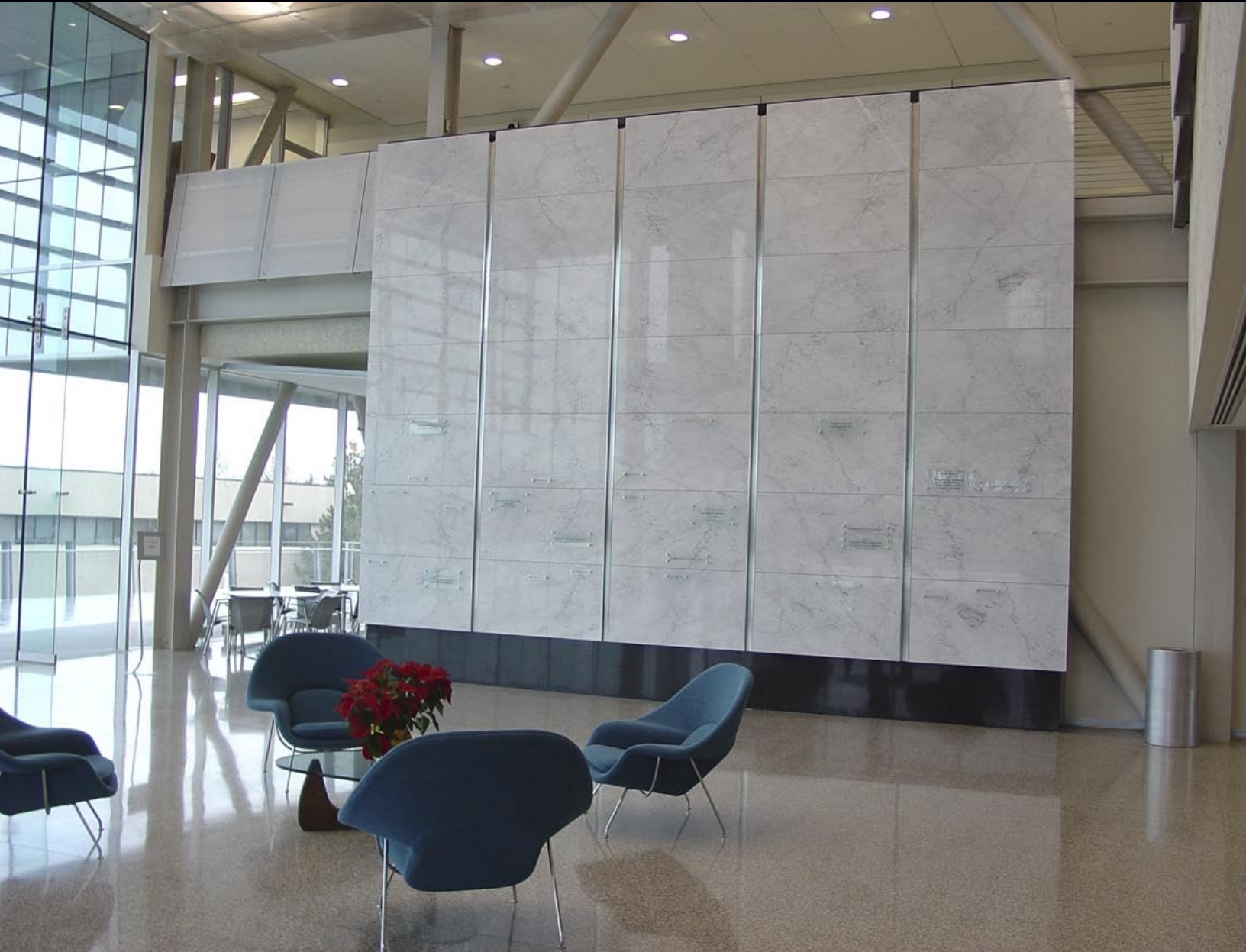




University of Albany Hall Wall of Hope

Rensselaer, NY

Project Spotlight: April 2006



LOCATION:

University of Albany
Foundation's East Campus
Rensselaer, NY

OWNER:

University of Albany

ARCHITECT:

EYP Architecture
Albany, NY

GENERAL CONTRACTOR:

UW Marx/Gilbane
Troy, NY

STONE CONTRACTOR:

Anthony Mion & Son, Inc.
Schenectady, NY

STONE SUPPLIER:

Adam Ross Cut Stone, Inc.
Albany, NY

**STONE INSTALLATION
SYSTEM:**

LATICRETE International, Inc.
Bethany, CT

LATICRETE DISTRIBUTOR:

Daltile Corporation
Albany, NY

LATICRETE International helps put the value in engineering

By Eric Carson

What's the difference between cost cutting and value engineering? The answer is, well, everything. Cutting costs involves a decision as easy as choosing one brand over another to save a few dollars. But at some point this theory has a few holes in it. In short, it neglects to consider the long-term performance and outcome of the project.

Value engineering is a totally different discipline. This is a process that takes into account the materials, processes and products, too, but the end selection is made so as to achieve the desired function of the project at the lowest overall cost consistent with performance.

Now that's the key phrase: "consistent with performance."

It sounds like a scientific theory created in some laboratory, but recently, Anthony Mion and Son in collaboration with Einhorn, Yaffee and Prescott (EYP) Architecture proved it can be as simple as using LATAPOXY® 310 Stone Adhesive.

When Anthony Mion and Son were contracted to install the "Wall of Memory and Hope" at the University of Albany, a monumental 25' X 18' wall that is designed to hold glass plaques honoring the passing of cancer victims, the original plan was to clip and pin 35 slabs of marble measuring 1 1/2" thick to the main structure. But this process, both costly and time consuming, exceeded the budget for the project by \$20,000.

It was back to the drawing board for Anthony Mion and Son, and time to apply the proper principles of value engineering.

Their idea, which was quickly signed-off on by the architect, was made possible by the superior performance of LATAPOXY 310 Stone Adhesive, a two-component, high strength construction epoxy adhesive for spot bonding large format tile and stone on vertical surfaces. With LATICRETE now in the fold, the revised cost was well within the proposed budget. More importantly, LATAPOXY 310 is permanent and will not deteriorate over time, providing a dependable and beautiful installation for the life of this shrine, and LATAPOXY 310 will not bleed through or stain the light colored marble veneer.

"When we were confronted with this issue," said Michael Roman, the project manager for Anthony Mion and Son, "we immediately thought of LATICRETE. We do a lot of work with them, and with something as important as this memorial, we knew we had to have the best. LATICRETE sent a representative right over with the new cordless mixing gun they developed, and after that the project just took off."

Anthony Mion and Son went to work redesigning the wall so that the original, aesthetic design would not be altered, rather the process by which it was to be installed. This was achieved by building a CMU block wall as the main structure, reducing the marble thickness to 3/4", and using LATAPOXY 310 Cordless Mixer to apply LATAPOXY 310 Stone Adhesive to the veneer of the new main structure. A major benefit of switching to the new plan using LATAPOXY 310 was reducing the cost of labor necessary to complete the tasks. LATAPOXY 310 is the fastest system available to clad vertical substrates, and



is building code approved by ICC and IBC. LATAPOXY 310 is proven to withstand stress and thermal shock as well as freeze thaw conditions. Again, the difference between costs cutting and value engineering becomes vividly clear.

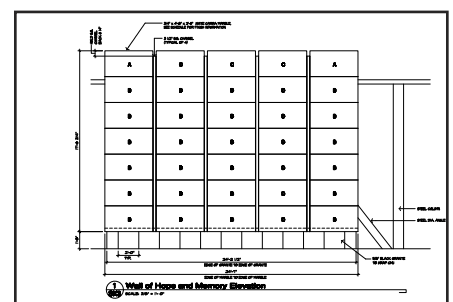
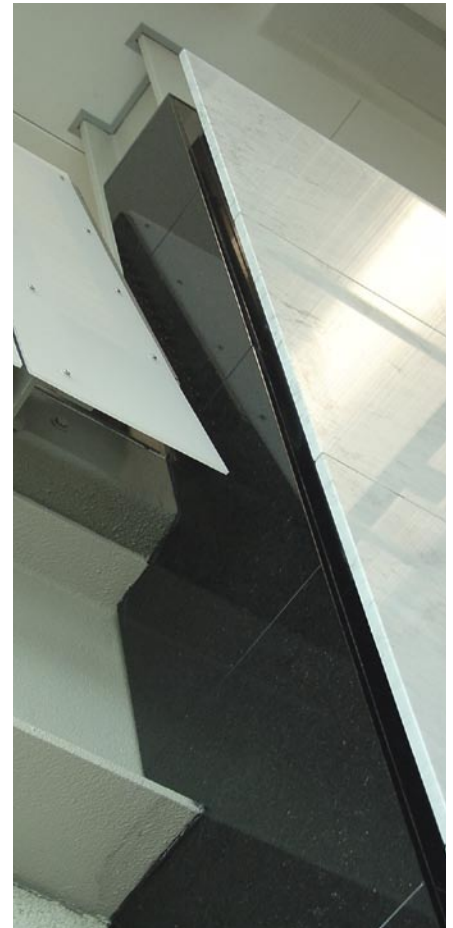
“Originally we were going to hang these pieces of marble with clips and pins,” Roman said. “But once we decided to go with LATICRETE we were able to significantly cut labor costs, and still get more done per day. This was because of the quick curing nature of the product. We reduced the thickness and weight of the marble by half, and were able to complete the job quicker and cheaper without compromising the original design.”

Located on the University of Albany Foundation’s East Campus in Rensselaer, which combines university research in genomics and biomedical science with state-of-the-art technology in a new 117,000 square foot building, the Wall of Hope and Memory and the glass plaques that will adorn it were instrumental in raising the necessary funds to complete this ultra-important center.

With the marble pieces now tightly adhered to the face of the block, Anthony Mion and Son finished the job off by using LATICRETE’s 255 MultiMax Thin-Set Mortar to wrap the sides of the wall in black granite, creating a final project that stands as simply elegant. A fitting tribute to those who have suffered from this insidious disease, and a reminder that hope is alive and well inside this new facility.

““There are stainless steel vertical channels that are placed between the marble,” said Roman, “and an LED light that runs along the bottom of the wall, which makes the wall very dynamic. It’s just an impressive wall in an impressive lobby. With LATAPOXY 310 we’re able to save money and achieve the intended result, the marble looks like its floating off the wall.”

Few if any would ever think that a stone adhesive could play such a major role in helping such an awe-inspiring monument like the Wall of Memory and Hope come to fruition, but it just goes to show, when the correct principles of value engineering are applied – the results can be powerful.





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of innovation

Corporate Headquarters:
LATICRETE International, Inc.

One LATICRETE Park North,
Bethany, CT 06524-3423 USA
800.243.4788
203.393.0010

www.laticrete.com

Latin America: 1.203.393.0010

Europe: 34.96.649.1908

Middle East: 917.7.244.6396

India: 91.40.2337.8775

China: 86.21.139.1812.3215

Asia Pacific: 852.2526.6660