



PROJECT PROFILE

Featured Products

Series 66 Hi-Build Epoxoline
Series 73 Endura-Shield

Series 151-1051 Elasto-Grip FC
Series 156 Enviro-Crete



Series 156 Enviro-Crete, a waterborne acrylate, protects the exterior of the Woodruff Arts Center in Atlanta, GA from weathering, alternating freeze/thaw cycles and UV light.

Woodruff Arts Center

The Robert W. Woodruff Arts Center has been described as “the heartbeat of Atlanta’s arts community,” which is one reason why Tnemec coatings were chosen to resuscitate the exterior aesthetics of its main campus in 2005. “The project required applying a new coating system over existing paint,” recalled Tnemec coating consultant Dean Drehoff. “The architect felt confident that the Tnemec coating system would provide the long-term protection and aesthetics that were needed for this high-profile project in midtown Atlanta.”

The center’s cementitious exterior was power-washed at 2,500 psi. Series 151-1051 Elasto-Grip FC, a waterborne polyamine epoxy which is excellent as a tie-coat for specialized finishes over sound existing coatings, was roller-applied and topped with two coats of Series 156 Enviro-Crete, a waterborne acrylate. “Enviro-Crete is a very good exterior coating that is ideal for protecting concrete and masonry substrates from weathering, alternating freeze/thaw cycles and ultra-violet light,” Drehoff noted.

The center’s exterior decorative metal received a roller-applied coat of Series 66 High-Build Epoxoline, a polyamide epoxy, followed by a roller-applied topcoat of Series 73 Endura-Shield, an aliphatic acrylic polyurethane that offers exceptional color and gloss retention. Endura-Shield is also highly resistant to abrasion, wet conditions and exterior weathering.

“The applicator commented that the products supplied were very user-friendly and he was very impressed with the color consistency from order to order,” Drehoff added.

The Atlanta Memorial Arts Center opened in 1968 to commemorate the 106 Atlanta arts supporters who died in a 1962 plane crash in Paris. In 1985, after the High Museum of Art moved into a separate, adjacent facility, the Memorial Arts Center became a part of the Robert W. Woodruff Arts Center to include both facilities. The center is ranked among the top four arts centers in the nation.

Project Name
Woodruff Arts Center

Project Completion Date
September 2005

Architect
TVSA, Atlanta, GA

Project Location
Atlanta, GA

Owner
Woodruff Arts Center,
Atlanta, GA

Field Applicator
Goodman Decorating,
Decatur, GA