

WESTFIELD STRATFORD CITY

The largest shopping center in Europe, with views over the Olympic Park



Opened a year ago, the West field Stratford City Shopping Center is the largest urban shopping center in Europe. The complex, situated in Stratford, East London district, is close to the Olympic Stadium and the Aquatics Center and became the centre of the urban program redevelopment of one of the most deprived areas of London . The area acquired by the Australian company Westfield Group occupies nearly 300 hectares. For its construction investment of about a billion and a half pounds and the shopping area benefits a population of around 4 million people.

shops to suit all budgets and a wide area, called The Village, where customers find the on brand fashion high-end, including 70 cafes and restaurants with 25 types of cuisine and The Great Eastern Market, the first regional market in a shopping center, multiplex cinemas with 16 screens, fitness and spa areas, a rooftop bar on the top floor from which one goes on Olympic Park, three hotels, an area dedicated to office space and one of the largest UK casinos. Those arriving by car, there is provisional parking for 5000 cars, or visitors can take

In these pages. The shopping center Westfield Stratford City is located in East London, close to many Olympic venues.

During the Olympic period, the Westfield Stratford City saw the passage of most of the direct visitors to sporting events, with the mall expecting almost 7 million customers within a month. Figures staggering that have made it an economically important, but certainly profitable investment. The Westfield Stratford City combines the commercial part with entertainment and restaurants. Inside there are over 260

advantage of the efficient transport network, as Stratford, thanks to the latest investments in pre Olympic infrastructure is one of the five main hubs on the Metropolitan Line. The entire shopping center employs 10,000 permanent staff. The construction of the Westfield Stratford City has prioritized the energy efficiency and the know environmental sustainability, thanks to a more effective use of natural light, the use of artificial light high efficiency, the reduction of carbon dioxide emissions, the collection





differentiated of wastes and the collection of a large part of rainwater to be used for watering. Moreover, the spaces dedicated to offices have produced many points with the environmental assessment protocol BREEAM (BRE Environmental Assessment Method).

Mapei does it's part

Similar in architectural style to its twin opened in 2008 in West London, the complex spread over several floors with a total area of 175,000 m2.

The Technical Assistance of Mapei was highlighted at the suggestion of installation companies to recommend products and specific systems are there to make substrates and laying porcelain tiles on an area of 6,000 m2 is subjected throughout the year to strong flows of pedestrian traffic.

To realize the media exposure was initially applied to the self-leveling smoothing ULTRAPLAN MAXI ultrarapid hardening, able to accept the subsequent finishing 24 hours after its application. This characteristic has been decisive in choosing the product, because it has helped to meet a very tight schedule and the request from the client, to an strong mechanical strength.

HEADLINES

KERAQUICK

Cementitious adhesive with high performance, fast setting and no vertical slip, ideal for bonding of ceramic tiles of all types and stone material in environments where it is required a quick use on old floors, cementitious screeds, heating floors, plasterboard, concrete structures.

The product is particularly suitable when subjected to intense foot traffic and when and it requires a quick return to service. Combining KERAQUICK with LATEX PLUS in total substitution of water, it improves floors protection to meet the requirements of Class S2 (highly deformable adhesive), according to EN 12004.

It can help the allocation of 3 LEED points.





Made the support, it has gone to the phase of laying of MAPETEX towels, used as the sliding layer non-woven fabric, using the cementitious adhesive to rapi-by KERAQUICK outlet mixed with LATEX PLUS diluted 50% with water. After a few hours, it proceeded to gluing the tiles uti-lizzando still KERAQUICK, mixed with LATEX PLUS diluted 50% with water. For grouting was used ULTRACOLOR PLUS, a high pre-mortar stations DropEffect® that uses technology to ensure excellent water repellency, and anti-mold BioBlock® technology. For the seal-ture of the expansion joints it has been used the sealant MAPESIL AC.

The mall also houses a super-market and two department stores. Inside one of these - the John Lewis Store, which covers a surface of 22,000 m2 of sales - tiling was carried out with the adhesive-ta-setting and rapid hydration ELASTORAPID while for grouting -the leak was used ULTRACOLOR PLUS. In the showroom Urban Out f tters was rea-lizzata a pavement continuously with the self-leveling mortar ultrarapid hardening ULTRATOP to decorative effect, able to realize cement floors and be resistant to abrasion.

If used "pure," ULTRATOP is suitable for coating industrial floors, while if honed, as in this case, lends itself to be used in showroom, offices and apartments. An important economic investment, covered by the flexibility and reliability of Mapei.

Above. Inside the showroom Urban Outfitters was carried out in a continuous cementitious flooring with self-leveling mortar ULTRATOP.

SCHEDA TECNICA

Westfield City Stratford, London (Great Britain)
Years of Construction: 2006-2011

Intervention Period: 2006-2011
Intervention from Mapei: Supply of products for the construction of the foundations and the installation of tiles and a decorative cement floor

Mapei Products
 Mapetex, Ultraplan Maxi
 Elastorapid, Keraquick, Latex Plus, Mapesil AC, Ultracolor Plus Ultratop

Customer: Westfield Group
Laid Materials: Porcelain tiles
Fitter: Grants of Shoreditch
Mapei Distributor: Domus
Coordinator: Roberto Vigo, Mapei SpA, Phil Breakspear, Mapei UK