

CASE STUDY

BRICKWEBB® THIN BRICK

Utah

OVERVIEW

This modern residence was designed around restraint, contrast, and material honesty. The builder and design team wanted the interior to feel intentional and architectural without becoming cold or overly minimal.

To achieve that balance, they selected Old Mill Little Cottonwood thin brick installed with Brickwebb. Brick was used selectively, not everywhere, but exactly where it would have the most visual impact. A modern fireplace became the focal point of the living space, while a kitchen accent wall added texture and depth without disrupting clean lines.

DESIGN VISION

Modern homes often rely heavily on smooth surfaces, painted drywall, and flat finishes. The goal here was to introduce texture and warmth without losing the simplicity of the overall design.

Little Cottonwood was chosen for its:

- Soft, neutral color variation
- Subtle texture that reads clean and modern
- Ability to complement wood, metal, and stone finishes

Rather than acting as a rustic feature, the brick became a quiet architectural element that elevated the space.

BUILDER VALUE

For the builder, this project shows how thin brick can be used strategically in modern homes to increase perceived value without adding complexity.

- Real brick delivers authenticity buyers recognize
- Limited-use applications keep costs controlled
- Brickwebb supports consistent results across projects
- Modern aesthetics without traditional masonry labor

AT A GLANCE

Products Used

- Old Mill Adhesive Mix
- Old Mill Brickwebb
- Old Mill Thin Brick - Little Cottonwood

The Result

- Clean, modern fireplace with architectural presence
- Kitchen accent wall that adds texture without clutter
- Neutral brick that works with modern palettes
- Precise installation that reinforces design quality

WHY BRICKWEBB

Modern interiors demand precision. Brickwebb made it possible to execute a brick design that felt intentional, not improvised.

- Pre-mounted thin brick keeps courses straight
- Faster installation compared to individual brick
- Clean process suited for interior spaces
- Flexibility to use brick selectively

Brickwebb allowed the design team to focus on placement and proportion, rather than worrying about layout inconsistencies.



THIN BRICK
by Old Mill Brick

