

**BLOOMING**

Single oak pattern

giovanni barbieri

SHAPING THE FUTURE THROUGH CRAFT



## A NEW CHAPTER IN TILE AND STONE DESIGN HAS JUST BEGUN

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GIOVANNI BARBIERI'S PATENTED DESIGN SYSTEM DOESN'T JUST CHANGE HOW WE BUILD SURFACES.  
IT CHANGES HOW WE BUILD THE FUTURE. BY USING STANDARD TILES TO CREATE LAYOUTS THAT  
NEVER REPEAT, THIS PROCESS REDEFINES THE BOUNDARIES BETWEEN CRAFT, GEOMETRY AND  
MATERIAL. BUT BEYOND INNOVATION, IT REPRESENTS SOMETHING DEEPER — A WAY OF WORKING  
THAT DESERVES TO BE PRESERVED AND SHARED.





## CRAFT AS LEGACY. NOT MEMORY.

IN A WORLD RUSHING TOWARD AUTOMATION, GIOVANNI IS  
 INVESTING IN SOMETHING DIFFERENT.  
 PEOPLE. NOT SOFTWARE. NOT SHORTCUTS.

YOUNG DESIGNERS AND ARTISANS WHO WANT TO SHAPE  
 WITH THEIR HANDS, BUILD THROUGH EXPERIMENTATION AND  
 BRING BACK THE VALUE OF TRUE CRAFT.



HIS STUDIO BECOMES A PLACE FOR LEARNING. A SPACE WHERE  
 CREATIVITY MEETS REPETITION, RAW MATERIAL BECOMES RHYTHM, AND NO  
 PART OF THE PROCESS IS LEFT TO CHANCE. FROM THE FIRST SKETCH TO  
 THE FINAL TEXTURE, KNOWLEDGE IS TRANSFERRED SLOWLY,  
 DIRECTLY AND WITH INTENTION.

AN EXAMPLE CAN BE PREVIEWED IN THE LATEST VERSION OF THE BLOOMING  
 WOOD COLLECTION, A TWO-TIME RED DOT AWARD WINNER IN 2023 — IN THE  
 BEST OF THE BEST AND MATERIALS AND SURFACES CATEGORIES.

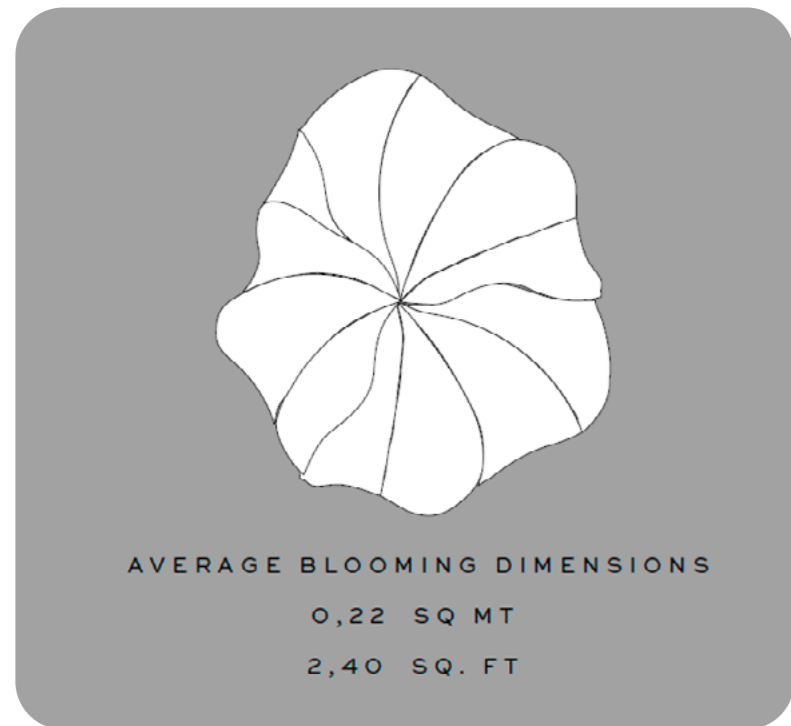
VIEW THE BLOOMING BROCHURE: [CLICK HERE](#)



reddot winner 2023  
 best of the best



reddot winner 2023  
 materials and surfaces design



BLOOMING IS ONLY THE BEGINNING.

BEHIND EVERY SURFACE LIES A COMMITMENT  
TO FORM NEW GENERATIONS WHO UNDERSTAND  
MATERIAL WITH RESPECT AND TREAT DESIGN AS  
SOMETHING TO BE TESTED, REFINED AND EARNED.

THE VALUE IS NOT THE OBJECT.  
IT IS THE PROCESS.

THIS IS HOW WE PRESERVE WHAT MATTERS.  
THIS IS HOW WE BUILD A FUTURE THAT DOES NOT IMITATE THE PAST.

IT EVOLVES FROM IT, WITH CLARITY, CARE AND PURPOSE.



WE INVITE A NEW GENERATION TO EX-  
PLORE THIS EVOLVING DESIGN LANGUAGE  
AND IMAGINE HOW IT CAN SHAPE THEIR  
OWN CREATIVE FUTURE.

PLEASE GET IN TOUCH. YOU CAN CLICK HERE: [WEBSITE](#)

WE LOOK FORWARD TO CONNECTING WITH YOU.

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