Atlantis, The Palm
Project Spotlight: December 2008

LOCATION:
Palm Jumeirah, Dubai, UAE

TILE CONTRACTOR:
LCL/MiceCraft JV, Dubai, UAE

TILE SUPPLIER:
Al Habtoor Marbles, LCL, Dubai, UAE

GENERAL CONTRACTOR:
Al Naboodah Laing O’Rourke, Dubai, UAE

DISTRIBUTOR:
LATICRETE RAK, Dubai, UAE

TILE INSTALLATION SYSTEM:
LATICRETE International, Inc., Bethany, CT, USA

ARCHITECT:
Wilson Associates, Dallas, TX, USA
Atlantis, The Palm recently opened as the flagship resort on the revolutionary man-made island, The Palm Jumeirah, located in the United Arab Emirates. With interiors designed by internationally acclaimed architectural & design firm, Dallas-based Wilson Associates, world-leading hospitality pundits have projected it will completely redefine tourism within Dubai and throughout the Middle East. As officially the first offshore development in Dubai, The Palm has actually doubled the length of Dubai’s coastline. Additionally, it has for the most part, already been accepted as the new center for hospitality and entertainment for the region. The resort encompasses more than 112 acres of which include an expansive water park. There are 1,539 rooms including opulent “beyond first class” suites… and, a few which are actually underwater! Trisha Wilson, founder and CEO of Wilson Associates stated, “It was inspirational for our team to design on the banks of Dubai’s first man-made island. We incorporated a mythical legend with uninterrupted views and stunning architecture to create this luxurious escape into an Atlantean fantasy.”

Guests first entering the resort at once are transported to the legendary world of Atlantis via the mind-boggling design of the Grand Lobby, where they are surrounded by murals depicting the ancient island. A colossal nine meter crystal sculpture by Dale Chihuly, symbolizes the energy source of Atlantis, rising below the structure’s grand dome. Surrounding it are eight “fish columns” constructed within an architecturally developed sea urchin’s shell. The totally awesome Poseidon’s Court features a double-height acrylic single sheet window revealing the Ambassador Lagoon, a 10-meter deep marine habitat, which is home to several hundred marine species. This “theme environment”, displaying a golden throne flanked by six custom-crafted sea life columns over an intricately-cut custom stone floor which leads right to the lagoon is an ideal gathering place for guests.

The resort’s numerous restaurants are also replete with cutting-edge interior design themes. They include a traditional Arabian coffee house, an oceanic cool blue bar, a Middle Eastern restaurant inspired by Arabian caravans with a modern twist, a seafood restaurant with a panoramic view of the Ambassador Lagoon’s underwater world… and, a steakhouse featuring a custom-designed wine room. Again, all interiors were created by the world-class designers from Wilson & Associates.

A 20,000 square-foot Atlantis Spa offers a unique relaxation experience by visually enveloping its guests in various shades of sea foam. The spa’s treatment corridor is a river of stepping stones revealing design details such as whimsical sea horse door handles, fish fountains and sea kelp relief walls. This mythical sanctuary includes 27 vaulted ceiling volcanic stone treatment rooms, with one luxurious spa couples suite featuring its own lounge area, wet room, steam/shower and private garden.

All rooms and suites reflect the oceanic theme fused with elements of Arabia. Wilson Associates’ Principal James Carry explained, “The design of the Bridge Suite and the Lost Chambers Suites will be an unsurpassed Atlantean experience for each guest. For example, the Bridge suite is a three-bedroom luxurious escape, with uninterrupted views south toward the Palm and the mainland, and views north toward the Arabian Gulf. Upon entry, guests will be dazzled by the rich gold and silver tones with precious stone accents at every turn, including enormous crystal chandeliers to remind them that they are at the energy source of Atlantis.” The Lost Chambers
Suites are three-floor underwater suites where the guest can experience a delightful aquatic feel both above and below the water. The master bedroom and bath have views of the underwater world of the Ambassador Lagoon, as well.

In order for these amazing design visions to become realities, world-class contractors were obviously employed. These included general contractor Al Naboodah Laing O’Rouke, Interior contractor LCL/Micecraft JV and stone contractor LCL Stone. The tile and stone work throughout the entire resort was of the highest possible quality. In order for that to be accomplished, the highest-quality tile and stone installation systems had to be specified. According to Sujit Singh, General Manager, LATICRETE RAK Co. LLC., “Atlantis, being a prestigious name in the global leisure industry, had a very high standard of product specification which frankly, had to be on par with its reputation. When it came to the installation of tile and stone, the architects insisted upon LATICRETE products, which were subsequently specified by name and color code. Atlantic Construction Management Team (ACMT) made certain that those specified products were definitely used on this signature project. Tile, stone and interior contractors appreciated Laticrete technical support and on time delivery of materials from LATICRETE RAK production facility based in the UAE.”

LATICRETE products were used in the most prestigious spots at Atlantis, The Palm, including VIP areas such as the Royal Suites, Presidential Suites, Bridge Suites, Deluxe King Suites, the Deluxe Queen Suites and other areas. LATICRETE® 9235 Waterproofing Membrane, a liquid applied, load bearing waterproofing/anti-fracture membrane was used in each suite’s shower, as well as in each adjoining bathroom, to provide a permanent waterproofing base for the tile installation.

Ceramic and porcelain tiles at the Palm were fixed with premium LATICRETE adhesives and grouts. To set the tiles, LATICRETE 4237 Latex Additive was mixed with LATICRETE 211 Powder to provide a high-strength adhesive providing an ideal condition for installing the ceramic tiles over the concrete substrate in place at Atlantis, The Palm. LATICRETE 254 Platinum Rapid, the ultimate one-step, polymer fortified thin-set offering uncontested durability on virtually all substrates and applications, was selected for its bond strength and ease of workability to install stone over LATICRETE 9235 Waterproofing membrane.

Depending on the application, the tile and stone at this new state-of-the-art hotel was grouted with LATICRETE 1500 Sanded Grout or LATICRETE 1600 Unsanded Grout, both mixed with LATICRETE 1776 Grout Enhancer. In addition, LATICRETE SpectraLOCK® PRO Grout*, providing the same high performance, color uniformity, durability and stain resistance of an epoxy grout but with extraordinary ease of use, was specified for its total versatility and unmatched performance.

Currently, Dubai is the location for more than 250 hotels, including without question, some of the world’s most luxurious hospitality establishments. These ultra-posh venues have been intelligently designed to accommodate both business travelers as well as tourists hailing from every corner of the globe. In Dubai, just like Las Vegas, most of these luxury hotels also enhance the social life of each guest, by providing a myriad of one-of-a-kind theme restaurants, lively bars, exclusive shops and world-class live entertainment. Now there is a new one, Atlantis, The Palm, which offers all of the above… and, even more. The tile and stone designs found at Dubai’s newest resort are as creative… and as beautiful… as can be found anywhere in the world. LATICRETE International, Inc. was proud and honored to have its materials specified throughout this very special architectural masterpiece.

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