

Ritz-Carlton South Beach – Miami Beach, FL, USA

Project overview

When time and Mother Nature took a toll on the iconic structure, the owners of the Ritz-Carlton South Beach turned to MAPEI's concrete repair products and *Elastocolor® Coat* high-performance coatings to return the famed building to her full architectural glory.



Project information

Project category:	Infrastructure – Tourism and Wellness
Year of construction:	1953
Years of MAPEI involvement:	2018-2019
MAPEI coordinators:	Carlos Hernandez and Rankin Jays
Project owner:	Ritz-Carlton
Contractor:	Contracting Specialists Inc. (CSI)
Main architect:	IBA Consultants
Photographer:	Raul Ballester



MAPEI products used

- *Planitop® 200*
- *Mapeflex™ P1*
- *Elastocolor Primer AR*
- *Elastocolor Coat*
- *Elastocolor Texture*

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Putting on the Ritz

Background

The Ritz-Carlton is synonymous for luxury and style, and the famed hotel's location in Miami Beach, Miami, is among the top of the hotel chain's iconic international properties. Situated in the historic Art Deco district, the hotel's pastel palette has captured the imaginations of artists, authors, tourists and locals alike. Designed in 1953 as a "postmodern interpretation of art deco" by renowned architect Morris Lapidus, the building sits right on the beach – a romantic location, to be sure, but one that also presents quite a few challenges for the structure itself. In fact, like many an aging beauty to be found in Miami, the building was in need of an "intervention" – a spa day of its own, as it were – to halt the effects of time and tide.

MAPEI products on the jobsite

"The effects of the seaside location were found in all areas of the hotel, including the facade," explained Carlos Hernandez, MAPEI's coordinator for this project. The facade was severely deteriorated by the aggressive salt air/spray. It had also been damaged and patched following Hurricane Irma. An extensive stucco repair was in order. The challenge for selecting the coating for this "facelift" included finding a coating able to hide the multiple repair areas while preserving original architectural details.

The owners were specific: The coating must provide waterproofing and protection against chlorides, plus it must match the exclusive pastel palette of coatings that the Ritz-Carlton specifies for use on all its hotels. "They not only wanted to protect the structure, they wanted to maintain its historic integrity," Hernandez said.

"Working closely with the consulting engineer, we were able to demonstrate to the ownership of the Ritz the superior performance of **Elastocolor Coat**," Hernandez added. "After doing 12 color matches in our color lab and more than 10 mockup samples on site with different combinations of products of the **Elastocolor System** (**Mapeflex P1**, **Elastocolor Texture**, **Elastocolor Coat Smooth** and **Elastocolor Coat Fine**), as well as **Planitop 200**, the owners decided to use **Elastocolor Primer AR** and **Elastocolor Coat Fine** at two coats as the facade coating." And that is how MAPEI helped the Ritz "put on the Ritz."

