

Flexside Elastomer shields iconic hotel

Eden Roc Miami “screams luxury” since 1955



Location: Miami Beach, Florida

Owner: Eden Roc Hotel Miami

Project volume: 1,570 total gallons

Date applied: March 2017

Product applied: Flexside Elastomer

Degraded coating mars Miami attraction

Eden Roc Hotel Miami was built on Miami Beach in 1955 in a style now known as Miami Modern. Its first owner famously instructed architect Morris Lapidus to “make sure it screams luxury.”

And so it does.

But in 2017, the poor condition of the hotel’s existing coating needed to be addressed. The incumbent coating was an exterior-rated, high-build alkyd product better suited for consumer residential projects. It couldn’t stand up to sometimes-harsh seaside conditions, and its continued degradation threatened the integrity of the underlying concrete.

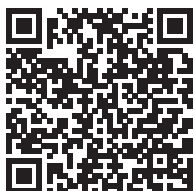
A longer-lasting exterior protective coating

The prior coating was removed, and before a new coating could be applied, crews completed restoration to small areas of the concrete substrate.

Flexside Elastomer was specified to replace the incumbent. The low-VOC, low-odor acrylic-copolymer elastomeric material was developed to withstand south Florida’s abusive coastal exposures, including intense sun and wind-driven rain. It meets Federal Specification TT-C-555B criteria.

The material also features excellent elongation to match natural movements of concrete, and is highly stain-resistant. Stain resistance is a crucial requirement of any coating applied to high-profile buildings like luxury hotels, and especially so in the case of Eden Roc. It is painted bright white.

In all, 1,570 gallons of Flexside Elastomer were applied.



Scan for
[more information](#)