

1105 Market Street

Wilmington, Delaware

ARCHITECT – Thomas E. Hall Associates, Wayne, PA

CONTRACTOR – Joseph Dugan, Inc., Erdenheim, PA

DISTRIBUTOR – TB Philly Inc., Phoenixville, PA

Protective Coatings

Spring 2004

PROJECT TASK

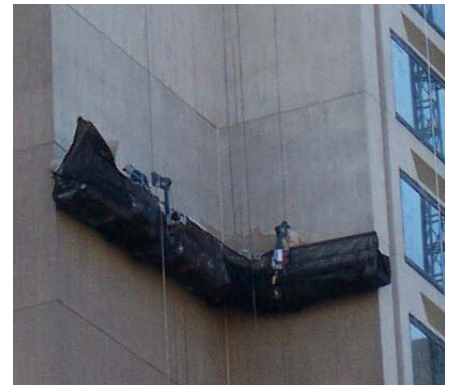
The drab façade of this landmark hurt occupancy and lease rates in competitive urban market.

PROJECT SOLUTION

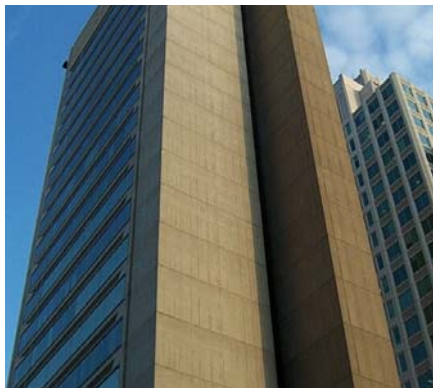
Apply a mineral silicate stain to brighten the appearance and offer long-term protection.

PRODUCTS

M3P Stain



Top three photographs are "before" and "during"; the bottom three were taken after the work was completed.



PROJECT HISTORY

The I.M.Pei design office building was constructed in 1971. The architectural style is "Brutalist" which celebrates the use of raw concrete. The dark and drab appearance, particularly as compared to the newer office buildings close by, contributed to difficulty in keeping existing tenants and attracting new ones. The new owners of the building felt compelled to improve the "curb appeal".

Many local residents and preservationists expressed concern at the thought of "painting" this landmark.

The controversy reached its peak with a story published in the New York Times.

Conproco was invited by the contractor to suggest possible solutions.

Discussion with the architect resulted in choosing M3P Stain as the most appropriate treatment for the structure.

A number of colors and variations of opacity were tried in an effort to accomplish the owners desire for a

fresh look, while being sympathetic to the concerns for tampering with an I.M.Pei design.

The final choice was M3P Stain in a limestone color. M3P Stain chemically reacts with cement providing permanent protection from water entry and carbonation. Unlike paints, M3P does not form a film; therefore it cannot peel, blister or flake. The natural appearance of the stain makes the application practically undetectable.