



Innovative Tile and Stone  
Installation Systems

# Constellation Brands New World Headquarters

## Project Spotlight: March 2009

**LOCATION:**

New York

**PROJECT MANAGER:**

HB Cornestone, Pittsford, NY

**TILE CONTRACTOR:**

E. G. Sackett Co., Inc., Rochester, NY

**GLASS TILE MANUFACTURER/FABRICATOR:**

Applied Coatings Group/Modono Glass Tile, Rochester, NY

**LATICRETE DISTRIBUTOR:**

Daltile, Rochester, NY

**TILE INSTALLATION SYSTEM:**

LATICRETE International Inc., Bethany, CT





## LATICRETE, Modono Glass Tile Add to Constellation Brands New World Headquarters

By Eric Carson

In 1945, Marvin Sands formed the Canandaigua Industries Company with eight employees focused on selling bulk wine in barrels to bottlers on the East Coast.

In 2005, known as Constellation Brands, the firm celebrated its 60<sup>th</sup> anniversary as the largest wine producer by volume in the world. And in June of that same year, Richard Sands, the third generation of the Sands family, was ranked number 1 on Decanter's Power List of the top 50 people most influencing wine styles today.

In the wine business, what else can they say about you?

Headquartered in Victor, New York, just outside Rochester near the Finger Lakes region of Central New York State, Constellation Brands had sales of more than \$3.77 billion in Fiscal Year 2008, with over 250 beverage alcohol brands marketed in nearly 150 countries. Constellation operates over 50 production facilities, employs 8,200 worldwide, and sells or markets products in North America, South America, Europe, and Asia/Pacific.

In 2009, Constellation Brands completed construction of its new world headquarters which allowed the company to consolidate its employees into one location. Constellation Brands hired HB Cornerstone of Pittsford, NY, to manage the design, construction, and relocation of the project to peak elevation for better views of the surrounding area. Tracy Schutt, the project manager from HB Cornerstone, oversaw the carefully planned execution of the new commercial office building, with goals of articulating the natural surroundings, preserving green space, and capitalizing on the scenic views provided by the Bristol Hills that ring two sides of nearby Canandaigua Lake, the most western of the six Finger Lakes.

The new building was designed to allow for future growth with consistent areas of open space to maximize natural light. Among the features of the building, the company dining room includes glass tiles from the Modono Glass Tile Collection, manufactured in Rochester by the Applied Coatings

Group. The one of a kind large-format glass tile panels were installed with GREENGUARD certified, LEED compliant LATICRETE® installation materials.

"It's a very different and highly active product," said Schutt. "It brings some fun into the space that is used for employee dining as well as to host many hospitality type events."

Installed at Constellation with LATICRETE products, including the revolutionary LATICRETE Hydro Ban™ for waterproofing and anti-fracture protection, the Extreme series in the pattern Treviso and the color Sunrise from the Modono Glass Tile Collection plays a key role in establishing the bar as the focal point of the room. The Modono Glass Tile Collection, designed by Carrie Fazio, demands attention as the large-format panels sparkle and change color in the sunlight. In fact, if you move and the sun doesn't, the tiles will still change color - maybe red, maybe yellow - it all depends.

The Modono Glass Tile collection is manufactured utilizing dichroic thin-film technology to manage color. The Applied Coatings Group coats the inside of the glass with an optical thin film that controls the transmission, reflection and absorption of specific light wavelengths (color). The specific light source, the angle of the light source, the angle of the viewer, and the texture (pattern) of the surface will all affect perceived color.

"They asked if I would come and take a look at the plans and help decide if there was a color and pattern in the Modono Collection that would fit the scheme," said Fazio. "It was exciting because they have lots of windows in the space but very little ambient light. This is perfect for the Modono Collection. We wanted the bar area to be the focal point of the room. The room is not situated that way, but the glass tile draws your eyes to the bar. It's very vibrant."

HB Cornerstone selected E.G. Sackett Company, Inc. in Rochester, Upstate New York's premier installer of tile, glass, stone and terrazzo, for the install of the Modono Glass Tile Collection with LATICRETE products. For E.G. Sackett project manager Jeremy

Pete, an experienced tile setter from Local Union No. 3 New York, the 200 square-foot installation introduced him to a pair of products he had never seen or worked with before. For starters, Pete had never encountered large-format glass panels treated with an optical thin film like the ones from the Modono Glass Tile Collection, and he had never applied LATICRETE® Hydro Ban™ for waterproofing purposes.

E.G. Sackett Co. installed the large-format, cut-to-fit glass panels ranging in size from 12" x 24" to 12" x 28" in three different places in the dining room, helping to establish the bar area as the focal point of the room. But first E.G. Sackett treated all three different substrates with LATICRETE Hydro Ban, a thin, liquid applied waterproofing and anti-fracture membrane that does not require the use of fabric\* and bonds directly to steel and PVC plumbing fixtures\*. Now with a new faster cure formula, LATICRETE Hydro Ban can be flood tested in just two hours\*\*, dramatically reducing time and labor costs associated with installing a membrane prior to tiling. By not having to install fabric in the field, coves or corners, LATICRETE Hydro Ban already eliminated the most time-consuming aspect of installing a membrane from a labor standpoint, and the new faster cure formula means that tile can be installed the same day the waterproofing and anti-fracture membrane is applied. LATICRETE Hydro Ban is GREENGUARD certified and contains antimicrobial product protection from Microban®.

For the first section, after applying LATICRETE Hydro Ban over an exterior glue plywood substrate, Pete installed the Modono Glass Tile Collection on all three sides of an end wall, or screen wall, in the cafeteria/kitchen area of the dining room leading to the bar.

"I used the back side of a v-notched trowel and a mill gauge to ensure the proper thickness of LATICRETE Hydro Ban," said Pete. "It probably would have been a lot easier to paint it on. Since then, we met with the LATICRETE rep and he showed us how to apply the product with a brush."

Pete and E.G. Sackett utilized LATICRETE 254 Platinum, the ultimate one-step, polymer fortified thin-set that provides unsurpassed strength, far exceeding ANSI A118.4 and ANSI A118.11

requirements for strength. Pete applied LATICRETE 254 Platinum over the LATICRETE Hydro Ban and placed each cut-to-fit glass panel in place, butting them to each other for a seamless installation that did not utilize grout. Pete installed glass on all three sides of the 2' x 8' wall, including the four-inch end wall to complete the full wrap.

"I loved LATICRETE 254 Platinum," said Pete. "It was the first time I had worked with that particular product with glass. It seemed to bond really well. Since the job at Constellation we have been using a lot more LATICRETE. Everything we have used has been really good, better than the other manufacturers. The glass was real easy to work with, too. All the pieces were cut-to-fit and we were able to do all the tiling in one day. I think it looks great. It fits the room."

Over at the bar, the two 3' x 3' corners below the actual bar surface had the Treviso pattern and Sunrise color from the Extreme Series of the Modono Glass Tile Collection installed. Pete applied LATICRETE Hydro Ban over a pre-finished plywood substrate, and installed the tiles with LATICRETE 254 Platinum as the adhesive.

On the back wall behind the bar, E.G. Sackett installed 10 more 12" x 24" panels of the Modono Glass Tile Collection, five on each side, over a drywall substrate protected by LATICRETE Hydro Ban. The tiles were once again installed with LATICRETE 254 Platinum. The exceptional bond strength and easy workability of LATICRETE 254 Platinum makes this multipurpose adhesive the ultimate selection for difficult to bond porcelain tiles, glass mosaics and large-format glass panels like the Modono Glass Tile at the new Constellation Brands headquarters.

"It's fantastic, beautiful," said Ginny Clark, vice president of community affairs for Constellation Brands. "The Modono Glass is in a perfect spot. It builds off of the wood and the big open windows, and you can really see how beautiful the glass is. We're the largest wine company in the world, and this is the perfect place to display our products. It came to fruition and I absolutely love it."

\* See Data Sheets 663.0 and 663.5 for complete product information  
\*\* LATICRETE® Hydro Ban™ can be flood tested in 2 hours when cured at 70°F (21°C) or above 50% R.H. It can be flood tested in 24 hours when cured at 50 – 69°F (10 – 20.6°C) and up to 70% R.H. The time to flood testing starts when the second coat has cured from a light sage green to a darker olive green color.

