

MAPEI HELPS TRANSFORM THE MAJESTIC WESTIN DIPLOMAT

Hollywood, FL

The majestic Westin Diplomat resort and spa is a historical icon to the city of Hollywood, Florida. Since its inception in 1958, the hotel has hosted prominent individuals from Sammy Davis, Jr. to Ronald Regan. Through the years, it has exchanged ownership and withstood the test of time until it was rebuilt in 2001. One year later, a completely new hotel was introduced to the public with a grandeur that is quite convincingly unique.

It took 3.5 million man-hours in construction to build the Westin Diplomat. Designed by NBS Architects, from Coral Gables, Florida, the hotel stretches along the Atlantic coast, reflecting the ocean and rising 34 stories high. Inside, the lobbies, restaurants and 1000 guest rooms greet guests with a medley of Spanish marble, French limestone and ceramic tile that accentuate the grandeur of Broward county's largest structure. Underneath is the one system that could be trusted for such an upscale project: MAPEI installation systems.

James Blair, operations manager of Titan Marble and Stone, realized first hand the importance of using quality installation materials for the Diplomat project. "We were pressed for time and couldn't afford mistakes. Especially with the amount of flooring we were installing. Down time was not a factor – we needed something that worked right the first time and that we wouldn't need to worry about later." In fact, 100,000 square feet of *Crema Marfil* marble were installed with MAPEI's *Keralastic*™ System, the industry's leading flexible mortar system. For the exterior applications, 70,000 square feet of stone were also installed with the *Keralastic* System, proving the product's versatility in all types of conditions. With a 20-year track record, there's no doubt that this system would do the job. "We have yet to receive a complaint with the *Keralastic* System," confirms Kica Loliyong, Product Manager for MAPEI's Tile and Stone Installation Systems, "Each installation where this system was used has proved the test of time and nature."

MAPEI's leading epoxy grout, *Kerapoxy*™, was used in over 32,000 square feet of quarry tile found mostly in the hotel's various kitchens. "MAPEI's *Kerapoxy* was the ideal choice for specific installations at this hotel," explains Blair. "*Kerapoxy*'s resistance to stains, chemicals and solvents was a necessity for special places, such as the kitchens where there is heavy traffic and things are constantly hitting the floor". MAPEI's sanded and unsanded grouts, *Keracolor*™ S and *Keracolor* U were also used in other tile installations throughout the Diplomat. Throughout the

entire project, which encompassed the hotel's convention center and country club, MAPEI's crack suppressant, *Mapelastic*™ (formerly PRP 315) was used to prepare the interior floors.

"We were very pleased with results of MAPEI's installation systems," said Blair. "Not only did the products work for us, we also received necessary technical assistance when we needed it most. It gave us great piece of mind knowing we were working with professional-grade products and supported by a quality staff; it made this enormous project seem easier to handle."

Photography provided by: Carolyn Ryan

MAPEI has been supplying systems for tile and stone installation, floor covering installation, and concrete restoration for 65 years. Its products are distributed in over 80 countries, and MAPEI is a single source supplier of flooring installation systems for residential and major commercial projects. MAPEI offers technical assistance, specification writing, and luncheon seminars designed to assist the installer. Visit their website at www.mapei.com for technical data information or call 1-800-42-MAPEI for the nearest location.

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