

Past Remembered at Holocaust Museum

The building is constructed primarily of limestone and granite. It sits stoically in the shadow of the Washington Monument between the Bureau of Printing and Engraving and the Auditor's Building in Washington D.C.

A building with a striking, yet subtle facade, it houses memorabilia from one of the most hauntingly dark periods of world history.

Council in 1980 to create a living memorial to those who suffered during the Nazi persecution. After several designers were

feelings in visitors to the museum.

Common brick walls and industrial steel detailing produce a stark backdrop to exhibits which commemorate the victims of the Holocaust from 1933 through 1945.

Special techniques were used to convey the somber feeling. One such technique involved texturing the concrete walls.

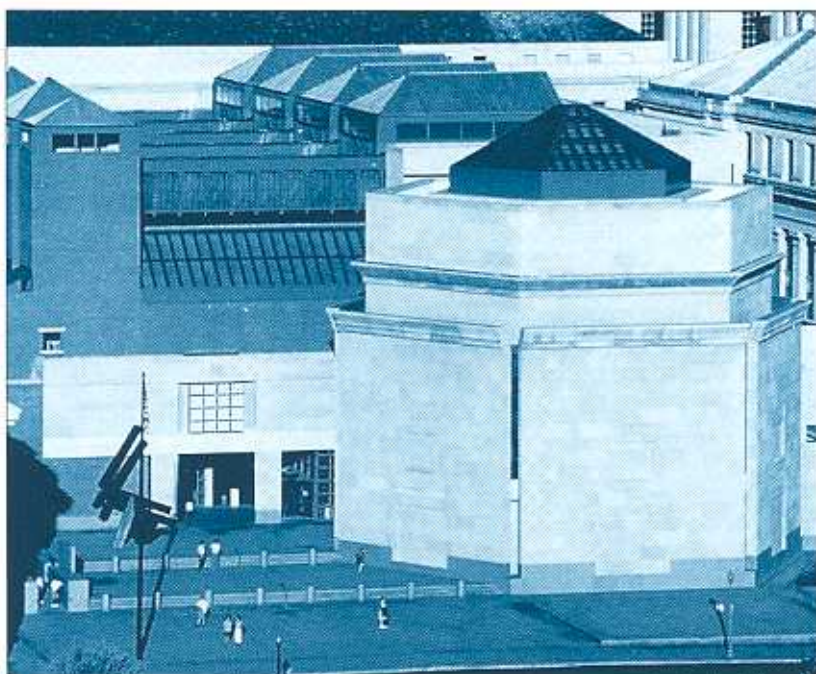


photo by Alan Gilbert

Congress established the United States Holocaust Memorial

rejected, James Freed of Pei Cobb Freed & Partners accepted the project.

To prepare for the task of designing the memorial, Freed returned to his native Germany ... a land which he fled as a child to escape Nazi tyranny. There he visited several of World War II's most notorious "death camps". Their morbid atmosphere and cold efficiency inspired Freed to create spaces which would instill similar

A special cleaning process was chosen to comestically alter the concrete surface. A thickened version of Sure Klean® Heavy Duty Concrete Cleaner was applied to remove construction dirt and produce a controlled "etch" on the walls.

According to Reginald Hough, special technical concrete consultant for Pei Cobb Freed & Partners on the Holocaust Museum project, the process was borne out of necessity.

In this issue...

- ▶ New addition to Weather Seal line
- ▶ Historic Davis Administration Building
- ▶ New Purdue Bell Tower

Holocaust Museum (cont.)

"Jerry Boyer (ProSoCo CEO) and I developed the process years ago when the environmental laws precluded sandblasting on concrete in public because of the dust," Hough said. "So we used a cleaner with acid content to 'eat away' at the surface. It works a lot better than sandblasting."

Although the main interior is brick, the exterior lobby, screened from the street by the limestone facade, is etched concrete. Another example of this process is in the three-story atrium known as the Hall of Witness.

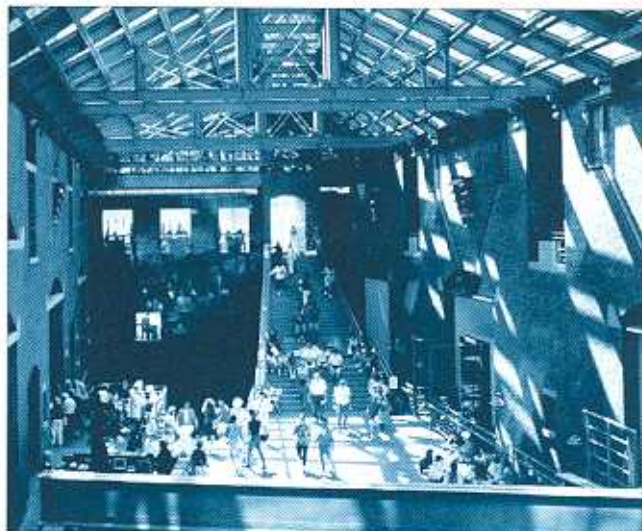
Hough said this chemical-etching process takes no more time to do than sandblasting.

"In the end, etching with the cleaner does a better job," Hough

said. "I use it exclusively now. The first major project done with this process was the New York City Convention Center."

For protection, the textured concrete was sealed with Sure Klean® Weather Seal Siloxane water repellent. Sure Klean® 600 Detergent was used to clean the brick.

Since opening in 1993, the Holocaust Museum has won several design awards, including the 1994 Tucker Architectural Award in category I, a nonresi-



Above: Interior of the Hall of Witness

photo by Alan Gilbert

dential structure completed within the last five years.

The psychological effect that the Museum has on visitors has been compared to that evoked by Maya Lin's Vietnam Memorial. Somber visitors progress through the building's exhibits immersed in a chilled silence broken only by whispers and an occasional tear.

The Museum covers over 265,000 sq. ft. and cost \$147 million for construction and equipment.

In the February 1994 issue of *Architectural Record*, where the Museum was cited for an AIA Honor Award for Architecture, Freed is quoted as commenting on the design of the building.

"Architectural form is abstract and open-ended so that the museum becomes a resonator of memory, providing a stage for introspection rather than a series of specific architectural metaphors," Freed said. "It is a place of remembrance where the past is made a living part of the present in order to protect the future."



The Sealant, Waterproofing & Restoration Institute (SWRI) will mix business with pleasure by celebrating its 20-year anniversary at the annual meeting in sunny Orlando, FL March 3-6, 1996.

Included on the agenda are several presentations, project profiles, golf and tennis tournaments and a special visit from Mickey Mouse.

The SWRI began in 1976 when a group of contractors established a trade organization to increase efficiency and flow of ideas within the industry.

Two decades later, the 12-person organization swelled to include 125 corporations/companies with

275 individuals whose occupations include applicators, manufacturer members, designers, engineers, and consultants within the sealant, waterproofing and restoration industry.



Jeff Erdly, vice-president at Masonry Preservation Services and president of SWRI for the past year, said the organization presents enormous opportunities for those wanting to become involved.

"Like any organization, you get out of it what you put into it," Erdly said. "No other source in the restoration preservation business has more sharp people than SWRI."



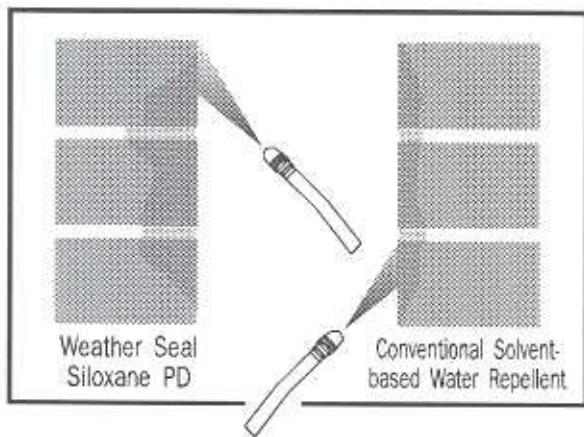
New Weather Seal Siloxane PD Offers Alternative In Sure Klean® Line

For those of you who want the option of using a concentrated or prediluted siloxane, look no further than the updated Sure Klean® line.

Weather Seal Siloxane PD (Predilute), ProSoCo's recent addition, is a ready-to-use, water-based silane/siloxane water

a deeply penetrating, nonstaining, high-performance siloxane."

After extensive testing in-house and at independent laboratories, Siloxane PD was officially launched January 3, 1996 at the National Sales Meeting in Kansas City, Missouri.



The new Siloxane PD is ideal for field or in-plant application to color-sensitive concrete, GFRG and most masonry and stucco surfaces. Field and laboratory tests confirm that it has no tendency to darken dense substrates.

repellent. It provides an alternative to the existing Weather Seal Siloxane WB Concentrate.

"Even though we've had tremendous success with Siloxane WB, there are a number of contractors who want a ready-to-use prediluted siloxane," ProSoCo president David Boyer said. "Siloxane PD fills that need with

Because it chemically bonds deep within the masonry substrate, Siloxane PD provides long-lasting protection against water-related staining or deterioration.

Siloxane PD is stable with a shelf life of one year in factory-sealed containers.

Our ability to offer water-based silane/siloxane blends as either a concentrate or a ready-to-use product reflects an important advantage that ProSoCo has over our competitors.

We have access to the latest water repellent technologies from resin manufacturers throughout the world. When we initiate an R&D program, we compare the very best of what everyone has to offer on the variety of substrates our customers encounter.

In recent years, many of our competitors have been bought out by large companies. Their product offering is limited to products produced from resins manufactured by their parent or sister companies.

The autonomy which ProSoCo enjoys allows us to continue the philosophy established when we entered the water repellent market 25 years ago. No one product fits the variety of needs our customers have. That's why our lines of protective treatments reflect an assortment of products and technologies.

*David Boyer,
President ProSoCo, Inc.*

World of Concrete Exposition Hits Jackpot in Las Vegas

Las Vegas was an appropriate locale for this year's record-breaking World of Concrete trade show.

Total attendance exceeded 50,000, almost double the amount last year.

"It was very exciting," Pat Fisher, Sales & Exhibits Manager at World of Concrete

Expositions, said. "We were concerned with planning a large increase, but the preregistration numbers were strong."

Ten thousand individuals from 931 companies participated in the exhibition. Approximately 30,000 were general buyers.

Fisher said she attributes the strong turnout to the combination

of the location and the economy.

"Las Vegas is a wonderful destination and this is a very strong show; it's very focused," Fisher said. "Most people want a show focused in the area that they're in."

The World of Concrete exposition will be in Las Vegas again next year. See you there!

Friends University Davis Admin. Building

Wichita, KS

Project: Restoration cleaning

Architect: Schaefer, Johnson,
Cox, Frey & Associates

Masonry Contractor:

Mid-Continental
Restoration

Distributor: Pro Construction

Products: Sure Klean® Restoration Cleaner, Sure Klean® Heavy Duty Restoration Cleaner, Sure Klean® 766 Limestone & Masonry Prewash, Sure Klean® 509 Paint Stripper, Sure Klean® Weather Seal Natural Stone Treatment, Conservare® OH Stone Strengtheners and Conservare® Cleaning Solvent

It stands 148 feet tall and covers 85,000 square feet. Built over 100 years ago, it remains an impressive historical reminder of 19th century Wichita while continuing to serve as the focal point of a busy college campus.

The Davis Administration Building at Friends University began as the sole building of Garfield University in 1886. Construction of the college brought the railroad and many jobs to the Kansas plains.

Unfortunately, Garfield University closed before the building was completely finished. It reopened in 1892 as Garfield Central Memorial University only to close 18 months later.

In 1897, St. Louis businessman James M. Davis bought the defunct campus and surrounding 300 lots for \$50,000 and gave the holding to the Society of Friends (a.k.a. the Quakers).

When Friends University officially opened in 1898, the Davis Administration Building was only partially completed and would remain under perpetual construction for the next 100 years.

By the 1970's, the building was officially declared a National Historic Landmark under the name of "University Hall".

To preserve the historical value and structural integrity of the building, Friends decided to repair years of deterioration through a four-phase renovation project.

According to Scott Halsey, project manager at Mid-Continental Restoration, the main reasons for the decay were the layers of paint coatings which

Profiles



Above: The Davis Administration Building

entrapped moisture and contributed to progressive stone deterioration.

"We used Sure Klean® Heavy Duty Paint Stripper and Sure Klean® 509 Paint Stripper," Halsey said. "The building had a coating on the surface so we had to chemically remove the paint."

The building received a complete exterior overhaul, including stone replacement, brick replacement, repointing, paint stripping, consolidation and natural stone treatment on brick and stone.

Because of the size and magnitude of the Davis Administration building, the process took a ten-man crew approximately nine months to complete this phase of the restoration.

Friends hopes to complete the additional third and fourth phases of the renovation process before the University's Centennial in 1998.



Above: Application of Sure Klean® Restoration Cleaner

Purdue Bell Tower

West Lafayette, IN

Project: New Construction
Cleaning

Architect of Record: Scholer
Corporation

Masonry Contractor: Ziolkowski
Construction

Distributor: Rose Fuel and
Materials

Product: Sure Klean® 600
Detergent

sion, a freestanding, 160-foot tower requires special rigging and scaffolding.

"We started cleaning at the top and worked down," Emmons said. "There were special jigs and equipment going all the time so it didn't streak." These steps ensured uniform cleaning without streaking or scumming commonly associated with top-down cleaning.

Built with red brick laid in traditional

Profiles

A new landmark soars above the Purdue University Campus in West Lafayette, Indiana. A new, yet very familiar, bell tower.

The original Heavilon Hall bell tower was destroyed in 1894 by a gas explosion and fire. Purdue President James Smart vowed that one day "the tower shall go up one brick higher." It did better than that; when completed in 1895, the new tower rose three feet (nine bricks) higher than the original.

Once this second building was razed in 1956, a new Heavilon Hall building was constructed *sans* bell tower. For almost 40 years the original campus landmark's four bells sat in storage until the Purdue Class of 1948's Leadership Gift enabled the University to resurrect the tower.

Because of its unique design and significance on the Purdue campus, plans for the final clean-down of the tower were not left to chance.

According to Terry Emmons, assistant manager in Ziolkowski Construction's Masonry Divi-

sion, the bottom 14 feet of the tower was poured-in-place, chemically-etched concrete. The concrete was chemically etched to produce a uniform color and texture befitting of a newly constructed, 100-year-old landmark.

"We ran test samples using 101 Lime Solvent, Vana Trol® and Sure Klean® 600 Detergent," Emmons said. "Out of those, Sure Klean® 600 Detergent worked best."

The University expects to keep this tower for quite a while. A time capsule at the base of the structure will be unsealed in 2095, marking the centennial of the new tower and the bicentennial of the original Heavilon Hall bell tower.

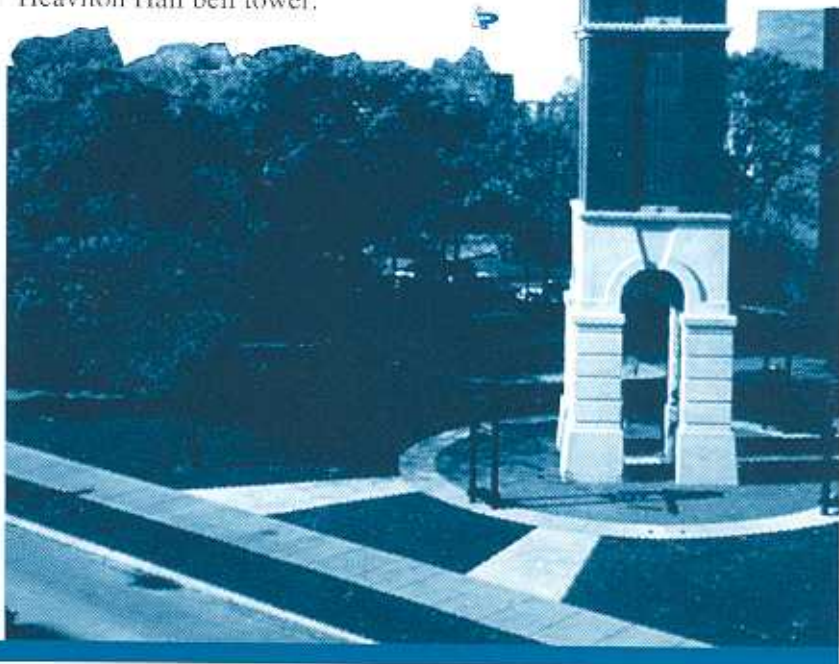


photo by David Umberger,
Purdue News Service

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| <input type="checkbox"/> Sure Klean® New Construction Cleaners | <input type="checkbox"/> Weather Seal Siloxane |
| <input type="checkbox"/> 600 Detergent | <input type="checkbox"/> Weather Seal Siloxane PD |
| <input type="checkbox"/> 101 Lime Solvent | <input type="checkbox"/> Weather Seal Siloxane WB |

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