



SPECIAL BUILDING





Inscriptions, as one of the oldest forms of sculptural art and volumetric works, can be seen in many large and prominent buildings in cities. These works of art create relief and distinguish the building from other buildings. Inscriptions or relief panels are made of various materials such as stone, pottery and metals. But here we are going to examine the terracotta inscriptions of a special building brand.



Clay inscriptions are displayed as protruding from the surface and are created by carving figures and images on the clay surface. These images are usually engraved on the surface of pottery by manual methods or with modern technologies such as laser. Clay inscriptions, with their exceptional capabilities, are mainly used in large and important buildings that cannot be easily distinguished from other buildings or towers.



The expressions used in clay inscriptions usually show the culture, art and history of a building or a city. These works are placed on buildings to show what theme the building represents and to provide the audience with additional information about that theme. Also, these inscriptions beautifully and artistically show the relationship between the building and its internal content and add to the visual effect of the building.





To make terracotta inscriptions, in addition to using quality materials, carpenters, painters and printers need to collaborate with prominent artists and sculptors. This interaction between artists and creators leads to the creation of attractive and creative works in clay inscriptions. The result will be unique and valuable works among those interested in art and design.





Clay inscriptions, by displaying a prominent symbol or images related to the building's product or service, attract customers to that building and strengthen the building's brand identity. These works of art can display a unique feature or characteristic that is interesting and attractive to the audience.





In addition, terracotta inscriptions can indicate the history and importance of a building. By showing images that are used in the form of sculptures in inscriptions, it is possible to show the audience how this building is related to the history and culture of the city or country.





Also, clay inscriptions can represent the concept of a building or its values. For example, if a building is interested in a statement related to sustainability, environmental or cultural diversity, these values can be clearly expressed in terra cotta inscriptions. These artistic images can send a positive message about the building and its brand to the audience.

Finally, terracotta inscriptions create relief and add value to the building by displaying outstanding artwork and body art as part of the building. Also, by showing the culture and art related to a building, these works attract customers and viewers and help promote the brand of the building. Apart from all this, beautiful and artistic clay inscriptions are eye-catching in terms of visual effect and also as a distinguishing element of a building in the eyes of the audience. Clay inscriptions, in addition to the relief created, are also very useful for building branding and advertising. These works of art, as an important part of the visual identity of the building, can help to recognize the brand of the building due to their durability and visual power.





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special-building.com



info@special-building.com



+98 913 126 1352
+98 913 108 2429