



**Project**  
Latino Cultural Center

**Location**  
Dallas, Texas

**Product**  
30 x 60.5 Zephir® in Red-Orange

**Architect**  
Halff & Associates, Inc. and  
Legorreta Arquitectos



### Art Form

The striking new Latino Cultural Center's mission is advancing Hispanic Arts and Cultural in Dallas. Massive geometry sculptures form gray silhouettes against the brick orange red terra cotta exterior of the low, angular main building, which contrasts sharply with the tall purple tower.

### Design Concept

To embellish the vast walls, architects Legorreta Arquitectos and Halff Associates, specified a modular terra-cotta veneer system of tiles arranged in an open joint, stacked bond pattern. This system is very popular in Europe but fairly new to the United States. The architects in this project were cutting edge and very interested in trying new materials.

### Construction Challenges

Since there was no existing Zephir structure or experienced installers to consult, Dee Brown, masonry contractor, obtained sample materials before bidding on the Center. Following instructions, workers erected a prototype installation on the company property to confirm there numbers.

The system consisted of 1 foot by 2 foot tiles applied in a rain screen system. First a continuous aluminum anchor track was applied to the AAC substrate using a laser to level and place the track. Then they shimmed the track and set it with a specially engineered epoxy anchor system. Finally, the tiles were set onto the anchor track system held only by the tiles' engagement flange and beads of adhesive.

### Completion

The team completed the \$475,000 cladding job in about 10 weeks, using nearly 9,000 tiles totaling 17,900 square feet.



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