!

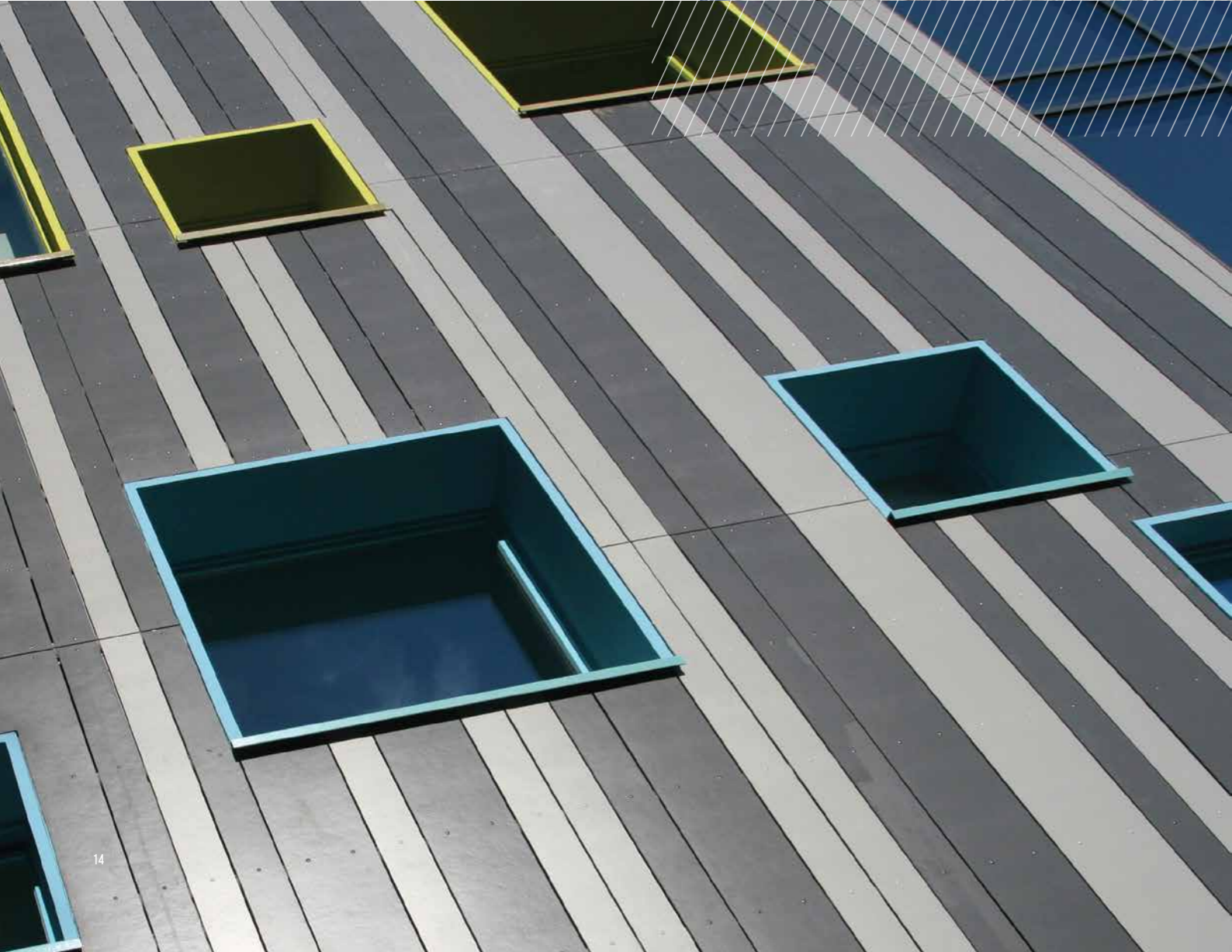
This means when you choose Genesis Infuse, every board will feature colour on every surface and edge, including the edges of any cut-outs or drilled holes.

The range includes 18 intense colours incorporating the most popular shades, offering a long-lasting façade solution for creative designers.



PROPERTIES
 Length
 Width
 Thickness
 Weight
 Surface

GENESIS INFUSE
 2500 / 3050mm
 1250mm
 8mm
 11.6kg/m²
 Smooth Matte Finish



COLOUR RANGE

					
COINTREAU GI-1001	MTO SAND GI-1002	MTO WARM TILE GI-1019	S FIRED CLAY GI-2001	MTO VICTORY RED GI-2013	MTO SKYE BLUE GI-5007
					
MTO GLACIER BLUE GI-5014	MTO KHAKI GI-6003	MTO EUCALYPTUS GI-6011	MTO JADE GI-6013	MTO AGED CHARCOAL GI-6015	MTO SOMERSET APPLE GI-6025
					
GRAPHITE GI-7012	MTO CONCRETE GREY GI-7023	S MIDNIGHT BLUE GI-7024	MTO SLATE GREY GI-7043	MTO MIDNIGHT GI-8022	S LIMESTONE GI-9010

S: STOCKED
 MTO: MADE TO ORDER

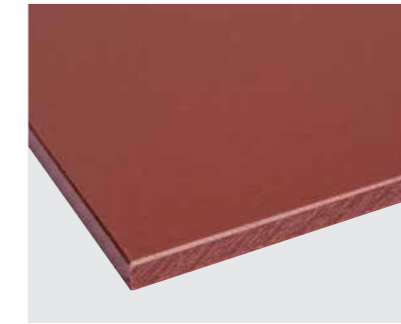
Custom colours are also available, please speak with the Fairview team

GENESIS DEPTH

Genesis Depth façade boards combine the natural characteristics of the through-coloured fibre cement with the extremely durable clear topcoat.

The colour added to the fibre cement reveals and highlights the fibres and other raw materials that provide its strength and character.

The extremely durable clear coating then protects the board and ensures a smooth surface with a long service life.



PROPERTIES	GENESIS DEPTH
Length	2500 / 3050mm
Width	1250mm
Thickness	8mm
Weight	11.5kg/m ²
Surface	Natural Clear Coated Finish

COLOUR RANGE



AGED CHARCOAL GD-6015 MTO DUSTY BLUE GD-7011 MTO PAPIKA GD-3004 S



JADE GD-6013 S VANILLA GD-9001 MTO SAWDUST GD-1014 MTO



SLATE GREY GD-7043 S PEBBLE GREY GD-7033 MTO

S: STOCKED
MTO: MADE TO ORDER

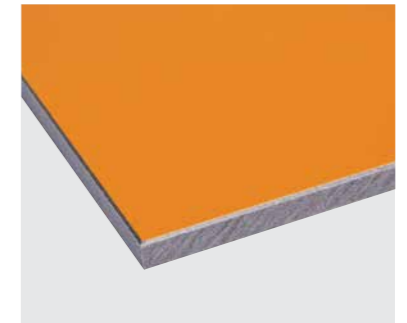


GENESIS CLASSIC

Genesis Classic is a 8mm prefinished compressed fibre cement façade panel which is finished with a highly durable factory applied fluoropolymer paint system.

This product is both an aesthetically appealing and cost-effective solution available in an unlimited colour range... simply choose your preferred colour and we will handle the rest! It can be cut-to-size and offers all the benefits of the Raw fibre cement board such as impact resistance and non-combustibility.

No need for traditional on site painted methods that involve messy and time consuming trades.



PROPERTIES
 Length
 Width
 Thickness
 Weight
 Surface

GENESIS CLASSIC
 2500 / 3050mm
 1250mm
 8mm
 17kg/m²
 Smooth Coated



COLOUR RANGE



S: STOCKED

MTO: MADE TO ORDER

Custom colours are also available, please speak with the Fairview team

GENESIS RUSTIK

Genesis Rustik is a high-quality, untreated fibre cement board that allows the authentic appearance of the rough fibre cement to stand out. It can be used as both a building board as well as a part of a ventilated façade solution.

Genesis Rustik can be installed for façade purposes, when a natural and rough expression is desired. Made of clean, raw, unpigmented materials, Genesis Rustik is non-combustible, strong, durable and able to withstand extreme weather conditions.

Variations may occur in the individual boards, and from board to board, adding a lively expression to your façade. The smooth, natural grey, even-quality surface allows for effective staining or painting. In industrial applications where the surface appearance is of less importance, the panels do not need to be sealed. Efflorescence will likely occur, but disappear over time.



PROPERTIES	GENESIS RUSTIK
Length	2500 / 3050mm
Width	1200mm
Thickness	8mm
Weight	15.1kg/m ²
Surface	Untreated natural finish

COLOUR RANGE



RUSTIK GRK-7000 S

S: STOCKED
MTO: MADE TO ORDER

HOW TO SPECIFY FIBRE CEMENT CLADDING

WHAT IS FIBRE CEMENT?

A building's façade can feature an array of materials such as timber, masonry, terracotta, metal, steel and aluminium. The design and performance characteristics of these materials vary significantly, and your choice of cladding should be based on a careful assessment of the project's climate conditions, as well as the aesthetic design intent.

As a building product, fibre cement, since being invented in the late 19th century has gained increasing interest by architects and designers looking for a compliant and durable material that adds texture, warmth and character with beautiful, rich and earthy-tone colours.

Fibre cement is made by mixing various ingredients including cement, wollastonite, cellulose, silica sand and water. There are two main curing processes 'auto claved' which is a process of applying intense heat and pressure to eliminate moisture from fibre cement materials, and 'air cured' as the name suggests the fibre cement is allowed to set in natural conditions without heat.

PAINTED VS THROUGH-COLOURED

Through-coloured fibre cement is an attractive, resilient construction material that's ideal for all kinds of exterior and interior protective surfaces. The inclusion of meticulously researched, carefully engineered polyvinyl alcohol (PVA) and specially selected cellulose fibres into the cement-based material provides a unique combination of lightness, technical performance and exceptional strength. When colour is added, it makes the surface colour flow through the panel's core, making it perfect for seamless edging and cut-outs.

Painted fibre cement consists of a base grey board, often low or medium density, either painted onsite once installed or in a factory prior to delivery to site. Either way, over time the finish fades and re-painting is required. It is also less durable and prone to cracking. Scratches are also more visible as once the external surface paint is penetrated the base grey board is visible.

WHY GENESIS?

Equipped with high-impact, noise-reducing and thermal properties, as well as a 15-year warranty, Genesis is a perfect fit for a wide range of projects.

Genesis offers a complete fixing system, including panels, battens and accessories, which helps reduce installation hours in its simplicity and effectiveness.

Most prefab cement panels come in a static 3m-long sheet, whereas Genesis gives the length option of 2.5m and 3.05m sheeting, which helps minimise waste.

AESTHETICS

Through-coloured fibre cement comes in a wide range of colours from bright and vibrant to natural earthy tones, as well as many textures and finishes from smooth clear coatings allowing you to see the matrix of the fibre, to sandblasted effects, sanding lines, linear routed patterns that change with the light, as well as aesthetically pleasing colour coded fixings. Sub framing can also add to the visual effect with black foam or flashing through joints.

The glazing process also provides an opportunity to add gloss giving you the ability to create finishes that range from matte, all the way to high gloss. During the production process it's also possible to combine two or three glazes on different layers to create other special effects including a process called digital engobing.

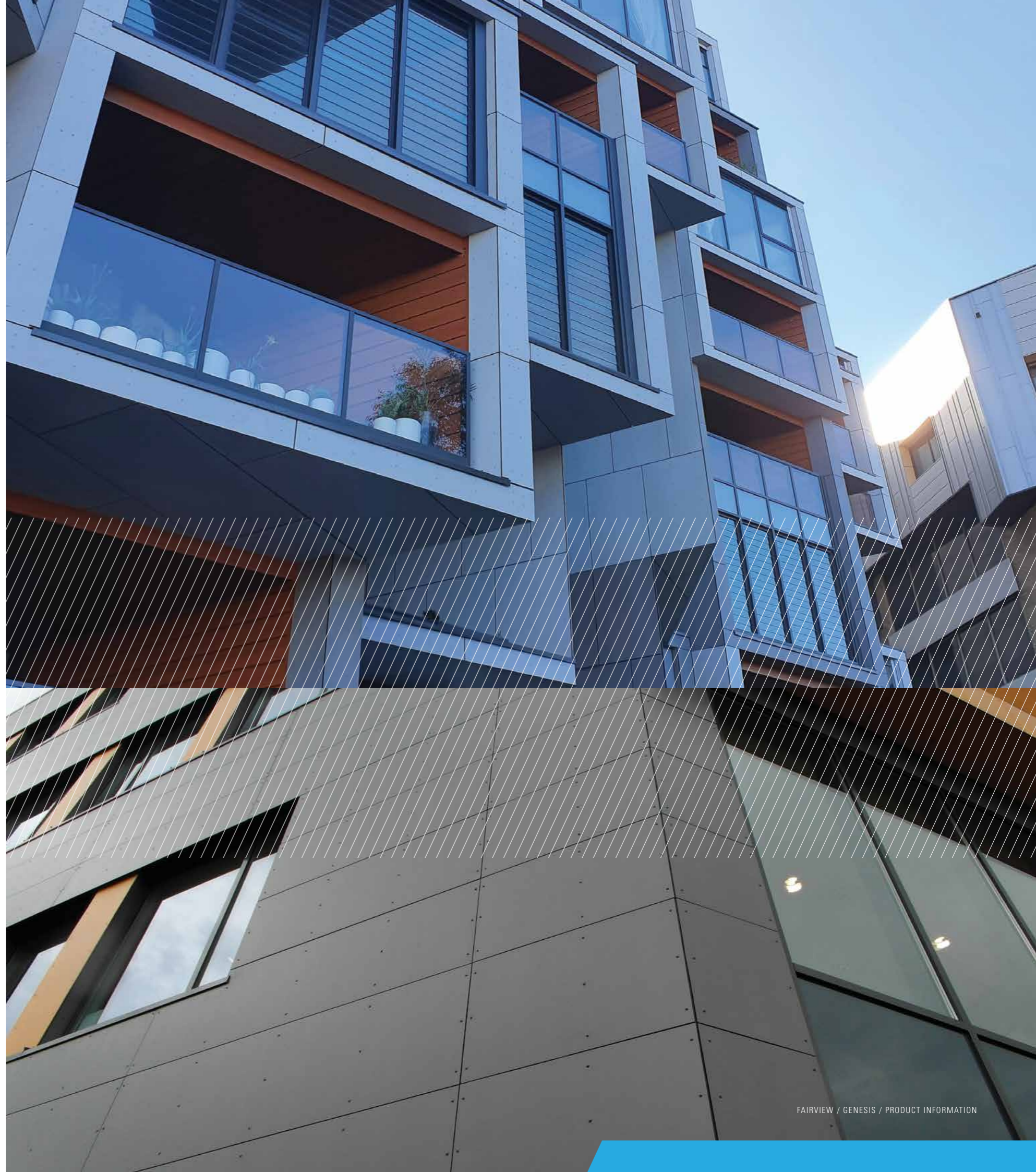
Like digital printing, digital engobing involves applying a digital image on top of an engobed clay panel, in the firing process, the applied image fuses with the engobe and the panel to form an inseparable unit.

COLOUR VARIATIONS

Genesis façade boards are available in a variety of profiles – each with their own distinctive features and characteristics. For instance, Genesis Raw is a through coloured board. Variations in the colour of the board are visible and vary depending on the orientation of the sheet, the viewing angle and the level of light and humidity. Measuring the board colour, small variations in the colour lightness are acceptable.

Genesis Raw has a natural, textured surface. You can see the fibre and natural characteristics of the raw materials, and you can see and feel the unique sanding lines on the surface. Natural imperfections like dots and spots can be visible but from 3-5 meters distance the surface will appear homogenous.

As seasons change and the years pass, the natural ageing of the fibre cement leaves subtle traces on the surface, and the façade will gradually acquire a distinctive patina.





FAIRVIEW™

DEFINING ARCHITECTURE SINCE 1988



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