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Newsletter



Barcode Concrete



RECKLI-Chemiewerkstoff GmbH

Eschstrasse 30 · 44629 Herne · Germany · Tel. ++49/(0)23 23/1706-0 · Fax ++49/(0)23 23/1706-50
info@reckli.de · www.reckli.de

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Győr lies in the centre of the “Golden Triangle” formed by the cities of Vienna, Budapest and Bratislava, and with its approx. 130,000 inhabitants it is one of Hungary’s fastest developing economic regions. The automotive industry based there has made Győr into one of the most important locations for industry in Hungary.

The city’s rapid economic development over the past five years has now led to an increasing need for office premises and retail space.

In view of this, the well-known ECE Group based in Hamburg has now erected a modern shopping mall to the east of Győr’s historic city centre that is one of the biggest of its kind in Hungary. The “Árkád Győr” shopping mall, which has been constructed by Strabag-Hungaria ZRT, is a complex providing usable space on two levels measuring a total of around 35,000 m², including about 125 shops and 1,150 parking spaces.

Apart from clearly positioning itself in an optimum central location, ECE has attached particular importance to having the façade designed with unique architectural appeal. The combination of glass and structured concrete creates a modern atmosphere and invites shoppers to stroll around Győr’s shopping arcades.

For the concrete façade, the architects “Finta Studio Budapest Planung” and ECE co-operated to design a special ribbed structure that is meant to resemble the barcode printed on sales packaging. Thus the

façade is not only a visiting-card for the building: at the same time, anyone seeing it automatically associates it with fun shopping sprees. As in a barcode, the ribs of varying widths are arranged at various intervals, and they are 4 cm deep.

On the basis of the architect’s computer drawing the original model was constructed by RECKLI on a CNC milling machine. This model was then used for casting individual RECKLI formliners in various shapes and sizes measuring about 200 m².

VSTR-Hungaria, a manufacturer of ready-made concrete parts, made elements for the façade covering a total area of 4,500 m². The elasticity of the RECKLI dies means that extremely high quality results are achieved. In particular the architect attached importance to the ribbed concrete shapes having an absolutely clear-cut profile.

The One off formliners made by RECKLI are guaranteed suitable for a whole diversity of further uses, ensuring huge economic viability. This particular type can be re-used up to 100 times, opening up virtually unlimited design possibilities to both architects and planners. At the same time, RECKLI offers an all-round solution that includes providing competent personal on-site advice, constructing models that take special requests into account, making formliners, and supplying all the required accessories.



