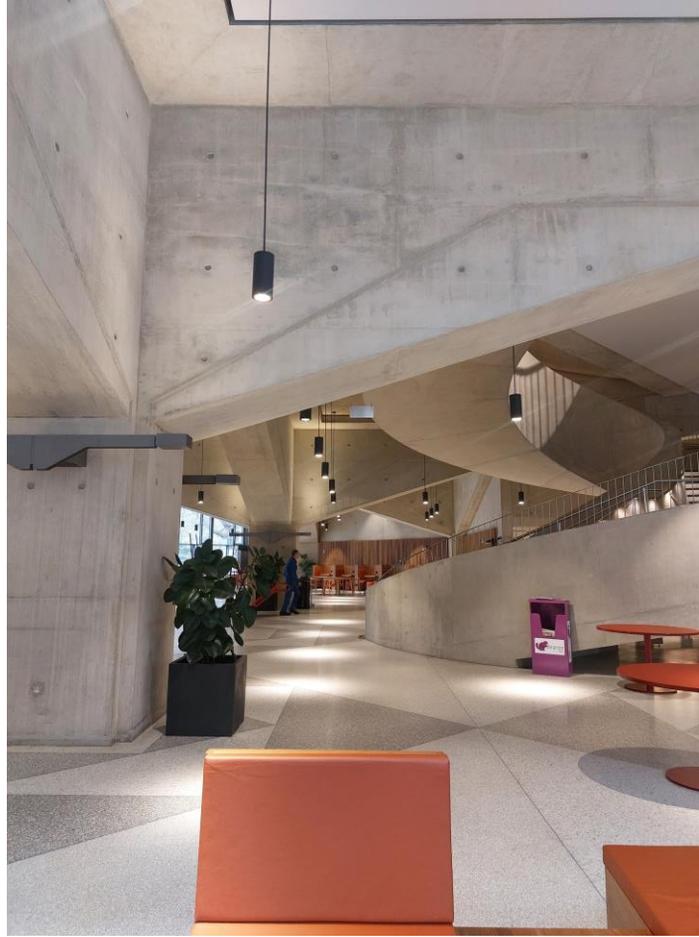
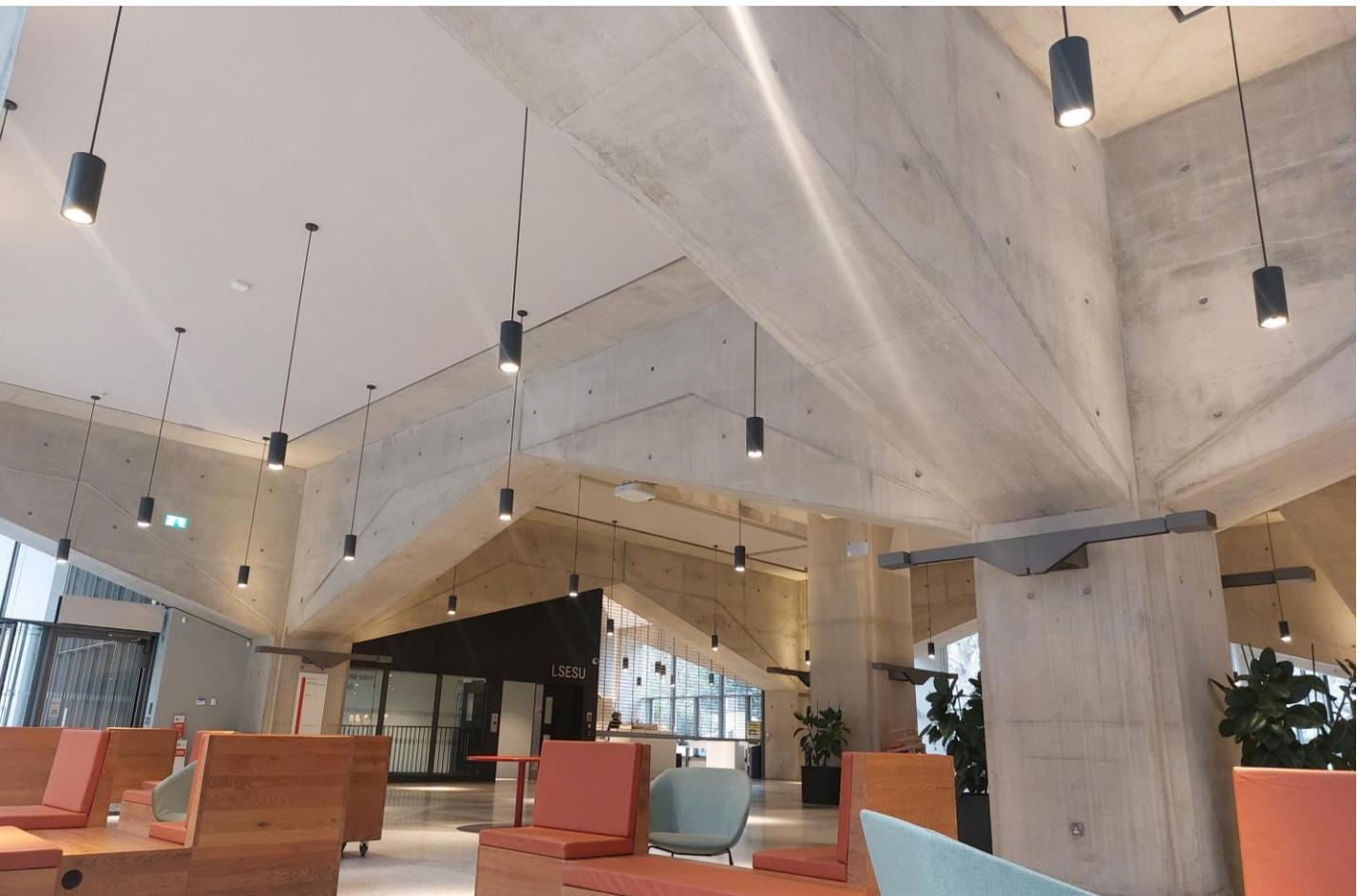




# KEIM MINERAL PAINTS CASE STUDY THE MARSHALL BUILDING, LONDON

KEIM CONCRETAL-LASUR® ONTO CONCRETE





# THE MARSHALL BUILDING, LONDON

The Marshall Building is a new mixed-use education building for the London School of Economics. Designed by Grafton Architects, the interior enhances the student experience and offers visually fascinating architecture.

The design includes a helical concrete staircase that starts from ground floor up to the teaching spaces on the first and second floor. The interior cathedral-like space comprises large spanning concrete 'trees' in a cruciform arrangement which was inspired by the local 17<sup>th</sup> century chapel's architecture.

The unpainted concrete surfaces were decorated using KEIM Concretal Lasur, a colourwash stain that enhances and protects the substrate whilst retaining the look and feel of concrete.

We are delighted that this project has won several awards, Civic Trust Awards - National Panel Special Award 2023, AJ Architecture Awards 2022 and Education Estates Awards 2022, to name a few.



# WHAT IS KEIM CONCRETAL-LASUR®?

KEIM Concretal-Lasur® is a low pigmentation colour wash which acts as a stain that penetrates and bonds to the concrete, equalising colour variations whilst maintaining the look and feel of concrete.

## Key features & benefits:

- Breathable
- Water vapour permeable
- Resists algal and fungal growth
- Non flammable - A2-s1, d0
- Lightfast
- UV stable
- Mineral matt
- Low VOC
- Odourless
- Retains original concrete appearance
- Equalisation of repaired surfaces
- Unifying of fair-faced concrete surfaces with an uneven appearance
- Cradle to Cradle Certified®

KEIM Concretal Fixativ® is a silicate-based thinner and primer developed for concrete substrates.



# CREDITS

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**Architect:** Grafton Architects

**Contractor:** MACE

**Location:** The Marshall Building, London, WC2A  
2ES

**Project photographs:** KEIM Mineral Paints Ltd

**Completed:** 2022





KEIM MINERAL PAINTS LTD.  
Santok Building, Deer Park Way, Donnington Wood  
Telford, Shropshire, TF2 7NA  
01952 231250 / [www.KEIMpaints.co.uk](http://www.KEIMpaints.co.uk) / [sales@KEIMpaints.co.uk](mailto:sales@KEIMpaints.co.uk)

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