

Wrigley Global Innovation Center Built to Last Longer with MAPEI

The Wm. Wrigley Jr. Company has a lengthy history in Chicago. Its first corporate building, built in the French Renaissance style and completed in the 1920s, is still a landmark on the Magnificent Mile in Chicago. The company wanted its new Global Innovation Center to last a long, long time, too. Wrigley's construction requirements included sturdy materials with a good reputation. That's why the architecture firm HOK specified MAPEI tile and stone installation products for the floors and walls of the new building. John Hopkins of HOK said, "We always try to go to name brands of trusted quality, and MAPEI answered our needs."

The Wrigley Global Innovation Center stands proudly on the northern point of Goose Island in the middle of the Chicago River. The architecture suggests a subtle nautical theme, with twin pseudo-lighthouse towers squaring off on opposite corners of the building. Behind the development of this tribute to the future stand two time-honored names – Wrigley and Obata. Bill Wrigley, Jr. the current Chairman, President and CEO of the Wrigley Company, and Gyo Obata, a co-founder of world-renowned Hellmuth, Obata + Kassabaum or HOK, formed a relationship that spanned generations when they worked together to bring Wrigley's new global research and development facility to life.

Obata translated Wrigley's ideas into an architecture of wonderful contrasts, such as the Winter Garden that exudes a sense of tradition, inspiration and reflection, while the glass cabled ceiling speaks of the innovations of the future and brings natural light into the space. From the carpeted conference rooms to the mosaic-tiled lobby, comfort and beauty are key themes. All office spaces are built to the same dimensions, and are the same size as small conference rooms, so the layout is extremely flexible and can be easily reconfigured based on growth or changing project needs. In addition, the wireless technology allows connectivity everywhere for maximum connectivity. Hopkins of HOK said, "People who use the building just can't stop talking about it; they really love it!"

In order to assure an exceptional tile floor installation, general contractor Power Construction selected Bourbon Tile and Marble as the tiling contractor. In honoring the architect's specifications, Bourbon was working with MAPEI for the first time. Installers began by using MAPEI's *Ultraplan*® 1 and *Primer WE*™ to perform the surface preparation for the bathroom floors in the three-story main building. The kitchens, baths, and locker rooms were then waterproofed with *Mapelastic*™ HPG. The floor tiles in these areas were set with MAPEI's *Kerabond/Keralastic*™ mortar system, and the joints were filled with *Keracolor*™ S sanded grout.

Danny Bourbon, the tile and stone installation project manager, found the mosaic tile artwork forming the floor of the main lobby the most challenging part of the installation. "We had to water jet-cut tiles to form a globe highlighting North America and surrounded by the trademark Wrigley arrow," said Bourbon. "After we received the design from the architect, we drew it using a CAD program. Then we cut the tiles using four different colors of marble and beat them into place." By using the *Kerabond/Keralastic* mortar system, with extended open time, the installers were able to get the jet-cut tiles set perfectly. The *Keracolor U* unsanded grout clearly formed the lines of latitude and longitude for the globe. The mosaic was surrounded with 2' x 4' (0,61 to 1,22 m) porcelain tile cut into trapezoidal shapes. Here Bourbon Tile and Marble used *Granirapid*® fast-setting mortar. "Everything worked just like it should!" exclaimed Bourbon.

The great work resulted in an award-winning project. The International Masonry Institute presented two Skyline awards for the Wrigley Global Innovation Center. HOK received one award for their design, and Bourbon Tile and Marble won the other award for the installation (Bourbon's third year in a row to receive the prestigious award). "We were pleased with the way MAPEI's products worked," said Bourbon, "and now we are using them on another large project along Lake Michigan."

MAPEI's *Planipatch*® and *Ultraplan*® M20 were also used for patching the substrates in conference rooms and elsewhere before the placement of carpet and vinyl composition tiles.

Flooring Resources of Elk Grove, Illinois, performed the patching and the floor-covering installation.

The Wrigley Global Innovation Center was an exciting project from beginning to end. Wrigley spokesman Chris Perille remarked about the building in an article to the *Chicago Sun Times* in August 2005. He said, "The building was designed from the ground up to encourage interaction, collaboration and creativity." MAPEI is proud to have been a part of creating a building that should last as long as the legendary Wrigley name.