



# Ferrari in the showcase

Ferrari/Maserati sports its USA Corporate Headquarters in historic Englewood Cliffs, New Jersey (USA).

*Text by Tina Hansen, photos by Carolyn Anne Ryan, coordination by Diana Chiodi, Mapei Corp.*

**T**he story of how Englewood Cliffs has emerged from a turning point in the USA Revolutionary War to a modern, model residential and business community provides many colorful threads in the history of Englewood Cliffs, the home of the Ferrari/Maserati USA Headquarters. In November 1776 the site was the scene of a heroic encounter that changed the course of

the United States. An unknown farmer riding from the north over these cliffs warned General George Washington's men, camped at Fort Lee (on the crest of the New Jersey's famous stretch of cliffs known as the Palisades) that the British were coming. The early warning allowed Washington to successfully enact a strategic retreat thus avoiding a confrontation with a British force



of superior numbers. General Washington's small group of brave, albeit ill-equipped and poorly trained, patriots would surely have been defeated. Had General Washington been captured as planned by British General Cornwallis, it is conceivable that the USA Revolution War would have been lost.

After the end of the war, part of the waterfront beneath Englewood Cliffs became the

Bridge caused a real estate boom in this small town, which consequently adopted its first building and zoning code. These were the early blocks that made a community of one-family houses without high-rise apartments able to coexist with business and industry on what was to be later labeled the "Billion Dollar Mile" of business and international corporation offices on Sylvan Avenue.

It is just in Englewood Cliffs that Ferrari established its USA headquarters and a big show room sporting both its famous vehicles produced in Maranello (Italy) and the latest cars by Maserati. Ferrari North America is the sole importer and distributor of Ferrari cars and genuine Ferrari parts. The company functions as the hub of the authorized dealer network in Ferrari's largest market, and sponsors a variety of sporting and cultural events including the racing series: The Ferrari Challenge.

Overlooking the Palisades, Ferrari shows off its famous vehicles through a glass enclave that towers over the side of the road.

Ferrari/Maserati has a reputation for making very nice cars. Beyond this reputation lives a long history of quality craftsmanship and engineering, multiple race awards, and a line of admirers and aficionados.

Photo 1.  
Ferrari/Maserati USA  
Headquarters



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Photo 2.  
Tiles being installed in  
the showroom.

Photos 3 and 4.  
Mapei products,  
namely Kerabond and  
Keralastic, being used  
to install the white  
Fiandre custom-made  
porcelain tiles on the  
floors of the main  
lobby. The job was  
grouted by using stain-  
free Kerapoxy grout.

shipping port of the northern valley farmers who sent great quantities of their produce to New York.

About one hundred years later the Cliffs were threatened with complete annihilation by blasting since after the Civil War the demand for stone, for roads and building foundations, became greater. Public indignation grew strong and in 1897 the New Jersey Federation of Women's Club got to work in earnest and facilitated the final purchase of the land from the quarrymen by benevolent New York millionaires: the Palisades Interstate Park Commission was born.

In 1931 the opening of George Washington

dos. There should be no doubt that every detail in its showroom should be as perfect as the cars it features. So when it came to renovate the showroom floor special care was given to the products used and how they should be installed. Two others Italian leaders were chosen: Fiandre tile and Mapei. Fiandre supplied the custom-made 24" x 24" (60x60 cm) "Ferrari Maserati" porcelain tile. The installation system was Mapei. "Every contractor should think of using Mapei's products if they want to ensure an installation that won't fail on them," states Shawn Arora, Vice President of Orba Tile and supervisor of the installation at the Ferrari jobsite. Arora should know about the importance



# Projects

Photo 5.  
The floors of the car  
depot were installed by  
using Mapei products.

Photos 6 and 7.  
Pictures of the  
showroom once the  
installation work has  
been completed.



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of quality installation systems - his company has been involved in multiple high profile projects in New Jersey such as the Newark Airport, the Rutgers State University and St. Michael's Hospital - all of which required minimal down time and a guaranteed job against failures. "All Mapei's installations are lifetime installations. We use Mapei because of the guarantee of success we know we can count on in every job we do," he states.

Arora has been using Mapei products for over ten years and has not yet received a call back for job failure.

The installation project consisted of the floors of main lobby and of car depot and also included the floors and walls of the bathrooms.

3,000 sq. ft. 279 m<sup>2</sup> of pristine white large-size porcelain tiles were installed over an existing concrete substrate by using KERA-BOND\*, a cementitious adhesives for ceramic tiles for interior and exterior floor and wall bonding of medium sized ceramic tiles and mosaics for environments that are not particularly stressed.

In order to improve the performance characteristics, KERABOND\* was mixed with the resin adhesive KERALASTIC\*, which is equivalent to ISOLASTIC. In the bathrooms, 8"x 8" (20x20 cm) glazed wall tiles were installed with the adhesive MASTIC TYPE 1\*, to complement the showroom floor.

The entire job was grouted using stain free KERAPOXY\* grout.

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**\*Mapei Products:** Kerabond, Keralastic, Kerapoxy, Mastic Type 1. The products referred to in this article are manufactured and distributed in America by Mapei Corp. (USA) and Mapei Inc. (CDN). For further information, see the web site: [www.mapei.com](http://www.mapei.com).



## TECHNICAL DATA

**Ferrari/Maserati Corporate Headquarters,**  
Englewood Cliffs, New Jersey (USA)

**Work:** installation of floor and wall tiles

**Year:** 2002

**Customer:** Ferrari Italia, Maranello (Italy)

**Installation Company:** Orba Tile

**Materials:** Fiandre tiles (for the showroom)

**Mapei Distributor:** Dal-Tile

**Mapei Co-ordinator:** Ed Parma - Mapei Corp.