EIFS PARTNERING CREATES YESTERDAY'S ARCHITECTURAL WONDERS WITH TODAY'S TECHNOLOGY

If it weren’t for the special partnering between a manufacturer and contractors, America would not have the special EIFS illusions of Disneyland in Anaheim, Calif., or the MGM Studios Back Lot at Disney World in Orlando, Fla., or Universal Studios, Florida.

Treadway Industries, a manufacturer of custom foam shapes for over 10 years, has developed international markets in the residential and commercial building industry, the theme park industry, the motion picture and television industries and the visual display industry. When the company teams with local contractors, the results are magic.

One of the largest and earliest projects was the recreation of a New York City street scene, complete with early 1900s architecture, at the MGM Studios Back Lot at Disney World in Orlando, Fla. John Treadway, president of the Florida operation, convinced Disney that it would be best to use custom EIFS shapes for the delicate details of the construction.

All exterior features and shapes were manufactured by Treadway’s plant in Leesburg, Fla. Keenan, Hopkins, Schmidt, & Stowell, the contractor, installed and finished the facades with EIFS. A variety of textures and finishes were used to create surfaces ranging from sandstone to granite to cut stone. Mark Keenan, president of KHS&S, states that the foam shapes allowed them to recreate turn-of-the-century architecture at a cost that is affordable. Treadway and KHS&S Contractors have continued to work hand in hand on hundreds of projects since this initial success.

The Disney-MGM Project was quickly followed by a much larger project—Universal Studios, Florida. Treadway was given the opportunity to aid in the design of this project and produced all the shapes that were used.

Let’s Do It Again
Treadway, teamed again with KHS&S, along with Forec International, Toronto, Canada, and Raymond Company of Orange, Calif., created an array of architectural elements and decorative figures: 14-foot-diameter Arabic domes with decorative finials; 4-foot sculptured parrots; 8-foot eagle relief sculptures; a 22-foot Thailand finial; a 4-foot replica of an actual cast bell; thousands of lineal feet of decorative cornice and various other architectural elements.

Tom Pickford, project manager for KHS&S, worked closely with MGM architects along with Jim Bevan and Eric Hutcheson, Treadway Phoenix, to coordinate the detailing and designing of various themes throughout the park. This is the third major theme park that Pickford and Bevan have completed together.

Get Closer
In 1991, Treadway Industries was asked by a Disney production team to consider opening a west coast plant so they could provide their unique products to Disneyland in Anaheim, Calif.
Dennis Hopper, president of Ora B. Hopper & Son, a Dryvit distributor, suggested they set up their new plant adjacent to his in Phoenix, Ariz.

Treadway and Hopper have collaborated on such projects as large tennis players for the 1991 U.S. Open at Flushing Meadow, N.Y.; a 10 ft. diameter soccer ball for the World Soccer Meeting in Las Vegas; and giant Hohokam Indian figures for the Arizona Dept. of Transportation, who used them on sound barriers for their freeway system.

Hopper says, 'Our own strong marketing of visual arts and displays continually challenges them with new and unique shapes to be made. The giant tennis balls for the Mazda Tennis Classic in La Costa are a prime example. The 40-inch diameter spheres with routed seam lines were created by Treadway, with a simulated felt finish provided by my own staff.'

Here's How It's Done

A major technological advance for Treadway was the development of the Polygarde sprayable basecoat. Many of the most intricate shapes are difficult for applicators in applying the primus and fiberglass mesh because they are very labor intensive and tend to fill in the detail. This new basecoat provides another means of gaining durability without requiring the applicators to spend hours imbedding the meshed systems.

The product was developed by a major midwestern coatings manufacturer. It is a solventless, aromatic urethane designed for high-Impact damage protection, as durable as the meshed systems and is applied to foam shapes at the manufacturer’s plant prior to delivery to the job site.

Effective use of the new basecoat is shown at the Treasure Island Hotel & Theme Park in Las Vegas, Nev. Eight hundred seventy-five balustrade railings, in 20-foot decorative lengths, were fabricated and completely finished at the Phoenix plant, shipped to Las Vegas and installed by a local sign company.

Steel C channels were embedded in the top and bottom railings with aluminum hat channels running vertically through the foam balusters. The aluminum channels were fastened to the steel at the top and bottom to provide structural support and satisfy wind-load requirements. The basecoat was applied to each railing for durability.

A light sand texture, colored to the clients’ specifications was applied as a finish coat. The basecoat teamed with synthetic finishes provides a final product with a durable, long-lasting, weather-resistant finish.

Pete Brake, president of Treadway’s Phoenix facility, is particularly proud of the MGM Theme Park and Hotel in Las Vegas. Billed as the world’s largest hotel and theme park, the MGM project features architecture from around the world. Jim Bevan, partner and vice president at the Phoenix plant, is given credit for the successful completion of this job.

The Hollywood Connection

‘The new basecoat has opened doors to many other fin-
ished product markets," says John Treadway. ‘We have developed props and sets for the motion picture and television industries. One of our Florida plants’ most impressive sets was a facade of the Supreme Court building for the mini-series Separate But Equal. Set directors are very creative in finding ways to use our product.’

The application is perfect, set pieces are lightweight and easy to install. Faux finishes can give them the appropriate appearance and we are able to produce a lot faster than their carpentry shops. Psycho IV, Hoffa, Rising Sun, Super Mario Bros, Beverly Hillbillies, Melrose Place and Simple Justice are just a few of our movie and TV credits.”

Visual display items for retail department stores, corporate point of purchase, restaurant decor, and other theme events are another major market for Treadway Industries. Whether it be log cabins and totem poles for a “Northern Exposure” theme at Macy’s San Francisco, ancient Chinese figures for a local restauranteur, or a 12-foot “leaning tower” of Pisa for a Scottsdale resort, Treadway’s creativity and ingenuity, coupled with good partners and this amazing new technology, get the job done.