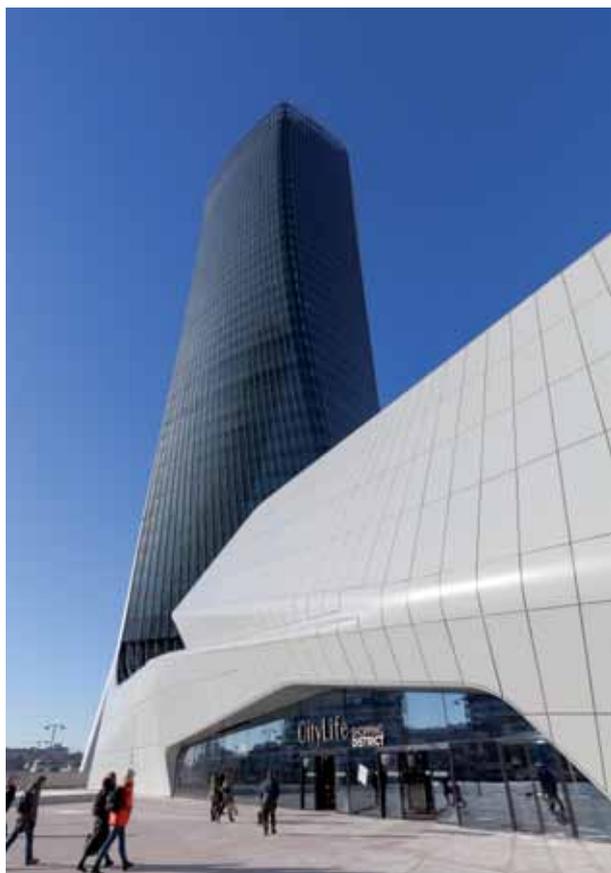




CITYLIFE SHOPPING DISTRICT

THE MALL DESIGNED BY ZAHA HADID ALSO INCLUDES A CINEMA AND PLENTY OF SHOWROOMS



The CityLife Shopping District, inaugurated in Milan last December, got off on the right foot, also due to the nearby catchment area which includes the more than 5,000 employees of the Allianz and Generali Towers. And in three years' time, forecasts indicate there will be around seven million visitors per year. A great result considering the shopping centre, the penultimate phase of the CityLife real-estate project – the last piece being the tower designed by Daniel Libeskind scheduled to be completed by the end of this year – will have to do battle with the competition of nearby malls such as the “Centro” shopping centre of Arese (see *Realtà Mapei International* no. 59).

With a floor space of 32,000 m², the CityLife Shopping District is now the largest urban shopping centre in Italy. Inside the centre there are around one hundred different brands offering an extensive range of goods, some of which will be making their debut in Italy, including leading fashion brands, a mark of prestige for the centre compared with its rivals, restaurants, and an area dedicated to other services, such as a cinema.

The mall was designed by the architect Zaha Hadid, who used bamboo to dress floor-to-ceiling columns to make them look like trees.

One of the new names that will be appearing for the first time in Italy, and also in Europe, is the Chinese telephony brand Huawei,

LEFT. The entrance to the CityLife Shopping District and the Generali Tower, both designed by Zaha Hadid.

Photo 1. The floor in the Huawei store was realized with ULTRATOP.

Photo 2. LVT flooring was installed in the CityLifeAnteo cinema with ULTRABOND ECO V4 SP adhesive.

Photo 3. The floor in the Adidas showroom was realized with ULTRATOP with a special "aged" effect.

which will be fitted out with cutting-edge, eco-sustainable systems.

To make the floors, Mapei Technical Services recommended using ULTRATOP ultra-fast setting, self-levelling mortar. The first step was to prime the surface with PRIMER SN epoxy pre-filled primer. ULTRATOP, in its light grey color shade, was then applied in a layer with an average thickness of 2 cm. To help the floor maintain its colour over the years, it was then protected with a coat of MAPEFLOOR FINISH 58 W, two-component polyurethane finish in water dispersion.

The floor in the Adidas showroom was also made from ULTRATOP to obtain floors with a very attractive finish which is also particularly resistant to abrasion. The colour chosen by the designers was light grey with a ROC (Rugged Old Concrete) effect that makes it look like used concrete, with worn areas and marks typical of floors found in old, reconverted buildings. MAPEFLOOR FINISH 630 protective acrylic filming agent was used to complete the final finish providing an anti-dust treatment.

The CityLife Shopping District also has a cinema with seven screens and seating for 1,200 cinemagoers. Each screen has been named after one of the historic Milan cinemas that have been closed down over the years: Ariston, Aurora, Capitol, Corallo, Maestoso, Mignon and Zenit. In each of the screens areas, before installing vinyl floor covering, the substrates were smoothed to make them perfectly flat with PLANIPATCH ultra-fast setting thixotropic finishing mortar with very low emission of volatile organic compounds (VOC). To improve their resistance to abrasion, LIVIGUM synthetic resin-based latex in water dispersion was added to the mix.

To bond the wood-effect LVT (Luxury Vinyl Tile) flooring, Mapei Technical Services recommended using eco-sustainable ULTRABOND ECO V4 SP, an universal adhesive in water dispersion with very low emission of VOC.



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IN THE SPOTLIGHT ULTRATOP

It is a self-levelling product for levelling and smoothing new or existing concrete and ceramic substrates in thickness from 5 to 40 mm, to make them suitable for heavy pedestrian use in shopping centres, offices, shops, showrooms and areas where rubber-wheeled vehicles are in use.

After setting, it has a high level of compressive and flexural strength, bonds perfectly to

the substrate and dries quickly so that any further finishing coat may be applied after a very short time. It may also be used to make floors with "Terrazzo alla Veneziana" effect. It is classified as **CT-C40-F10 A9-A2_n-s1** according to **EN 13813** standards.



TECHNICAL DATA

CityLife Shopping District,
Milan (Italy)

Period of construction:
2016-2017

Period of the intervention:
2016-2017

Intervention by Mapei:
supplying products for realizing cementitious floors, smoothing the substrates and installing vinyl floors

Design: Zaha Hadid Architects
Clients: CityLife, Retail HW, Adidas

Main contractor: CMB
Installation companies:
Cudicini, Gianni Cortez,

VSA-Vissa

Mapei coordinator: Andrea Siboni, Antonio Salomone, Alberto Arosio, Mapei SpA (Italy)

MAPEI PRODUCTS

Preparing the substrates:
Livigum, Planipatch, Primer SN
Building cementitious floors:
Mapefloor Finish 58 W, Mapefloor Finish 630, Ultratop (ROC, Light Grey)
Installing vinyl floors: Ultrabond Eco V4 SP

For further information on products see www.mapei.com