

DECORATIVE
CONCRETE
LIVE!

THE MALL OF CONCRETE

World of Concrete, January 23-25, 2018

Decorative concrete professionals from around the world have teamed up with the Concrete Decor Roadshow, *Concrete Decor* magazine and decorative concrete product manufacturers to bring you the 2018 Decorative Concrete LIVE! Mall of Concrete.

Use this map to navigate through ongoing demonstrations of decorative concrete applications.

Manufacturer representatives from sponsoring companies will be on hand to answer questions and show you how their product has been used throughout the project.

Please see the reverse side for a list of artisans who have donated their time and energy to make this project a success.



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*Logos do not indicate the only location where those products were used.

Artisans in Action

Here's the key to who's doing what where at the Decorative Concrete LIVE! Mall of Concrete in 2018. Demonstrations will be ongoing throughout the show:

A. Emil Gera, Emil J. Gera Concrete, Weatherly, Pennsylvania, will show you his methods for creating profitable and productive finishes for ICF walls. He'll demonstrate how to create the ultimate exterior for that Harley-Davidson Biker Bar every contractor needs in his neighborhood.

B. Before the show, Emil Gera and Troy Lemon installed a stamped/textured courtyard patio between the Concrete Decor Store and the Biker Bar. During the show, they'll discuss ways you can fine tune your decorative concrete projects in the futures.

C. Rachel Knigge, Floormap Inc., Bentonville, Arkansas, will install the revered Harley-Davidson logo on a polished concrete floor in the Biker Bar.

D. Dale Coughlin, Total Concrete Innovations, Cambridge, Ontario, will build the ultimate concrete bar top in the Biker Bar while also polishing the concrete floors that Rachel Knigge is decorating with stencils.

E. Keefe Duhon, Concrete Revolutions, New Iberia, Louisiana, will clad interior walls with his signature concrete wood plank application to set the mood in the Biker Bar.

F. Rick Lobdell, Concrete Mystique, Nashville, Tennessee, and Keefe Duhon will tie stained concrete and metallic epoxies together in the Concrete Decor Store to show new ways to decorate interior floors for a retail space.

G. Jeff Szalony, Barnsco Decorative Concrete Supply, Dallas, Texas, will apply a stencil overlay to sidewalks outside the Concrete Decor Store.

H. Troy Lemon, Cornerstone Decorative Concrete, Fennville, Michigan, will create a signature concrete sculpture at the center of the courtyard.

I. Scott Kumer and Miguel Lopez, Visions Below, Laguna Niguel, California, will install a polished epoxy terrazzo system that is fast and full of creative opportunity — a new finish that even Apple Stores may need to consider.

J. Jason Findlay, NewLook International Australia, Upper Coomera, Queensland, will demonstrate creative new ways to color concrete walls on the Apple-like Store to achieve the ultimate retail storefront. Jeff Benintendi, NewLook International, Salt Lake City, Utah, will show you how to color distressed or unattractive retail sidewalks making them an inviting part of any shopping center.

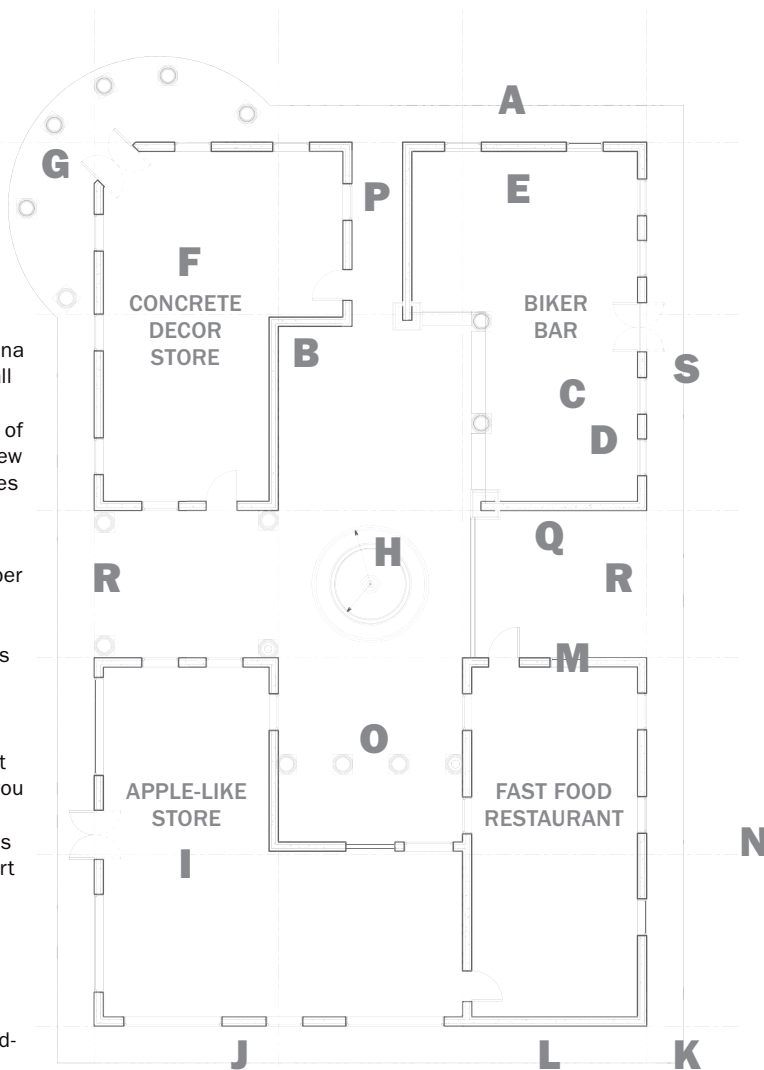
K. Troy Zsak, Speedy Mason, Sparta, Wisconsin, will demonstrate how you can decorate a fast food restaurant exterior in record-setting time using a new concrete method to replicate brick-and-mortar veneers.

L. Troy Lemon will demonstrate new systems for keeping concrete drive-thru restaurants looking top-notch and easy to maintain yearlong.

M. Glen Klassen, Fox Blocks/Airlite Plastics Co., Omaha, Nebraska, will demonstrate at the fast food location why ICFs are one of the best building solutions today while addressing myriad options for complementary interior and exterior concrete finishes.

N. Danny Carrillo, Graco Inc., Minneapolis, Minnesota, will demonstrate at a mixing station how the right equipment will help concrete professionals move ahead and stay ahead of other competing trades.

O. Dave Blasdel, Butterfield Color, Kalispell, Montana, will use overlays and stencils between the Apple-like Store and the fast food restaurant to show you ways to expand beyond horizontal surfaces.



P. Gregg Hensley, Stone Edge Surfaces, Picayune, Mississippi, will create an alleyway entrance to the Mall of Concrete's courtyard between the Biker Bar and the Concrete Decor Store that even Hollywood could use for shooting movies scenes.

Q. Joshua Annis, Joshua James Artistry, San Diego, California, will install a prefab GFRC fireplace surround near the Biker Bar in only one hour. He will also create a Route 91 Memorial on an exterior wall that pays homage to the tragic loss of life at a Vegas country music festival last summer.

R. At both entrances to the courtyard, Tom Ralston, Pacific Palette, Santa Cruz, California, installed integrally colored concrete pads with sparkling granules broadcast onto the surface and exposed to tantalize shoppers whenever sunlight or street lights hit the surface.

S. New Harley-Davidson motorcycles and custom choppers are displayed outside the Biker Bar, compliments of Harley-Davidson of Las Vegas.

Artisans in Action brought to you by Concrete Decor
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