

VIA 57 WEST

Case Study | Multi-family

**creative
materials
corporation**



Location
New York, NY

Project Type
Multi-family

Products | 80,000 SF
Porcelain Tile
Custom Mesh Mount
Herringbone Porcelain Tile

CHALLENGE

Finding the exact shade of white in tandem with a durable enough body to withstand the life of the building was a nearly elusive goal. Achieving that combination within budget added another layer of complexity to our mission.

Once the right tile was identified, we worked with one of our manufacturing partners to develop a custom mesh-mount sheet format in a herringbone pattern. Particular attention was paid to the size of the sheets in order to achieve the right balance between speed and precision of installation while considering production efficiencies.

After the product was finalized, we then worked with the architect to make sure the tile was specified correctly with proper installation materials and methods to ensure a successful outcome.

SOLUTION

The lead-time was carefully managed by our Client Services department in accordance with the project construction schedule to ensure on time delivery. Delivery of the seven containers of tile was staggered to match the installation schedule due to space limitations. Material was inspected upon delivery to ensure compliance with control samples. The installation was completed on time and to the great satisfaction of all parties.

"Via 57 West challenged Creative Materials to source a product that would meet not only the specific aesthetic criteria but also the performance and budget expectations."

- Erin DeMuth, Senior Design Services Consultant
Creative Materials Corporation

