PROJECT SPOTLIGHT

Hilton Grand Vacations Club
Ocean 22

PROJECT SUMMARY

LOCATION
Myrtle Beach, SC

ARCHITECT
Mark Timbes
Garvin Design Group

APPLICATOR
Commercial Systems Plus

SENERGY DISTRIBUTOR
Circle Supply of Charlotte
www.circlesupplync.com

SYSTEMS & PRODUCTS USED
- Senergy Channeled Adhesive Design
- BASF Chroma Finish
- BASF Alumina Finish
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PARTNERING WITH BASF SENERGY MEANS WORKING WITH AN INDUSTRY LEADER WHO PROVIDES RELIABLE, EASY-TO-APPLY PRODUCTS THAT I TRUST.”

- Danny Bonnell
  President
  Commercial Systems Plus

PROJECT SUMMARY
Located on the shores of South Carolina’s coast and steps away from the boardwalk, restaurants and ferris wheel is Ocean 22; the tallest vacation resort constructed at Myrtle Beach in the past eight years.

Standing 22 stories high, the 230-unit Hilton Grand Vacations Club resort provides spectacular, unobstructed views of the Atlantic Ocean. The building, with its clean lines and contemporary urban beach-inspired design is clad with over 100,000 sq ft of BASF Senergy Channeled Adhesive Design EIFS. This energy efficient, lightweight system includes Senershield-R, BASF Senergy’s fluid applied air/water-resistive barrier for secondary barrier and air leakage control.

Visitors to the resort are greeted by finish colors surrounding the building that replicate the darker and lighter shades of the beach’s sand. At the West elevation, the earth tones are contrasted with a dark blue vertical highlight. BASF’s high performance Chroma finish was selected for this application.

First impressions are important. Guests arriving at the entrance and porte-cochère will not be disappointed. At the ceiling of this space, BASF’s Alumina Finish provides the luxurious appearance of granite. This finish incorporates factory-mixed, colored aggregate and large mica flakes in a 100% acrylic transparent binder to produce a warm, rich glow. With a bit of help from BASF Senergy EIFS, the design team created a refined and elegant retreat that makes Ocean 22 the jewel of the Grand Strand.