

INTERNATIONAL

# Realtà MAPEI

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# IN ULTRATOP LOFT

# TER FOR LIVING

**Essentiality, personality, design and durability. Floors and walls become living elements.**

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by **Guido Palmieri**  
*Realtà Mapei International's*  
Editor-in-Chief

## Materials designed to bring out the beauty of your home

The great architect Le Corbusier once wrote: "The home should be the treasure chest of living". The home has always had a multiplicity of meanings that go far beyond a simple living space and can even embody our very identity. The last few years, marked by the long and dramatic experience of Covid-19, have led us to review not only the hierarchy of our priorities in terms of values (starting with the home), we have even changed our living /working habits and practices. The widespread diffusion of remote working, by placing home and work under the same roof, has opened up a new phase in people's lives.

A Censis (Italian Research Centre for Social Investments) survey on "Italians and the Home" highlighted increasingly close relations with their home. According to the survey, for 91.9% of Italians the home is a safe haven, especially after the Covid-19 period, and for 83.1% it reflects their identity and personality. 70.8% of Italian families own the house they live in. This percentage is higher than in other European countries, such as, for example, Austria (54.2%) or Germany (49.1%), where other factors such as the rise in social housing play an important role. Nevertheless, far-reaching changes are taking place in Italy too, because emerging generations are less closely tied to any one place than they were in the past.

The pandemic has contributed to making housing multifunctional. Families seek comfort, living spaces adapted to emerging needs. This means it is vital to have a well-equipped home, take care of your home and ensure the places where you spend many hours each day are efficient, healthy and, of course, as nice

and cosy as possible.

With its variety of products for every kind of room (from the kitchen to the bathroom and balconies) Mapei helps cut down the time required to carry out work thanks to innovative materials focused on sustainability, durability and quality.

The wide range of products on offer (such as products for installing ceramic tiles or laying wood, stone or resin/cementitious floors) is the subject of the special of this issue of *Realtà Mapei International* with lots of projects, interviews and in-depth studies of miscellaneous applications in the home.

### HOME INTERIORS SPECIAL: A WIDE RANGE OF PRODUCTS FOR EVERY ROOM

Portugal is the focus of attention in the "Teamwork" section. Mapei's Portuguese subsidiary opened a new production plant in March to boost its manufacturing output in a country where the building industry (covering everything from infrastructure/housing projects to projects linked to tourism and hospital facilities) has been the driving force behind economic growth.

This year's Fuorisalone in Milan was an unmissable event for the world of design and a showcase for Mapei that supplied innovative materials for various projects.

Mapei's commitment to supporting cultural initiatives is continuing. Once again this year, the company is supporting San Domenico Civic Museum in Forlì for an exhibition entitled "Pre-Raphaelites. Modern Renaissance". On a sporting note, Ambrogio Beccaria has won the historic Transat CIC transatlantic regatta on board Alla Grande-Pirelli, whose Global Sponsor is Mapei.

Enjoy your reading.

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**Cover story**  
This issue of Realtà Mapei International is dedicated to Mapei solutions for residential environments: in every kind of room (from the kitchen to the bathrooms and balconies) they can help complete construction and renovation works

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# Lots of solutions for homes

COMFORT, QUALITY, WELL-BEING: MAPEI OFFERS A WIDE RANGE OF PRODUCTS (VISIBLE AND INVISIBLE) FOR EVERY KIND OF LIVING SPACE



Feeling at home: a pleasant sensation that we are all familiar with and that is connected to the places where we live. Spaces that we have chosen and designed according to our desires or simply places we happen to be in that match our taste and sensitivity. These spaces offer us wellbeing and comfort, but that is not all. They are often functional and made from long-lasting high-quality materials. Mapei caters for the places where we live and offers a synergy of products and solutions - visible and invisible - ranging from flooring materials to wall coatings. All with a special focus on the sustainability of materials and indoor air quality. Without forgetting the importance of good looks for any project. Over the following pages we present a series of projects and products for the home described by our experts.



Maria Vittoria Capitanucci

# The sustainable complexity of interiors

HOW TO RENOVATE AESTHETIC CHOICES AND THE LANGUAGES OF INTERIOR DESIGN, THROUGH NEW TECHNOLOGIES AND A PASSION FOR THE PAST

**What have been the most impactful architectural trends in interior design over the last few years? How have aesthetic choices changed and what materials are most in use today?**

So many languages and threads coexist nowadays, and they differ from each other quite substantially: some of these appeared over the last 20 years, while others have been with us for longer and have never really gone away. Some threads relate to changes over the last few years, such as the introduction of new standards and increasing awareness of the importance of sustainability, a crucial topic on how we define architecture, but also interior design.

Spaces are getting smaller and are becoming more flexible, the way, after all, the Italian designer and architect Gio Ponti liked in his homes or how the mythical Archigram group had envisaged them. The minimal house by Norman Foster deployed in the event of emergencies presented at

the most recent Biennale exhibition in Venice was sustainable and stunning: a reflection of research and experimental work initiated by the American architect Buckminster Fuller (or rather, with the primitive hut theorized by the German architect Gottfried Semper) to arrive at the needs originating from tragedies caused by wars and the climate.

Nowadays we also spend a fair bit of our time in communal spaces, there is an interesting repurposing of public spaces. We spend a lot of our time away from the place where we live and sleep, between work and socialising, and even more so following the pandemic... yet at the same time we work remotely, entire generations shocked and wounded by Covid-19, on the other hand, have become holed up in their homes, but

using the spaces in an even more different way. Of course, these elements are having an impact on how we redefine interiors. Then there is the expectation of a longer life, with many elderly people needing a place where they can lead a quality life, maybe by remodelling the apartments they have been living in for years but, above all, through the creation of suitable homes. So, the conception of how internal spaces are distributed is changing, the way they are exploited and utilised and, above all, the time we spend in our homes, represent just some of the elements that influence a different approach to contemporary interiors.

If we look from more of a languages and trends

perspective, we could say that there is a minimalist and essential thread running parallel to what we could define as being more "pop", one that restores that historicised modernity from the 60's and 70's. Then, we have also witnessed the abandonment of some visions that were positioned somewhere

between extreme luxury and eclecticism. At this point the cultures and nations that had maintained a bond with these languages have redeemed themselves of certain exaggerations and rediscovered a more essential form of luxury, more refined, one that can also be rediscovered through the most extreme comfort, by bringing in the world of art, something now so frequent in every expression, or through famous designer brands, perhaps from the world of fashion, many of which now have collections dedicated to interior design.

Also worth pointing out is the use of artificial materials that recall the patterns you get with stone, marble or wood, with fantastic performance characteristics.

Then there is a naturalistic trend where we have

“ Along with hyper-digitalisation we are witnessing the return to craftsmanship, an awareness of the value of materials



In Milan there are complex housing systems such as Cascina Merlata, where different realities are mixed together.

the insertion of plants, naturalistic elements and sustainable materials and techniques in interiors. And lastly, a trend that is developing a lot is restoring antique artefacts, which for a long time were not a part of design culture. There is an outgrowth of passion for vintage and modern (from the 30s to the 50s) and a growing awareness of the importance of historic pieces, thanks also to gatherings and large antiques exhibitions.

It is an important acknowledgement of history and is part of a more general trend that focuses on reuse and passing from hand to hand, but also has to do with a general focus on art, including ancient art, and a return to the value of time, craftsmanship and the highest furnishings.

**You teach at Milan Polytechnic: in the third millennium, what have been the major transformations in lifestyles in this city?**

Maybe because Milan is not a particularly large city, it has managed to maintain a constant balance between how housing stock, services and the manufacturing system are distributed. This balance has not been altered by gentrification or the risk of the old city centre becoming an area providing only services and luxury boutiques.

It is also interesting to see how the territory of Milan has expanded: many people with different backgrounds have moved away from the city centre, looking for greener areas, a lower cost of living and a closer relation with nature, or because they had career paths that took them to other territories. In so doing the city has become more widespread. From this perspective, Milan has maintained and extended a great variety in the way we live our territory, partly due to economic necessity and partly by choice. Unfortunately, however, at the same time the cost of living has increased, a far

from insignificant problem from a politic and social perspective.

Another interesting aspect of this city is how different living styles have become mixed together, from social housing to student halls of residence, and to complex housing systems such as Cascina Merlata, where different realities from a functional and housing type perspective are mixed. In these projects designers have been able to harmoniously use different languages. Then there are other cases such as City Life and the Porta Nuova area, where the buildings are aimed at specific target groups of people. That way of living, however, has created spin-off activities and reactions around them and there has also been a positive redevelopment of the surrounding areas.

**For 92% Italians the home is the primary form of investment and more than 70% own the home they live in: what are the consequences? Could we say they pay more attention to living spaces than in other countries?**

In Italy we have always had this powerful connection with where we live, with where we were born. Certainly, the events of the war, with the terrible destruction that followed, also influenced the subsequent attachment to the physical place of ownership. There has always been this strong tradition in Italy but, in my opinion, this does not mean that we pay more attention to living spaces than other populations.

We certainly take care of our places, we are a population that appreciates the beauty of architecture, historic sites and the landscape. This is an ancient and archetypal tradition embedded in our culture, but it is changing and will change a lot for the new generations because, unfortunately, there is no longer the possibility of buying a house like there was before. What is more, the new generations are getting used to not living in the same city all the time, of going to university and working elsewhere. Besides, remote working allows employees working from different places. Therefore, investment in housing is no longer a priority.

**Let's talk about requalifying our building stock: what themes should we work on in your opinion?**

Requalifying building stock is fundamental, especially in Europe. Many developers are very sensitive and are fully aware of the value of certain buildings, perhaps designed by famous architects or that are part of a

certain movement, including in the services sector, and that are representative of a certain way of life. And then we have ancient buildings: old city centres are now a widely acknowledged part of our heritage by everyone. In this context, the world of sustainability and relative standards represent two faces of the same coin which, at times, can be a hindrance, and at other times indicate how to act. It is a theme we have to work on a lot.

#### What influence has the availability of innovative materials had on interior design?

They have undoubtedly made an important contribution. The problem is not so much structural: we know that we can build slim structures with lots of innovative technologies in them. Glass, for example, has become an intelligent and super high-tech skin that can influence interiors.

I am also thinking about special paints that are made for the façades of buildings and paints for interiors. And to these I would add the recovery of traditional materials, according to that double strand that moves carefully between the recovery of traditional techniques and materials and extreme experimentation, between bricks and new adhesives, one might say, between the potential of raw earth and 3D modelling. The interior design industry is recovering pieces of great artistry and re-proposed them using sustainable materials, a way of turning towards nature but with high technological content.

#### You worked on the theme of “Protagonists of 20<sup>th</sup> and 21<sup>st</sup> century architecture”: how would you define the presence and the role of women in the world of contemporary architecture?

I think that, since the 1800's onwards, we have done a lot: women can think about being whatever they want in any field. I think that, since the 1800's onwards, we women have done so much, and not only abroad: in Italy we have had a wonderful tradition and an important wave of feminism, cultured and disenchanting which, at a certain point, was almost reneged (1990's to 2000's), politically in particular,

and also by many women, and this fact was serious and inexplicable. Everything that had been achieved through long arduous battles seemed to be taken for granted, and so surmountable, and it was at this point, in my opinion, that there seemed to be more discrimination, particularly from the higher echelons of power. A carrot and stick approach that let down and confused an entire generation of women. Everyone equal but not at the top levels, be it in the field of finance, industry or politics.

This, in my opinion, is the most serious aspect and the one against which we still need to fight to impose each and everyone's ability.

I believe, however, that architecture is not one of those fields where women are more excluded or discriminated against, something which we can also see in academics and the teaching profession.

Today we can, and must, believe we can achieve whatever we want, in any field. I find that everyone is showing an increasing level of respect for diversity, so we have gone far further than the theme of man-woman, and we need to demand respect against every type of discrimination and, above all, aspire to equality, not merely from

a rhetorical perspective but as an act of civility. I am pretty convinced that, in architecture, the issue of women is a “false” problem and that now it is more important to try and create a connection between women: we are not always particularly good at lobbying, we find it a little difficult to do it when it is the right time, or maybe it will even no longer be necessary to do it between ourselves, but between people who are collaborative and respectful of each and every “universe”.

**Maria Vittoria Capitanucci**, Adjunct Professor in History and Theory of Contemporary Architecture, Faculty of Architecture and Urban Studies, Milan Polytechnic (Italy)

“The interior design industry is recovering traditional materials and re-proposing them using new technologies and taking sustainability into account”

# Architecture and sustainability



**POLITECNICO  
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E STUDI URBANI  
DEPARTMENT OF ARCHITECTURE  
AND URBAN STUDIES

A SERIES OF MEETINGS PROMOTED BY MAPEI AT THE DEPARTMENT OF ARCHITECTURE AND URBAN STUDIES OF MILAN POLYTECHNIC

Mapei is promoting a cycle of meetings focusing on the relationship between architecture and sustainability organised by DASTU, the Department of Architecture and Urban Studies of the Milan Polytechnic. “Architecture and Sustainability: Matter, Quality, Form” is the title of the initiative. Each meeting is dedicated to a different aspect of this binomial, allowing participants to deepen their knowledge and share innovative ideas, promoting a constructive debate between architects, experts in the field, university professors, researchers, and students.

#### Circularity & Reuse

On Monday 25<sup>th</sup> March, the first meeting was entitled “Circularity & Reuse”. After an introduction by Massimo Bricocoli, Director of the DASTU, Simona Giorgetta, a member of the Mapei Board of Directors and architect, explained the importance of thinking sustainably before designing, teaching it to future generations. The architects Michaël Ghyoot from the ROTOR studio and Dieter Leyssen from the 51N4E studio, both based in Brussels, illustrated the results of an approach that sees the project not as a linear process but as a circular development, in which the value of materials, places and social relations is re-evaluated. Mikaela Decio, Corporate Environmental Sustainability Manager at Mapei, told the audience about the Mapei's commitment to sustainable building. Lorenzo Pagliano, Associate Professor at DASTU and Director Massimo Bricocoli emphasized the importance of collaboration between universities, administrations and companies in order to innovate architectural design in a sustainable way.

#### Appropriated Technology

The second meeting entitled “Appropriated

Technology” was held on Monday 22<sup>nd</sup> April. The guest architects were Anupama Kundoo (Anupama Kundoo Architects, with firms in Pondichery and Berlin) and Raul Pantaleo (TAMassociati, Venice), who debated with DASTU lecturers Alice Buoli and Stamatina Kousidi in a discussion chaired by lecturer Alessio Battistella. Mapei was represented by Elisa Portigliatti, Corporate Key Account Manager, Sport Flooring Line. The



The “Appropriated Technology” meeting was attended by, from left on, Giulia Setti (DASTU), Simona Giorgetta (Mapei), Anupama Kundoo (Anupama Kundoo Architects) and Raul Pantaleo (TAMassociati).

discussion explored interaction between architecture, technology and sustainability, considering climate change, cultural context and the availability of resources. By assessing these parameters, designers and architects can identify the most suitable technology for a given context while also ensuring the sustainability of their work. The guest architects spoke

about their projects adopting a holistic approach to design that embraces both tradition and innovation.

#### Materials, Techniques, Local Care

The third meeting, entitled “Materials, Techniques, Local Care”, was held on 6<sup>th</sup> May. The guests were Josep Ricart (Harquitectes, Barcelona) and Giacomo Borella (Studio Albori, Milan), the lecturers Chiara Geroldi, Fabio Lepratto and Lorenzo Pagliano. Grazia Signori, Architectural Stone Flooring Line Specialist, Mapei SpA, was among the lecturers, too. The discussion focused on the challenges facing contemporary architecture in relation to the sustainability of building processes, technologies and materials.

The next scheduled meetings are: “Alpine Ways” and “Sustainable Social Housing”.



Giovanna Novella

# Ultratop Loft System: elegance without boundaries

RESISTANCE, DURABILITY, EASE OF MAINTENANCE WITH THE USE OF A SINGLE COATING MATERIAL LAID WITHOUT INTERRUPTIONS

Over the course of the last few decades the concept of "living spaces" has gone through a multitude of transformations, in line with the changes that have taken place in society and in people's lifestyles. Flooring commonly used in homes were made of different materials according to the intended use of the rooms, reflecting the variety of tastes and trends of the time. With the arrival of minimalism, which aims at stripping down to the bare essential, anything superfluous is eliminated and there is a growing preference for seamless flooring. These surfaces, in fact, provide a sensation of visual and spatial continuity in residential contexts, contributing to create more modern and functional environments, with simplified spaces.

Using just one single flooring material, which is installed without interruptions, makes routine maintenance much simpler, while the use of a neutral, sober colour palette contributes to provide a sense of elegance and harmonious equilibrium.

In contemporary homes, minimalism manifests itself using open spaces and essential furnishings characterised by clean lines. The living elements, efficiently organised, evolve beyond simple functionality to become a sanctuary of individual expression and wellbeing. Home is no longer just a place where we rest and relax; it is the fulcrum of our daily lives at 360 degrees, integrating activities that were once carried out elsewhere: first and foremost work, followed by leisure activities, sport, right up to entertaining are carried out more and more often in the domestic sphere, thanks to tools and applications

“ Ultratop Loft offers endless design solutions, enabling spaces to be created that are truly unique and customized

offered by modern technology. Yet, it remains the "sanctuary" that conveys our most personal stories: it is the place where tradition passes the baton to the contemporary giving life to exclusive, welcoming, and distinctive spaces that reflect our most intimate personalities.

This freedom of expression is clearly reflected in the textures and colours of floor and wall surfaces, characterised by a marked materic presence. The aesthetic choices adopted for horizontal surfaces may also be extended vertically and onto furnishing elements, thereby generating a surprisingly expressive continuity that seamlessly and harmoniously connects the spaces.

## ULTRATOP LOFT: a vital material for contemporary interior design

In this dynamic context, one material emerges as a versatile and sophisticated choice to coat floors and walls: with its textural character and resistance, ULTRATOP LOFT system provides a unique opportunity to transform living spaces into scenarios of timeless elegance where form meets function and aesthetics embraces beauty. What is more, thanks to its resistance and durability, ULTRATOP LOFT adapts perfectly to any living context, from the contemporary style of industrial loft apartments to residences in urban centres.

## What are the real benefits of having floors and walls covered with ULTRATOP LOFT inside an apartment?

- ULTRATOP LOFT coatings, characterised by their extremely low thickness of about 2 mm, enable time

optimization by avoiding the potential cutting of doors or existing furnishings when restyling existing surfaces, thereby helping to reduce the overall cost of the project.

- The system, which is free of control joints (when applied on stable surfaces), offers the possibility to obtain seamless floor and walls coatings without interruptions, allowing for environments characterised by a the so-called "box effect", that is, total continuity between floors, walls and even furnishing elements.
- ULTRATOP LOFT is synonymous with considerable resistance and enables coatings to be created with excellent resistance to abrasion from frequent foot traffic; it is extremely long lasting, and easy to clean due to its seamless nature.
- Thanks to the extensive range of dedicated colours, textures and finishes available, every ULTRATOP LOFT application is truly unique and bespoke: personalised solutions are available to meet the aesthetic and functional needs of any project.

## ULTRATOP LOFT: is it a solution adaptable to various architectural styles and able to personalise environments for a welcoming atmosphere?

One of the distinctive characteristics of ULTRATOP LOFT is its capacity to integrate harmoniously with a variety of architectural styles. Whether it is a classic, modern or industrial style of interior, ULTRATOP LOFT adds a contemporary, elegant touch, enhancing the look of living spaces without compromising their

original distinctive character.

From neutral, sober tones to more daring, brighter shades, and thanks to its smooth, textured, rough or velvety finish, ULTRATOP LOFT offers endless design solutions, enabling spaces to be created that are truly unique and personalised to reflect the style and personality of those who live those spaces.

## Can ULTRATOP LOFT be applied in different environments and conditions?

Thanks to its ease of application, ULTRATOP LOFT makes the process of creating floor and wall coatings so much simpler. Thanks to its compatibility with an extensive range of existing substrates, its easy installation and capacity to

be quickly put into service, ULTRATOP LOFT reduces installation times and the resulting inconvenience for residents with no need to experience prolonged waiting times: instead, they have the opportunity to quickly enjoy the new spaces.

Numerous projects completed with this system confirm the efficacy of ULTRATOP LOFT in the residential interior renovation sector both in Italy and around the world. From urban lofts to city-centre apartments, the system is renowned as a reliable, high-quality system for durable surfaces with a contemporary design, as highlighted in the following pages.

Giovanna Novella. Corporate Technical Assistance, Resin & Cementitious Flooring Line, Mapei Group



**Amsterdam (The Netherlands)**

# Substance, colours and lines in the sloping apartment

THE SLUISHUIS RESIDENTIAL COMPLEX STANDS OUT FOR ITS IRREGULAR VOLUMES. CEMENTITIOUS COVERINGS WERE USED FOR THE INTERNAL STAIRS THAT TURN INTO SEATING TO WATCH FILMS OR ENTERTAIN GUESTS



© N / J Studio

Rising over the waters of Lake IJmeer, in the IJburg district in Amsterdam, there is a new residential complex that stupefies anyone who looks at it, whatever observation point they view it from.

The Sluishuis, or “floodgate house” in Dutch, stands out in particular for its irregular volumes, which are different on each side. If from the side overlooking the lake they only come together in the upper part, leaving the lower part accessible from the water, from the opposite side the volumes decrease in size as they get higher up, giving the impression of a “climbable” building. And, in effect, various flights of stairs allow visitors and the inhabitants to climb to the roof to take in a panoramic view of the internal courtyard and the lake. It is also possible to walk around the building along walkways surrounded by water to access private moorings and floating homes. Apart from the originality of its forms, the architectural design, by Barcode Architects and Bjarke Ingels Group and completed in 2022, stands out in particular for the continuous dialogue between the natural landscape and the work of mankind, and encourages interactions between the residents of the building and other res-

idents of Amsterdam, who may also make use of this modern construction and the area around it.

But also because of its sustainability: the designers have made sure the building is highly energy efficient, paying particular attention to the heating and lighting systems powered by 2200 m<sup>2</sup> of solar panels, as well as using recycled rainwater and including a number of gardens located in various parts of the complex.

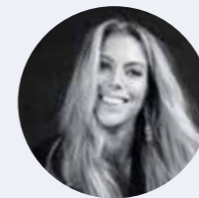
**An apartment with an exclusive design**

The Sluishuis has 442 apartments of various sizes and with different characteristics, to meet the housing needs of different types of homeowners and tenants. They are all accessible from the internal courtyard and have a wonderful view of the lake, as well as an abundance of natural sunlight.

The apartments in the lower part of the section overlooking the lake, at the height of the “cut” corner, have a particular configuration: in correspondence with the sloping wall there are large windows with a view of the lake and the boats crossing the lake, giving almost a feeling of being suspended over the water.

**SIMONE KÖNIGSHAUSEN**

## The sloping wall in the lounge: a real challenge

**What were the main challenges when designing the interior of an apartment in such an iconic building?**

The apartment posed a unique challenge with its sloping wall in the lounge, which ultimately also drew me, being an interior designer, to choose this apartment. Utilizing the additional square footage effectively for both storage and a dynamic living area proved to be a significant challenge. To address this, I opted to construct a stair-like structure

against the sloping wall, which serves as storage, seating, a kitchen - and together with the sloping window - a focal point in the lounge.

**What are the criteria behind the choice of ULTRATOP LOFT systems of cementitious pastes for the stair surfaces?**

My aim was for the stairs to seamlessly integrate them into the architecture, creating a cohesive aesthetic. Opting for a light color was essential to maximize natural light within the apartment, which is why I chose to match it with the walls. Additionally, I wanted it to harmonize effortlessly with the wood flooring in the rest of the lounge. The multifunctional use of the staircase meant it had to be made with a strong material. ULTRATOP LOFT, renowned for its resistance, easy maintenance, concrete-like appearance and availability in light color options, proved to be the perfect material to meet these design objectives.

**Why was the same product used for the walls in the bathroom, too?**

The decision was driven by the desire to maintain consistency and a unified aesthetic throughout the space. By extending the use of the product from the stair surfaces to the walls in the bathroom, we were able to create a seamless and cohesive design language, enhancing the overall visual appeal of the interior. Additionally, the product's qualities, such as being a barrier to water, its strength, easy maintenance, and suitability for light color options, made it an ideal choice for both functional and aesthetic purposes within the bathroom.

**What did you like most about its features?**

What I appreciated most about its features was its resistance to wear and tear, its color options and its concrete/raw and minimalistic look.

Designer and owner of Simone Königshausen design studio.





**ABOVE.** The surfaces of the stairs and the bathroom were coated with ULTRATOP LOFT, a system made up of trowellable, cementitious pastes.



mentitious paste would adhere more firmly. Apart from for the stairs, ULTRATOP LOFT was also applied on some of the walls in the bathroom to ensure this area of the apartment would have the same textured, modern and sober materic effect. In this case the substrates were treated with PRIMER LT. ULTRATOP LOFT F and ULTRATOP LOFT W were then applied with a layer of PRIMER LT between the two coats, again after sanding the surface. On both the stairs and the walls a coat of ULTRATOP BASE COAT was applied to even out absorption, followed by a coat of MAPEFLOOR FINISH 58 W polyurethane finish to protect the surfaces against wear and scratches.

**ULTRATOP for the entrance and communal areas**

ULTRATOP LOFT has been developed by the Mapei Research & Development laboratories and is part of the range of cementitious coatings for exposed finish floors and walls, whose main reference product – ULTRATOP – had already been very successful thanks to the numerous benefits deriving from its use. ULTRATOP ultra rapid-hardening, self-levelling mortar enables seamless flooring with high performance properties to be created in industrial, commercial and residential environments. Inside the Sluishuis complex, ULTRATOP was chosen for the floors in the entrance and for some of the communal areas. The product ensured that these surfaces have high resistance to abrasion as well as a high aesthetic impact.



Find out more  
**ULTRATOP LOFT SYSTEM**

One such example is an apartment with an exclusive design, with interiors designed by the Azita Saïn and Studio Königshausen design studios, inspired by the forms, materials and colours of the Sluishuis.

The heart of the apartment is the lounge which uses the inclination of the wall to create an elegant flight of stairs which embellishes the environment and, at the same time, has a practical function. The stairs are interrupted in the central section by the window that enables the exterior to “dialogue” with the interior and acts as a “moving picture”. There are extra places on the flight of stairs which are used to watch films or entertain guests in the evening, but it also serves as a display corner thanks to various decorative elements embellishing the space, such as wooden trunks that can be used to store objects or as seats.

To guarantee high aesthetic impact of the surfaces of the stairs it was decided to apply ULTRATOP LOFT, a sys-

tem made up of trowellable, cementitious pastes ideal for creating decorative features in internal environments with a marked materic effect. This is a particularly versatile system which, thanks to the limited thickness applied and the possibility of obtaining an extensive range of colours, gives designers and architects creative freedom to create truly unique coatings. In this case, the light shade of the ULTRATOP LOFT pastes was chosen to recall the colour of the external aluminium façades and the mortars were applied to achieve a smooth effect.

The first step of the work was to apply MAPEGUM WPS elastic membrane along the joints in the stairs. The next step was to apply ULTRATOP LOFT F one-component, coarse-textured cementitious paste on the primerized substrates. The hardened surfaces were then sanded, all the dust was removed and then treated with PRIMER LT acrylic resin-based primer so that the following layer of ULTRATOP LOFT W one-component, fine-textured ce-

**PROJECT INFORMATION**  
**Sluishuis residential complex,** Amsterdam (The Netherlands)  
**Period of construction:** 2021-2022  
**Period of the Mapei intervention:** 2021  
**Design:** Barcode Architects, Bjarke Ingels Group

**Interior design:** Studio Königshausen, Azita Saïn  
**Intervention by Mapei:** supplying systems and technical assistance to create cementitious coatings on walls and floors  
**Main contractor:** Besix Nederland / Vorm  
**Floor and wall contractor:**

Overbeek vloer & wandstyling  
**Mapei coordinator:** Diana de Jong, Mapei Nederland  
**Photos:** N / J Studio  
**MAPEI PRODUCTS**  
Preparing and waterproofing substrates: Mapegum WPS, Primer LT  
Creating cementitious

coverings on walls and stairs: Ultratop Loft W, Ultratop Loft F, Primer LT, Quartz 0.5, Ultratop Base Coat, Mapefloor Finish 58 W  
Laying cementitious floors: Ultratop  
For further information: [mapei.com](http://mapei.com), [mapei.nl](http://mapei.nl)

# Mapei colour: transparent quality

AN UNLIMITED CHOICE OF COLOUR SHADES AND PRODUCTS WITH GUARANTEED PERFORMANCE



Barbara Viero



If we take a close look at the surroundings we live in, the rooms of our homes, the offices and conference rooms at our workplace or public spaces, we realize that, in reality, we spend a good part of our life surrounded by painted surfaces: in general, ceilings and walls account for more than 70% of the surfaces in a room. This is something we do not tend to give much thought to, but it is crucial because we should choose the most suitable paints for interiors. So... how important is it that surroundings we come into contact with on a daily basis transmit a

sense of wellbeing from both an emotional perspective, through colour and appearance, and from a product perspective regarding chemical composition, which must be formulated with the utmost care to safeguard people's health and the environment?

**Beautiful outside, good inside**  
DURSILITE is a historical brand name from the Mapei line of water-based paints, a brand that was already on show on the Mapei stand at the International Reconstruction Trade Fair that the company attended in

Milan in June 1946. With the aim of increasing the company's prestige and presence on the interior paints market, similar to what had already been achieved for Mapei coatings for exteriors and thermal insulation systems, in 2022 we completely updated our range of water-based paints, enhancing it on a quantity level in terms of products and on a quality level from a performance perspective. Today, the DURSILITE line consists of two products for preparation work (a levelling paste and a coloured undercoat) and five water-based

paints, while a further four products are already in the development stage to further enhance the portfolio from a technical and commercial perspective. The range of interior coatings is completed by the ultra-high performance wall enamel paint MAPECOAT ACT, available in a satin or matt finish.

**Wellbeing in colour**  
The water paints formulations have been optimised to reduce their emissions of volatile organic compounds (VOC) to a minimum, achieving the highest class, A+, a guarantee of better air quality for indoor areas and a high level of living comfort.

ColorMap® colouring pastes, which may be used to reproduce shades from the Mapei Collection or any other colour sample, also have low VOC emissions and are made from highly concentrated non-toxic pigments to reduce their dosage rates in coatings to a minimum while maintaining the same quality. As per requirement 2.5.13 of CAM (Minimum Environmental Criteria, which are mandatory in Italy for public tenders) for paints and varnishes, DURSILITE water-based paints are completely free of heavy metals such as arsenic, lead and mercury according to test reports issued by accredited external laboratories. Guaranteeing the healthiness of environments also means preventing or overcoming one of the most commonly occurring situations



INSPIRE selection is a colour fan with 96 shades adding colour to interiors..

## Paints are all around us



**Wall and ceiling surface: approximately 60 m<sup>2</sup>**

**Furniture surface: approximately 6 m<sup>2</sup>**

**Flooring surface: approximately 20 m<sup>2</sup>**

## Dursilite in the spotlight at the Fair in 1946



The DURSILITE brand was already on show on the Mapei stand at the International Reconstruction Trade Fair that the company attended in June 1946 in Milan.



in environments where there is moisture or limited ventilation: mould. BioBlock, a technology developed by Mapei, contrasts the deposit and proliferation of mould on surfaces, thanks to special wide-spectrum, long-lasting, biological protection agents.

**Today's true luxury: time**  
Carrying out renovation or maintenance work on our homes

always brings about numerous inconveniences and problems: important time taken away from the already limited amount available in our frenetic daily lives. Opting for a quality product, so highly durable, means not only making an ethical and sustainable choice; it also means extending the life cycle of paint and considerably reducing the frequency of redecorating. The hiding power of paint is also important, and, in

specific cases, it means that only one coat needs to be applied, thereby considerably reducing the time required to carry out work and the presence of painters in the home.

**A new look, functional and... sustainable!**

For the packaging we chose to go for a clean and essential look, with the Mapei flask as the dominating graphic element, a well-known symbol of our brand synonymous with reliability and quality. All the information about the product is shown clearly: type, area of use, main performance characteristics and the benefits deriving from the use of each product. Certification markings and logos are positioned on the front so that the performance characteristics of the product can be recognised at a glance. Application guidelines for the product are on the back and are easy to understand, thanks to the use of icons.

The QR Code, right next to the name of the product, gives immediate access to the complete technical and marketing documentation available online.

We have also considered the environmental aspect by using recycled packaging, certified by the Institute for the Promotion of Recycled Plastics (IPPR), which authorises us to apply the Plastica Seconda Vita (Second life Plastic) logo on all packaging.

**Barbara Viero.** Coloured protective and decorative wall coatings, Mapei SpA

**Dursilite Igea**



Breathable water-based interior paint which gives the surfaces a pleasant, uniform and highly matt finish. Its high breathability and resistance to mould make DURSILITE IGEA suitable for all environments with persistent humidity or condensation and ideal for bathrooms and kitchens.



**Dursilite Gypsos**



Mould resistant, extra washable and hiding water-based interior paint. Its high hiding capacity, extreme washability, mould resistance and the ease of application make DURSILITE GYPSOS ideal for plasterboards or modern building systems where it is necessary to hide the joints between the boards.



MAPEI WATER-BASED PAINTS.  
COLOUR TO BE LIVED IN.



Colour is a fundamental element of interior design. To live it to the full, go for the range of **water-based** and **enamel wall paints** by Mapei: sustainable products, long-lasting and customisable in any colour, created to bring out the best in any setting.



EVERYTHING'S OK  
WITH MAPEI

Learn more on [mapei.com](http://mapei.com)





## Naples (Italy)

# Total white look for a historic residence

IN THIS WONDERFULLY REFURBISHED APARTMENT THE WHITE RESIN FLOORS LIVE SIDE BY SIDE WITH THE WALLS IN POMPEII RED

A tribute to the Grand Tour, trip to Italy undertaken by European young people in the 17<sup>th</sup>-19<sup>th</sup> century: that was the starting point that inspired the architect Giuliano Andrea dell'Uva for his project to completely refurbish a large apartment in Naples. Between the seventeenth and nineteenth centuries, in fact, the city was an important stopping off point for overseas travellers who came to the city to admire its beauty before continuing with their journey to the historic site of Pompeii.

The apartment is in one of the noble palazzos that characterise the elegant Chiaia district of Naples and was completely refurbished by mixing and blending historic and modern elements, neutral shades and bold colours. The owner wanted to maintain the formal elegance typical of historic Neapolitan residences as much as possible while, at the same time, giving the spaces a new lease of life and creating a modern home.

In the 1930's the building underwent a complete make-over which had changed its identity. With a series of interventions to its structure and overall appearance, Giuliano Andrea dell'Uva lately brought it back to its original look: the wood ceilings were stripped down until they were exposed and then restored and painted black and white, while the old render was removed. The designer and the owner decided to opt for white walls interspersed with large, colourful backdrops, recalling the tradition of old Neapolitan houses with their characteristic frescoes. And in so doing, the red of Pompeii in the entrance now dialogues with the total white look of the lounge.

### Refurbishment started from the floor slabs

Numerous Mapei systems were chosen for the refurbishment of the apartment, such as products from the MAPEWRAP SYSTEM to repair the masonry structures and provide structural strengthening.

Going more into detail, an anti-overturning tie was applied to the upper part of the wall for a height of 40 cm. For this portion of the wall, the substrate was prepared by applying PLANITOP HDM MAXI ready-mixed pozzolan-reaction fibre-reinforced mortar to provide "reinforced" structural strengthening after applying a coat of PRIMER 3296 diluted 1:1 with water. The next step was to apply MAPEWRAP C UNI-AX unidirectional carbon fibre fabric, particularly recommended for improving the seis-

mic capacity of structures in high-risk areas.

The application cycle consisted of a coat of MAPEWRAP PRIMER 1 epoxy primer, MAPEWRAP 31 epoxy adhesive, application of MAPEWRAP C UNI-AX fabric and then a final application of MAPEWRAP 31 broadcast with QUARTZ 1.9 quartz sand.

The other portions of the wall were consolidated with an FRCM (Fibre Reinforced Cementitious Matrix) system consisting of fibre-reinforced mortars applied in combination with various types strengthening mesh (made of glass fibers, basalt fibers or carbon fibers).

After removing the old render, two layers of PLANITOP HDM RESTAURO were applied on the walls, a two-component mortar made from natural hydraulic lime (NHL) and eco-Pozzolan, with MAPEGRID G220 primed alkali-resistant, glass fibre mesh embedded between the first and second layer.

For the wooden slab, after preparing and cleaning the substrate, the beams and other wooden elements were strengthened with MAPEWRAP C FIOCCO unidirectional high strength glass fibre cord and two products specific for restoring and consolidating wooden structures: MAPEWOOD PRIMER 100 and MAPEWOOD PASTE 140 epoxy adhesive.

To connect together a tuff cornerstone that had opened slightly, MAPEI STEEL DRY "dry-applied" helical stainless-steel bars were inserted around the perimeter before applying PLANITOP HDM RESTAURO and MAPEGRID G220 mesh to strengthen the area.

Once the wooden floor had been prepared, a high performance concrete slab overlay made from PLANITOP HPC FLOOR was placed on the extrados side.

### New resin floorings and other interventions

The project included a heated screed to provide under-floor heating, which was created using TOPCEM PRONTO ready-to-use, normal setting, quick-drying mortar with high thermal conductivity. Before applying the final flooring, the substrate was perfectly smoothed by applying a layer of a cementitious levelling mortar.

The next step was to create the resin flooring and it was decided to use MAPEFLOOR SYSTEM 33, a self-levelling epoxy coating system applied in layers 2 to 4 mm thick, which can be used to create seamless floors over large ar-



Seamless resin floorings were created with MAPEFLOOR SYSTEM 33, a self-levelling epoxy coating system applied in layers 2 to 4 mm thick. The walls were coated with DURSILITE modified, acrylic resin-based washable water-based paint after a coat of MALECH primer.

was with only a limited number of joints. Floorings made using this system have a smooth, attractive finish.

After sanding the surfaces of the substrate and removing all traces of dust, the first step was to apply PRIMER SN fillerized epoxy primer, lightly broadcast with QUARTZ 0.5 quartz sand while still fresh. Once the primer had set, a 2 mm thick coat of MAPEFLOOR I 300 SL, two-component, epoxy resin mixed with white MAPECOLOR PASTE colouring system was applied on the surfaces.

Various walls in the rooms were rendered with INTOMAP R2 FIBRO fibre-reinforced render, followed by a layer of PLANITOP 530 lime-cement skimming mortar and, lastly, a layer of PLANITOP 560 ultra-fine skimming mortar for renders.

After complete curing, the render was treated with MALECH, an acrylic water-based primer, in order to pre-

pare the substrate properly before applying DURSILITE, a highly washable interior paint based on modified acrylic resins in water dispersion.

This paint, which is available in a wide range of colours using the ColorMap colouring system, has high hiding capacity and may be applied on treated surfaces by brush, spray or, as in this case, with a roller. The coating cycle comprises the application of at least two coats of DURSILITE to create a smooth, matt finish with high whiteness level and low dirt pick up.



Find out more  
DURSILITE

#### PROJECT INFORMATION

**Private residence,** Naples

**Period of construction:**

early 1960s

**Period of the**

**intervention:** 2018-2022

**Intervention by Mapei:**

supplying products for strengthening the floor slabs, laying resin floors and applying colored coatings on walls

**Owner:** Luca Moschini

**Design:** Giuliano Andrea

dell'Uva

**Structural strengthening**

**design:** Leonardo Aloia

**Contractors:** Giovanni

Leone, D'Avanzo Massetti,

BTA Maisto

**Mapei retailer:** Sacés

**Mapei coordinators:**

Giuseppe Puttini and

Antonio Fimiani (Mapei

SpA)

**Photos:** Francesco

Begonja

#### MAPEI PRODUCTS

Strengthening walls and

floor slabs: Mapegrid G220,

Mapei Steel Dry, MapeWrap

C UNI-AX, MapeWrap

Primer 1, MapeWrap 31,

MapeWrap 21, MapeWrap C

Fiocco, Quartz 1.9, Planitop

HDM Maxi, Planitop HDM

Restauro, Planitop HPC

Floor, Primer 3296

Restoring wooden

elements: Mapewood

Primer 100, Mapewood

Paste 140

Preparing the screeds:

Topcem Pronto

Smoothing wall substrates:

Intomap R2 Fibro, Planitop

530, Planitop 560

Resin coatings: Primer SN,

Quartz 0.5, Mapefloor

I 300 SL, Mapecolor Paste

Coating walls: Dursilite,

Malech

For further information:

[mapei.com](http://mapei.com)

GIULIANO ANDREA DELL'UVA

# Contemporary art in a period context

THE SPACES STAND OUT FOR THE COLOUR SCHEMES

**The colour schemes for the apartment being redeveloped were studied in detail. What was the idea behind that?**

The apartment has been completely redesigned with the idea of maintaining the kind of layout of rooms typical of Neapolitan period houses. The spaces also stand out for the choice of colours: ranging from absolute white for the floors, walls and ceilings in the living area to the striking colours in the dining area featuring a wall drawing by the English artist David Tremlett, who was inspired by the colours of Pompeii. The kitchen, the last room in the layout from a visual perspective, was focused on the idea of reflectiveness: steel walls and a kitchen unit made of polished steel.

**Tradition and modernity come together to give this space**

**its own distinctive identity. How did you bring together the old and new through the architectural design?**

We restored the old ceilings to brighten them up through the use of lime, which softened their shapes and forms. Period doors were incorporated to restore the apartment to its former proportions. The spaces have been raised in stature through craftsmanship of the highest standard.

**There are several works of contemporary art in the apartment. How did their presence influence the interior design?**

The owners are great contemporary art collectors. The inclusion of artworks is part of the project to transform the property. A place was created to accommodate the works: some of



them are dedicated to the home. Tremlett's work is a contemporary fresco that will project the house into the future through something highly traditional.

**You chose Mapei resin floorings for this project. Why?**

We needed a monochrome base to enhance the furnishings, period doors and works of art. The matt finish creates a bright and delicate atmosphere. This is contrasted by using marble for the bathroom features: washbasins like fountains looking out across the secret garden in this special place.



Giuliano Andrea dell'Uva Architeti



## Fichtelgebirge (Germany)

# An original mix of harmonies for the bathroom walls

TWO MAPEI SYSTEMS ENSURED HIGH AESTHETIC IMPACT, DURABILITY AND RESISTANCE TO WATER FOR SURFACES AROUND THE BATHTUB

Nowadays, thanks to the evolution of materials and technologies, decorative surfaces can be created that are suitable for coating the walls around showers and bathtubs, using wallpaper or cementitious mortars, or even a combination of both.

One such example is a private residence near Fichtelgebirge, a range of mountains in Bavaria. Franz Ultsch, head of the Wandharmonie (Harmony of Walls) paints laboratory and a specialist in the interior design of bathrooms, recommended to the owners to use a solution that would create seamless surfaces characterised by an original combination of colours and materials for a final result with great, almost extravagant, aesthetic impact.

### Art and technology

On the wall behind the bathtub, 3 x 2.5 m wallpaper was applied to create a pattern very similar to a work of art

which immediately captures the attention of whoever enters this environment. In this particular case, "Veni, vidi, amavi" vinyl wallpaper by the company Muance was chosen, representing two figures wearing finely adorned garments and a variety of plants.

Two innovative systems proposed by Mapei were used to create these surfaces: SHOWER SYSTEM DECOR and ULTRATOP LOFT. The aim of the first system is to supply a system of products suitable for installing wall coverings, including in shower cabins, bathrooms and damp environments in general.

For this project ULTRABOND DECOR WET was used to apply the vinyl wallpaper. This is a one-component silylated polymer-based adhesive which is also suitable for installation on non-absorbent substrates.

The system was completed by applying MAPECOAT DECOR PROTECTION, a transparent, matt protective

finish, which gives surfaces high resistance to wear and abrasion and makes them easier to clean, while at the same time protecting the surfaces.

MAPECOAT DECOR PROTECTION has the capacity to resist attack from the most common strains of bacteria (Escherichia Coli, Staphylococcus Aureus, MRSA and Pseudomonas Aeruginosa) because it is tested according to the method described in ISO 22196 standard, "Evaluating the antibacterial activity of plastics and other non-porous surfaces"; it is also resistant to particular cleaning and disinfecting agents (EN ISO2812-1 - method 3) and frequent cleaning and mould (UNI 11021).

### Seamless design coatings

The grey walls covered with the cementitious coating act as a kind of "counterbalance" to the wallpaper in varying bright to softer colours. To obtain seamless, durable and resistant surfaces the ULTRATOP LOFT system consisting of special, trowellable cementitious pastes (ULTRATOP LOFT W and ULTRATOP LOFT F) was used, which is also suitable for application on vertical surfaces. This system meets the needs of the latest trends in contemporary interior design because, by being an innovative proposal, and apart from being available in various shades, colours and aesthetic effects, it also guarantees maximum durability and reliability.

The first step was to apply PRIMER GRIP WHITE synthetic resin-based adhesion promoter in water dispersion over the existing ceramic tiles after mechanically abrading them to create a rough surface. The next step was to apply ULTRATOP LOFT F, a one-component cementitious paste with a coarse texture. Once the surfaces had hardened they were sanded and then, after eliminating all the dust residues, treated with PRIMER LT acrylic primer so that the next layer, ULTRATOP LOFT W one-component cementitious paste with a fine texture, would adhere more firmly. After sanding the ULTRATOP LOFT W the



surfaces were finished off by applying ULTRATOP BASE COAT, which acts as a base coat and evens out absorbency, followed by MAPEFLOOR FINISH 58 W two-component, matt, aliphatic polyurethane finish in water dispersion, which, when applied over the surface of ULTRATOP LOFT, improves its resistance to wear and scratches and limits dirt pick-up. MAPELUX OPACA was also applied to make cleaning and maintenance operations even easier, a matt, metallic wax which ensures surfaces are highly resistant to frequent use and cleaning, even with strong detergents.

The result is an original and functional bathroom with its own special "character", with walls destined to create a special atmosphere for a very long time where one can relax and contemplate their beauty, even in such an intimate environment.



Find out more  
SHOWER SYSTEM DECOR

### PROJECT INFORMATION

**Private residence,**

Fichtelgebirge (Germany)

**Period of construction:**  
2020-2021

**Period of the Mapei intervention:** 2021

**Design:** Franz Ultsch

**Main contractor:**  
Wandharmonie

**Intervention by Mapei:**  
supplying a system to

waterproof substrates and apply vinyl wallpaper on walls and a system to create cementitious wall coatings

**Mapei Coordinator:** Timo Griesshammer, Mapei GmbH (Germany)

### MAPEI PRODUCTS

Waterproofing substrates and walls:

Mapeguard WP 200, Mapeguard WP Adhesive, Mapegum WPS, Mapeguard PC, Mapeguard IC and Mapeguard AC

Applying vinyl wallpaper in the bathroom:  
Ultrabond Eco Decor Wet

Finishing off walls:

Mapecoat Decor Protection  
Cementitious wall coatings:  
Primer Grip White, Ultratop Loft W, Primer LT, Ultratop Loft F, Ultratop Base Coat, Mapefloor Finish 58 W

For further information:  
[mapei.com](http://mapei.com) and [mapei.de](http://mapei.de)

**Heede (Germany)**

# LVT floors for every room in the house

**FROM KITCHEN TO BATHROOM: A CREATIVE SOLUTION ENSURING HIGH PERFORMANCE AND DURABILITY**

Choosing LVT (Luxury Vinyl Tiles) flooring in private homes is becoming more and more common thanks also to the wide range of finishes available on the market that create the effect of other materials, such as stone, cement or wood. The availability of different formats also encourages the use of this type of material to create surfaces with a high aesthetic impact while, at the same time, being functional and practical and offering high-performance characteristics.

For residential settings LVT offers numerous solutions and allows homeowners and designers the chance to express their creativity to the full, while at the same time guaranteeing excellent performance in terms of resistance and durability.

**A complete system**

It is no coincidence that the owners of a detached house in Northern Germany decided to go with LVT flooring to create interiors characterised by creativity that would embody their own personal style.

This solution was, in fact, adopted for most of the rooms, with LVT flooring installed in the lounge, study, kitchen, corridors, on the stairs and in the bedrooms and toilettes. The LVT protection layer at the top was 0.3 mm thick, particularly suitable for residential use, with a wood-effect finish to give the various rooms a sensation of warmth and comfort.

In this project, the main challenge was the need to cut some sections of flooring directly on site prior to installation, particularly in correspondence with the areas where the various LVT elements cross one another. Mapei was able to propose a system that ensured installation of the LVT flooring would be reliable and durable.

The first phase of the work was to treat the substrates with ECO PRIM T PRO, a multi-purpose acrylic primer that can be applied on absorbent substrates and ceramic tiles. The next step was to apply ULTRAPLAN XTRA, ul-

tra-fast drying self-levelling compound, to eliminate any differences in thickness and to make the substrates suitable to receive the LVT flooring after a very short time.

On the upper floor, substrates consisting of OSB (Oriented Strand Board) panels were instead levelled with PLANITEX FAST, a product distributed on the German market by Mapei GmbH.

The LVT flooring was then bonded with ULTRABOND ECO V4 EVOLUTION, a universal adhesive with fast, high initial tack and extended open time. Thanks to its characteristics it is suitable for installing LVT modular elements and mosaics. Apart from being very easy to apply, it guarantees excellent adhesion, good dimensional stability and high mechanical characteristics, including in areas exposed to castor wheels according to European standard EN 12529.

This complete system by Mapei enabled flooring to be installed to perfection in all the rooms in the house, including in the kitchen where surfaces in LVT are easy to clean and take care of, and in the toilettes, for which LVT with a faux-ceramic effect was chosen.

What is more, the system proposed by Mapei is a sustainable solution because all the products used have very low emission of volatile organic compounds (VOC) and are certified, therefore, EMICODE EC1<sup>plus</sup> by GEV, the German Association for installation materials with controlled emissions, as well as carrying the Blauer Engel mark, an eco-sustainability symbol widely used in Germany.



Find out more  
**ULTRABOND ECO V4 EVOLUTION**

**PROJECT INFORMATION**

**Private residence,** Heede (Germany)

**Period of construction:** 2023

**Period of the Mapei intervention:** April-May 2023

**Intervention by Mapei:**

supplying products for preparing substrates and installing LVT floors  
**Installation company:** ACH-BodenTechnik  
**Mapei coordinator:** Kevin Wiese, Mapei GmbH (Germany)

**MAPEI PRODUCTS**

Preparing substrates: Eco Prim T Pro, Ultraplan Xtra, Planitex Fast\*  
Installing LVT floors: Ultrabond Eco V4 Evolution

\*This product is manufactured and

distributed on the German market by Mapei GmbH.

For further information: [mapei.com](http://mapei.com) and [mapei.de](http://mapei.de)

## Queensland (Australia)

Wood floors:  
comfort and luxuryONE SINGLE SYSTEM TO INSTALL WOOD FLOORING IN VARIOUS PATTERNS  
IN DIFFERENT ENVIRONMENTS OF AN AUSTRALIAN RESIDENCE

Queensland, Australia's second largest and third most densely populated state, boasts a vibrant local economy where tourism and construction play important roles.

The state's sandy beaches, ideal for surfing, its subtropical climate and the lush vegetation in the vicinity attract a lot of Australians who opt to visit or relocate to the coast, not to mention Queensland's fabulous nightlife which only adds to its charm.

One such person is Russel Ingall, a famous Australian V8 Supercar champion who decided to build a private residence here, opting for wood flooring installed in different

patterns on almost all the floors, including the ground floor, the stairs, and the upper floor.

**A complete system: from primer to adhesive**

The work was carried out between the end of 2022 and the beginning of 2023 using a complete system to install the wood flooring supplied by Mapei Australia, the Australian subsidiary of Mapei Group. In the lounge, kitchen, corridors, and bathrooms on the ground floor, the stained oak flooring was installed in a "herringbone" pattern, undoubtedly providing the house with its final feel of comfort and luxury. Matching

straight planks of the same stained engineered oak were also used to make the stair treads and risers for the larger steps at the bottom of the staircase and the wood floors of the second floor.

A single installation system proved to be suitable for all the various environments, and apart from the adhesive for wood flooring, specific solutions were also used to treat the substrates. Work started by applying ECO PRIM T PLUS, a universal acrylic primer suitable for both absorbent and non-absorbent substrates, which acts as a dust sealer and an adhesion promoter before applying levelling products or adhesives for wood flooring.



**ABOVE.** Wood floors were installed in a herringbone pattern in several environments of the ground floors with ULTRABOND ECO S955 1K after preparing the substrates with ECO PRIM T PLUS and ULTRAPLAN ECO.

© Jules Ingall

## ANGELO GIANGIULIO

A complete offer,  
from installation  
to maintenance

**In recent decades there has been a sharp rise in demand in the residential sector for wood flooring. Why? What advantages does this type of flooring have with respect to other materials?**

Firstly, I would like to point out that the use of wood helps maintain a certain environmental balance,

because wood is a natural reservoir for CO<sub>2</sub> which is absorbed and held "prisoner" without any emissions. In general, a wood floor completes and enhances a room, it improves overall living comfort, is long-lasting and can be restored. It also helps reduce energy consumption, especially when used in combination with underfloor heating.

**Which are the most popular species and types of wood in Italy and abroad and which Mapei products can you use to ensure they are installed correctly in our homes?**

In recent years the species of wood most widely used is oak in its various formats. Herringbone patterns have made quite a strong comeback, which undoubtedly enhances the beauty of wood flooring. Mapei silylated polymer-based

adhesives are the products most recommended for installing wood flooring, because they guarantee the durability of the surfaces installed. They also have a low impact on the environment and, more importantly, guarantee safer conditions for floor installers.

The adhesives ULTRABOND ECO S 948 1K, ULTRABOND ECO S958 1K, ULTRABOND ECO 968 1K and ULTRABOND S LITE offer different application solutions and have in common their very low emission of volatile organic compounds (VOC) and, therefore, have a low impact on the environment.

**To guarantee the beauty, comfort and resistance of wood floors in our homes we need to carry out regular maintenance and adopt particular care regimes. Which**

**Mapei solutions can help with this?**

Normal and regular maintenance and a good environmental balance guarantee that wood floors last a very long time. In fact, wood flooring has very simple requirements: a temperature of around 20°C and a humidity level of around 50%. Basically, what is good for people is also good for wood flooring. Routine maintenance of wood floors is not complicated, but you need to use products specifically developed for this type of surface. Mapei offers a complete range of specific products: ULTRACOAT CLEANER for routine cleaning, even on a daily basis, and ULTRACOAT REMOVER PLUS for more deep-down cleaning or non-scheduled maintenance. We also offer polishing products to protect surfaces: ULTRACOAT POLISH

MATT for rooms with a lot of traffic, ULTRACOAT POLISH ANTI SLIP for rooms where you want to ensure a high anti-slip finish and, lastly, ULTRACOAT OIL CARE PLUS, which is suitable for floors with an oil or varnished finish.

**Nowadays it is possible to install wood flooring on existing floors in ceramic or other material. What precautions do you need to take in such cases?**

That is correct and it is highlighted in national standards. For example, in the recent Italian standard UNI 11935, which I helped draft by being part of the relative workgroup, section 4.2 talks about installation surfaces "made up of existing flooring, stone, ceramic, wood, carpet, etc.". For all these cases where wood flooring is installed over old flooring,

Mapei is in a position to offer different solutions and products. Prior to installation, the old flooring needs to be assessed and the most appropriate products need to be identified.

**Which Mapei systems are the most suitable for this type of application?**

Thanks to the expertise of our technicians, we are able to single out the most suitable products for each application, which range from primers to cementitious products to level off installation surfaces, up to adhesives: for instance, I would like to draw your attention to the range of ULTRAPLAN levelling mortars and the range of ULTRABOND adhesives.

Corporate Product Manager, Wooden Flooring Line, Mapei Group





© Jules Ingall

**LEFT.** Wood planks were also installed on the staircase with ULTRABOND ECO S955 1K, which helped this project be awarded as the second "Prefinished Staircase of the Year" by the Australian Timber Flooring Association.  
**BELOW.** Josh Marques and Danny Barnes from Marques Flooring took care of the installation of wood floors. In the middle, Russell Ingall, the property owner.



dence was carried out to perfection, and the results were so good that it was awarded second prize by the Australian Timber Flooring Association for being "Australasian prefinished stairs of the year" and played a part in promoting the use of the same Mapei system in other new residential projects in Queensland.



Find out more  
**ULTRABOND ECO S955 1K**

The next step was to level off the substrates with ULTRAPLAN ECO, a self-levelling, ultra quick-hardening smoothing compound that helps eliminate differences in the thickness of 1 to 10 mm and makes the installation of any covering material simpler, including in environments where excellent resistance to impact loads is required.

To prevent dampness in the substrates causing problems to the wood flooring, a vapour barrier was created by applying MAPEPROOF 1K TURBO solvent-free, moisture curing and rapid-drying polyurethane membrane, produced and distributed on the Australian market by Mapei Australia.

**So many floors and one single adhesive**

Just one single product was used to install the wood flooring in all the environments: ULTRABOND ECO S955 1K, a one-component silylated polymer-based adhesive ideal for installing any format of solid wood flooring (pre-finished wooden floors, lamparquet, slats, floorboards, etc.). Apart from enabling the wood covering to be installed on any substrate typically used in the building sector,

it is easy to apply and spread, has excellent rib stability and low viscosity. It also has a 20-30% higher yield than traditional two-component adhesives.

Other advantages of this product not to be overlooked are its health benefits (it is entirely solvent-free) and its sustainability: in fact, ULTRABOND ECO S955 1K has very low emission of volatile organic compounds (VOC) and is certified EMICODE EC1<sup>plus</sup> by GEV (Gemeinschaft Emissionskontrollierte Verlegewerkstoffe, Klebstoffe und Bauprodukte e.V.), the Association for installation materials with controlled emissions.

Sustainability is a benefit that ULTRABOND ECO S955 1K has in common with the other products in the system used to install the wood flooring in this residence: all solutions with extremely low VOC emissions and, as a result, certified EMICODE EC1<sup>plus</sup> da GEV. This is undoubtedly a highly appreciated characteristic in the residential sector, where the sustainability of construction products and their low level of VOC emissions help improve indoor air quality and the healthiness and level of comfort in rooms.

The project for this Australian resi-

supplying products and technical support for preparing substrates and installing wooden floors  
**Main contractor:** Roman  
**Flooring contractor:** Marques Flooring  
**Mapei coordinator:** Troy Bartlett, Mapei Australia

**Photo:** Jules Ingall

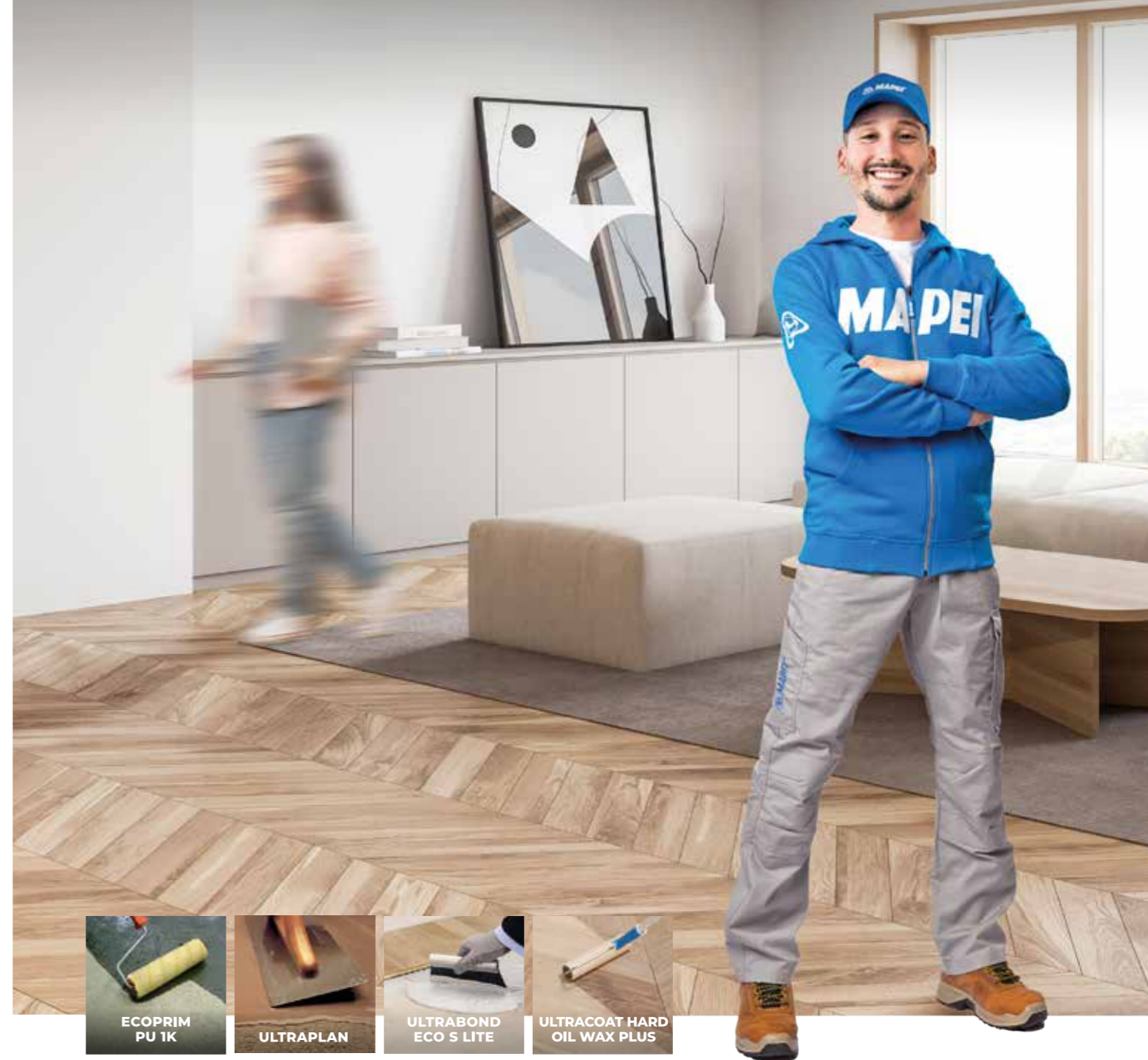
**MAPEI PRODUCTS**

Preparing substrates: Eco Prim T Plus, Ultraplan Eco, Mapeproof 1K Turbo\*  
Installation of parquet: Ultrabond ECO S955 1K

\* Mapei Australia manufactures and distributes this product for the Australian market.

For further information:  
[mapei.com](http://mapei.com)  
and [mapei.com.au](http://mapei.com.au)

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**Casa do Vale, Bento Gonçalves (Rio Grande do Sul, Brazil)**

# Large format tiles for the façades and interiors

LARGE FORMAT TILES WERE BONDED WITH MAPEI LIGHTWEIGHT ADHESIVES IN A VILLA IN SOUTHERN BRAZIL



Large format Italian ceramic tiles cover the façades of Casa do Vale, a recently constructed villa in Bento Gonçalves in the Rio Grande do Sul state, in the southern part of Brazil.

Situated in a panoramic position in the lush, wooded vegetated hills, the villa is located in the Vale do Vinhedos, an area inhabited by a large number of people of Italian origin. And apart from the ceramic tiles, the waterproofing and installation solutions were also of Italian origin, supplied by Mapei through its subsidiary Mapei Brasil.

Before installing the tiles, the substrates in the swimming pool and bathrooms were waterproofed with MAPELASTIC SMART two-component high-flexibility cementitious mortar with high crack-bridging capacity. The large ceramic tiles (measuring 1.6x3.2 m) were installed on the façades using ULTRALITE S2 (available on the international market as ULTRALITE S2 FLEX), a one-component, highly deformable, lightweight adhesive. This product was chosen for installing large format tiles (1,6x3,2 m) on the façades due to its great deformability and to avoid any risk related to the installation on vertical surfaces.

MAPESIL LM was chosen to seal the joints, a neutral, mould-resistant silicone sealant, whose chemical nature deters surface bleeding or the migration of plasticising agents which would otherwise stain the stone surface.

**Solutions for the interiors**

Inside the villa, MAPEGUARD UM 35 anti-fracture, uncoupling and wa-



From left on: architects Carolina Onzi Giovanella, Ângela Paludo, Camila Bettoni Cavalli Dalcin from Lando Design.



terproofing membrane was applied over the screed made from TOPCEM hydraulic binder. This membrane was chosen because it enables ceramic and stone tiles to be installed without having to copy the layout of control joints and expansion joints of the substrate. This also helped improving the overall heating performance of the floor.

Inside the villa, the floor and wall tiles were installed using ULTRALITE S1 deformable, lightweight adhesive (now available in Brasil and in the international market as ULTRALITE S1 FLEX ZERO\* with fully offset CO<sub>2</sub> emissions). Tile joints were grouted with ULTRACOLOR PLUS cementitious mortar, which is also part of the ZERO\* line, as for both interior and exterior surfaces. The expansion joints of the ceramic coverings were sealed with MAPESIL AC silicone sealant.

PURTOP EASY polyurethane membrane was chosen to waterproof the roof. The product is highly elastic, versatile and easy to apply. It was chosen due to its durability, mechanical resistance and resistance to light foot traffic, since some areas of the roof were left exposed while others were covered with a green garden.



Find out more  
ULTRACOLOR PLUS

\* CO<sub>2</sub> emissions measured throughout the life cycle of products from the Zero line in 2024 using Life Cycle Assessment (LCA) methodology, verified and certified with EPDs, have been offset through the acquisition of certified carbon credits in support of forestry protection projects.



© Ezequiele Panizzi

**ABOVE.** Inside the villa, MAPEGUARD UM 35 waterproofing membrane was applied over the screeds. ULTRACOLOR PLUS was used for the joints on the façades.

# The Tuscan villas: our new source of inspiration

A PROJECT WITH MANY CHALLENGES THAT IS BASED ON HARMONY WITH THE SURROUNDING LANDSCAPE

## What were the owner's main requirements?

Considering that it is a weekend home, the owners preferred an easy-to-maintain residence. The choice of land was also influenced by the view it offers. We designed a house that harmoniously integrates into the space, scaling up to the highest point of the land.

## What were the main challenges in completing the project?

The challenges of this project were present at all stages, from the conception of the first lines to completion. As we are a company that works with turnkey solutions, we are involved in all the stages of the building process, including purchasing materials, deliveries and quantifying resources. The terrain, characterized by a very steep slope, presented challenges in terms of removing material for the construction of the residence. Furthermore, we faced difficulties in carrying the materials up to the highest levels of the house, both in planning (we had to use an articulated winch) and in laying them down. A good example was the use of 1600x3200 mm porcelain tiles for the internal and external wall and floor coverings, which were all hoisted on trestles.

Located in a mountainous region in southern Brazil,

the house is subject to extreme climate variations. In summer, temperatures can reach almost 40 °C, while in winter they occasionally reach - 2 °C. In mid-seasons, temperatures can vary drastically within the same day, with cool mornings and very hot afternoons. The wet and rainy winter weather also represented an additional challenge during the construction process, affecting the application of materials and delaying the completion of some processes.

## Why were Italian ceramic tiles used? Is Italian ceramic very popular in Brazil?

When the idea of using ballasts arose in Brazil, these larger formats were not yet widespread. Therefore, we decided to look for suppliers that offered these formats. In Italy, large-size coverings had already been launched on the market and we chose to invest in a renowned Italian brand.

Italian porcelain tiles are not very popular in Brazil, and that was another reason for our choice. We always seek to use different patterns and solutions in our projects.

## Why did you choose ceramic tiles with a stone look instead of tiles?

The design of the residence is inspired by Tuscan villas. We incorporated an element that looks like a tower, which serves for vertical circulation, including stairs and elevator. The rest of the house develops from that point onwards. The floor markings are delineated by horizontal lines, which refer to the eaves present in Tuscan buildings. The view from the site also evokes Tuscan landscapes, which is why we included pine trees in the landscaping. To bring this design to the contemporary, we chose to surround the residence with elements with a marbled appearance, enhancing its elegance. This brought about both aesthetic and functional advantages, such as a reduction in grouting operations and less need for future maintenance.



Architect Marlon Tondo Lando (Lando Design) also took part in the design of this project, before passing away in 2022.

**PROJECT INFORMATION**  
**Casa do Vale villa**, Bento Gonçalves, Brazil  
**Period of construction:** 2020-2023  
**Year of Mapei intervention:** 2021  
**Intervention by Mapei:** supplying products to waterproof substrates and install ceramic tiles on

façades, swimming pools and interior walls and floors  
**Owner:** Lando Design  
**Designers:** Marlon Tondo Lando, Carolina Onzi Giovanella and Ângela Paludo  
**Works direction:** Carolina Onzi Giovanella  
**Ceramic tile installation**

**company:** Tio Chico  
**Mapei coordinators:** Marcelo Saad, Rafael Mras and Rodrigo Lopes (Mapei Brasil)  
**MAPEI PRODUCTS**  
**Preparing screeds:** Topcem  
**Waterproofing substrates:** Mapeguard UM 35, Mapelastic Smart

**Waterproofing roofs:** Purtop Easy  
**Installing ceramic tiles:** Ultralite S1, Ultralite S2  
**Grouting joints:** Ultracolor Plus  
**Sealing expansion joints:** Mapesil AC, Mapesil LM  
For further information: [mapei.com](http://mapei.com) and [mapei.br](http://mapei.br)

## Private residence, Poncarale (Province of Brescia, Italy)

# Installation of ceramic tiles on calcium sulphate boards

THE CONSTRUCTION OF A DETACHED HOUSE WAS THE OCCASION TO EXPERIMENT WITH PROVEN APPLICATION TECHNIQUES ON NEW MATERIALS

On the façade of this detached house in Poncarale, in the province of Brescia (Italy), it was decided to apply large format porcelain tiles on a new type of gypsum boards. Solidtex boards are innovative multipurpose plasterboards with an ultra-high-density gypsum core manufactured by Siniat (Etex group). They were used for the load-bearing walls of the villa instead of the more traditional brick and concrete masonry. The porcelain tiles used were 0.9 cm thick and measured 60x20 cm for the upper part and 60x60 cm and 120x120 cm for the lower part.

### From pilot site to active site

Work started by carrying out a series of pull-off tests on the boards, which continued for several months.

Once the pull-off tests had been completed, the boards were smoothed over with MAPEFINISH two-component cementitious mortar applied in layers 2-3 mm thick. On the surfaces of the joints MAPENET 150 alkali-resistant fibreglass mesh was embedded between the two layers of mortar.

Mapei Technical Services then made a number of suggestions about the best way to apply the ceramic tiles and recommended using the back-buttering technique (with the adhesive applied on both the application surface and on the back of the tiles so they would hold more firmly over time), installing the tiles with wide joints and creating expansion joints at a maximum of every 9-12 m². Also, even though the building is not particularly high, it was recommended to include nylon safety hooks, fixed

directly to the boards, to hold the tiles.

The tiles were then bonded using ULTRALITE S2 FLEX, a one-component, lightweight, highly deformable adhesive which has been tested for installing large format tiles on façades, including on thermal insulation systems. MAPELEVEL EASYWDG levelling system made of wedges and spacer clips was also used during the works to make sure the obtain uniform joints and perfectly flat ceramic coverings. The product used to grout the joints was ULTRACOLOR PLUS rapid-setting, high performance mortar, while MAPESIL LM mould-resistant, neutral silicone sealant was used to seal the expansion joints.

### Installing thermal insulation panels and coating the façades

Rather than porcelain tiles, part of the masonry was covered with thermal insulation panels, which were levelled and bonded to the substrate using MAPETHERM AR1 GG one-component, highly thixotropic cementitious mortar, with MAPETHERM NET glass fibre mesh embedded in the mortar while still fresh. The walls were then coated with SILANCOLOR TONACHINO PLUS, a siloxane-based, water-repellent plaster resistant to mould and algae. This product is available in various grain sizes and combines the high transpiration of a mineral coating product with the benefits of a synthetic coating product (even colour, good bond to old paintwork in good condition). It forms an excellent barrier against the penetration of water.



Find out more  
ULTRALITE S2 FLEX



**ABOVE.** Large format porcelain tiles were bonded on plasterboards with an ultra-high-density gypsum core with ULTRALITE S2 FLEX, a lightweight, highly deformable adhesive, with the back-buttering technique.



### PROJECT INFORMATION

**Villa Scaglia**, Poncarale (Province of Brescia, Italy)  
**Period of construction:** 2020-2021  
**Period of the intervention:** 2022-2023  
**Intervention by Mapei:** supplying products to bond porcelain tiles on

plasterboards, installing thermal insulation panels and coating the walls  
**Owner:** Alberto Scaglia  
**Main contractor:** A&S  
**Mapei distributor:** Sbaraini  
**Mapei coordinators:** Matteo Venturini, Riccardo Berta and Luigi Senatore,

Mapei SpA (Italy)

### MAPEI PRODUCTS

**Smoothing substrates:** Mapefinish, Mapenet 150  
**Installing porcelain tiles:** Ultralite S2 Flex, Mapelevel EASYWDG  
**Grouting tile joints:** Ultracolor Plus

**Sealing expansion joints:** Mapesil LM  
**Installing thermal insulation panels:** Mapetherm AR1, Mapetherm Net  
**Coating walls:** Silancolor Tonachino Plus

[mapei.com](http://mapei.com)



Marco Mazzetti

# How we take care of air quality in your homes

THE INCREASINGLY IMPORTANT ROLE OF INNOVATIVE BUILDING PRODUCTS AND CERTIFIED SOLUTIONS BY MAPEI TO REDUCE VOLATILE ORGANIC COMPOUNDS (VOC)

We spend more than 90% of our time in closed environments. What is more, the Covid-19 pandemic we had to live through in recent years, by forcing us to spend long periods of time within the walls of our homes, highlighted how the healthiness of indoor environments becomes a crucial factor and how important it is to know the level of VOC (volatile organic compounds) emitted by products used in construction works.

In fact, construction materials and finishing products could release formaldehyde and other substances that can compromise indoor air quality, increasing the risk of respiratory diseases, allergies and other illnesses. For example, paints can emit VOC both during and after application. Similarly, insulating materials may also be a source of air pollution inside our buildings. It is essential, therefore, to choose materials with low emissions of VOC to create a healthy and safe internal environment. Evaluation of indoor air quality starts during the design

phase: IAQ (Indoor Air Quality), in fact, is a fundamental aspect if you wish to guarantee the health and quality of internal environments you intend living in.

### Our commitment to indoor air quality

For more than 20 years Mapei has been studying and developing solutions that guarantee high indoor air quality and certifies its products according to various international standards, guaranteeing their quality on markets all around the world. For many years the company has been committed to the Research & Development of materials that limit the emissionS of VOC with a view to safeguarding the applicators who use the products, those who live in indoor spaces and the environment around us.

The various markets around the world that have grown to appreciate Mapei products have become much more aware of this issue and are specifying increasingly stringent requirements with regards to low emission



products. In addition, the sustainability protocols adopted for buildings (both voluntary and mandatory, such as LEED, Leadership in Energy and Environmental Design) recognise low emissions from materials as a fundamental element in terms of environmental and social sustainability and require their use on various types of building sites (public and private).

### The importance of certification

In order to effectively communicate Mapei's commitment to reducing VOC emissions we need to include product certification, which constitutes a sign of reliability. This is why Mapei Group currently has more than 850 products certified according to one or more standards such as Emission Class, Blauer Engel, Logosanitaire or MI. This commitment also involves the search for solutions that meet (or anticipate) the requirements of a market that is highly structured and in constant evolution.

In order to meet more effectively the requirements of our reference markets, Mapei has obtained Indoor Air Comfort (IAC) certification issued by the accredited laboratory, Eurofins. This is an important achievement and has been obtained for various products from the MAPEFLOOR CPU+ line of cementitious and resin flooring, which guarantees a high level of environmental care during the product's installation. Indoor Air Comfort certification is a consolidated tool that demonstrates the conformity of the product to low VOC emissions criteria

established in Europe and is also accepted by several eco-sustainable protocols for buildings around the world. Gold level IAC certification represents the highest level of product emissions conformity with the criteria of many voluntary specifications issued by the most important sustainability bodies, as well as requirements for the certification of eco-sustainable buildings (LEED, BREEAM, etc.).

The IACG (Indoor Air Comfort Gold) certification system also contemplates an annual inspection by the certification body to guarantee that what has been communicated by the company in terms of VOC can be demonstrated and verified.

### Constant commitment to communication

For our clients we must always guarantee transparent communication and, above all, compliance with the highest standards in terms of volatile organic compounds emissions currently adopted by the market. Spreading a culture of air quality means promoting research and development of innovative solutions that respect people and the planet, with a view to sustainability at 360 degrees. Knowledge, ideas and practices need to be shared and we need to communicate our results openly and transparently (and it is crucial that we do that from a sound, certified position), informing and training clients and suppliers to become more informed about this issue, so they possess the tools to autonomously select the right product for their home.

## Indoor air quality logos

It is not always easy to interpret the information manufacturers of materials show on their product packaging. Mapei products have various logos and each one of these is important because they have been requested by many local markets. Here are a

few examples:

- MI: North European countries
- Emission Class: Germany
- Blauer Engel: Germany
- IACG (Indoor Air Comfort Gold): worldwide
- Logosanitaire: France



# Variations on a theme

FROM BATHROOMS TO FAÇADES: SO MANY APPLICATIONS IN INTERIORS AND EXTERIORS



## Installation of travertine slabs Livorno (Italy)

Three innovative installation systems were employed for the façades and exterior of a newly constructed villa in Tuscany (Central Italy).

The Travertine slabs for the façades were installed using a complete system so as not to limit the aesthetic impact of the overall design. The products chosen to carry out installation were ULTRABOND ECO PU 2K polyurethane adhesive and MAPESIL LM neutral silicone sealant, which is ideal for natural stone.

PURTOP SYSTEM ROOF was used for the flat roof of the villa, a system that enables even large areas to be waterproofed. PURTOP 400 M polyurea-based

waterproofing membrane was applied on the PLANITOP FAST 330 levelling layer after being treated with a coat of PRIMER 3296. The system was finished off with MAPECOAT PU 20 N aliphatic polyurethane topcoat. The Travertine stone slabs were applied on these surfaces using, again, ULTRABOND ECO PU 2K.

For the external areas with Travertine paving a system was chosen consisting of MAPEGUARD UM 35 uncoupling and anti-fracture membrane applied with KERAFLEX MAXI S1 ZERO adhesive, while the Travertine slabs were bonded in place with ELASTORAPID highly deformable adhesive. The joints were then grouted with ULTRACOLOR PLUS high quick-setting and drying cementitious mortar.

## Cementitious coatings for walls and floors, Rimini (Italy)

Seamless cementitious floor and wall coatings with a smooth finish were created in this apartment using the ULTRATOP LOFT system. This was achieved by first applying two coats of ULTRATOP LOFT W, one-component, fine textured cementitious paste. After preparing the substrates by grinding them with a diamond disk and the subsequent removal of the dust, the floors were primed with PRIMER SN, fully blinded with QUARTZ 0.5, while the walls were treated with PRIMER GRIP WHITE. Once the first coats of ULTRATOP LOFT W had been allowed to dry, the surfaces were sanded and treated with PRIMER LT. The second coat of ULTRATOP LOFT W was then applied and, once dried, it was sanded, too. The finish for the surfaces was created by applying a first coat of ULTRATOP BASE COAT acrylic formulation, followed by MAPEFLOOR FINISH 50 N and MAPEFLOOR FINISH 58 W transparent polyurethane aliphatic finishes to reduce the absorption rate of the system and increase its already high resistance to abrasion.



## LVT for the bathrooms Přerov (Czech Republic)

Wood-effect LVT (Luxury Vinyl Tiles) floors were applied in many areas of this private residence, combining a wonderful aesthetic look with the advantages of vinyl flooring, such as simple installation and maintenance, and durability. The same material was also installed on the floor and walls of the bathroom, including in the shower cabin. After preparing the substrates with PLANEX HR and PLANIPREP 4 LVT smoothing compounds, the surfaces were waterproofed with MONOLASTIC, while the joints between the walls and floors were waterproofed with MAPEBAND BUTYL tape. The LVT tiles were installed with ULTRABOND ECO MS 4 LVT WALL adhesive, which is ideal for this type of application and particularly recommended for damp areas. The expansion joints were sealed with MAPESIL AC. All the LVT surfaces that could potentially be splashed by water were treated with MAPECOAT 4 LVT, a two component aliphatic, polyurethane finish in water dispersion.



### Large-format marble-effect ceramic tiles on walls and floors Dorn-Assenheim, Reichelsheim (Hesse, Germany)

In this private residence, the bathrooms were renovated to increase their aesthetic impact and functionality. Large-format (120 x 160 cm) marble-effect ceramic tiles were chosen for the floors and walls, which, when laid correctly, are able to ensure a high level of elegance, hygiene and mechanical resistance, as well as requiring a reduced number of joints. Proper preparation of the substrates was essential for the functionality of the final surfaces: the screeds were made with TOPCEM PRONTO quick-drying mortar, treated with PRIMER G and waterproofed with MAPEGUARD WP 200 membrane, before installing the tiles with ULTRALITE S2 QUICK (now available on the international market as ULTRALITE S2 FLEX QUICK), a rapid setting and hydrating cementitious adhesive ideal for large format tiles.



### Soundproof heated floors Senago (Milan, Italy)

For this recently refurbished apartment the client asked for an underfloor heating system to be installed. MAPESONIC CR rubber and cork sheets were placed under the heating panels, a soundproofing solution by Mapei to mitigate the effect of noise caused by footsteps. Simple, thin (2 mm) and quick to install, it may be applied over existing flooring so is particularly suitable when carrying out refurbishment work. In addition, thanks to its reduced thickness and low thermal inertia, MAPESONIC CR may also be used in combination with heated floors. In this case, the product was applied using ADESILEX G19 adhesive prior to installing the ceramic floorings, which were bonded in place with ULTRALITE S1 (now replaced by ULTRALITE S1 FLEX ZERO). The joints were grouted with ULTRACOLOR PLUS.

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# Fuorisalone 2024 in Milan

INNOVATIVE MATERIALS, THE DESIGN OF SHARED SPACES AND SENSORIAL STIMULI WERE THE MAIN CONCEPTS BEHIND THE PROJECTS MAPEI WAS INVOLVED IN

This year's Fuorisalone (Milan Design Week), which took place from 16<sup>th</sup> -21<sup>st</sup> April in conjunction with the Furniture Show, turned out once again to be an unmissable event for professionals, students, fans and numerous other people, who, just like every other year, crowded the streets and showrooms of districts like Brera, Cinque Vie and Tortona. Installations, exhibitions, meetings with designers and special openings were the main attractions of a packed schedule of events characterising one of the liveliest weeks in Milan.

## A new model of urban design

One of the most eagerly awaited events was, as always, the exhibition-event hosted by the magazine *Interni* in the courtyards of Milan State University. This year's theme was "Cross Vision": the 40 installations created by 40 designers from 12 different nations focused on the interconnections and links between a variety of visions sharing the same basic design culture and universal principles of sustainability and safeguarding of the places we live in.

An event full of aesthetic and conceptual stimuli that Mapei was involved in as a partner of the "Sit Together" project presented by Topotek 1 architecture firm and MDT-TEX. This installation focused on themes of great importance to the German architect Martin Rein-Cano, founder of Topotek 1, such as inclusion, sharing spaces and socialising, bringing them into interaction with such issues as climate change. The idea behind the project was to combine classic European-style seating with a traditional Persian wind tower to create

On the left, the installation "Sit Together" designed by Topotek 1. Below, On 15<sup>th</sup> April, Martin Rein-Cano, founder of Topotek 1, talked with Grazia Signori (Architectural Stone Paving Line, Mapei SpA) about sustainability, social behaviour and landscape architecture.



A view of the first Dekton House in Italy, a detached house designed by the architect Alaa Negm showcasing Dekton porcelain slabs. Numerous Mapei products were used to complete the building.

a place capable of welcoming guests at any time of day or year and in any climate, thanks a design with both a warm and darker side and a cool and lighter side. This resulted in a striking structure with a tower with nebulisers at the top to cool the air by directing it downwards.

On 15<sup>th</sup> April, Mapei also organised a talk called "A conversation with Martin Rein-Cano", during which the architect talked with Grazia Signori (Architectural Stone Paving Line, Mapei SpA) about sustainability, social behaviour and landscape architecture.

## Sensory experiences with Elle Decor

The Elle Decor Material Home installation in Palazzo Bovara in the heart of Milan paid tribute to matter: a sensorial journey focused on materials that investigated their relationship with space from a visual, olfactory and tactile viewpoint. An intriguing interior design project with materials showcased on the walls, furniture and even the design accessories. Seven separate rooms featured seven variations on the main theme in an immersive experience whose coatings for the interior walls were supplied by Mapei.

Mapei also supplied the paints for the interior walls of the "Spanish Apartment" set up in Palazzo Castiglioni, an Art Nouveau palace in Milan city centre, where 18 Spanish design companies displayed their work. This resulted in an innovative concept representing new ways of inhabiting a home.

## The first Dekton House in Italy

In the Milanese suburb of Corsico, Cosentino Italia (the Italian branch of the Spanish Group manufacturing innovative and high-tech design surfaces), presented the very first Dekton House, a detached house designed by the architect Alaa Negm showcasing the numerous applications of Dekton porcelain slabs made from a mixture of over 20 minerals taken from nature which has zero



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Top of the page: the Elle Decor Material Home installation at Palazzo Bovara in Milan city centre. Above: the "Spanish Apartment" in the nearby Palazzo Castiglioni.

impact on the environment throughout its entire life cycle. Innovation, sustainability and high technical performance characterise the materials used for all premises, including the façades and floors in all the environments from kitchens and swimming pools. Spaces that are open, fluid and functional for a sustainable and environmentally friendly lifestyle, where natural elements like greenery, water and light dialogue with the building materials. Mapei waterproofing and installation products as well as its levelling and cleaning systems were used to create the various premises, together with shower systems manufactured by Profilpas, one of the Group's subsidiaries.





Riken Yamamoto. Photo courtesy of Tom Welsh and the Pritzker Architecture Prize.

# Riken Yamamoto, a language that creates community

COMMUNICATING CULTURES, STORIES AND PEOPLE THROUGH ARCHITECTURAL DESIGN. THAT IS THE PHILOSOPHY BEHIND THE PROJECTS DESIGNED BY YAMAMOTO, WINNER OF THE 2024 EDITION

This year's recipient of the Pritzker Prize, awarded annually since 1979 by the Hyatt Foundation, was Riken Yamamoto. According to the panel of judges, the Japanese architect "doesn't merely create spaces for families to live but creates communities for families to live together. His works are always connected to society, cultivating a generosity in spirit and honoring the human moment."

Nine Japanese architects have been selected by the Pritzker panel of judges since Kenzo Tange's victory in 1987, followed by Fumihiko Maki in 1993 and Tadao Ando in 1995. Since 2010, when Kazuyo Sejima and Ryue Nishizawa were declared joint winners, the accolade has gone to

Toyo Ito in 2013, Shigeru Ban the following year and Arata Isozaki in 2019. Yet, despite Japanese architects frequently being chosen by the panel of judges, Yamamoto's choice was a surprising winner of the award and took the bookmakers by surprise. Born in Beijing in 1945, Yamamoto moved almost immediately to Yokohama, south of Tokyo, and later graduated in architecture from Nihon University in 1968 before taking a postgraduate degree at Tokyo University of the Arts, where he was awarded Master of Arts in Architecture in 1971. A few years later, in 1973, he opened his first firm, which he still heads, called Riken Yamamoto & Field Shop.

His career was mainly focused in Japan, where he also

taught at several universities, although he also worked in China and Korea. He has always travelled extensively around Europe, America, Asia and the Middle East. Underlying his architectural vision has always been a strong curiosity about what lies "beyond the known boundaries", which, as the motivation for the award states, "blurs the boundaries between the public

and private domains, multiplying the opportunities for people to meet through precise and rational design strategies".

Worth mentioning is his only European project, The Circle Congress Centre in Zurich (Switzerland). Opened in 2020, it is an imposing hub for hospitality, events and commerce built next to the

city airport. You can see here Yamamoto's predilection for transparency, which over the years has become an essential feature and distinctive trait of his works.

## An architect for the community

The first project designed by Yamamoto was Villa Yamakawa in Nagano in 1966: the spaces, characterised by a covered terrace, are immersed in a forest which they overlook without barriers. This was followed by social housing complexes and a series of buildings designed for public clients: schools, university hubs, institutional headquarters, firehouses and museums. For Yamamoto, a building has a public function even when it is private. He is not an

## Underlying his design approach is the concept of transparency, taken as an understanding of interior spaces

architectural historian, but he learns from the past as well as from different cultures. As an architect he does not copy from the past, he adapts, reuses and evolves. Saitama Prefectural University is also worth mentioning. Built in 1999, it is composed of nine buildings that are interconnected by a closely-knit system of paths, terraces, green areas and courtyards to promote interaction and create a continuous visual link between the spaces.

According to Yamamoto, "the current architectural approach emphasises privacy, denying the need for social relations". In contrast, his work has always defended community life in an urban society in which the value of privacy has become primary. For the architect, a community is only such if its members support each other. Another example of this approach is the Korean complex for low-income families called Pangyo Housing that opened in 2010.

Another typical theme of his architecture is the concept of transparency, not just for the sake of function or as a mere aesthetic touch but taken as an understanding of the purpose of interior spaces. A particularly significant example is Nishi Fire Station



Hiroshima Nishi Fire Station embodies Yamamoto's fondness for transparency. Photo courtesy of Tomio Ohashi and the Pritzker Architecture Prize.

built in Hiroshima in 2000. Here everything, starting with the interior and exterior walls, is made of glass, allowing onlookers to grasp the complex workings of a fire station from the outside. A design and stylistic approach partly intended to create greater trust between the city community and public employees working for the common good.

It is also worth mentioning Yokosuka Museum of Art from 2006 that won him the Japan Institute of Architects Award. The museum houses galleries and exhibition halls partially underground and allows visitors to contemplate the surrounding landscape from the large, glazed spaces or the terrace above.



The design of the Yokosuka Museum of Art allows visitors to contemplate the surrounding landscape from the terrace above. Photo courtesy of Tomio Ohashi and the Pritzker Architecture Prize.

# A country and a subsidiary with big projects

CARLA SANTOS, GENERAL MANAGER OF MAPEI PORTUGAL: WE ARE INVOLVED IN MANY INFRASTRUCTURAL WORKS THAT ARE THE FOCUS OF IMPORTANT PUBLIC INVESTMENT PLANS



Carla Santos,  
General Manager  
of Mapei Portugal.

**In recent years, Portugal has been one of the most virtuous countries in the European Union. The reduction of public debt has boosted the nation's credibility. Does this mean more favourable conditions for those who want to invest in the country?**

The reduction in the ratio of public debt to GDP, which fell below 100% at the end of 2023, together with the decrease in the national public deficit and strong economic growth, was instrumental in securing Portugal an upgrade in its credit rating by the three most important agencies (Standard & Poor's, Fitch and Moody's). So, after 12 years, Portugal is once again an A-rated nation, and this has certainly boosted its credibility on a global scale. Having regained its status among nations with low levels of debt means lower interest rates for the Portuguese households and companies. Overall, Portugal's sustained economic growth trajectory has instilled confidence in its prospects, positioning the country favourably among global investors and contributing to its status as a

stable and attractive destination for investments.

**How has the construction market changed in recent years and what are the prospects and trends in the short to medium term?**

The Portuguese construction industry has indeed changed a lot in recent years, having to face many challenges such as the disruption of the global supply chain, fluctuations in energy costs caused by geopolitical tensions and the impact of inflation, which has reached very high levels. The resilience and solidity of our construction industry has been instrumental in precisely tackling these problems, strengthening the role of construction as a pillar of the Portuguese economy and a driver of growth and development. As in the rest of the world, the adoption of new technologies is fundamental to the development of the Portuguese construction industry, as well as the development of innovative solutions and the research and use of more eco-sustainable products and more efficient construction methods.

Energy efficiency is also crucial in view of the targets set by the European Union for the reduction of CO<sub>2</sub> emissions related to the construction industry's activities. Protocols and certification systems related to sustainability in construction such as LEED and BREEAM are also increasingly used in Portugal.

Now that the availability and costs of raw materials are stabilising, Portugal still has to deal with the long-term issue of labour shortages, particularly skilled labour, and the ever-increasing costs involved. This difficulty, combined with the need to keep down expenses and meet deadlines, has prompted the market to develop off-site building solutions, which allow construction work to be carried out away from building sites.

This is a fast-growing trend in Portugal, favoured by improved industrial processes that allow the entire building process to be monitored efficiently. Real estate companies will become increasingly important in the short term for carrying out building projects in Portugal.

Many renovation/redevelopment projects on historical buildings will be completed, as well as numerous new builds in the housing, tourism and industrial sectors.

**Which building sectors are considered the most promising and interesting for Mapei Portugal?**

Forecasts for the building industry in Portugal indicate sustained growth in 2024: the sector will continue to contribute to the national economy with a growth rate of around +3%. The housing sector, which is the most affected by financial issues, has been the focus of several measures as part of the Portuguese National Recovery and Resilience Plan (NRRP) to counter the discrepancy between a lack of supply and high demand, especially in major cities like Lisbon and Porto. The civil engineering sector will continue to be dynamic, benefiting from investment linked to European Union funds, especially as part of programmes like the Portuguese NRRP and "Portugal 2030", a partnership agreement



## A NEW PLANT TO EXTEND THE RANGE OF PRODUCTS

Mapei has been operating in Portugal for more than twenty years: it was 2001 when the Group's Portuguese subsidiary, then called Lusomapei, started to supply its materials to the building industry in this country and some African nations. Since then, facilities, human resources and sales have continued to grow: in 2002, manufacturing began in a plant in Anadia in the north of the country, and in 2008 the company's headquarters and a distribution centre were opened in Castanheira do Ribatejo. In the meantime, Mapei products have grown in popularity on the Portuguese market, contributing to the completion of important construction, restoration and redevelopment projects, such as those on the Basilica of the Holy Trinity in Fatima, the subways of Porto and Lisbon, the football stadiums for Euro 2004, the hospitals in Vila Franca de Xira and Braga, the "Factory of Words" library in Vila Franca de Xira and the Prata Living Concept housing complex in Lisbon designed by Renzo Piano.

The opening of a new manufacturing unit in Cantanhede on 13<sup>th</sup> March is just the latest milestone in the trajectory of growth of the company that was renamed "Mapei Portugal" last year to emphasise its relationships with the Group. The event was attended by Marco Squinzi, CEO of the Mapei Group, Simona Giorgetta, Member of the Mapei Board of Directors, and Carla Santos, General Manager of Mapei Portugal.

The plant, which involved an investment of 13 million Euro, covers a surface area of 26,500 m<sup>2</sup>, 12,000 m<sup>2</sup> of which indoors, and is equipped with cutting-edge technology that will enable the Portuguese subsidiary to boost its manufacturing output, expand its product range and improve customer services. The complex also houses the Mapei Academy, a facility serving Mapei's training purposes, which include seminars, courses, workshops, tutorials and webinars for designers, installers and retailers.

From left: The opening ceremony was attended by Marco Squinzi, CEO of the Mapei Group, Carla Santos, General Manager of Mapei Portugal, and Simona Giorgetta, Member of the Board of Directors of the Mapei Group.





Guided tours of the Mapei plant in Cantanhede were organised for guests on the official opening day. A gala dinner closed the celebrations for the new plant.

“ Our development plans are focused on products for installing ceramic tiles, mortars for repairing concrete from the ZERO\*\* line and products from the MAPE-ANTIQUÉ range for renovating historic buildings

between our country and the European Commission that will see 23 billion euros allocated for boosting and strengthening the Portuguese economy. Infrastructure projects currently in the pipeline include extensions to railway lines in various regions, an extension to the Lisbon and Porto undergrounds and, by the end of 2024, work on improving operations at Lisbon airport. Mapei is involved in a number of these infrastructural projects, contributing, for example, to the construction of a new bridge over

Douro River, which will complete the Porto underground network by supplying products such as polyurea-based waterproofing membranes from the PURTOP range and protective wall coatings from the ELASTOCOLOR line. Besides, Portugal is now a popular tourist destination for travellers from all over the world, and in 2023 it broke the record for the number of visitors set in 2019. This means the building and renovation of tourist facilities are now strategic targets. The national health care system and all its facilities are also the focus of

new public investment. On the other hand, private hospitals are also booming, and we are witnessing a proliferation of private medical facilities throughout the country due to the limitations of the national health care service.

**Mapei has opened a new manufacturing plant: can you explain what it will manufacture, and which lines of Mapei products it will cater for?**

The increase in production capacity will allow us to respond adequately to the needs of the Portuguese market, improving our range of offer and raising the level of our services. The new plant will also allow us to expand our portfolio of locally manufactured products, which is very important on a market where price is still a key factor. At the heart of our plans is the range of products for installing ceramic tiles: we expect a significant rise in sales of cementitious adhesives after launching KERAFLEX XX ZERO at the beginning of the year, which was a big hit with our customers, especially in relation to the introduction of "fully offset CO<sub>2</sub> emissions\*\*". Equally important for us is the ZERO line of mortars for repairing concrete: a strategic range that will allow us to help boost the Portuguese building industry, which is, first and foremost, infrastructure-driven, as indicated by the industry figures for 2023.

Another key project for us is the start of manufacturing activities for the MAPE-ANTIQUÉ line of products adapted to the specific needs of the Portuguese market. We expect this range to play a part in numerous restoration, renovation and redevelopment projects, particularly on historic buildings.

**Portugal has an important historical and artistic heritage. Does renovation and restoration work open up new business opportunities for Mapei?**

Portugal has a cultural heritage of enormous prestige, thanks to all its monuments and historical buildings. The renovation and rehabilitation of the artistic/historical heritage plays an important role in the Portuguese building industry and contributes to the protection of our cultural heritage, while ensuring economic growth and sustainable development. Mapei is now recognised in the Portuguese industry as a provider of reliable, high-quality products for this type of projects, thanks partly to our contribution to the completion of many renovation projects over recent years. For example, we recently took part in the renovation of the National Conservatory of Lisbon with Mapei supplying products for consolidating masonry, such as MAPE-ANTIQUÉ STRUTTURALE NHL.

**MAPEI WORLD LISBON: CLOSER TO PROJECT DESIGNERS**

There are many means by which Mapei Portugal ensures constant support for professionals of the building industry. In addition to training events through the Mapei Academy, the subsidiary's commitment to the world of design is best exemplified by Mapei World Lisbon: an exclusive showroom in the heart of Lisbon that enables designers and architects to take advantage of all Mapei's know-how when working on their projects or drawing up specifications. This "sister" facility to other similar spaces that Mapei has in Paris, London and Milan makes expert technicians available and displays specific products for many realms of application (from laying resin-based and cementitious floors and repairing concrete to restoring masonry and creating sports surfaces), offering visitors a unique experience. In addition to displays showing product systems and technical documentation, many iconic architectural projects carried out using the company's materials are showcased at Mapei World Lisbon. Its official opening

on 25<sup>th</sup> January helped strengthening Mapei's ties with the world of design. On 13<sup>th</sup> March Carlo Formosa, the then Italian Ambassador to Portugal, Simona Giorgetta (Member of the Mapei Board of Directors) and Marco Squinzi (CEO of the Group) visited Mapei World Lisbon.



**MAPEI PORTUGAL**

**2001**  
THE YEAR IT WAS FOUNDED  
(UNDER THE NAME LUSOMAPEI)

**1**  
HEADQUARTERS  
IN SACAVÉM, NEAR LISBON

**100**  
STAFF

**30**  
MILLION EUROS  
REVENUE IN 2023

**1**  
MANUFACTURING PLANT  
IN CANTANHEDE

**1**  
MAPEI WORLD LISBON  
IN LISBON

**1**  
WAREHOUSE  
IN RIO DO MOURO

“Residential complexes, tourist facilities, hospitals: building drives economic growth

For the past few years, you have been General Manager of Mapei Portugal. One of the few women at the head of a company in the building industry.

I am very proud to be General Manager of Mapei Portugal. I have been working in the building industry for 25 years and I have had the chance to do various jobs from operations to sales. I am highly motivated to lead the growth of our company and to strengthen its

position as a reliable brand in the Portuguese building industry. Mapei Portugal's strength lies in its people: we are a team that stands out for its notable dedication, ambition and courage in facing everyday challenges. We believe that a closely knit and highly motivated team will enable us to achieve all our goals. We are also determined to enhance the skills and specialisation of our team members so we can keep on adding value to the Portuguese building industry with the help of innovative products and high-quality services. Our success is also based on the close relationship we have with our clients and business partners. Our deep understanding of their needs and market developments means we can set up partnerships enabling both us and our clients to grow. Looking to the future, we are determined to map out a very definite trajectory of growth for Mapei in Portugal by remaining faithful to our values and continuing to encourage an ongoing culture of cooperation and innovation.

### FROM TRADE FAIRS TO SPORT: SHOWCASING THE MAPEI BRAND

Mapei Portugal is also very active in the field of marketing and communication. It regularly takes part in leading industry events, such as Lisbon Food Affair, an exhibition that provides a hub for the entire farm-food sector in Portugal, or the 1<sup>st</sup> edition of the National Architecture Awards "Espaço" 2023, which aims to reward excellence in Portuguese architectural projects, and also Urban Regeneration Week held every year in Porto. That is also why, at the beginning of 2024, the Portuguese subsidiary was made "Brand no. 1 in the choice of professionals" for the second year in the "Chemical products for building" category by "Consumer Choice", a system that evaluates the satisfaction and acceptability ratings of brands.

Mapei Portugal also stands out in sport and has always sponsored teams, athletes and events. This year it was the turn of "FigueiraChampions/Casino Figueira", an event that featured the "Figueira Champions Classic" race for professional cyclists held on 10<sup>th</sup> February, and "Figueira Champions Day", which gave many amateurs the chance to ride on the same route in Figueira da Foz along the coast of central Portugal on Sunday 11<sup>th</sup> February.



Mapei Portugal sponsored the cycling event "FigueiraChampions/Casino Figueira" on 10<sup>th</sup>-11<sup>th</sup> February.



### Porto

# Breaking with tradition with 3D ceramic tiles

MAPEI SOLUTIONS FOR AN ORIGINAL BONDING SYSTEM AT THE PORTUGUESE HEAD OFFICE OF AGEAS INSURANCE GROUP

Since 2005 the insurance giant Ageas, whose headquarters is in Brussels and is present in 14 countries, has also been operating in Portugal through its subsidiary Grupo Ageas Portugal. And since 2022 this company has a new "home": an ultra-modern building extending over an area of 7,600 m<sup>2</sup> known as the Icon Douro. 30 million Euros were invested in the construction of the building, which is part of a more extensive project aimed at strengthening the group's presence in Portugal. The building is in a strategic position near major road networks in the north of Portugal and is particularly striking for its original lines: the complex is in the form of a ellipsis and has a glass façade interrupted and surrounded by rings of reinforced concrete. Designed by the architect Luís Pedro Silva, Icon Douro was conceived to provide dynamic, multi-functional spaces and, at the same time, to be comfortable, welcoming and engag-

ing. A great deal of attention, in fact, was paid to the well-being of those who work here, as well as to clients visiting the building, with the aim of offering them a unique experience up to the standards of the services on offer. Over an area of 12,500 m<sup>2</sup> there are a number of offices, dining areas, a garden and communal areas. The presence of open and communicating spaces in the central core of the building enables the natural light entering from outside to be exploited to the full, thanks also to the glass façades.

**Ceramic tiles for a blend of tradition and innovation**  
Glass is not the only protagonist in this project. Ceramic also plays an important role, used in a traditional yet, at the same time, an innovative way. To cover many of the walls, in fact, both internally and externally, as well some of the ceilings, it was decided to opt for three-dimen-



sional tiles: a way of exalting and, at the same time, innovating the Portuguese ceramic tradition. ULTRABOND MS RAPID was chosen to bond the tiles, a thixotropic, deformable, high modulus, silylated polymer-based adhesive characterised by high initial tack and rapid setting. This “original” bonding system was chosen for this work due to the particular characteristics of the tiles and to reduce the waste of materials to a minimum.

To install the ceramic tiles in the toilettes and communal areas inside the complex, on the other hand, KERAFLEX XX adhesive was chosen, a cementitious product with extended open time, distributed on the local market by Mapei Portugal. The joints in the ceramic coverings were grouted with ULTRACOLOR PLUS, a high performance, anti-efflorescence, quick setting and drying, polymer-modified grout free from Portland cement. This product was chosen particularly for joints in tiles in damp areas because of its water repellence, thanks to DropEffect technology, and its resistance to mould (BioBlock technology).

### Not only ceramic tiles

Mapei products were also used in many other areas. The surfaces of the drinking water storage tanks were waterproofed with MAPELASTIC two-component, elastic cementitious mortar which, apart from being ideal for use on balconies, terraces and swimming pools, may also be used on substrates in concrete storage tanks used for holding water. The product is now available in a “ZERO” version: its CO<sub>2</sub> emissions are measured throughout its life cycle using Life Cycle Assessment (LCA) methodology, verified and certified with EPDs, and offset through the acquisition of certified carbon credits in support of forestry protection projects. The mortar was strengthened by applying MAPENET P fibreglass mesh, which is distributed on the Portuguese market by Mapei Portugal. The roofs of the building were waterproofed with AQUAFLEX ROOF PLUS ready to use, liquid waterproofing membrane, a highly elastic product chosen for its rapid-drying properties and resistance to UV rays.

### Glass, stone and concrete for the façades

The glass façades of the complex are interrupted and given “movement” by large irregular rings in reinforced concrete. Elastomeric ELASTOCOLOR PAINT was applied on their surfaces because of its capacity to protect concrete structures against carbonation and the onset of cracking. The granite slabs on some of the external walls, on the other hand, were bonded with ULTRABOND ECO PU 2K, a two-component, solvent-free, high performance polyurethane adhesive which guarantees high durability of surfaces.

### A highly sustainable project

The building was awarded BREEAM classification in the “Excellent” category, confirmation of its high sustainability. This result was achieved thanks also to a number of design choices which were able to guarantee, for example, considerable energy savings thanks to the optimisation of natural light and solar panels installed on the roof, a measured use of water resources and the reduced environmental impact of the construction products employed. The latter also includes many products supplied by Mapei which, apart from being solvent-free, guarantee a very low emission level of volatile organic compounds (VOC).



### IN THESE PAGES.

ULTRABOND MS RAPID was chosen to bond the 3D tiles, a thixotropic, deformable, high modulus, silylated polymer-based adhesive.



Find out more  
ULTRABOND MS RAPID

### PROJECT INFORMATION

**Icon Douro**, Porto  
**Period of construction:** 2019-2022  
**Design:** Luís Pedro Silva, André Alves  
**Period of the Mapei intervention:** 2019-2022  
**Owner:** Civilria  
**Intervention by Mapei:** waterproofing substrates, installing ceramic tiles and natural stone, protecting

and painting reinforced concrete  
**Installation contractor:** Revestlar  
**Mapei distributor:** Termipol and Revestlar  
**Mapei coordinator:** Bruno Silva, Mapei Portugal  
**Photos:** Fernando Guerra

### MAPEI PRODUCTS

**Waterproofing substrates:** Mapelastic, Mapenet P\*  
**Waterproofing roofs:** Aquaflex Roof Plus  
**Installing ceramic tiles:** Keraflex XX\*, Ultrabond MS Rapid  
**Grouting joints:** Ultracolor Plus  
**Installing granite slabs:** Ultrabond Eco PU 2K  
**Painting and protecting**

**concrete surfaces:** Elastocolor Paint

\*These products are manufactured and distributed on the Portuguese market by Mapei Portugal

For further information:  
[mapei.com](http://mapei.com)  
[mapei.pt](http://mapei.pt)

# Projects across the board

FROM HOTELS TO TUNNELS AND WINERIES: SO MANY SOLUTIONS FOR BUILDINGS WITH DIFFERENT TYPES OF USE



## Azores Wine winery (Pico Island, Azores)

The northern part of the Island of Pico, right in the middle of vineyards that are also a UNESCO World Heritage Site, is the setting for the Azores Wine winery. Its structure, designed by a team of two Portuguese and two English architects, has the dual function of being home for the production of various types of wine and to welcome visitors with a love of wine. Mapei also contributed to its thermal insulation by supplying a system, distributed on the Portuguese market by Mapei Portugal, consisting of bonding and skimming the

insulating panels with MAPETHERM AR2 mortar and then skimming the panels with the same product, with MAPENET P mesh between the two layers. The walls were finished off with QUARZOLITE BASE COAT and a coating of QUARZOLITE TONACHINO PLUS. Various internal walls were coated with ULTRATOP LOFT which enabled cementitious surfaces to be created with a highly durable, decorative finish with a marbled effect and high resistance to wear and abrasion.

## Quinta da Comporta Wellness Boutique Resort (Aveiro)

Inaugurated on 15<sup>th</sup> March 2019, this hotel, designed by Miguel CÂncio Martins, mixes rustic style with minimalism to offer guests wellbeing and relaxation in the hotel's 73 rooms, as well as in the spa, swimming pools and cinema. After preparing the surfaces of the substrates in the swimming pools with PRIMER 3296, they were waterproofed with MAPELASTIC FOUNDATION elastic cementitious mortar, while the surfaces in the bathrooms were waterproofed with MAPELASTIC ZERO\*\* elastic mortar. The substrates of the internal corridors, which are in direct contact with the ground, were waterproofed with PLANISEAL 88 osmotic mortar, ideal for protecting structures subject to water and moisture seepage. A system was chosen to install ceramic tiles on terraces, balconies and in the swimming pools, consisting of KERAFLEX MAXI S1\*\* adhesive, ULTRACOLOR PLUS\*\* grout for joints and MAPESIL AC sealant for the expansion joints.



## Eixo parish church (Aveiro)

A complete system supplied by Mapei Portugal was used to restore the masonry of Eixo parish church, whose construction dates back to the beginning of the 18<sup>th</sup> century. The masonry had been damaged by capillary rising damp and was restored using a cement-free, dehumidifying cycle based on lime and Eco-Pozzolan, especially suitable for aggressive environments. Once the surfaces had been cleaned and prepared, the first step was to apply a layer of MAPE-ANTIQUÉ RINZAFFO breathable scratch-coat. Macro-porous salt-resistant render was then applied using MAPE-ANTIQUÉ MC. The next step was to skim the surfaces with MAPE-ANTIQUÉ FC CIVILE fine-grained breathable mortar. Once the mortars had cured, the surfaces were protected with a finishing cycle made up of coloured coatings including SILANCOLOR PRIMER PLUS hygienising siloxane primer and SILANCOLOR PAINT PLUS water-repellent, breathable siloxane paint.





### João Abel de Freitas tunnel (Funchal, Madeira)

The government of Madeira invested 16 million Euros to implement safety measures on the João Abel de Freitas cliffs and tunnel, one of the main access routes to the city of Funchal. Apart from cleaning up, demolishing and fixing the blocks of rock that were a potential hazard to local residents and tourists, repair and consolidation work was carried out on various sections of the tunnel,

which included the installation of ceramic tiles on the internal walls. The ceramic tiles were bonded with KERABOND T cementitious adhesive with no vertical slip for ceramic tiles mixed with ISOLASTIC latex additive to increase its deformability. The tile joints were grouted with ULTRACOLOR PLUS\*\* polymer-modified, quick-setting and drying mortar.



### Califórnia Hotel (Albufeira)

Located in the old town centre of Albufeira, Hotel Califórnia offers 80 rooms over four floors with a contemporary and sophisticated style. The floors in many of the areas (corridors, rooms and entrance) were made from two self-levelling, aromatic resin-based systems, finished with a non-yellowing aliphatic top-coat: MAPEFLOOR COMFORT SYSTEM AR and MAPEFLOOR COMFORT SYSTEM AR/X. The latter was equipped with a sound-absorbing underlayment (MAPECOMFORT FL), which provides greater walking comfort and reduces footsteps noise transmission. The result are smooth, white surfaces with a pleasant aesthetic effect.

\*\*These products are now available on the international market in ZERO versions: their CO<sub>2</sub> were measured throughout their life cycle in 2024 using Life Cycle Assessment (LCA) methodology, verified and certified with EPDs, and have been offset through the acquisition of certified carbon credits in support of forestry protection projects.

Building a **SUSTAINABLE** future together



### NOW YOU CAN CHOOSE PRODUCTS WITH FULLY OFFSET CO<sub>2</sub> EMISSIONS

When installing ceramic tiles, choose adhesives and grouts with fully offset residual CO<sub>2</sub> emissions through reforestation projects and protection of biodiversity. A valid choice for new constructions and increasingly sustainable redevelopment projects by focusing on the wellbeing of the environment, the planet and future generations. **Choose sustainability for all your projects, with Mapei.**



CO<sub>2</sub> emissions measured throughout the life cycle of products from the ZERO line in 2024, using Life Cycle Assessment (LCA) methodology, verified and certified with EPDs, have been offset through the acquisition of certified carbon credits in support of forestry protection projects. A commitment to the planet, to people and to biodiversity.



EVERYTHING'S OK WITH MAPEI

Learn more on [zero.mapei.com](https://zero.mapei.com)



RM International 102/2024 59

# Pre-Raphaelites. Modern Renaissance

AN EXHIBITION ABOUT  
THE PRE-RAPHAELITE  
MOVEMENT AND ITS IMPACT  
ON ITALIAN ART ON SHOW  
AT THE SAN DOMENICO  
MUSEUM IN FORLÌ.  
MAPEI IS PARTNER OF THE  
EXHIBITION

In mid-nineteenth century Victorian England, some young artists founded the "Pre-Raphaelite Brotherhood" in an attempt to revive English painting - considered to be in decline because it was too tied to formal conventions - and return to the purity of medieval art.

The founders - John Everett Millais, William Holman Hunt and Dante Gabriel Rossetti - drew on a wide range of influences and historical references and created a visionary project which, while turning to the past, resulted in some resolutely modern works, creating a new vision of the Renaissance.

The exhibition entitled "Pre-Raphaelites. Modern Renaissance" will run until 30<sup>th</sup> June at San Domenico Museum in Forlì (Central Italy). Mapei is Partner of the exhibition which is being organised by the Fondazione Cassa dei Risparmi di Forlì bank in partnership with Forlì City Council, under the general direction of Gianfranco Brunelli. It hosts more than 300 works including paintings, sculptures, furniture, ceramics, textiles and jewellery: among them, masterpieces from important national institutions, such as the Uffizi Galleries in Florence and the Capitoline Museums in Rome, and international partners in the project, such as the Royal Collection of the British Royal Family and the British Museum in London.

The exhibition reconstructs the profound impact of historical Italian art on the British Pre-Raphaelite movement between the 1840s-1920s. It also aims to intrigue an English-speaking audience by displaying, for the very first time, works by late 19<sup>th</sup> century Italian artists, who were inspired by their British forerunners.

**LEFT.** The exhibition hosts more than 300 works including paintings, sculptures, furniture, ceramics, textiles and jewellery.

**RIGHT.** Dante Gabriel Rossetti, *Roman Widow*, 1874, oil on canvas, Museo de Arte de Ponce, The Luis A. Ferré Foundation Inc., Puerto Rico.







**ABOVE.** Filippo Lippi. *Madonna and Child*, 1450–1455, tempera and gold on panel, Mamiano di Traversetolo (Province of Parma, Italy), Magnani-Rocca Foundation.

### A well-established relationship

Mapei's ties with the San Domenico Museum date back to 2016 and have resulted in such important exhibitions as "The Art of Fashion. The age of dreams and revolutions, 1789-1968" (2023), "Magdalene. The Mystery and the Image" (2022) and "Dante. The vision of art" (2021).

A partnership emerging from Mapei's long-standing commitment to the world of culture, choosing to support such major institutions as La Scala Theatre, the Veneranda Fabbrica del Duomo in Milan and the Peggy Guggenheim Collection in Venice.

A love of and involvement in social responsibility work: thanks to the contribution of MediaFriends, part of the proceeds from ticket sales for the exhibition will be donated to "Make a Wish Italia", a non-profit organisation that makes the wishes of seriously ill children and young people come true.



### GIANFRANCO BRUNELLI

## That brotherhood of young people who dreamed about the art of the old masters

The Greats of the Italian 14<sup>th</sup> and 15<sup>th</sup> centuries and the myth of Florence inspired a movement that would pave the way for Symbolism, Art Nouveau, and other 20<sup>th</sup>-century avant-gardes

At turning points in history, two things are called into question: the notion of time itself and the way in which things are narrated. Both are connected with the hermeneutics of the present. The subject of time is no longer just about its passing, its flowing. It undergoes a critical shift on a symbolic level in terms of expectation, necessity, decision-making. From *kronos*, time turns into *kairos* (the right moment). So, every period of the present ends

up choosing its own past. A real or imaginary past. Rediscovered or recreated, legitimising the present with all its aspirations, dreams and protests. The year in question was 1848. 1848 was a European date: it marked the springtime of European peoples and nations; it marked the social revolution prophesied by Marx; it was a time of socio-economic change resulting from industrialisation, particularly in England.

But at the time few imagined that a group of young men aged 19-23 (initially just three of them but then later seven) formed a brotherhood that would revolutionise art in late 19<sup>th</sup> century England and leave their mark on the whole of European art. Dante Gabriel Rossetti, John Everett Millais and William Holman Hunt imagined changing art. Victorian rebels in the midst of the Industrial Revolution, critics of all academic forms, in particular the formal rigour of the Royal Academy that was so closely tied with Raphael's idealism and the Mannerism that derived from it, the Raphaelites were, in fact, about to change the course of art. They sought "truth to nature", a pure vision of things, their colours

were vivid and forthright, while the coal from chimneys blackened the sky and houses; they looked to literature for their aspirations towards the absolute and the passion of love, while the economism of the industrial revolution announced a kind of modernity that was purely financial and socially tragic, at least while it was at its most disruptive. Yet they were not traditionalists. Theirs was neither a conservative revolution nor a reactionary revolt. They opened up to Symbolism and Art Nouveau. They were the first avant-garde movement that was destined to pave the way (along very distinct paths) into the 20<sup>th</sup> century for other avant-gardes. A decisive role was played by the support of a critic like John Ruskin. The movement attracted the public's interest and was a widespread critical success, so much so that it embraced

three generations of artists, holding centre stage on the art scene for the entire Victorian age, capturing its social contradictions and the ambiguity of its moral anxieties. They dreamt of the art of the Old Masters, notably the greats of 14<sup>th</sup>-15<sup>th</sup> century Italy. Tuscany in particular. For them the Old Masters were Cimabue, Duccio, Giotto, Beato Angelico, the myth of Benozzo Gozzoli with his cycle of frescoes in the cemetery in Pisa, engraved in the collective psyche thanks to Lasinio's drawings. As well, of course, as Cosimo Rosselli, Verrocchio and the two Lippi brothers. Botticelli was held in the highest esteem of all. But the admiration (of the second generation in particular) later extended to other artists under the influence of Rossetti. Morris, Burne-Jones, Leighton, Watts and a whole host of painters and sculptors drew inspiration from most

of Italian art, including 16<sup>th</sup> century works by men like Michelangelo, Giorgione, Veronese and Titian. The myth of Italy and Florence lived on for a long time and even encompassed a third generation of artists, some of whose leading exponents moved to Florence, giving rise to the so-called "Florentine Circles", most notably the De Morgan Circle. Displaying over 300 works, the exhibition in Forlì draws comparisons between the Old Masters and these modern artists, who brought about a new Renaissance. And it closes by showing how it was their work that helped Italian painters in the late 19<sup>th</sup> century - from De Carolis to Sartorio - rediscover 15<sup>th</sup> century art.

General Director, San Domenico Museum.

# Active commitment to gender equality

A SERIES OF SEMINARS ORGANIZED BY POLYGLASS TO PROMOTE THE EMPOWERMENT OF WOMEN

Polyglass SpA, a subsidiary of the Mapei Group, has recently launched an ambitious and engaging initiative designed to address a wide range of issues related to gender equality, women's participation in society, gender health and medicine. The first meeting, held in the Adriana Spazzoli auditorium at Polyglass SpA's headquarters in Ponte di Piave (Province of Treviso, Italy) on 14<sup>th</sup> March, featured Annachiara Sarto as the guest speaker, Director of Protection4kids, a foundation that works in Italy and abroad to combat gender-based violence in various fields and social settings. She tackled the issue of gender stereotypes and various forms of physical, psychological and economic violence, reflecting on the fact that neologisms have even been coined to refer to them, including femicide, body shaming and slut shaming. The empowerment of women is not only about access to economic/business opportunities; it is also about helping them with their physical and mental health. This is vitally important to promote a corporate culture that puts women's well-being at the centre and addresses the specific challenges they face in modern-day life. The upcoming meetings will focus on the prevention of women-specific diseases and the promotion of a healthy lifestyle, highlighting the importance of prevention and management of diseases that predominantly affect women. Polyglass will provide information



The first meeting of the "Polyglass Women" initiative was held at Polyglass' headquarters in Ponte di Piave (Northern Italy).

and resources to foster greater awareness and the adoption of healthy behaviours that can help reduce the risk of the most common diseases. One of the next events will also focus on the situation of women around the world. The aim of these meetings is to boost solidarity among women and promote mutual support. The "Polyglass Women" initiative actually translates into concrete action and sets out to pursue the goals set by the UN 2030 Agenda, in particular the fifth goal concerning gender equality. This project, aimed at promoting prevention and providing information/training for company staff, is an opportunity Polyglass wanted to extend to all women. Indeed, the company stands out

for its commitment to creating a fairer and more inclusive working environment for everybody. It is vitally important to recognise the central role women have played in the economy in the past and to work to overcome the obstacles they have encountered. For instance, in Italy, where Polyglass SpA's headquarters is located, women's employment is at 50%, well below the European average of 70%, and this is often linked to the amount of care women have to provide in their own families. In a world in which gender equality is yet to be fully achieved, Polyglass' initiative is a tangible example of concrete, proactive commitment. Diversity is a great value for companies, bringing it with a wide range of benefits and perspectives.

# Working together in the battle against cancer

MAPEI IS BACKING "MY FIRST AIRC GRANT" RESEARCH PROJECT, NAMED AFTER GIORGIO AND ADRIANA SQUINZI

The AIRC Foundation for Cancer Research in Italy has always been in the front line in supporting the careers of young researchers in the ongoing battle against cancer and Mapei has been at its side for some years now.

Indeed, in 2022 the Group supported a three-year scholarship at the AIRC Foundation named after Giorgio and Adriana Squinzi (the Group's former CEO and Operational Marketing and Communication Director) which was focused on backing a young researcher and his project in the field of oncology research. This year, Mapei is once again backing the Foundation by making a donation aimed at supporting the "My First AIRC Grant" (MFAG), the funding of a research project awarded to researchers who have already gained experience in an oncology research laboratory. The MFAG is one of the projects devised by AIRC to support the different stages in the career of young talents in oncology science and help them carry out research



Francesco Spallotta was awarded the "My First AIRC" grant, funded by Mapei, for his project "Metabolic regulation of the DNA demethylation enzymatic machinery in pancreatic cancer".

and establish themselves in Italy. The funding also aims to ensure young talent gets the recognition it deserves in the medical field. The 2023 edition of "My First AIRC Grant" supported the work of 120 researchers, contributing to their professional growth and furthering our understanding of oncological diseases.

After a rigorous assessment process, the "My First AIRC" grant, backed by Mapei, has been awarded to Francesco Spallotta. Dr. Spallotta works at the Charles Darwin Department of Biology and Biotechnologies at Sapienza University in Rome, an associate laboratory with Istituto Pasteur Italia-Fondazione Cenci Bolognetti. He is developing a research project entitled "Metabolic regulation of the DNA demethylation enzymatic machinery in pancreatic cancer". Mapei's donation will help support the researcher's work in the 2024-2025 period. Mapei's support for "My First AIRC Grant" is inspired by the belief that a company should have its own definite niche in society and fulfil ethical, scientific and cultural obligations, as Adriana Squinzi used to claim.



## About AIRC

AIRC is a leading non-profit organisation for funding independent oncology research in Italy. Since 1965 it has invested more than 2.3 billion euros in research projects that have produced concrete results in the prevention, diagnosis and treatment of cancer and have contributed to the growth of the Italian scientific community and the training of its young talents. AIRC

raises funds thanks to 4,5 million supporters, 20,000 volunteers and 17 regional offices. It allocates these funds to the most deserving cancer research projects in which around 6,000 researchers are currently involved in over 100 institutes. It spreads a culture of health and prevention. For donations to AIRC visit: <https://donazione.airc.it/>

# Solo victory out in the Atlantic

AMBROGIO BECCARIA WON THE HISTORIC TRANSAT CIC SOLO REGATA ON BOARD 'ALLA GRANDE-PIRELLI', WHOSE GLOBAL SPONSOR IS MAPEI

"I can't wait to see what the North Atlantic is like and to explore new routes: the idea of actually approaching the edge of the ice cap with Alla Grande-Pirelli, reaching the Newfoundland coast and then crossing the finish line in New York is a great challenge in itself". There was real excitement in Ambrogio Beccaria's voice as he prepared to tackle The Transat CIC, an Atlantic race that set sail from Lorient, France, on 28<sup>th</sup> April and will end in New York.

His excitement turned out to be justified as the Milanese sailor finished the regatta in first place on 10<sup>th</sup> May after 11 days 16 hours 17 minutes and 55 seconds at sea and with an average actual speed of 11.70 knots. "The race went just the way I dreamt it would. I really hoped it would go like this... I knew it would be full of pitfalls and I wanted to tackle it in the right spirit. I never lost my nerve, and I gave it everything I had," so Ambrogio Beccaria commented at the finish out in the middle of the sea (and fog) about 100 miles from New York.

## SCIENCE ON BOARD

Beccaria is continuing his partnership with One Ocean Foundation that is focused on protecting the marine environment and raising awareness of the major environmental challenges facing the ocean. With its unique route, The Transat CIC lends itself to a more in-depth

study of meteorology and external events. With the help of the oceanographer Sandro Carniel, during the race Ambrogio discussed the main scientific and environmental issues characterising the route, such as the Gulf Stream, Atlantic depressions or melting icebergs.



© Martina Orsini | Ambrogio Beccaria

## THE TRANSAT CIC

Heir to the legendary OSTAR and crossing three thousand miles in the North Atlantic, The Transat CIC is one of the most fascinating and challenging regattas. Three classes of boats compete in the event: IMOCAs, Class40s and Vintage Sailboats, making a total of 48

boats (and 13 Class 40 out of them). The Transat CIC has been held every four years since 1960 with the greatest ocean sailors ever racing in the event. Among the various Italians who have taken part, Giovanni Soldini has won it twice: the Open 50 category in 1996 and the Class 40 race in 2008.

Beccaria was near the front of the race from the very start and eventually took the lead halfway through the regatta and, apart from brief stretches, never lost it again. Faced with bad weather and cold temperatures typical of the North Atlantic amidst giant waves, 40-knot winds and sailing against the currents, the Italian skipper showed great strategic acumen and Alla Grande-Pirelli, a latest-generation Class40 designed by Gianluca Guelfi, proved to be fast and performing even in these conditions.

"It was a tough race, the toughest one I have ever taken part in, but it was also probably the race I handled best. The Transat CIC was a completely new race for me: sailing out of the trade winds is actually wonderful, because the weather changes all the time," the sailor told us.

Beccaria, whose Global Sponsor is Mapei, has already racked up numerous successes aboard Alla Grande-Pirelli, such as his victories in the Transat Jacques Vabre and CIC Normandy Channel Race last year and second place in the Défi Atlantique in 2023.



**ABOVE.** Ambrogio Beccaria reaches New York on 10<sup>th</sup> May.

**RIGHT.** Ambrogio Beccaria celebrating his victory.

**LEFT.** A few days before the departure, on 23<sup>rd</sup> April, the boat parade took place: on this occasion, Mapei France, the Group's French subsidiary, invited around 60 customers to watch it from a private boat.

Some customers had the opportunity to board Alla Grande-Pirelli and meet Ambrogio Beccaria.



© Martina Orsini | Ambrogio Beccaria

# The athlete is the centre of everything

THE MAPEI SPORT CONVENTION FOCUSED ON "TRAINING TARGETS: PERFORMANCE AND HEALTH"

"We want the athlete to be at the centre of everything," so Claudio Pecci pointed out, the Chief Executive and Medical Director of Mapei Sport Research Centre. Science and technology now help sport but, according to the experts working in the facility that opened on 9<sup>th</sup> December 1996 in the Province of Varese (Northern Italy), the athlete must remain at the centre of everything. Pecci reiterated this at the tenth edition of the Mapei Sport Convention held on 23<sup>rd</sup> March in Solbiate Olona (Province of Varese). The main subject of the convention was "Training targets: performance and health". Over 200 sports trainers, university students and sports managers attended. Speeches by Claudio Pecci, Veronica and Marco Squinzi and the Secretary of the Varese Chamber of Commerce, Mauro Temperelli, were the prelude to a scientific session with Professor Sergio Pecorelli (University of Brescia). "DNA is unchangeable, but epigenetics can be changed" Prof. Pecorelli, Head of the Scientific-Cultural Committee of the Italian Sports Medicine Federation, illustrated the genetic, anatomical, hormonal, neuromuscular and optimisation differences between men and women. Andrea Morelli (Head of Biomechanics Analysis Lab at Mapei Sport) introduced the next speeches given by Professor Daniela Tavian from Milan Catholic University, a specialist in cellular biochemistry, who illustrated how "the sport/health hormone" irisin is

produced during exercise, and by Federico Donghi, Head of Training Department at Mapei Sport, who provided scientific explanations related to various skiing specialities. "Aerobic capacity is more a prerequisite for performance than a determining factor," so Donghi pointed out. Paulo De La Fuente, Performance Manager of Trek Factory Racing, explained how the highly successful bikers train, focusing on concentration and duration of exertion in a predominantly anaerobic event that requires high standards of bike riding expertise, psychomotor skills and knowledge of the routes. Ermanno Rampinini, Head of Human Performance Lab at Mapei Sport, led the second session of the conference, with a touching speech by Roberto Sassi, who remembered his brother Aldo, former Director of Mapei Sport, who died in 2010. Aldo Sassi (whose wife Marina Sassi also attended the event) used to train riders of the Mapei Professional Cycling Team and Mapei Sport was really his "brainchild" that was created together with Giorgio Squinzi, the Mapei Group's former CEO. Andrea Bosio, Head of Scientific Research at Mapei Sport, presented the research proposal on "Asymmetries and changes of direction in football", while Marco Martin, Sport Technician and PhD student at both Mapei Sport and Bangor University (UK), analysed the Locomotor Efficiency indicator for

working out accelerometer readings in matches and training, and Marco Luison, ReAthlete therapist at A.C. Milan, spoke about the recovery process for injured players.

The conference was closed by a round table entitled "The all-round management of a modern-day athlete" led by Giovanni Bruno, a sport commentator and columnist.

"A sponsorship deal," so Simona Giorgetta, Member of the Mapei Board of Directors, told us, "comes from a spark that ignites inside us, and that is what makes the difference. In the case of the sailor Ambrogio Beccaria and his exploits, the spark has turned into a flame. Transoceanic sailing involves interaction with nature and we at Mapei, a global group, are pleased to sponsor a race that starts in Europe and finishes in Guadeloupe".

"In my speciality," so Ambrogio Beccaria stressed, "I am in the race even when I am asleep. We work on technique but knowing how to analyse the weather and wind is also important".

Sassuolo footballers Obiang, Boloca and Brignoli highlighted certain aspects of training and recovering from injuries.

A video call by the skiing champions Marta Bassino and Federica Brignone, who have been regularly tested at Mapei Sport, closed the session.

## WHAT THEY HAD TO SAY

*"It is vitally important to calibrate workloads in a way that best suits the aptitudes of individual athletes. Nutrition and training off the bike are also important".*

**Paulo De La Fuente,**  
Performance Manager at  
Trek Factory Racing

*"Girls and women who play sport have higher levels of self-confidence and self-esteem and fewer symptoms of depression than those who do not".*

**Sergio Pecorelli,**  
University of Brescia

*"Testing at Mapei Sport has helped me and other players overcome issues and improve".*

**Daniel Boloca,**  
Sassuolo Calcio

*"In England players train a lot at a match pace. At Sassuolo there is more planning, partly thanks to tests carried out at Mapei Sport, and a lot of time is spent on tactics."*

**Pedro Obiang,**  
Sassuolo Calcio

*"I am recovering from an injury: in these delicate moments it is important to be stronger and more determined. I hope to be back in shape and on the pitch soon".*

**Benedetta Brignoli,**  
Sassuolo Calcio



**FROM LEFT ON.** Claudio Pecci, Medical Director of Mapei Sport, held the first speech at the Mapei Sport Convention. Pecci with Veronica and Marco Squinzi, CEOs of the Mapei Group, and Mauro Temperelli, the Secretary of the Varese Chamber of Commerce. The conference was closed by a round table entitled "The all-round management of a modern-day athlete".

# Motorsport and Mapei: lots of projects on the race track

IN ADDITION TO SPONSORING THE DRIVER RACHELE SOMASCHINI, THIS YEAR MAPEI ALSO SUPPORTS ANDRETTI GLOBAL IN THE UNITED STATES AND THE TOYOTA GAZOO RACING ITALY TEAM

Mapei has always been closely involved with the world of sport and its values. Football, cycling, basketball, sailing and many other sport disciplines: it has supported plenty of sports over the last decades and has now decided to add another piece to its sponsorship jigsaw: motorsport.

## No. 98 MAPEI / CURB Honda will be driven by Marco Andretti at Indianapolis 500

Mapei Corporation, the Group's US subsidiary, will be the primary sponsor of the No. 98 MAPEI / CURB Honda as part of the Andretti INDYCAR program. The car will be driven by racing icon Marco Andretti at the upcoming 108<sup>th</sup> Running of the Indianapolis 500 on Sunday, May 26. Its sleek blue design (pictured below) features the company's logo prominently, symbolizing Mapei's commitment

to excellence, innovation and performance. "We are excited to unveil with the Andretti team the No. 98 MAPEI / CURB Honda, which will represent Mapei on the track at the Indianapolis 500," said Marco Squinzi, Mapei Group's CEO. "Our sponsorship of the Andretti team and participation in the Indy 500 reflect our dedication to pushing boundaries and achieving success, both on and off the track." Marco Andretti (pictured on the right), a seasoned driver from a family with a legacy of racing excellence, will command the Mapei-branded car as he navigates the Indianapolis Motor Speedway. "The MAPEI / CURB Honda looks great, and it was exciting to unveil it at the Indianapolis Motor Speedway (IMS) before the month of May officially gets started. There's so much tradition and history at IMS

and I'm looking forward to being a part of MAPEI's first Indianapolis 500," said Andretti. "We have high expectations this year and we're going to do everything we can to put ourselves in a position at the end to be up front with a shot at winning."



The No. 98 MAPEI / CURB Honda will be driven by Marco Andretti at the 108<sup>th</sup> Running of the Indianapolis 500.



## Top Sponsor of Toyota Gazoo Racing Italy Team

Mapei has been the Top Sponsor of Toyota Gazoo Racing Italy Team since March and has become closely associated with the Toyota Motor Italia racing department's sports operations in Italy for the 2024 season. The Toyota Gazoo Racing Italy Team participates in all seven stages of the Italian National Rally Championship with its new GR Yaris Rally2 car being driven by Giandomenico Basso, two-time European and four-time Italian Rally Champion. Five of these races also count towards the GR Yaris Rally Cup, a single-brand championship now in its fourth season with the Mapei brand appearing on all the cars racing in this category. This is an important partnership for both companies, which stand out in their own sectors for the quality of their products, the quest for excellence and experimentation aimed at constant improvement. Mapei's commitment to more sustainable building fits in perfectly with Toyota's work in the manufacture of increasingly environmentally friendly vehicles. A partnership that has only just begun but is already a winning combination: Basso came second in the first race of the season at the Rally del Ciocco and triumphed in the Rally del Piemonte, putting him at the top of the championship standings, as shown in the photo on top of the page. Basso also came second in the third stage of the 108<sup>th</sup> edition of the Targa Florio on May, 12.

## Passion for sport and commitment to solidarity

Mapei has again confirmed its support for Rachele Somaschini for the 2024 Italian National Rally. The Milanese driver got off to a great start with a podium finish at Ciocco Rally and Valle del Serchio Rally in the women's event last March and the victory at Rally del Piemonte.

She was also the leading female finisher in the third stage of the 108<sup>th</sup> edition of the Targa Florio Championship, on May, 12. The partnership between Mapei and Rachele Somaschini, which began in 2018, is based on such shared core values as passion for sport, determination and commitment to solidarity.

Since 2016, Rachele has pursued her #racingforabreath project with the aim of raising awareness and funds for research into cystic fibrosis, a genetic disease from which she has been affected since birth. This commitment has found a valuable ally in motor racing, creating important synergies.



The driver Rachele Somaschini supports the #racingforabreath project to raise awareness on cystic fibrosis.



## Renovation of Misano Adriatico racing circuit

The latest motorsport project that Mapei was involved in the first months of 2024 is the renovation of Misano World Circuit named after Marco Simoncelli. After previously working on the renovation of international motorcar and motorbike racing circuits like Baku City Circuit and Petronas Sepang International Circuit, Mapei was involved in the works to refurbish the track at Misano Adriatico (Central Italy), taking care of the kerbs and runoff areas, including the colour and graphic patterns. The kerbs were treated with MAPECOAT TNS RACE TRACK, an innovative acrylic resin-based coating that guarantees durability and resistance, while complying with the safety standards set by FIA (Federation Internationale de l'Automobile) and FIM (Fédération Internationale de Motocyclisme).

# ReStelvio MAPEI 2024

## SUNDAY, 14<sup>th</sup> JULY

### BORMIO - STELVIO PASS

**8.50 A.M.** **21 KM RUNNING RACE**  
(only open to members of FIDAL and promotional associations)

**9.00 A.M.** **RUNNING EVENT OPEN TO ALL**

**9.10 A.M.** **NON-COMPETITIVE E-BIKE RIDE WITH A DEDICATED START GRID**

**9.15 A.M.** **RE STELVIO - MAPEI COMPETITIVE CYCLE RACE 39<sup>th</sup> EDITION**

(for FCI's and Italian National Cycling Commission' members only)  
Start for the Women's Cycle Race

**9.30 A.M.** **RE STELVIO - MAPEI COMPETITIVE CYCLE RACE 39<sup>th</sup> EDITION**

(for FCI's and Italian National Cycling Commission' members only)  
Start for the Men's Cycle Race

**AFTERWARDS** **"ALDO SASSI" MEMORIAL BIKE RIDE**  
(for all those interested, alongside other sport VIPs)  
TWINNED WITH "PEDALA CON ALDO"

**1.30 P.M.** **TIMELIMIT FOR ALL PARTICIPANTS**

**4.00 P.M.** **PRIZE-GIVING CEREMONY IN BORMIO SPORT CENTRE**

**A FREE TRAINING SCHEDULE FOR RUNNERS AND CYCLISTS IS AVAILABLE FROM: [www.mapeisport.it](http://www.mapeisport.it)**

### COURSE

**A 21.097 km climb from BORMIO (1,225 m a.s.l.) to the STELVIO PASS (2,758 m a.s.l.)**  
Difference in level: 1,533 m.

STARTING LINE: VIA AL FORTE (BORMIO CITY CENTRE)  
RETURN FROM STELVIO PASS TO BORMIO  
STARTING FROM 2.00 P.M.

+ STELVIO × TUTTI



**E-BIKE RIDE WITH A DEDICATED START GRID**

Thanks to: Parco Nazionale dello Stelvio

### ENTRIES

**FROM MARCH 1<sup>ST</sup> TO JULY 11<sup>TH</sup>**  
at the web site [www.usbormiese.com](http://www.usbormiese.com) or else at the Unione Sportiva Bormiese headquarters, Via Manzoni, Bormio

Maximum amount of entries: 3,000

Entry fee:

**50 euros**, for entries from 1<sup>st</sup> March to 1<sup>st</sup> June  
**60 euros**, for entries from June 2<sup>nd</sup> to July 11<sup>th</sup>

The fee includes:

- **Re Stelvio-Mapei jersey, which you are kindly requested to wear**
- Clothes transport service up to the Stelvio Pass
- Refreshment points alongside the course and at the finish line
- Shuttle bus service from the Stelvio Pass to Bormio (for athletes)
- Pasta Party in Bormio
- Commemorative medal
- Photo and race certificate, both available and downloadable
- Personal race time

**N.B. Free entry on the website [www.mapei.it](http://www.mapei.it)** for Mapei customers using their customer code and for readers of Realtà Mapei using their Realtà Mapei code

### HOTEL INFO

Phone: +39 0342 903300  
[booking@bormio.eu](mailto:booking@bormio.eu)  
[www.bormio.eu](http://www.bormio.eu)



# Young talents in the Sassuolo youth sector

THE CENTRE-FORWARD FLAVIO RUSSO (AGED JUST 20) IS SET TO MAKE HIS MARK

Sassuolo's youth team is proving to be a real reservoir of talent. "In addition to those who play in our men's Series A team," so Francesco Palmieri noted, Head of the club's Youth Sector, "there are at least fifty other players at professional clubs who have worn the Sassuolo jersey as youngsters. . Frattesi, Mota Carvalho, Turati, Scamacca, Erlic, Ravanelli, Raspadori, D' Andrea are just the tip of the iceberg. Currently, the most outstanding Sassuolo youngster is Flavio Russo. "Against Bologna," so Palmieri added, "he scored three goals in 45 minutes, and that was not the only game in which he was outstanding". Russo was born in Catania on 31<sup>st</sup> August 2004 and developed as a footballer at his home city's football club. Francesco Palmieri, who had a long career himself as a footballer in the Italian Serie A, went on to point out that: "I was personally responsible for bringing Russo to the club. Catania football club

**In Palmieri's opinion, lots of Sassuolo youth players deserve a chance to play in the Series A championships**

was unfortunately bankrupt and lots of teams wanted to sign him, but I managed to get him to come to Sassuolo".

Palmieri's is well known for his talent-spotting skills and for many years he has been among the best managers on the youth scene. Flavio Russo is very strong in the air thanks to his height and in big matches he knows how to make his presence felt. "Clearly, he can play as a

centre forward, but he is gifted with remarkable technique and all-round skill", so Palmieri points out. He reminds lots of people of Scamacca, a centre forward who had great success playing for Sassuolo and is now making his mark in the Europa League and Italy Cup playing for Atalanta. "In actual fact," so Palmieri

says, "Russo can also play as an inside forward. He has great individual skills but is also a great team player. He knows when he needs to help his teammates, he brings the team up the pitch and allows the backline to take a breather".

### Will Flavio Russo make the grade?

"Well, I hope he will soon get the chance to make his debut for the first team. He could realistically have a great career over the coming years," Palmieri noted. Francesco Palmieri does not like the "Italian system" of managing young talents: "In Italy, many clubs bring on young players, but when the right time comes, instead of giving them a chance to play for the first team, they prefer to rely on players from other clubs with more experience in the topflight. Generally speaking, there needs to be reversal in this approach". In Palmieri's opinion, other Sassuolo youth players deserve a chance to play for the first team. The list includes midfielder Justin Kumi, 19, Simone Cinquegrano, 20, right-back, Kevin Bruno, 19, an attacking halfback, and Kevin Leone, 19, a midfielder. The Dutch player Seb Loeffen, 20, is also highly rated as centre back.



Flavio Russo is a centre forward playing for Sassuolo's youth team.

# MAPEI WORLD NEWS

EVENTS, PROJECTS  
AND INITIATIVES  
FROM THE GROUP'S  
SUBSIDIARIES



## USA – TWO HOMES FOR FAMILIES IN NEED THANKS TO PLANITOP 3D



With its innovative PLANITOP 3D mortar, Mapei Corporation, the Group's US subsidiary, lent its support to the non-profit organisation "Habitat for Humanity" for the construction of the first 3D-printed residential units in Newport News, Virginia. The product, developed in partnership with Black Buffalo 3D Corporation and powered by their 3D printing technology, enabled the rapid construction of homes for families in need. The project, which was constructed by Alquist 3D, marks an important milestone in the use of 3D-printing technology for residential buildings. The product was honored with the Expert's Choice award for Disruptive Innovation in Concrete Construction Materials at the 2024 Innovative Product Awards.

## PERU – LIVING SOLUTIONS AT NEXO IMMOBILIARIO

23,000 people visited Nexo inmobiliario in Lima from 14<sup>th</sup>-17<sup>th</sup> March, the largest exhibition dedicated to the living sector in Peru. Mapei Peru also took part in the event, showcasing the wide range of systems and technologies that Mapei dedicates to the housing sector, such as waterproofing products for bathrooms and terraces, systems for the installation of ceramic tiles and stone materials, and sealants. Communication at the trade fair was mainly focused on highlighting the company's systems as solutions to specific problems, such as water leakages in roofs, protective coatings for walls, and bathroom joints damaged by damp. A "wheel of fortune" inside the stand offered visitors the chance to win gadgets with the Mapei brand.



## SENEGAL – A MOSQUE RESTORED TO ITS FORMER SPLENDOUR



In Darou Ridwane, just outside the city of Kaolack, the third most populous city in Senegal, is a mosque designed by the Italian-French architect Ido Ricchetti in the 1980s. The blue domes of Abdoukhadre Kebe's mosque stand out against the surrounding environment. Since the mosque had recently been showing clear signs of decay, Mountaga Aidara Kebe, a member of staff at the Mapei plant in Robbiano di Mediglia who is originally from Kaolack, coordinated a renovation project that included filling the cracks with MAPEFLEX PU 45 FT sealant and waterproofing the surfaces of the domes with AQUAFLEX ROOF PLUS.

## SPAIN: CUBE SYSTEM AWARDED A PRIZE FOR INNOVATION AND SUSTAINABILITY

The first edition of the CNC Awards was held in Madrid on 21<sup>st</sup> March, in the presence of the Second Vice President of the Spanish Government Yolanda Díaz, Minister Elma Saiz and 300 other guests. These awards are awarded by the Spanish Confederation of Construction (CNC) to businesses that have stood out for their innovation, leadership, and dynamism. Mapei Spain, the Group's Spanish subsidiary, was awarded with a prize in the "Best Technology Initiative with Environmental Benefit" category, thanks to the launch on the Spanish market of CUBE SYSTEM, a complete offer of admixtures and services to reduce the concrete's environmental impact. Andreas Fleischhauer, General Manager of Mapei Spain (pictured below), received the prize.



## NEW ZEALAND – A NEW WAREHOUSE FOR THE SOUTH ISLAND



On the 20<sup>th</sup> of March, MBP, the Group's distributor in New Zealand, celebrated the opening of a new facility in Christchurch, which houses offices and a warehouse on an area of 1,200 m<sup>2</sup>. The new facility makes it possible to supply customers on South Island, the country's largest island, more quickly, as well as hosting training courses and facilitating the services offered by the sales force. Paul Tanner, General Manager of MPB (pictured above with his team), said, "The opening of a warehouse fully managed by MBP is a significant milestone in our long-term growth and demonstrates our desire to offer high-level services to customers".



## WORK TOOLS



# Design with Mapei

THE NEW "MAPEI FOR DESIGNERS" PLATFORM PROVIDES NUMEROUS TOOLS TO HELP WITH DESIGN WORK

For years Mapei has been working alongside small and big design firms to give shape to their ideas and help implement them, not only as a supplier of products but also through consultancy and specialist services. Mapei experts assist designers in devising the ideal products for every project and in drawing up the necessary specifications. They are also on hand to provide assistance during all the on-site building operations. Once the work has been completed, designers can also count on Mapei's support in dealing with any tricky maintenance issues.

### So many design tools

On the "Mapei For Designers" platform, which is available in English language at <https://www.mapei.com/it/en/mapei-pro>, you find lots of useful tools for many areas of work: from architectural/interior design and structural design to landscaping, urban design and sports facilities. Specific technical software is also available, such as Mapei Structural Design (for sizing Mapei structural strengthening systems) or Data Mapesilent (for checking the soundproofing properties of buildings).

"Mapei For Designers" also provides tools for designing interiors, such as the Wall Coatings and Thermal Insulation Products Selector or the Grouts and Sealants Calculator. There are also tools for structural design, such as a tool for helping with the specification of concrete mixes according to EN 206 standard and a Product selector for chemical anchors, elastic sealants and adhesives. Besides, one can also find the MAPECOAT TNS COLORIZER, a tool to customize your sports field chromatically without limits.

### Technical documentation and much more

But that is not all, in this platform you will also find the most suitable technical documentation for design work: brochures, handbooks and an extensive technical library of products focusing on all the Mapei product lines.

A section of the platform is dedicated to supporting designers in realising sustainable projects: here one finds the solutions that Mapei offers to increase the sustainability of buildings. They include the LEED V4.1 CALCULATOR and the LEED SYNOPTIC which show in a concrete way how to calculate the LEED credits that your project can obtain by using Mapei products.

The Mapei Academy is available for anybody interested in training or furthering their basic knowledge. It offers a wide range of training courses including webinars and in-person training sessions assigning credits for professionals.



FIND OUT MORE  
MAPEI FOR DESIGNERS







## QUESTIONS & ANSWERS

NEGLECTING THIS OPERATION CAN LEAD TO BOTH AESTHETIC AND FUNCTIONAL PROBLEMS. WHICH PRODUCTS TO USE IN DIFFERENT CIRCUMSTANCES



Enrico Geronimi

# Cleaning: a fundamental ally in the success of a site

When we think about a building site, dust, noise and, obviously, dirt come to mind. In reality, cleaning is an important activity during some work phases, not only for the general hygiene and look of the end result, but also to ensure that work itself is completed with a successful outcome.

It is pretty clear, in fact, that a site needs to be cleaned up once work has been completed so that the area can then be used, as prescribed, for instance, by Italian standard UNI 11493-1 standard "Ceramic floor and wall coverings. Design, installation and maintenance guidelines". Less obvious is the importance of cleaning and preparing substrates before installing new flooring or applying primer or a levelling layer.

Also, there are other cases where thorough cleaning is required, such as in residential or commercial settings, which cannot be carried out effectively using products normally used for routine cleaning operations in areas where we live and work.

For every intervention it is better to use the most appropriate product. Let's take a look at which and under what circumstances.



## The cleaners in the ULTRACARE line

- UltraCare Multicleaner
- UltraCare Multicleaner Spray
- UltraCare HD Cleaner
- UltraCare Keranet
- UltraCare Keranet Easy
- UltraCare Keranet Crystal
- UltraCare Acid Cleaner
- UltraCare Kerapoxy Cleaner
- UltraCare Epoxy Off Gel
- UltraCare Mould Remover
- UltraCare Grout Cleaner
- UltraCare Stain Remover
- UltraCare Rust Remover



### Let's start with the initial phases of a site: why is it so important to carry out a thorough clean and what products should be used?

Before installing flooring on a screed or on existing flooring, or applying primer or a levelling compound – just to name a few examples – it is important that surfaces are perfectly clean. If they are not clean, adhesion of the covering material could be compromised. This is a very important operation which is often overlooked, or carried out without the required level of care, leading to problems with the new flooring. In the case of existing flooring, we recommend a product such as ULTRACARE HD CLEANER, a high performing alkaline detergent for removing stubborn organic dirt, deep-down degreasing and cleaning and preparing surfaces before installing new covering material. Its use guarantees a high level of adhesion and, therefore, a high level of durability for the new flooring, and also positive results regarding the environmental sustainability of the entire operation. Other products from the ULTRACARE range could also be used, depending on the nature of the contaminating substance to be removed (ULTRACARE ACID CLEANER, ULTRACARE MULTICLEANER or ULTRACARE RUST REMOVER).

### Let's now talk about the final phase of a site: is cleaning also important at this stage?

Absolutely. When site work has been completed, it is good practice to carry out a thorough clean of the area to remove not only residues from installation and grouting operations, but also any other element or substance that could compromise the final result. In such cases we propose ULTRACARE KERANET or ULTRACARE ACID CLEANER, concentrated, acid-based cleaning solutions for porcelain, ceramic tiles and any other material resistant to acids. If an epoxy grout was used, the most suitable product is ULTRACARE KERAPOXY CLEANER or ULTRACARE EPOXY OFF GEL, products specifically formulated to remove residues of epoxy grout. ULTRACARE MULTICLEANER is especially recommended for use on materials that are sensitive

to aggressive acid or alkaline detergents, such as stone surfaces.

### Sometimes it is also necessary to thoroughly clean outside of the actual site. Which are the most suitable products in such cases?

There are various situations in which extra maintenance needs to be carried out in areas that have been used very little or that need a thorough and professional deep-clean. I am thinking, for example, about a holiday home that has remained unused for quite a long time, a terrace that is used again after several months, a warehouse or garage where work has been carried out or the kitchen of a restaurant. These are situations where products used for routine cleaning are not sufficient. In these cases we would recommend ULTRACARE GROUT CLEANER, for deep-down cleaning of joints, and ULTRACARE HD CLEANER or ULTRACARE MULTICLEANER, which may be diluted and applied according to the nature and intensity of the dirt to be removed. These are all products with good degreasing capacity, and highly effective in removing organic dirt (grease, oil and wax, for example). As you can see, the ULTRACARE range is pretty extensive and versatile. I mentioned the cleaning products, but there also protectors, finishes and complementary products that are ideal for cleaning, maintaining and protecting surfaces. With these products, which are on sale at Mapei distributors, it is possible to keep surfaces beautiful and functional over the years. So we can safely say that, with ULTRACARE, the beauty of our surroundings starts with taking good care of surfaces!

Corporate Product Manager, Grouts and Ultracare Line, Mapei Group



Download the brochure  
ULTRACARE LINE



## 3 PRODUCTS IN THE SPOTLIGHT

ANCHORING AND REPAIRING STRUCTURES, STRENGTHENING WITH A SUSTAINABLE SYSTEM, CONSOLIDATING CONCRETE FLOORS

# 1

### Mapect Zero\*



#### FOR PRECISION ANCHORING AND REPAIRING OPERATIONS

Pre-blended powdered grout used for precision anchoring and for repairing damaged structures. Its high mechanical performances help increasing the durability of the repaired elements. When it is mixed with water, MAPEFILL ZERO<sup>1</sup> forms a fluid grout that is able to fill intricate spaces. It has excellent impermeability to water, adhesion to iron and concrete, and resistance to mechanical stress, including dynamic loads. It has very low emission of volatile organic compounds (VOC) and is certified as EC1<sup>plus</sup> by GEV, thus helping earn LEED credits. It also meets all the main requirements of EN 1504-9 and EN 1504-6 standards and the minimum requirements of EN 1504-3 standard for R4 class mortars.

# 2

### CRM Zero\* System

**NEW**



#### STRENGTHENING WITH OFFSET RESIDUAL CO<sub>2</sub> EMISSIONS

A complete and sustainable solution adopting CRM (Composite reinforced mortars) to guarantee high performances for masonry or concrete buildings that need to be strengthened. The system consists of:

- MAPENET EMR pre-formed meshes in variable mesh sizes (33/66/99);
- MAPEWALL RENDER & STRENGTHEN and MAPE-ANTIQUÉ NHL ECO STRUTTURALE mortars;
- pre-formed connectors and corner elements.

The system is lightweight, easy to apply and has excellent tensile strength, ductility and resistance to aggressive chemicals and atmospheric agents, as demonstrated through over 3,000 hours of testing in aggressive environments.

# 3

### Mapectcrete Lithium Protector



#### READY TO USE PROTECTION FOR CONCRETE FLOORS

Liquid surface treatment with consolidating, water-repellent and protective effect for natural concrete floors or finished with dry shake mineral hardener. This water-based solution made of modified lithium silicates and modified polymers penetrates into the porosities of the support and chemically reacts with the free lime creating an insoluble compact microstructure that increases the wear resistance of the product and drastically reduces the penetration of liquids and salts. The surfaces treated with MAPECTRETE LITHIUM PROTECTOR are more durable and resistant to abrasion and the formation of stains and efflorescence. They produce much less dust and can be polished to obtain a bright effect.



## CRM System ZERO

THE ONLY CRM SYSTEM WITH FULLY OFFSET RESIDUAL CO<sub>2</sub> EMISSIONS AND EPD CERTIFICATION

CRM ZERO by Mapei is the only strengthening system with **reinforced render**, designed with optimised formulas to reduce the environmental impact. The system consists of:

- ✓ **Mapenet EMR** pre-formed meshes in variable mesh sizes (33/66/99)
- ✓ **MapeWall RENDER & STRENGTHEN** and **Mape-Antique NHL ECO STRUTTURALE** mortars
- ✓ **pre-formed connectors and corner elements**



\*CO<sub>2</sub> emissions measured throughout the life cycle of products from the Zero line in 2024 using Life Cycle Assessment (LCA) methodology, verified and certified with EPDs, have been offset through the acquisition of certified carbon credits in support of forestry protection projects.

CO<sub>2</sub> emissions measured throughout the life cycle of products from the ZERO line in 2024, using Life Cycle Assessment (LCA) methodology, verified and certified with EPDs, have been offset through the acquisition of certified carbon credits in support of forestry protection projects. A commitment to the planet, to people and to biodiversity.



EVERYTHING'S OK WITH MAPEI

Learn more on [mapei.com](https://mapei.com)



# NEW PLANITOP SMOOTH & REPAIR ZERO. PUT IT TO THE TEST.



Planitop Smooth & Repair ZERO has been reformulated to offer a superior level of application. Try the new rapid-setting cementitious mortar for repairing and skimming concrete. With CO<sub>2</sub> emissions fully offset for its entire life cycle, now also available in a class R4 structural version.

- ✓ IMPROVED CONSISTENCY
- ✓ IMPROVED BONDING DURING APPLICATION
- ✓ EASIER TO BUILD UP AT HIGH THICKNESSES

CO<sub>2</sub> emissions measured throughout the life cycle of products from the ZERO line in 2024, using Life Cycle Assessment (LCA) methodology, verified and certified with EPDs, have been offset through the acquisition of certified carbon credits in support of forestry protection projects. A commitment to the planet, to people and to biodiversity.



EVERYTHING'S OK  
WITH MAPEI

Learn more on [mapei.com](https://mapei.com)

