



CASE STUDY

Children's Museum of the Arts

New York, NY

Products Installed

- ECOsurfaces

Project Needs

- Safety
- Easy to Clean
- Low Life Cycle Cost

Product Benefits

- Aesthetically Pleasing
- Slip Resistant
- Durable

ECOsurfaces Makes an Artistic Statement at Children's Museum of the Arts

About the Project

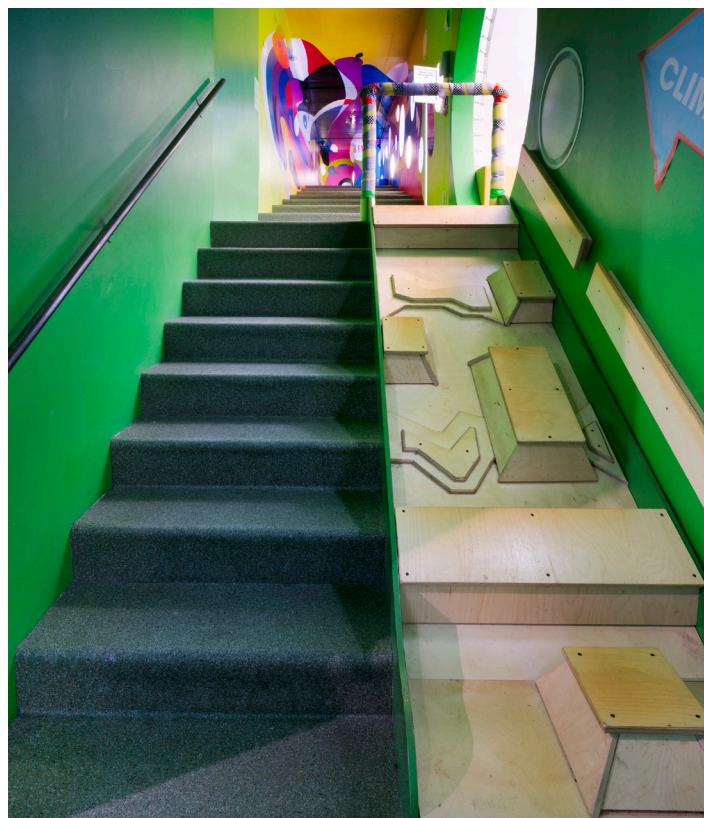
Located in the Manhattan neighborhood of SoHo, the Children's Museum of the Arts (CMA) has been inspiring the next generation of artists for more than two decades. Serving as a nonprofit arts facility, the CMA not only encourages children to develop their creative potential, but also educates them on the importance of inclusion, providing several community outreach programs. In addition to the community outreach programs and art classes, the CMA also offers several other services, including art exhibits, daily workshops, space rentals, birthday parties, team building courses, and various classes.

In September 2013, the CMA's art classrooms underwent renovations, replacing the existing carpet and cork flooring. According to Erica Freyberger, the Deputy Director at CMA, those at CMA specified flooring manufactured by Ecore, a company that transforms reclaimed waste into unique performance surfacing, because its surfaces came so highly

"Customers and prospects will be impressed at how good the floor looks seven years after installation when you consider the wear and tear our visitors put the space through. We've had over 2 million visitors here at LICM in that time period..."

recommended. Decision-makers selected ECOsurfaces Fish Food for two of the art classrooms and Green Tea in another multi-purpose area.

Versatile, durable, and made with recycled content, ECOsurfaces' 4-foot wide rubber flooring is ideal for all commercial environments. Standard in 3.2mm thickness, ECOsurfaces' product options include traditional roll goods, square edge tiles, interlocking tiles, and custom thickness options. ECOsurfaces' absorbs energy, vibration, and noise. The result is a product that has evolved from a novelty of the sustainability movement into a staple in the interior landscape. After a year of wear and tear, those at the CMA were very pleased with how well the surfaces held up and hid dirt.



"Although there is a lot of traffic in these areas that track in a lot of dirt, the flooring has been easy to maintain," said Freyberger. ECOsurfaces come standard with ECOguard, a factory-applied maintenance coating that protects the floor from dirt and scuff marks, significantly reducing maintenance and cleaning costs. Given the level of satisfaction with the new composition rubber surfaces at the CMA, the museum decided to use ECOsurfaces' products again when they renovated a stairwell. In September 2014, the CMA installed ECOsurfaces Appletini over a flight of stairs, creating a unique installation that could be considered art, in and of itself. The bright green stairwell not only provides a level of visual stimulation, but also an element of safety thanks to ECOsurfaces' absorbent and slip resistant properties.