

giovanni
barbieri

PRESS RELEASE

Blooming, the first floral pattern for parquet flooring

Giovanni Barbieri presents his revolutionary new wood flooring design with a floral soul

Schiavon, Vicenza - Italy - October 2024 - Parquet is reinvented with **Blooming**, the innovative floral pattern design created by Giovanni Barbieri. A poetic encounter between the delicacy of a bouquet of flowers and the materiality of wood that renews the way of thinking about wooden surfaces.

Blooming expresses a new aesthetic and functional concept of parquet: 48 sinuous and distinct oak "petals," available in 3 different shades, harmoniously come together in floors that become striking floral compositions, with a strong material expressiveness. Sophisticated "blooms" come to life with each laying, through shapes that are never the same but always well-coordinated, combining the brilliance of a creative and novel idea with ease of installation.

Industrially manufactured and cut, the individual wood elements are meticulously beveled and can be freely positioned to create a different, striking final look each time, thanks to a simple and intuitive laying system. **Blooming** thus revolutionizes the traditional concept of parquet, combining the luxury of the uniqueness of a custom-designed floor with the practicality and convenience of industrial production.

Winner of the prestigious **Red Dot Product Design Best of the Best Award in 2023**, and **Patent Pending**, **Blooming**, due to its robustness and durability, can find application in wood flooring of private residences, hospitality facilities but also in high-traffic surfaces of commercial areas.

About Giovanni Barbieri

Giovanni Barbieri offers floor and wall tile collections made of fine natural materials such as stone, glass, terracotta, and wood.

Inserted from a very young age into the family artisan business, Giovanni Barbieri was passionately nurtured by the imagination and manual skills that forged his artistic personality and led him to found his own company and create his first projects under his own brand in 1989.

For their originality, aesthetic refinement and design tailoring, all the proposals of the Vicenza-based company inspire numerous architects who wish to combine the quality of materials and a sophisticated elegance of design, enhancing Made in Italy. Hotels, private residences and commercial spaces all over the world have chosen Giovanni Barbieri's signature collections to enhance their environments through wall coverings with a special 3D effect or original patterns, combined with the quality of the raw material.

In 2008, the awarding of the prestigious Best Vanguard Building Products award to the Ambra collection by Architectural Record USA Magazine marked the beginning of a journey studded with numerous Product Design awards over the years both as a designer and for the innovation of the collections.

To name the most recent awards:

- 2023 Red Dot Product Design Best of the Best Award, specifically for the Blooming collection;
- 2022_ "Le Piastrelle Segnate" designed for Fornace Brioni, becomes the winner of the Red Dot Product Design Best of the Best Award.
- 2021_Squar[e] ceramic tiles measuring 5 x 7 cm received the Red Dot Product Design Award.
- 2021_ The Fine Lines Terrazzo is the winner of the 17th Hospitality Awards in New York.
- 2020 _ "The Fine Lines" Terrazzo collection overall winner at the SBID (The Society of British International Interior Design) product design Awards in London.
- 2020_ Interior Design USA: Best of Year Awards named Giovanni Barbieri one of the top four product designers.

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