

ROOF COATINGS as Art

By Kristen Ammerman

In 2015, owners of the boutique 1 Hotel in South Beach, Miami, Florida, were looking for a way to camouflage the ventilation system on the third-floor rooftop of the trendy hotel. They commissioned a London artist, Dean Zeus Colman, who describes his art as an “innovative fusion of graffiti techniques and typography, fine art, and sculpture,” to try something different—a “roofal,” if you will—a mural on a roof.

The 80- by 130-ft. roofal was designed to follow the tropical nature theme of the hotel and its surroundings. Taking color samples for the roof from nearby trees, the artist (who professionally uses his middle name, Zeus) shared the colors with Tropical Roofing Products, which manufactures custom-colored coatings. To ensure proper adhesion to the TPO surface, Tropical Roofing Products’ custom dark green Tropical 911 Eternalastic Elastomeric Roof Coating was first applied.

Zeus then used a grid system to transfer his design to the rooftop. He painted colorful leaves and butterflies to mask the vents, and then drew a woman’s face to pull attention away from the various penetrations.

A year later, Zeus returned to make some adjustments and was happy to see how well the color had held up.

Read more about his art at deanzeuscolman.com.



