

Campari Group Earns Title of New York's "Coolest Office" with Design Featuring Liquid Elements Smooth Duo Floors

Designing a Sophisticated Space for Headquarters

When Campari Group, a renowned global leader in the alcoholic beverage industry, moved its North American headquarters from San Francisco to New York, they knew their newly acquired office space would require a high-end design with a floor that would complement the glamour and sophistication of the space while supporting their brand and culture. Working with the architectural and design firm, Gensler, and professionals from Stonhard's brand, Liquid Elements, Campari Group selected Smooth Duo flooring in a custom, two-color gray blend for their sleek and thriving midtown work environment. "We needed to get the right mixture. It really is an art. No two Liquid Elements floors are the same," says Lloyd Nolan, Commercial Territory Manager – New York, Stonhard.

Smooth Duo – Decorative and Functional

Smooth Duo is a two-color, self-leveling, epoxy flooring system. This decorative floor is poured in place, creating a seamless surface that ensures easy cleaning and maintenance. It's also resilient, offering excellent acoustic and ergonomic performance, so it's quiet and comfortable – key factors for office staff.

Campari Group's mission was to tie many of its areas together, including the pantry, lobby, offices, and training centers. Manufactured and installed, 12,000 sq. ft. of seamless, lustrous Smooth Duo flooring in a custom



Surrounding a beautiful marble-topped espresso bar, the Smooth Duo floor displays custom gold inlays for an extra stylistic effect.

Challenges for Campari

- Flooring to match their high-end, stylized office design
- Flooring to handle the acoustics of several events occurring at the same time
- Flooring that is durable and easy to clean

light gray now integrates their office headquarters while providing an ideal contrast to the blue and red Campari brand colors. In addition, the floors look brand new each time they are cleaned and effectively cut down on noise.

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~ Lloyd Nolan, Commercial Territory Manager – New York, Stonhard

Gary Walker, Facilities and Culture Manager for Campari America says, "Sometimes we have three different events going on at the same time, and in a space this big it can get very loud.

With the acoustics of this floor, we don't have to worry about any of the events interfering with each other. Everybody gets their own little space."

Liquid Elements Meets Campari's Custom Design Needs

Liquid Elements' custom design elements give customers the ability to achieve their vision. Campari Group desired a cosmopolitan design that would align with their passion and pragmatism, and Smooth Duo, a high-design floor that's also high-performance, did just that and more. The end result? Campari Group earned the title of "New York's Coolest Office 2019" by readers of Crain's New York Business Magazine.

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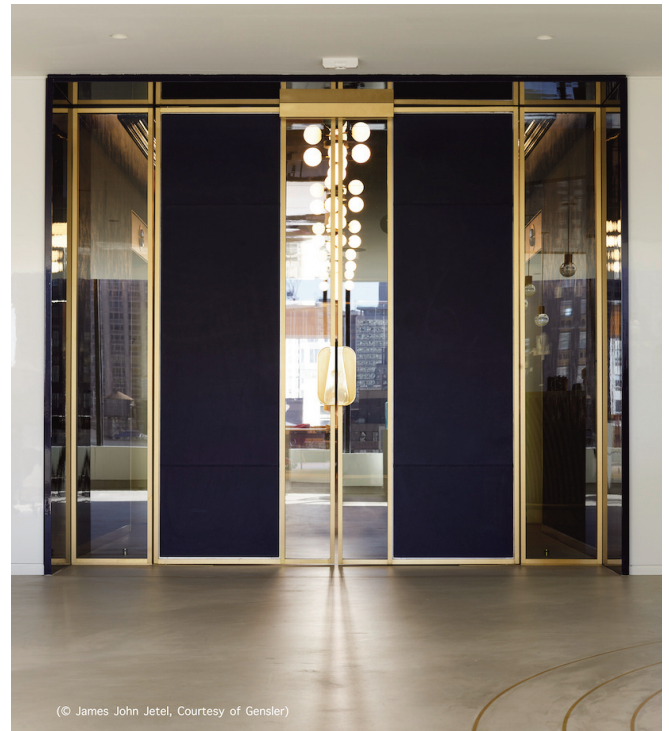
~ Gary Walker, Facilities and Culture Manager, Campari America

Cheers to a Happy Ending

Smooth Duo seamless floors were the right solution to match the artistry and aesthetic of Campari while delivering the performance required for day-to-day business. It makes sense that a company with a reputation of excellence and class for nearly 160 years, would look to a flooring company with nearly a century of quality and innovation.



Employees experience the comfort of Smooth Duo underfoot in the office lounge.



(© James John Jetel, Courtesy of Gensler)

Step into New York's Coolest Office on a Liquid Elements floor.

Liquid Elements, artfully poured floors, is a brand of Stonhard, with nearly a century of manufacturing and installing seamless floors. Liquid Elements partners with the architectural and design community to support specifications and offer single-source floor solutions. Whether you prefer a clean, modern look, swirled metallic, or swanky glitter, Liquid Elements can bring your design to realization in a gloss, satin, or matte finish, while providing high performance for your commercial space.

www.liquidelements.com



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