



THE SONY CENTER OF POSTDAMER PLATZ

The installation of 70,000 square meters of coverings for the new "multi-theater" cinema in Berlin has decreed the union between two companies who are leaders in their respective sectors: Sträeuber AG for textile coverings and Mapei for bonding products. Efficiency and quickness were made possible only thanks to the high-performance solutions used.

A colossal project, that of the new Sony Center of Postdamer Platz in Berlin. A carefully done project in which particular attention was paid to selecting the trimmings to obtain spectacular aesthetic effects; the great internal spaces of this new enormous center for music

and entertainment were therefore valorized through the use of textile coverings in an unusual matching with marble. In fact, large slabs of anthracite-grey marble frame the flaming textile "leit-motiv" of 96 meters, which marks a path that starts at the "Music Box" area and continues through all eight cinema theaters; it finally ends up at the bar, located in a vertically developed space with 40-meter-high walls enclosed by a dome-





Above, Sony Center in Berlin.
 Below, various phases of covering installation:
Photo 1. The application of fiberglass mesh, above the route of the cable-holder canals, guarantees homogeneity and stability to the cement substrate.
Photo 2 and 3. Installation of cork, applied before the linoleum covering, guarantees greater acoustic insulation.
Photo 4. Linoleum and (photo 5) moquette installation in the different rooms of the Sony Center.

shaped cover. This path is practically a long red carpet, created exclusively for the Sony Center, on which words from scenes of Martin Scorsese's "Taxi Driver" are reproduced; it's as if the sequences of the movie, one after the other, unfold along the entire path. A path full of special effects, obtained with spectacular rays of light characterized by brilliant red and yellow colors.

The budget required for this operation, one and a half billion marks (about 1500 billion lire), is a great testimony to the construction boom that the German capital is going through after reunification. In fact, this project involved only specialized companies able to offer the necessary products and

work flexibility to ensure the workflow for all 5000 men involved, while fully respecting planning. 70,000 square meters of coverings were required to bond for just the pavement alone.

As far as the textile coverings are concerned, Straehuber, which created a special collection called "Eurocarpet" for the occasion, depended on the cooperation of Mapei, who in 1999 opened a plant in the eastern Land of Sassonia-Anhalt managed by Hans-Dieter Albreit. This union brought a greater selection of products most appropriate to meet the required installation times and methods, which were complex due to the overlapping of workers.





conductors, which were placed every 35 meters. Here, the linoleum was fixed with AQUACOL T CONDUCTIVE*, a liquid adhesive with high conductivity, to facilitate the electric system's grounding. In some rooms, ULTRA/BOND ECO FIX* was used for bonding the textile tiles of the "Interface Heuga" line.

Particular attention was paid to the treatment of the substrates near the cable-holder canals that run along the entire Sony Center. Above the canals, made of aluminum and enclosed by a cover, ADESILEX LP* adhesive was used to bond a fiberglass mesh needed to fix the final levelling layer at that point. Levelling was done with NIVORAPID*, a quick-drying cement compound that gave the substrate the uniformity required for the installation of thin textile or linoleum material.

In the remaining surface of the substrate, cracks and joints due to canals were restored and sealed with EPORIP*, an epoxy adhesive specific for monolithic screeds. ECO PRIM R* neoprene primer was then applied to the entire surface to safely fix the new coverings.

The success of the Sony Center in Berlin enthused everyone and in particular the head designer of Straehuber, Uwe Sauer, who confirmed that the German company will continue its collaboration with Mapei, and is looking forward to the creation of new prestigious projects that will change the face of Berlin.

In the photo at the center, a close-up of the particular red covering with words from scenes of "Taxi Driver", specifically created for the Sony Center by the German company Straehuber AG.

"The technical data sheets of the products mentioned in this article are contained in the Mapei folder n. 2: "Products for the installation of resilient wood and textile floor and wall coverings". The technical data sheets are contained in the Mapei Global Infonet CD and in its Internet site www.mapei.com.



- Aquacol T Conductive:** conductive, solvent-free, fast-setting resin-based liquid adhesive
- Adesilex LP:** double coat polychloroprene adhesive in solvent solution for vinyl and rubber pavements and coverings.
- UltraBond Eco Fix:** liquid adhesive with permanent tack for dry-lay floor tiles and low emission of VOC. Allows removal and replacement of tiles several times.
- Eco Prim R:** solvent-free neoprene primer in water dispersion with low emission of VOC.
- Eporip:** solvent-free two-component epoxy adhesive for bonding either new or old concrete and for the monolithic sealing of cracks in screeds
- Nivorapid:** ultra-fast drying (4-6 hours) thixotropic cement-based levelling mortar for vertical surfaces; for thicknesses from 1 to 20 mm.
- UltraBond Eco 185:** liquid super-adhesive with high initial setting and low emission of VOC for textile floor and wall coverings
- UltraBond Eco 540:** liquid adhesive with low emission of VOC.
- Ultraplan Eco:** ultra-fast hardening (12 hours) self-levelling compound for thicknesses from 1 to 10 mm and with low emission of VOC.

TECHNICAL DATA

Sony Center - Berlin (Germany)
Year of construction: from March to December 2000
Project: Arch. Helmut Jahn
Textile coverings supplied and installed by: Straehuber AG - "Eurocarpet"
"Interface Heuga" and "Palette 2000" series
Linoleum supplied by: DLW - "Linodur"
Mapei products used:
ULTRAPLAN ECO, ULTRA/BOND ECO 185, ULTRA/BOND ECO 540, AQUACOL T CONDUCTIVE, ADESILEX LP, NIVORAPID, EPORIP, ECO PRIM R, ULTRA/BOND ECO FIX
Mapei coordinators: Jürg Thielemann and Robert Kucharzewski