



**Globally Proven
Construction Solutions**

1 World Trade Center Project Spotlight: August 2012



LOCATION:
New York, NY

ARCHITECT:
Skidmore, Owings & Merrill
New York, NY

LATICRETE INSTALLER:
Port Morris Tile & Marble
Bronx, NY

LATICRETE DISTRIBUTOR:
Daltille
Mount Vernon, NY

Tiling 1 World Trade Center

by Ron Treister

For the most part, the entire world knows that the World Trade Center was a major commercial building landmark characterized by its twin towers in Lower Manhattan. Opened on April 4, 1973, the towers were destroyed in 2001 by the September 11th terrorist attacks. Currently, the site is being rebuilt with five new skyscrapers and a 9/11 memorial. 1 World Trade Center, which was previously referred to as the "Freedom Tower," is considered to be the anchor building of the complex. This 104-story building, owned by the Port Authority of New York & New Jersey and developer Durst Organization, will contain 3.1 million square feet of office space when finally completed in 2013.

The global tile community has been watching this project very closely, especially since September of 2010 when David Childs, Chairman Emeritus of Skidmore, Owings & Merrill (SOM), addressed the press attending that year's edition of Cersaie, the international tile exposition held annually in Bologna, Italy. At that event, he talked with journalists during a Q and A session, much of it focusing on the rebuilding of the World Trade Center. He stated, "Many architects are concerned with how to create a solution for the planet. Aesthetics are still important, just like a chair should look nice, but it should also be comfortable. With past architecture, the result was often uncomfortable and scale-less. I feel strongly that in many cases today, architects want to make great places which tie-in culture, comfort and the environment, etc."

He went on to mention that, ultimately, the rebuilt World Trade Center would achieve LEED

Gold Certification, and "perhaps Platinum." Childs stated that the building will feature a water recycling system, sustainable energy use and sustainable materials, including stone and tile. ^

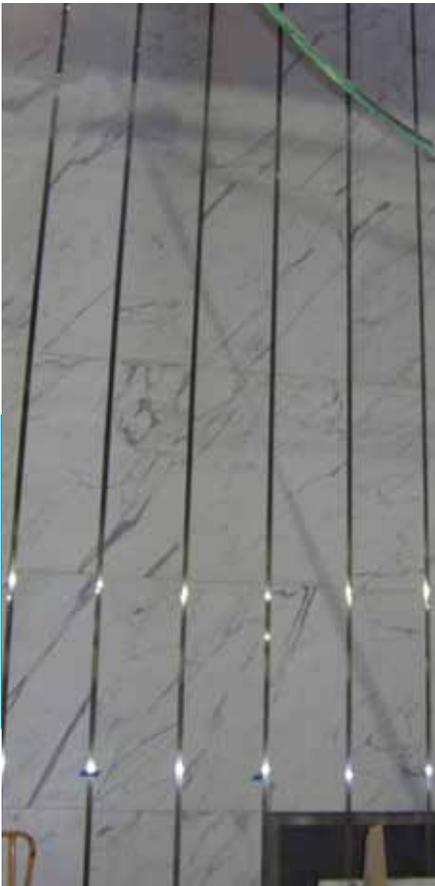
LATICRETE has some history of its own, working with The World Trade Center.

Almost forty years ago, LATICRETE materials were specified in the construction plans for the original World Trade Center project. Twenty years later, the entire outdoor plaza was re-constructed with 150,000 square feet of granite paving, which was professionally installed using The LATICRETE System. "The plaza restoration went on for months," stated Tom McKeon, LATICRETE Technical Representative. "Visiting the World Trade Center site became an integral part of my weekly routine. All in all, it turned out to be a tremendous project, one which we were extremely proud to be involved.

"After 9/11, like so many others, I went back to see Ground Zero. I simply couldn't believe it; the beautiful plaza that so many worked so hard together to make happen, was completely unrecognizable. In the back of my mind," continued McKeon, "I hoped we'd get another shot at working here again, if a new World Trade Center was to be constructed."

What McKeon hoped for became a reality.

A new World Trade Center complex, slated to include the tallest building in the country (rising to a patriotic 1776 feet) indeed was intended to be built. And, Bronx, NY-based Port Morris Tile & Marble, which did major tile work on the original World Trade Center, was again awarded the tile installation contract... and, once more LATICRETE



materials were chosen to be part of one of the most focal and iconic construction projects in all the world.

"We have an excellent relationship with Port Morris, having worked together on many prestigious projects over the years," added McKeon. "In particular, this project is very meaningful. It's an honor to be involved with it."

John Bertone, Executive Project Manager at Port Morris Tile & Marble, was in charge of the tile work at 1 World Trade Center. He stated, "Our overall program started with the exterior plaza and the two memorial fountains outside. Then, it moved on to the indoors. We were responsible for providing and then installing 65,000 square feet of white marble wall tile in the lobby of the tower... and, in the sky lobbies on floors 64 and 65. Additionally, on the 64th floor, we installed 27,000 square feet of granite tiles."

In total, Port Morris installed 50,000 square feet of floor tile and 100,000 square feet of wall tile.

"LATICRETE offered us a unique system that worked correctly for the project and the products," continued Bertone. "Rather than buying a number of different installation products from a number of different companies, we decided upon a system which LATICRETE spelled out and designed specifically for our needs. And of course, the fact that these products are covered by a very specific warranty, was very important.

The LATICRETE® System which was used consisted of:

- LATICRETE Hydro Ban®, a thin, load-bearing waterproofing/crack isolation membrane (flexible and seamless) which bonds directly to a variety of substrates.

- LATICRETE 254 Platinum, a one-step polymer fortified, thin-set mortar which was used for the installation of the white marble wall tiles

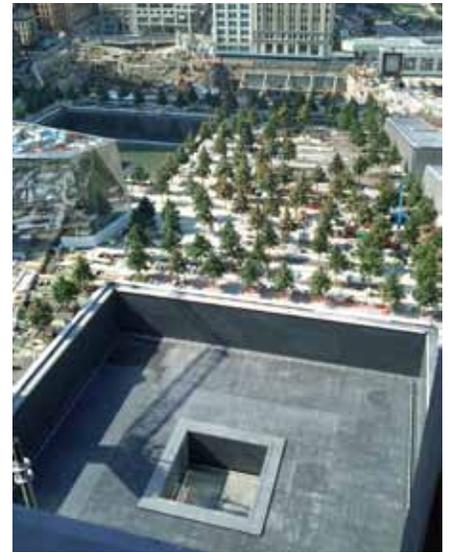
- LATICRETE 1500 Sanded Grout and LATICRETE 1600 Unsanded Grout

All three of these are GREENGUARD Certified Low VOC Products. (LATICRETE was the first manufacturer of tile and stone installation materials to earn and offer the GREENGUARD Environmental Institute's (GEI) certification.)

"Port Morris worked with the original World Trade Center," concluded Bertone, who has been with his firm for 19 years. "It is an honor and privilege to again be involved with it. Without question, this is a very high-profile job. When I first heard we were in the bidding, I was very excited and frankly, a bit humbled."

When 1 World Trade Center opens its doors next year, the whole world will be watching. This project means so much to so many people... in so many different ways. America can get knocked backwards, but the country's "can-do/will-do" heritage continues as the nation always seems to get back on its feet, bigger, stronger and better than before. Without question, such is the case with this monumental architectural undertaking. To professionals within the tile and stone sectors, 1 World Trade Center is a glowing example of how world-class architecture depends on world-class contractors using world-class installation materials, working as one to make a major statement with world-class tile and stone. For years and years to come.

[^] Source: [Contemporary Stone & Tile Design](#) Winter Edition 2011



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Courtesy Silverstein Properties