

CASE STUDY

BRICKWEBB® THIN BRICK

Utah

OVERVIEW

Known throughout the 2015 Parade of Homes as “The Entertainer,” this residence was designed from the inside out. The builder’s goal was clear. Create an interior that felt warm, comfortable, and visually memorable. A home built for hosting, gathering, and spending time with friends and family.

Old Mill Brickwebb was selected to bring real brick into multiple interior spaces without the weight, mess, or limitations of traditional masonry.

DESIGN VISION

This home was not meant to feel formal or precious. It was meant to feel lived in, inviting, and rich with texture.

The builder used Brickwebb thin brick in a Cafe Mocha blend, a warm, mid-tone brick that anchors the space without overpowering it. Today, that same look aligns closely with Old Mill’s Mojave and Chestnut color families.

Brick was featured in three key interior applications:

- A statement fireplace wall
- A large accent wall in the main living space
- A brick ceiling detail in the kitchen

Each application added depth and character while reinforcing the home’s identity as a place designed for entertaining.

This project highlights how thin brick, when installed correctly, can redefine an interior.

- Real brick adds value and permanence buyers recognize
- Brickwebb removes barriers to creative interior applications
- One material creates continuity across multiple spaces
- Warm brick tones help homes feel inviting and livable

For builders, Brickwebb makes it easier to differentiate interiors, elevate design, and create homes that feel complete the moment buyers walk in.

AT A GLANCE

Products Used

- Old Mill Adhesive Mix
- Old Mill Brickwebb
- Old Mill Thin Brick – Cafe Mocha

The Result

- A welcoming interior built for hosting and gathering
- Real brick used in unexpected interior applications
- Warm, timeless aesthetics that still feel current today
- A Parade of Homes standout defined by texture and comfort

WHY BRICKWEBB

Using brick across walls and ceilings requires confidence in both installation and outcome. Brickwebb made that possible.

- Pre-mounted thin brick kept courses aligned and consistent
- Lighter weight allowed for overhead ceiling applications
- Clean installation without traditional masonry labor
- Flexibility to move brick beyond vertical walls

Brickwebb allowed the design team to think creatively about where brick could live inside the home, not just where it traditionally belongs.

