



Fenway Park

Project Spotlight: June 2007



LOCATION:

Boston, MA

OWNER:

John Henry, Larry Lucchino, Tom Werner

ARCHITECT:

Janet Marie Smith, Boston, MA

GENERAL CONTRACTOR:

Rolli Marble and Tile, Stoneham, MA

**STONE INSTALLATION
SYSTEM:**

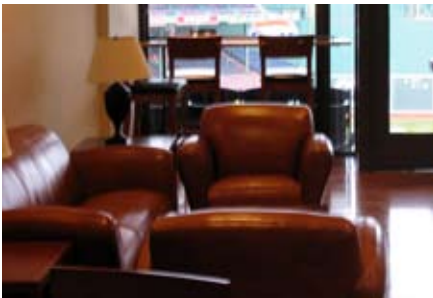
LATICRETE International, Inc., Bethany, CT

LATICRETE DISTRIBUTOR:

daltille, Woburn, MA

LATICRETE adds Boston's Fenway Park to the list

By Eric Carson



LATICRETE® System materials have been installed in some of the most impressive structures and high-profile building projects in the world over the last 50-plus years. The Petronas Towers in Kuala Lumpur, Malaysia, the world's tallest structure, stands out, as does America's tallest building, the Sears Tower in the heart of the Chicago skyline. Museums like the Rock-n-Roll Hall of Fame in Cleveland, the new Denver Art Museum designed by Daniel Libeskind, and monuments from the St. Louis Arch to the WWII Memorial in the nation's capital, all feature LATICRETE System materials.

Along the way there have been plenty of sporting arenas, too, and that list now includes perhaps the crown jewel of our national pastime: Fenway Park, home of the Boston Red Sox.

The ancient ballyard on Yawkey Way opened its doors on April 20, 1912, just five days after the sinking of the Titanic, and on that historic day the local nine outlasted the New York Highlanders 7-6 in 11 innings. Now, 96 years later, the Red Sox are still battling that old nemesis from the Bronx — only now their called the Yankees, and Fenway Park remains the pride of America's first city.

Fenway Park, the oldest and smallest ballpark in the Major Leagues, remained relatively unchanged for some ninety summers of baseball. But all that began to change in 2002, when new ownership took over and looked to the park for ways to raise revenue and compete in the age of big market free agency.

In fact, after just one day on the job, new ownership hired architect and urban planner Janet Marie Smith, who played a major role in the designing of Camden Yards in Baltimore, setting in motion a series of new projects aimed at improving the capacity and amenities of the stadium, all while preserving its historic value.

Seemingly overnight, 247 new premium "Monster Seats" arrived on top of Fenway Park's signature feature, the Green Monster in left field. A new right

field pavilion was created, adding even more seats and standing room on the right field roof, and the cramped quarters beneath the outfield bleachers were expanded to ease congestion for the sell-out crowds that pack the yard for every home date each summer.

In 2007, new ownership decided it was time to appease higher-end clientele, as well as themselves, and 26 new luxury suites were targeted for completion in time for the new season. Now, all three owners have their own private luxury suite, as does general manager Theo Epstein, complete with panoramic views of the playing field, big screen plasma televisions, comfortable sitting areas, and private kitchens and bathrooms complete with natural stone floors.

LATICRETE, a world leader in the manufacturing of innovative systems for the installation of ceramic tile and stone, was specified to provide all of the setting materials and grout for the new luxury suites, as well as the new concourse that runs along the backside of the Fenway façade, where each of the new suites entrances are located.

Enter Peter McKeon, the LATICRETE technical sales representative for the region, and Al Rolli of Rolli Tile and Marble in Stoneham, MA, the contractor responsible for this high-profile installation. McKeon and Rolli visited Fenway Park together for a first-hand look, and McKeon recommended a palette of environmentally responsible building products, all covered by the LATICRETE 10 Year Systems Warranty.

"I use LATICRETE for three reasons," said Rolli. "First, LATICRETE is specified by a lot of architects, which means I can stand behind using it. Secondly, considering the quality of the products, they sell it at a reasonable price which helps me profit. And, I personally like LATICRETE because if there ever is a problem, and there haven't been many in my 16 years using the product, Peter (McKeon) and his

technical staff are always readily available with direct answers. They totally back-up their products. For me, that goes a long way.”

Fenway officials chose 12" x 12" Absolute Black marble tiles in a honed finish for the kitchens and bathrooms of the luxury suites, and Rolli went to work with his crew of 10 installing the tile over an exterior glue plywood substrate.

The first step was to prepare the substrate with LATICRETE 9235 Waterproofing Membrane, long the industry standard, by simply roller applying the IAPMO approved, GREENGUARD certified membrane over the substrate. Rolli and his crew snapped lines to account for 1/16" grout joints, and LATICRETE 317 thin-set mixed with LATICRETE 333 Super Flexible Additive was used as the adhesive. The resulting high strength, shock resistant thin-set mortar was troweled firmly onto the surface, then combed over with the notched side to ensure the full bedding of the tile. The tile, provided by Marble and Granite Inc. from nearby Westwood, MA, was grouted with LATICRETE PermaColor™ Grout in the color Midnight Black. Kevlar® reinforced, LATICRETE PermaColor Grout offers the maximum performance available in a cement-based grout — consistent color and Microban® protection to resist stain-causing mold and mildew. Mixed with water and ready for foot traffic in just four hours, PermaColor Grout is GREENGUARD Certified for better indoor air quality.

For the stone floors of the 700 square foot concourse that provides access to the luxury suites, Rolli Tile and Marble used a similar LATICRETE System, but switched latex additives to account for the exterior installation over concrete slabs. McKeon, a Red Sox season-ticket holder, recommended LATICRETE 3701 Mortar Admix, which provides the same high-strength bond as LATICRETE 333, but is water resistant and better suited for exterior applications. Kirkstone River Bed Gray slate with a flamed finish was specified in 12" x 24" format for the flooring, and the same stone was tipped on edge to provide a base that runs the length

of the concourse. LATICRETE 9235 Waterproofing Membrane, rated TCA “Extra Heavy,” was applied to the substrate, then brushed on six inches up the wall to protect the installation of the stone base. LATICRETE 317 with 3701 Mortar Admix was troweled on, and the large format tiles were grouted with LATICRETE PermaColor Grout in the color of Natural Gray.

For the walls, which are set back and protected from the elements, LATICRETE 317 with 3701 Mortar Admix was troweled on over a cement backerboard, and 12" x 24" Kirkstone Sea Green Limestone tiles were set with 1/8" grout joints and grouted with LATICRETE PermaColor Grout in the same color of Natural Gray.

“We are so pleased to have found a product that can be used outdoors that gives our premium customer the look and feel of luxury that is expected in the foyer leading to the private suites at Fenway,” said Janet Marie Smith, senior vice president of planning and development for the Red Sox. “The stone installed with LATICRETE is durable, withstands the sun and snow, and yet is as fine a finish as you would expect and hope to find on a club concourse. The palette of colors available gave us perfect choices to complement the historical character of Fenway Park, the oldest park in the Major Leagues.”

From world famous skyscrapers to national monuments, and to national treasures like Boston’s Fenway Park, LATICRETE is the name known and trusted for projects that represent the highest levels of visibility and stature.

And even if it does take another 86 years to bring a World Series banner back to Fenway Park, the marble and stone installed will be there waiting for that traditional champagne bath. After all, LATICRETE is in the building — permanently.





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