



For Immediate Release
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LATICRETE Products for Award-Winning Mosaic Mural

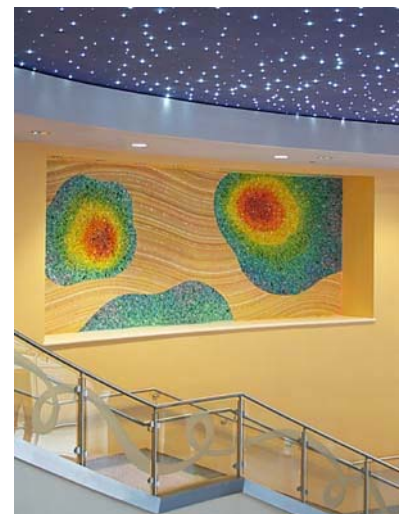


For Immediate Release: LATICRETE, a global leader in the manufacturing of innovative systems for the installation of tile and stone, has enjoyed a long and mutually beneficial relationship with world-renowned mosaic artist Sonia King of Mosaic Works in Dallas, Texas. King's latest project installed with LATICRETE® products, "Nebula Chroma" (think giant space cloud), is now the focal point of the multi-story main lobby in the newest tower of the Children's Medical Center of Dallas. The light-filled, three-story atrium creates a dynamic

setting for Nebula Chroma, King's 7' x 17' masterpiece that was awarded first prize in the "Design and Detail" category at the 2009 Spectrum Awards ceremony at Coverings in Chicago.

King's Nebula Chroma features a huge variety of materials, including glass tiles from over 10 manufacturers, multiple layers of ceramic tile, agate slices, marble gems, beach glass, art glass, vintage mosaic glass and more. In all, over 200 different kinds of tile from 20 manufacturers were installed with LATICRETE installation products on this large-scale mural that represents King's fourth completed mural wall at the Children's Medical Center of Dallas. Her first four mosaic walls, also installed with LATICRETE products, all won Spectrum Awards as well, which are presented annually and sponsored by the Tile Council of North America, the National Tile Contractors Association, the Ceramic Tile Dealers Association, the Association of Ceramic Tile Manufacturers of Spain, and Assopiastrelle, the Italian tile association.

The mural was installed in sections, first glued to mesh and labeled for placement, and then installed on the curved mural substrate with LATICRETE 254 Platinum, the ultimate one-step, polymer fortified thin-set adhesive from LATICRETE. To grout the award-winning mural, King got ultra-creative with LATICRETE 1500 Sanded Grout, creating a design-friendly option of her own she's dubbed "Fresco Grout." To add even another layer of interest, King infuses pure pigments of color by hand into the grout as



Innovative Tile and Stone Installation Systems

its curing with sponges and water. This hand-colored treatment of LATICRETE 1500 Sanded Grout helps to shift and blend the mural as it "continually plays a mind game" with its viewer, according to King.

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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