



genesis™

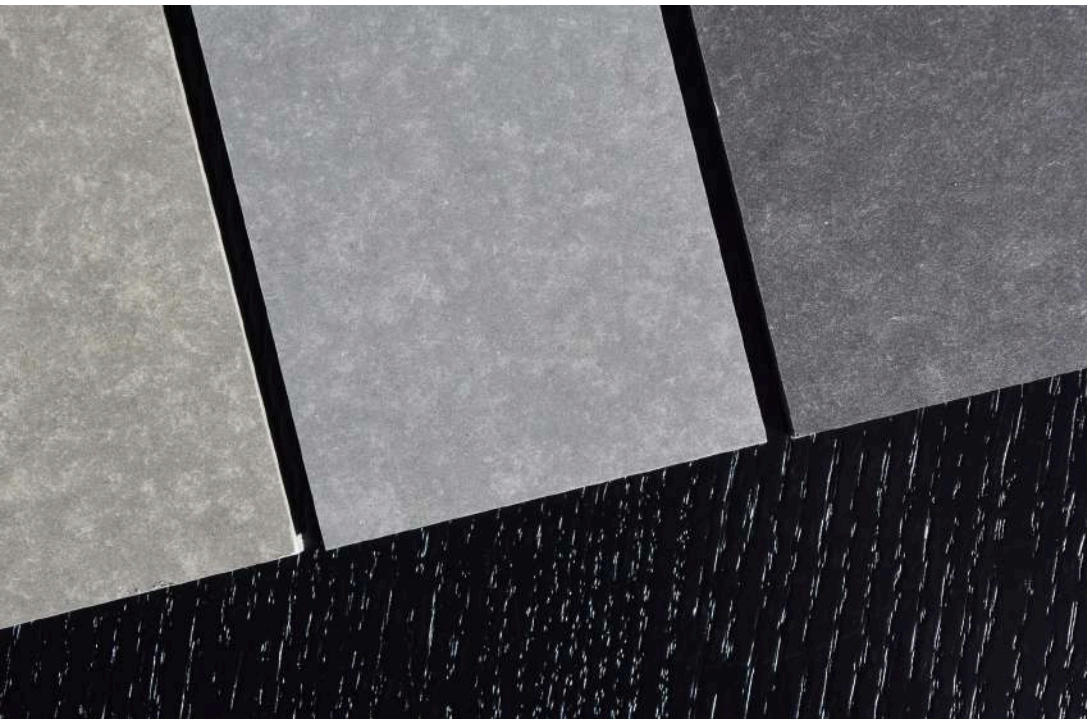
Signature

/ ABOUT GENESIS SIGNATURE

Genesis Signature by Fairview represents an evolution in fibre cement façade systems that builds on the beauty, character and charm inherent to fibre cement. It introduces distinctive textures, colour hues and finishes, creating depth that highlights and amplifies the architectural design vision.

Featuring a range of prefinished options, Genesis Signature offers architects the flexibility to craft inspiring built environments that create authentic and refined spaces, rich in sensory connections.

Genesis Signature takes the highly regarded Genesis Prefinished Fibre Cement façade and elevates the range with a suite of premium options that are unmatched in Australia.





JW MARRIOTT

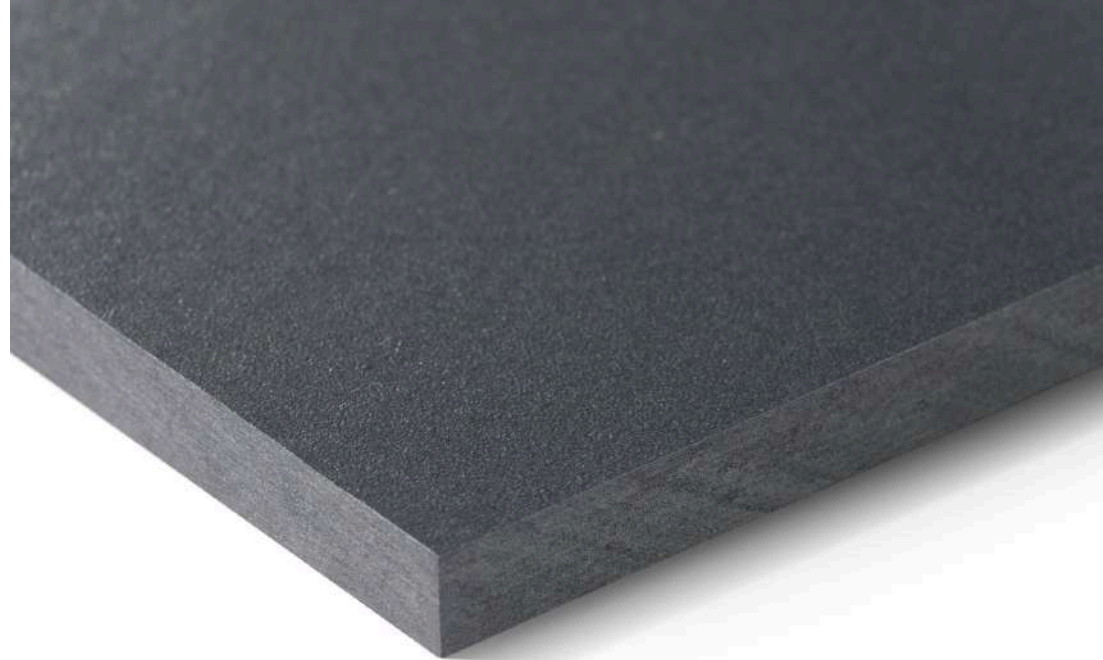
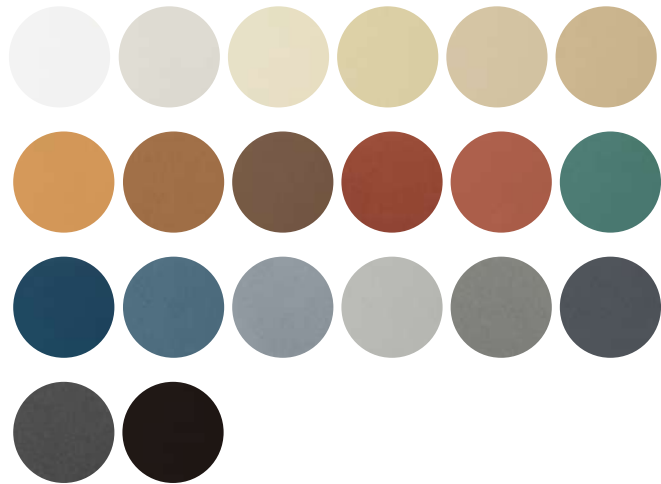


/ PRODUCT RANGE

Oasis

Oasis architectural panels are naturally dried, achieving a distinct clarity with its translucent, lightly pigmented surface. These fibre cement panels are through-coloured, creating seamless and sophisticated building façades. Featuring 20 shades ranging from light to dark and cool to warm tones, Oasis offers a diverse colour spectrum.

Oasis provides both independence and simplicity, while allowing for numerous colour combinations. Additionally, Oasis is offered with an optional High Resistance (HR) coating for enhanced scratch resistance and protection against tough stains and graffiti.





/ PRODUCT RANGE

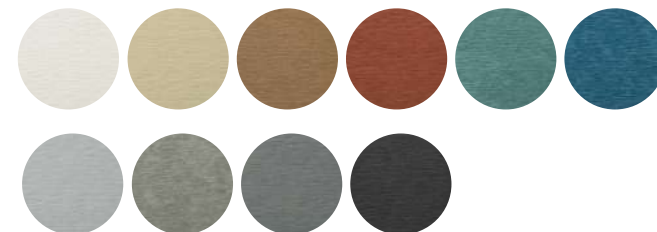
Velour

Velour is a unique architectural panel that showcases the natural and rustic aesthetic of fibre cement. The panels are meticulously created to highlight the rough and authentic interior texture of fibre cement, resulting in a robust surface that adds depth and character. Velour is visually interesting, without being overpowering.

The colour palette is diverse, offering shades that range from light to dark tones of grey and brown, as well as white, black and various subtle coloured options like green, blue and red.

Velour's structure combines with each colour hue to authentically reflect the textured structure of the fibre cement, emphasising its polished and natural character.

Velour architectural panels are designed to introduce a distinctive tactile and visual appeal to surfaces, blending seamlessly with both contemporary and traditional designs.



/ PRODUCT RANGE

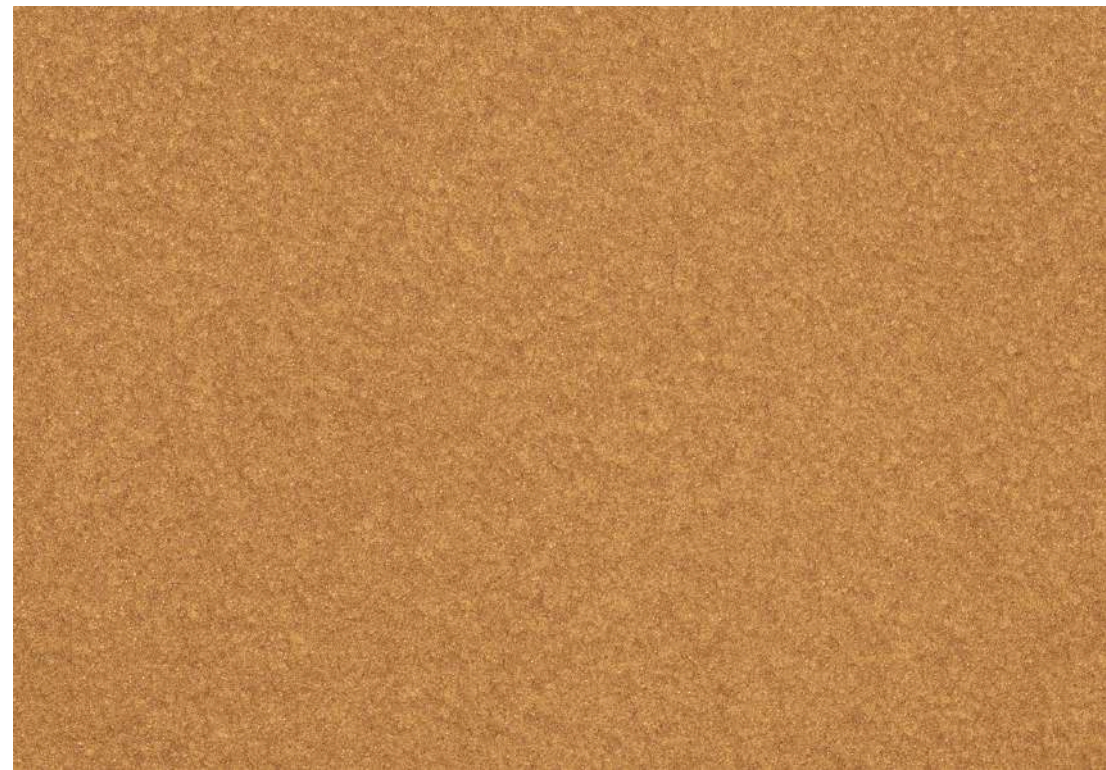
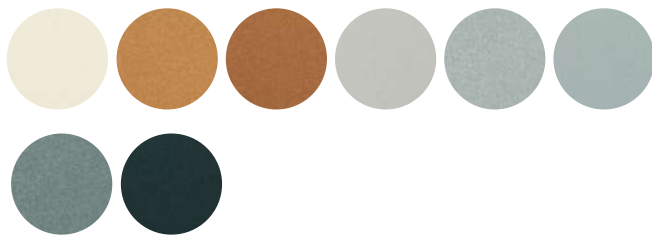
Lumina

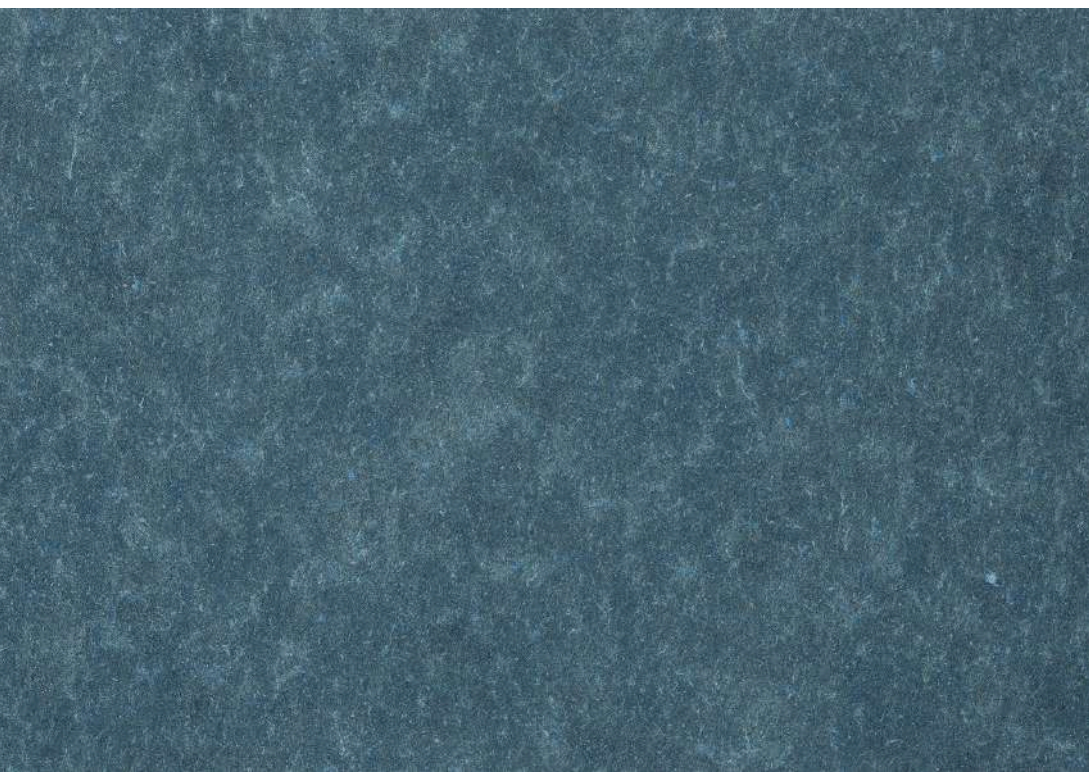
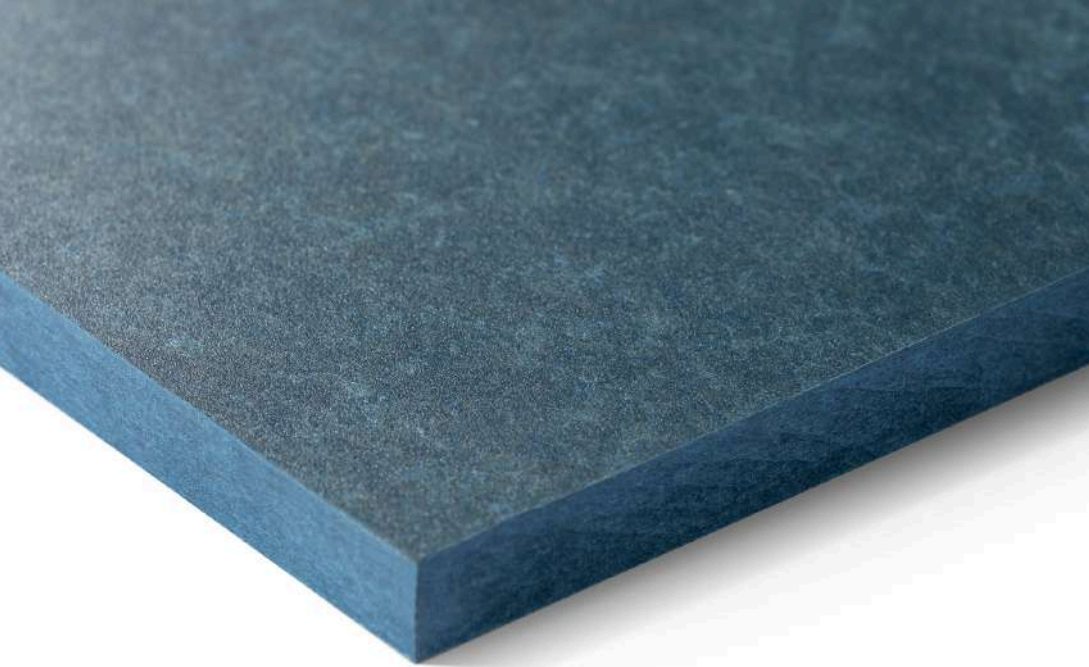
Lumina is a distinctive architectural panel renowned for its discreet yet shimmering appearance. It's a through-coloured panel that is naturally dried and includes a reflective surface coating.

The reflective coating creates an interesting play of light on the panel's surface, offering a unique visual effect that subtly shimmers and changes depending on the viewing angle.

A carefully curated colour palette encompasses eight shades, including a warm white, bronze tones, and black and greys that are subtly tinted with a hint of green. These colours are enhanced by nuanced, reflective pigments that contribute to Lumina's independent and noble character.

Lumina architectural panels are designed to introduce a sophisticated and distinctive element to projects. The combination of being through-coloured and the reflective surface treatment ensures that Lumina panels create an understated yet captivating presence in both natural and artificial lighting conditions.





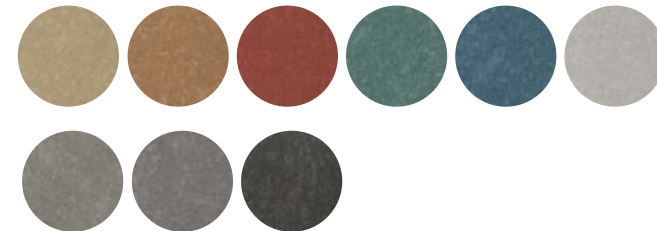
/ PRODUCT RANGE

Essence

Essence architectural panels emphasise the unmistakable natural and authentic texture inherent to fibre cement. The colour palette features versatile shades that subtly harmonise to perfectly enhance the cloudy aesthetic pattern throughout the panels, creating a distinct lustre that enhances the appeal of any façade.

Essence panels are offered with a highly durable standard coating, ensuring excellent scratch resistance and protection against intense staining and graffiti.

Essence is the perfect solution for designs requiring deep shades and highly durable boards that feature a clear coat that allows the natural appearance of the fibre cement to shine through, resulting in a vibrant surface with diverse textures and dynamic colour tones.



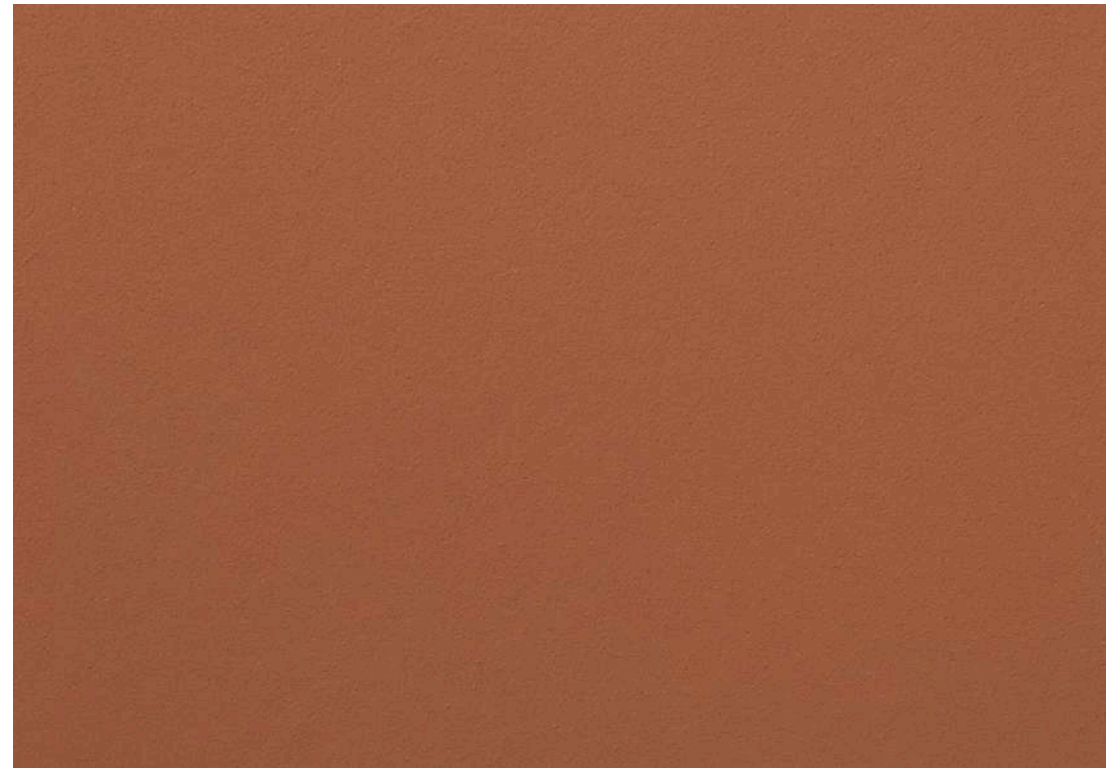
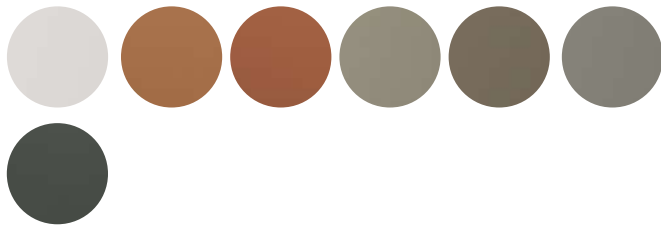
/ PRODUCT RANGE

Serene

Serene architectural panels have been designed with practicality and aesthetic simplicity in mind. It features an opaque coating that harmonises the finish and creates a uniform appearance across the façade, ensuring a clean and modern finish.

The colour range of Serene has been carefully selected to achieve a high-quality aesthetic, ideally suited to contemporary designs looking for a harmonious finish accentuated by clean shadow lines.

Serene architectural panels offer a sleek, minimalist and streamlined look that integrates seamlessly with modern architectural design.





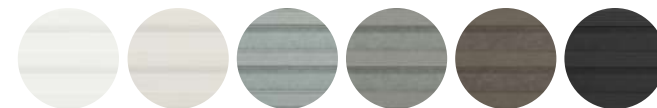
/ PRODUCT RANGE

Channel

Channel architectural panels feature raised parallel lines that create a tactile experience to the façade by adding depth and an evolving dynamism created by the captivating interplay of light and shadow.

Channel panels have a linear milled surface with wide groove sections, creating streamlined parallel shadow lines. Linear shadow lines captivate and attract focus along the length of the board and building, while drawing attention over the full length of the façade as it transforms and evolves with the time of day.

The subtle colour palette features soft white and grey tones to black, with a single earthy tone complementing the range. The gradual evolution from light to dark has been carefully curated to be enhanced by the fluid motion of the shadow lines, imparting depth and dimensionality. The combination of colours and play of light creates a dynamic and lively façade.





/ KEY FEATURES

UNIQUE TEXTURED FINISHES

Genesis Signature redefines architectural aesthetics with its unique textures and finishes. Each product in the range has been meticulously crafted to turn a building's appearance into artistry and innovation.

PREMIUM SURFACE FINISHES

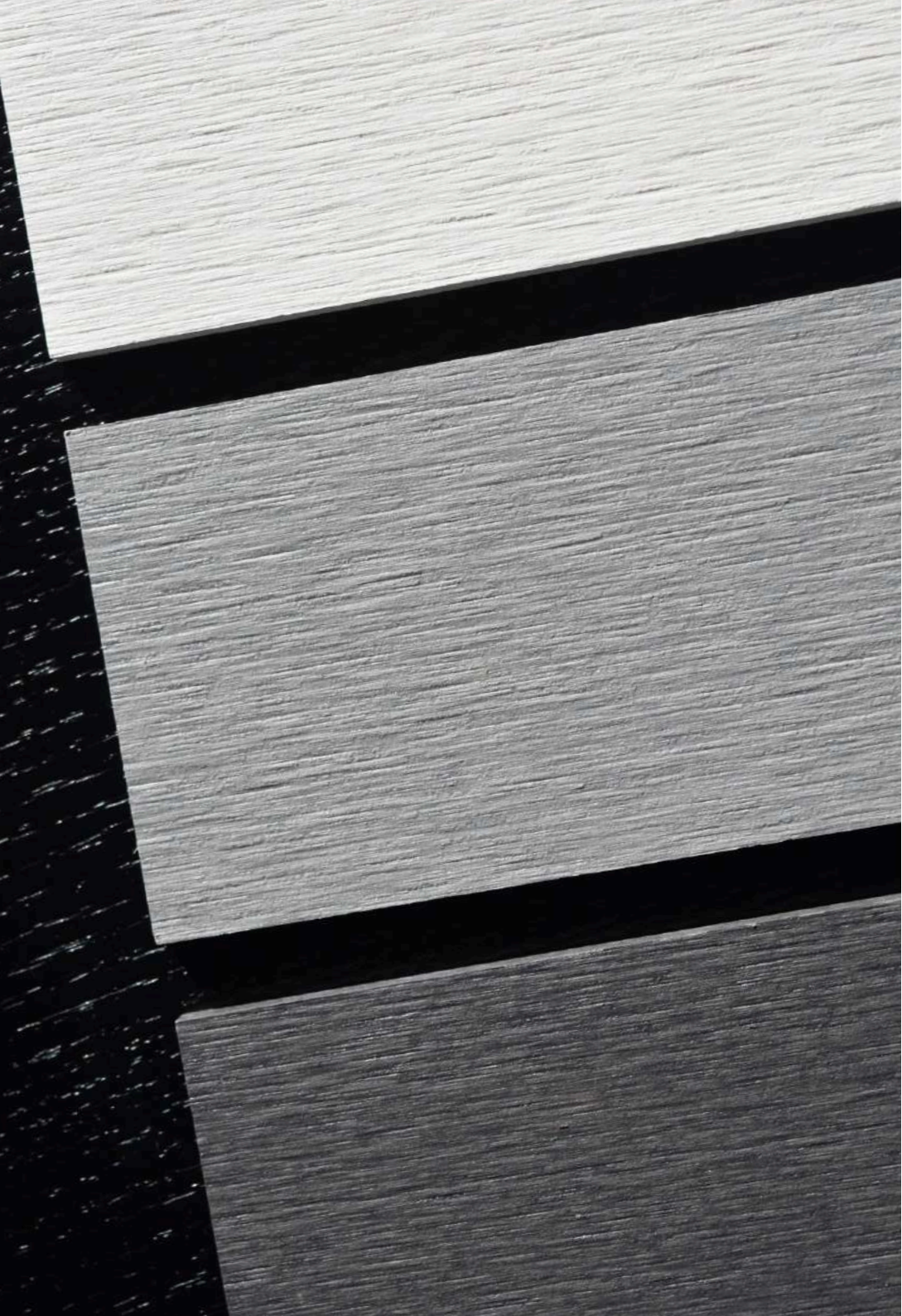
Genesis Signature's premium finishes elevate exterior and interior spaces to a level where every detail speaks of refinement and timeless elegance. Each surface is meticulously crafted to not only look exquisite, but also to endear a sense of luxurious refinement, enhancing the overall sensory experience of the environment.

RICH COLOURS

Genesis Signature offers a striking array of rich colours that redefine the visual impact of architectural design. From deep tones to vibrant hues that pop against the urban landscape, the colour palette of Genesis Signature is as diverse as it is enduring. Each façade panel is infused with pigments that are precisely blended to achieve consistency and depth, ensuring that the façade retains its vibrant appearance over time. Whether opting for a sleek and modern finish, embracing warmth or designing bright joyous spaces, these colours complement various architectural styles.







/ KEY FEATURES

HIGH RESISTANCE (HR) COATING

Genesis Signature's HR coating represents a pinnacle in surface technology, offering unparalleled durability and resilience against everyday wear and tear, scratches and even graffiti. Its scratch-resistant properties ensure that surfaces will look beautiful for longer, while the innovative formulation equips it with anti-graffiti capabilities, enabling easy removal of unwanted markings without damaging the underlying surface. This combination of durability and maintenance ease makes Genesis Signature's HR coating an ideal choice for high-traffic areas, urban environments and architectural features where aesthetic longevity and functionality are paramount concerns.

ENERGY EFFICIENT

Genesis Signature panels are composed primarily of natural materials, such as cement, cellulose fibres and water, offering a sustainable alternative to traditional building materials. Moreover, fibre cement cladding is durable and weather-resistant, requiring minimal maintenance over its long lifespan. It contributes to energy efficiency by providing excellent thermal mass, reducing heating and cooling demands. Installed as a rainscreen façade, Genesis Signature allows the buildings envelope to breathe, increasing thermal and energy efficiency, while also promoting healthier buildings.

EXTENDED WARRANTY

Genesis Signature offers a 20-year warranty, subject to standard terms and conditions.

/ DESIGN OPTIONS

CURVES AND FREEFORM FAÇADES

The Genesis Signature CFC façade boards offer remarkable flexibility in design, allowing for the creation of curved and freeform shapes that push the boundaries of conventional cladding. Unlike traditional façade materials, the Signature range can be easily manipulated to accommodate complex architectural designs, including sweeping curves and unique geometries. This adaptability is achieved through a specialised manufacturing process that ensures the boards maintain their structural integrity while being reshaped to fit various forms. Architects and designers can leverage this capability to bring bold, innovative visions to life, creating dynamic façades that enhance both the visual appeal and functionality of a building.

In addition to their formability, Genesis Signature CFC boards are engineered to offer consistent performance across custom shapes. The prefinished surface remains resilient and visually striking, even when applied to intricate designs. This means that not only can the boards be moulded to achieve distinctive profiles, but they also provide a durable and low-maintenance finish that retains its aesthetic quality over time. This combination of design flexibility and durability makes Genesis Signature an ideal choice for projects that demand both creative freedom and long-lasting performance.

PERFORATIONS

The Genesis Signature CFC façade boards are exceptionally versatile, offering the capability to incorporate perforations of various shapes and sizes to meet unique architectural requirements. Through advanced customisation techniques, these boards can be manufactured with precisely engineered perforations, allowing for a range of design possibilities from intricate patterns to larger, bold cutouts. This flexibility supports both aesthetic and functional needs, such as enhancing natural light penetration, improving ventilation or creating visually striking façades that stand out in any environment. By accommodating diverse perforation designs, Genesis Signature enables architects and designers to achieve a high level of creative expression while maintaining the structural integrity and performance of the façade.

The precision in perforation options ensures that the boards retain their durability and ease of maintenance, even with complex designs. Advanced innovation in production methods that enables curving and perforations makes Genesis Signature the only choice for projects requiring bespoke perforated elements that are both functional and visually engaging, offering a sophisticated solution for modern architectural challenges.

[REQUEST A SAMPLE](#)



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