REISCHMAN PARK
Project Spotlight

CUSTOMER:
City of Roswell
Roswell, NM

TILE AND STONE CONTRACTOR:
George’s Carpet & Tile
Roswell, NM

DESIGNER:
Susan Wink- Susan Wink Design
Roswell Interarts Organization- RIO
Roswell, NM
**Situation**

Reischman Park in Roswell, New Mexico, established in 1982, and was gifted to the city by the Reischman family. Over the years the 550 square foot (51m²) park has suffered expected wear and tear. In 2013 Main Street Roswell in collaboration with the City of Roswell received a substantial grant from Main Street New Mexico to renovate the infrastructure and upgrade the park. The renovations were coordinated with the non-profit Roswell Interarts Organization (RIO) which raised separate funds to create the custom art work for the park. Funding was secured through grants and donations from businesses and local citizens.

RIO was tasked with creating an updated art space, using inspiration from historic Roswell photos. A new arched entryway, tiled seating and a mural was designed for the park.

Susan Wink, representing RIO, was the artist/designer of the park project. Susan worked at length with the owner of George’s Carpet & Tile, Harva Joseph as well as the dedicated and hard-working installers, Gary Gingrich and Kendra Barnett. Together, they were able to help create the community’s vision.

“I was the lead artist for the “Remembering Roswell” project for the non-profit Roswell Interarts Organization. Representing RIO, I worked with Main Street Roswell and the City of Roswell on the park renovation to upgrade, beautify, and make the deteriorating Reischman Park more welcoming and functional.

The design elements in the park have a Roswell theme — many of the designs were formed from historic archives and local community members’ memorabilia. The tile for the entire installation was handmade for the project. Hundreds of local community members created signature tiles and glazed feature tiles.”

— Susan Wink  
Designer, Roswell Interarts Organization

**Challenge**

Harva Joseph worked with the designer to put the installation project together. When it came to installation of the tile, the installers had to carefully clean the concrete and place the custom made tiles.

The installers, Gary Gingrich and Kendra Barnett, and designer Susan Wink, worked through extreme heat.
A LATICRETE Solution

Due to the extreme heat and the delicate tile being placed, Harva Joseph knew that Tim Evans, Contractor Sales Representative for LATICRETE, would know the correct products for the job.

“We have a wonderful relationship with Tim Evans at LATICRETE and were confident that Tim would ‘come up with the goods’ and he naturally did. We recognize LATICRETE as a strong company with a fine reputation for great products and exceptional service,” Harva commented.

“I understand that LATICRETE donated the grout and thinset which enabled our installers to proceed with the tile installation. This allowed us to complete this beautiful installation of tile in a public park. Without the help from LATICRETE, the project would have been impossible to achieve,” Ms. Joseph continued.

254 Platinum was used on the concrete to place the tiles as well as PERMACOLOR® Grout.

254 Platinum is a one-step, polymer fortified, thin-set mortar used for interior and exterior installation of ceramic tile, stone, quarry tile, pavers and brick. It exceeds ANSI A118.4 and A118.15 Shear Bond Strength Requirements and is the ultimate thin-set for porcelain and glass tiles as well. It is designed to just mix with water and has a long open time with unsurpassed adhesion and workability.

PERMACOLOR Grout is a high performance, fast setting grout that provides a grout joint that is dense and hard. It offers consistent color and is meant to be mixed only with water. PERMACOLOR Grout is ideal for interior and exterior floors and walls. PERMACOLOR Grout meets ANSI A118.7 requirements.

“Getting the job done right, as quickly as possible, is always the goal. The heat and need for funding put more pressure on us, even though the nature of the tile, as well as the surfaces we were applying them to, made finishing quickly impossible. The surfaces were all three dimensional.”

-- Kendra Barnett
Installer, George’s Carpet & Tile

Outcome

The Reischman Park project has taken over six years to complete. The park has been used as a music venue for a UFO Festival in July 2016 and in September 2016, will be the site for a First Friday celebration featuring food trucks and music. All parties involved are extremely happy with the outcome of the new Reischman Park.
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