



## **New Clay Roofing Trends** Emerging Directions & Future Applications

AN AMERICAN INSTITUTE OF ARCHITECTS (AIA) CONTINUING EDUCATION PROGRAM

### **COURSE SUMMARY:**

This particular study marries architectural research and design forecasting practices to review clay roof market under a forensic “design microscope”. Much of the material presented highlights emerging trends for Early Adopters to Early majority consumer of luxury contemporary design and is ideal for architects, builders, and developers focused on that segment. Additionally, a portion of the material presented identifies more progressive design topics, which highlights “out of the box” ideas for custom residential and commercial projects.

**PRE-REQUISITE:** None

**PROGRAM LEVEL:** Intermediate

### **LEARNING OBJECTIVES:**

- Identify the three segments of the existing clay market.
- Describe some of the emerging ways clay roofs are being paired with architectural trends.
- List the color groups that are becoming more prominent in roofing trends.
- Name the alternative application for clay roof tile ideal for progressive design projects
- Explain some of the general exterior architectural changes that will impact the future of roofing beyond 2020.



**Approved  
Continuing  
Education**

### **Provider:**

Westlake Royal  
Roofing Solutions™

### **Program:**

New Clay Roofing Trends -  
Emerging Directions &  
Future Applications

**Length:** 1 Hour

**Credits:** AIA 1 LU

**Course #:** AR122019-1

**WestlakeRoyalRoofing.com**  
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