LA PLÀIA SHOPPING CENTER
Project Spotlight

ARCHITECT:
MARIO DAL MOLIN
Via Nicolò Canelles 4
Cagliari, Italy

BUILDING OWNER:
LA PLAIA IMMOBILIARE SRL
Via Roma – 09125
Cagliari, Italy

CONTRACTOR:
LA PLAIA IMMOBILIARE SRL
Via Roma – 09125
Cagliari, Italy

GC/BUILDER:
SIGEF SRL
Zona Industriale Loc. Luceri – 09048
Sinnai (CA), Italy
Custom Parking Garage Completes Shopping Center Makeover

The Situation

On the island of Sardinia, Italy, in the heart of Cagliari, tourists and locals alike are subject to anything one could ever want in a vacation or life of leisure: history, art, views of the Mediterranean, fine cuisine, and of course, shopping.

While highlights of the city include 13th century architecture, La Plaia - Centro Commerciale, a prominent shopping center in the middle of town, was seeking restoration to modernize itself after not having been touched since the shopping center was built in 1983.

To kick off the nearly two-year construction project, which began in 2016, the architectural firm Mario Dal Molin and general contractor SIGEF SRL set out to renovate and expand the shopping center by 13,993 square feet (1,300 square meters). The goal behind the changes would be to offer customers a more vast selection of retail options and provide the community with areas for socialization, such as a new on-site bar. In addition to the interior shopping center updates, 64,583 square feet (6,000 square meters) of parking garage space would need to be reconstructed since the concrete screed in place had been completely destroyed.

“The Situation

After briefly meeting Mario Dal Molin at an industry event, we were quickly able to convince him that the SPARTACOTE™ product line was the top choice to repair the garage. We educated his firm on the product lines’ technical features and demonstrated how the resinous flooring could enhance the parking garage experience by extending the overall design of the building to an unlikely place. Ultimately, the parking garage would be a huge part of elevating the entire shopping experience at La Plaia - Centro Commerciale,” said Antonella Mura, the LATICRETE Sales Area Manager for Sardinia.

The Challenge

Customized Design: In the past, aesthetics were often not considered when selecting floor coatings for parking areas. However, studies show that floors can elevate the overall shopping experience and boost morale. To liven up the space more than a standard concrete floor could, the design team was able to customize the look and finish of the floors with a pop of color using the LATICRETE® products — allowing them to pull the shopping center’s desired experience through the entire development, from arrival to departure.

Tight Time Frame: Although the shopping center would undergo a multi-year renovation process, the installing contractor EFFE.ESSE COSTRUZIONI SRL was allotted less than two weeks to install the SPARTACOTE flooring system throughout the entire parking garage before the grand re-opening. To ensure a successful installation within the desired time frame, the execution needed to be exceptional and the product performance needed to hold up the first time around.

A LATICRETE Solution

One of the unique benefits that piqued the architect’s interest in installing resinous flooring in the parking garage is the product’s ability to customize the look and finish of any environment. The SPARTACOTE line of resinous flooring also offers reduced floor maintenance which is beneficial in high-traffic areas and superior chemical and stain resistance, making this system an excellent choice to uphold a fresh-looking appearance.

With a team of six, EFFE.ESSE COSTRUZIONI SRL used LATAPOXY® 309, a two-component epoxy adhesive, to close several joints throughout the parking garage. LATAPOXY 309 is solvent-free
and possesses high adhesion and anti-slip agents, ideal for this type of environment. Additionally, this product can cure in difficult conditions, such as those with a high presence of moisture, which can be typical for garages.

To coat the floors, EFFE.ESSE COSTRUZIONI SRL applied SPARTACOTE™ FLEX SB™ across the entire 64,583 square foot (6,000 square meter) garage in a light blue finish. On top of the coating, the team also applied white lane dividers and yellow safety lines to guide traffic. To maintain the desired appearance, SPARTACOTE FLEX SB is UV resistant which will help to deter any color fading or peeling in the sunlight.

Thanks to the products’ rapid cure rates and user-friendly working times, EFFE.ESSE COSTRUZIONI SRL’s team of six efficiently finished nearly 4,305 square feet (400 square meters) per hour, allowing the garage surface to be completed in only 11 days.

Outcome

“The new garage floor is a showstopper, and something memorable for visitors to see when they first visit,” said Roberta Marchi, LATICRETE Regional Director Europe Assistant. “Our team received many thanks for the support provided on the jobsite. Whether it was outlining product features or providing installation tips, LATICRETE was there to lend a helping hand every step of the way.”

Completed in 2018, La Plaia - Centro Commerciale opened its doors for a grand re-opening celebration on March 27 and to the public on March 28.

“Everyone involved in the La Plaia - Centro Commerciale renovation was pleased with the high-quality result of the LATICRETE® products used in the parking garage.”

- Roberta Marchi, LATICRETE Regional Director Europe Assistant