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LATICRETE Installed Mosaic Art Project Wins Best 3D in International Contest



April 16, 2010: LATICRETE, a global leader in the manufacturing of innovative systems for the installation of tile and stone, provided Kate Jessup from United Tile in Seattle with a unique adhesive mortar mixture and LATICRETE® PermaColor™ Grout for her award-winning mosaic art piece “Cedar Stump,” announced as the winner of Mosaic Arts International’s 2010 Best 3D piece during the annual American Mosaic Summit this March on the Navy Pier in

Chicago. The week-long event was the 10th annual conference and exhibition hosted by the Society of American Mosaic Artists.

While spending the last five years working for long-time LATICRETE distributor United Tile - one of the largest and most successful tile and stone distributors in the Pacific Northwest - Jessup has become very familiar with the quality and performance of LATICRETE® products. Her “Cedar Stump” project displayed creative use of LATICRETE PermaColor Grout to obtain the desired depth of color and texture, which was recognized by an international juried commission of her peers with the prestigious Best 3D award in March at one of SAMA’s signature events of the year. Often mosaic art work is done over a cement backer board and hung on a wall to be displayed. Jessup’s “Cedar Stump” project is a stand-alone piece that’s categorized as 3D by mosaic artists.

Jessup’s “Cedar Stump” stands just one-foot tall and measures 32” in diameter, but its stunning detail and rich use of color captures the simple existence of a fallen Cedar tree and brings it to vibrant life. This everyday Pacific Northwest sight commands attention with the depth of color supplied in several sections through creative use of LATICRETE adhesive and grout. The styrofoam core of “Cedar Stump” has been covered with various different types of glass tile and installed in a mixture of LATICRETE 4237 Latex Additive and LATICRETE PermaColor Grout in three different color options. For certain areas where Jessup wanted to add depth with color, she mixed

Innovative Tile and Stone Installation Systems

the LATICRETE additive with LATICRETE® PermaColor Grout™ in Quarry Red, Chestnut and Midnight Black, which show through the tile for visual effect. For the rest of “Cedar Stump,” Jessup installed the glass tiles with LATICRETE 254 Platinum thin-set and LATICRETE PermaColor Grout. For added protection with this delicate piece of award-winning mosaic art, Jessup sealed the grout joints with LATICRETE Latasil™, a 100 percent silicone sealant.

“For this particular piece I used two different setting techniques to compare effectiveness,” said Jessup, a showroom manager at United Tile’s Renton, WA location just south of Seattle. “LATICRETE 4237 Latex Additive is a really strong adhesive and I wanted to add layers and depths of color by mixing it with LATICRETE PermaColor Grout. I enjoy using LATICRETE® products for my mosaic art work because I know they are designed to be used as a comprehensive system. LATICRETE is committed to innovation supported by extensive research. I know that LATICRETE products will be made with the newest technology and the goal of durability in mind.”

United Tile has over 40 years of excellence in the wholesale distribution of tile and stone products in the Pacific Northwest. The long-time LATICRETE distributor has five retail showrooms, three in Greater Seattle and two more in Portland and Bend, Oregon, working to serve the design community and public with a professional, knowledgeable design staff. Jessup lives a double-life as a renowned artist and showroom manager for United Tile in Renton, WA, email her at kate@unitedtile.com, or call 425.251.5290 and ask for Kate.

www.unitedtile.com

LATICRETE International, Inc. is a family owned business dedicated to innovative, high quality tile and stone installation systems. Based in the USA, the 50-plus year old company is one of the world’s leading manufacturers in its field. It’s well known brands LATICRETE®, LATAPOXY® and SpectraLOCK® are manufactured and sold worldwide. USA /Canada: 1.800.243.4788, outside USA: +1.203.393.0010, www.laticrete.com.

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