



STRATFORD

The rebuilding of the Illinois commercial complex, performed with one crucial necessity in mind: speed of work and minimum disturbance to customers.

by Diana Chiodi - Mapei Corp.

Belluschi and Associates is among the largest and most widely-renowned American architect's bureaus, based in Chicago, specialising in project planning and scheduling, but also offering a comprehensive service for commercial and residential undertakings, both for new buildings and refurbishments. Here we publish a description of one particular assignment carried out by Belluschi's, for one simple reason: this project - the Stratford Square Mall in Bloomingdale, Illinois - was acclaimed in the "Ceramic Tiles of Italy" special Millennium competition. The prize giving took place at Coverings, the Orlando trade fair staged between the 2nd and 5th of May 2000 and the award, sponsored by "Assopiastrelle" in association with "Ice" (Italian Institute of Foreign Trade), offered a tempting cash reward of \$20 000 for the exceptional use of Italian ceramic tiles by North American architects. It just so happened that Stratford Square was adjudged the

winner in the category, for an excellent demonstration of the use of Italian ceramic tiles. Stratford Square is a commercial complex measuring 120 770 m² (1 300 000 sq.ft), of which 13 935 m² (150 000 sq.ft) were the subject of a landmark refurbishment project. The winds of change swept through the entire restaurant area (capacity of 400 seated diners) and a new lift installment, while a central meeting point based around an indoor garden was re-landscaped, along with a central courtyard dotted with water features and statues.

The owner of the venture, renowned as one of the USA's premier real estate owners, gave the go-ahead for a complete face-lift after twenty years of splendid but by now fading grandeur. Little of the existing structure was spared in the overhaul: the flooring, the lighting, the internal and external sign systems were to be rejected and re-invented. The flooring, in particular, was a priority, with the old surface unceremoniously torn up and a new covering of ceramic tiles swiftly installed in its place.

Faced with a choice of products for such a delicate and uniquely specific operation, for project planners, Mapei appeared a natural solution thanks to the reliability of its adhesive ranges. The owner, the planning team, the general contractor and the installation company were in agreement: Mapei would fit their bill, as it could supply high quality materials at competitive prices through its Central American distributor, for all that the working brief was an intricate one which had to be executed at speed.

Anthony Belluschi had sounded out numerous companies offering what appeared to be suitable materials, but project director Jim Kreps had insisted that Mapei's products best satisfied the



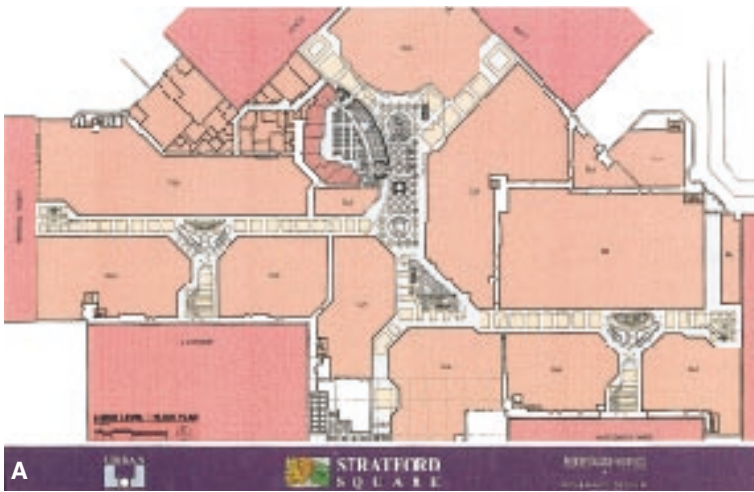
SQUARE MALL




demands of this particular project. As Bob Cohen, the vice president of the Urban Design, commented "It was the most smooth-moving and unproblematic job I've ever seen." He added "thanks also go to the teamwork of RD Roman and Mapei's technology." Let's now take a closer look at the products used in the refurbishment of the Stratford Square complex. The flexible PRP 315* and PRP M-19* were used as crack isolation membranes: the PRP 315* was perfect for the large, open spaces on every level, while the PRP M-19* was selected for the tenant spaces outside shop fronts for its rapid-drying properties. For the repair work on the concrete slabs planners opted for the ultrarapid PLANI/PATCH* levelling compound while ULTRA/PLAN*, a self-levelling

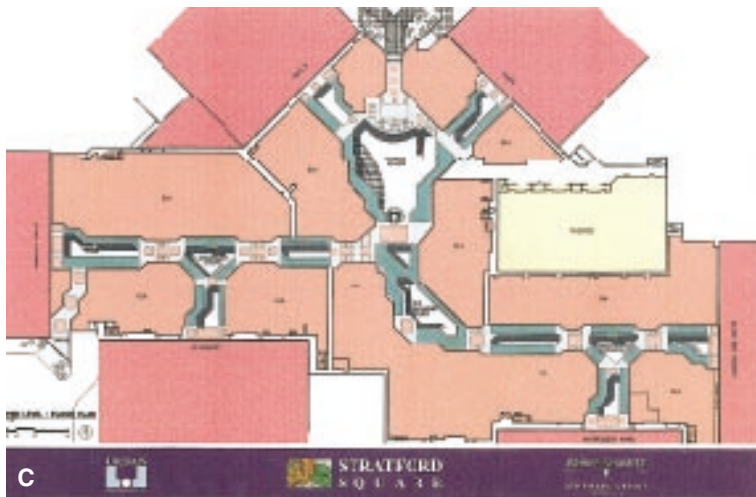


Stratford Square Mall – The prize-giving ceremony at Coverings 2000 in Orlando. From left to right, Angelo Borelli and Giorgio Squinzi award the commemorative plaque to architects from the Belluschi architectural study: Federico Vargas, vice president of the projection plan and Jim Kreps, project manager of the Stratford Square Mall.



compound, was used to finish off the levelling process. When it was time for the large-format tiles in porcelain to be installed, the GRANI/RAPID* fast-setting adhesive system was used. This is the product which really set Mapei apart, both in theory when the materials were selected, and in practice, in the installation process itself. With its high early compressive strength and medium bed capability the special hydraulic formulation of this Mapei thin-set enabled installation teams to work rapidly and efficiently throughout. Another example of advanced hydraulic binder technology was required for the grouting of over 18 580 m² (200 000 sq.ft). ULTRA/COLOR*, a fast-setting

polymer-modified grout, was selected for a number of important reasons: its high compressive strength, which effectively means that it can be exposed to pedestrian traffic after just three hours; the exceptional uniformity of joint colours which are a feature of this product; the lack of efflorescence thanks to ULTRA/COLOR*'s unique formulation, which also insures against the formation of unsightly cracks caused by hydrometric shrinkage. Thanks to Mapei and the versatility of its product range works could be carried out quickly and easily; when the project was completed, the restructuring of Stratford Square could rightly be considered an unqualified success. 



The surface area covered by the restoration project totalled 13 935 m² (150 000 sq.ft) of the 120 770 m² (1 300 000 sq.ft) total surface area of the mall, laid out in two floors (A and C). Diagram B is an artist's impression of the fully restored mall.



TECHNICAL DATA

Stratford Square Mall - Bloomingdale, IL (USA)

Year of construction: 1980

Year of renovation: 2000

Total surface area concerned: 13 935 m² (150 000 sq.ft) of the 120 770 m² (1 300 000 sq.ft) total surface area of the mall

Customer: Heitman Capital Management Corp, Chicago, IL

Planning bureau: Anthony Belluschi Architects Ltd, Chicago, IL

General contractor: Graycor Construction Company, Inc, Homewood, IL

Graphics and signs: Metro Urban Design, Bountiful, UT

Structural planning: Eskenazi, Farrell & Fodor, Chicago, IL

Installation contractor: RD Roman

Material fitted: Mirage porcelain tiles

Mapei products used: PRP 315, PRP M-19, PLANI/PATCH, ULTRA/PLAN, GRANI/RAPID, ULTRA/COLOR

Distributor: Mid America, Chicago, IL

Mapei co-ordinator: Steve Cameron

* These products are manufactured by Mapei Corp. (USA). For further information please log on to: www.mapei.com

