

A Smooth Floor That Fixes A Problem For Luxury Car Maker

The first North American Audi Forum opened its doors in Manhattan, NY on October 11, 2006. This multi-functioning showroom was designed as a worldwide showcase; a sleek modern setting, combined with historical visual references. This area is not only intended to serve as a retail area for luxury car buyers, but also a meeting place for Audi executives and a venue to host events for media and consumers from Audi and other parties. Unfortunately, the epoxy floor installed in the showroom failed, leaving Audi with an unsightly problem, until now.

Upon its original design, architects of the Audi Forum chose a decorative, troweled epoxy mortar with a matte finish. Unfortunately for Audi, the installer of the system did not properly prepare the surface prior to installation; shortly following the application, the floor began to blister and disbond leaving hollow spots and voids. Over the next five years, the problem magnified and areas throughout the showroom floor delaminated. Audi began searching for a replacement surface suitable for displaying their vehicles, while maintaining the prestigious style and sophistication of their image.

Liquid Elements, artfully poured floors, a division of the 90 year old floor manufacturer and installer, Stonhard was approached by “Big Show” general contractors with this project. Audi specified a contemporary, high performance flooring system that

was both seamless and aesthetically pleasing, with a finish that would resist tire stains; thereby providing a long term solution.

Liquid Elements presented Smooth, a sleek self-leveling, long lasting floor, as a viable solution.

Challenges for Audi

- Floor must resist tire marks and staining
- Floor must not interfere with the original floor's ability to rotate as a turn table
- Floor must display a mix of sophistication and performance



Product used: Smooth, Audi Gray in a matte finish

Liquid Elements began the replacement process with a turn table, 16ft. in diameter, for the display of Audi's R8 Spider. The Liquid Elements installation crew was able to remove the previous flooring system extremely quickly. Because the renovation was for a rotating surface, the Liquid Elements installation crew had to be particularly careful to not interfere with the bearing in the middle of the floor, while creating a uniform level surface. Smooth, in a custom shade of gray was installed, providing Audi with a chic and resilient new turntable area.

Liquid Elements, is one of a few domestic companies able to provide a flooring system with the durability to resist tire stains. Smooth, a long lasting, self leveling system, creates a resilient, even surface perfect for showcasing high end vehicles.



Artfully Poured Floors

Liquid Elements brand is comprised of five product lines built on Stonhard's technological achievements and expertise in the flooring industry, delivering not only beautifully crafted designs, but unmatched cutting edge performance and backed by Stonhard's single source guarantee. As a member of the United States Green Building Council and IIDA, Liquid Elements supports the principles of Green Design by being environmentally responsible in all aspects of the manufacturing process.

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