



MAPEI Americas  
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## **Spectrum Award-Winning Mosaic Artist Uses MAPEI Mortars**

*Deerfield Beach, Florida* – Renowned mosaic artist Mike Mandel received the 2006 Spectrum Award, presented by Coverings, the largest and most comprehensive annual marketplace for tile and stone. This award for installations demonstrating “excellence in the use of ceramic tile” is presented each year at the Coverings trade show. Mandel’s winning entry consists of two giant murals on the Trade Street and Fifth Street walls of the Charlotte Arena in Charlotte, North Carolina. Because of the size of the murals (27’ x 102’ [8,23 x 31,1 m] on the Trade Street wall and 16’ x 62’ [4,88 x 18,9] on the Fifth Street wall), Mandel used MAPEI’s *Kerabond/Keralastic™* mortar system. “*Kerabond/Keralastic* has an extended open time that allows my installer to set my tiles and make any needed adjustments to get the artistry just right,” says Mandel. He added, “I work a lot with porcelain and glass tiles, too, and the glass tile manufacturer I use recommends *Kerabond/Keralastic* as the mortar of choice for the best results.”

Mandel works with 1-inch (2,5 cm) tiles to achieve a mural design that looks very photographic from a distance and more like a mosaic abstract when viewed close up. At the Charlotte Arena, the focus is on basketball. The Trade Street wall recognizes the many layers of culture that comprise Charlotte’s basketball history: college, textile mill, high school and YMCA.

The background imagery includes an early 20th-century African-American college’s women’s team, a YMCA basketball team circa 1936, and a 1926 public high-school girls’ team. “The team images reinforce the fact that the game is a team effort and that there is a long legacy of men’s and women’s teams of racial diversity that are recognized,” says Mandel. A contemporary UNC Charlotte women’s player, Sakellie Daniels, is portrayed on the Fifth Street wall, communicating an intensity of focus and determination. “The other main element in the murals is the imagery of the fans, which depicts their gestural participation in the game,” explains Mandel.



“MAPEI is proud of its contribution to the recognition received by artists who work in the ceramic tile medium,” says MAPEI regional sales manager, Paul Hosford. He adds, “We are confident that Mr. Mandel is assuring the long life of his art by using MAPEI products. MAPEI is under many of the finest floors and behind many of the best-looking walls in the world.”

### **About the Spectrum Award**

The Spectrum Award is sponsored by Coverings and coordinated by its five sponsoring organizations: ASCER (Spain’s Ceramic Tile Manufacturers Association), Assopiastrelle (Association of Italian Ceramic Tile and Refractories Manufacturers), CTDA (Ceramic Tile Distributors Association), NTCA (National Tile Contractors Association) and TCNA (Tile Council of North America). The award is presented each year at the opening of the Coverings trade show.

### **About MAPEI**

MAPEI has been supplying systems for tile and stone installation, floor-covering installation, decorative concrete and concrete restoration for 68 years. With more than 40,000 customers worldwide and 46 associated manufacturing plants operating in 22 countries, MAPEI is a single-source supplier of flooring installation systems for residential and commercial projects. MAPEI is a registered provider to the AIA/CES program and also offers training related to ceramic and stone tile, floor coverings and concrete repair through the MAPEI Technical Institute. MAPEI is an environmentally conscious manufacturer. Visit our Website at [www.mapei.com](http://www.mapei.com) for technical data or call 1-800-42-MAPEI (1-800-426-2734) for the nearest location.

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