

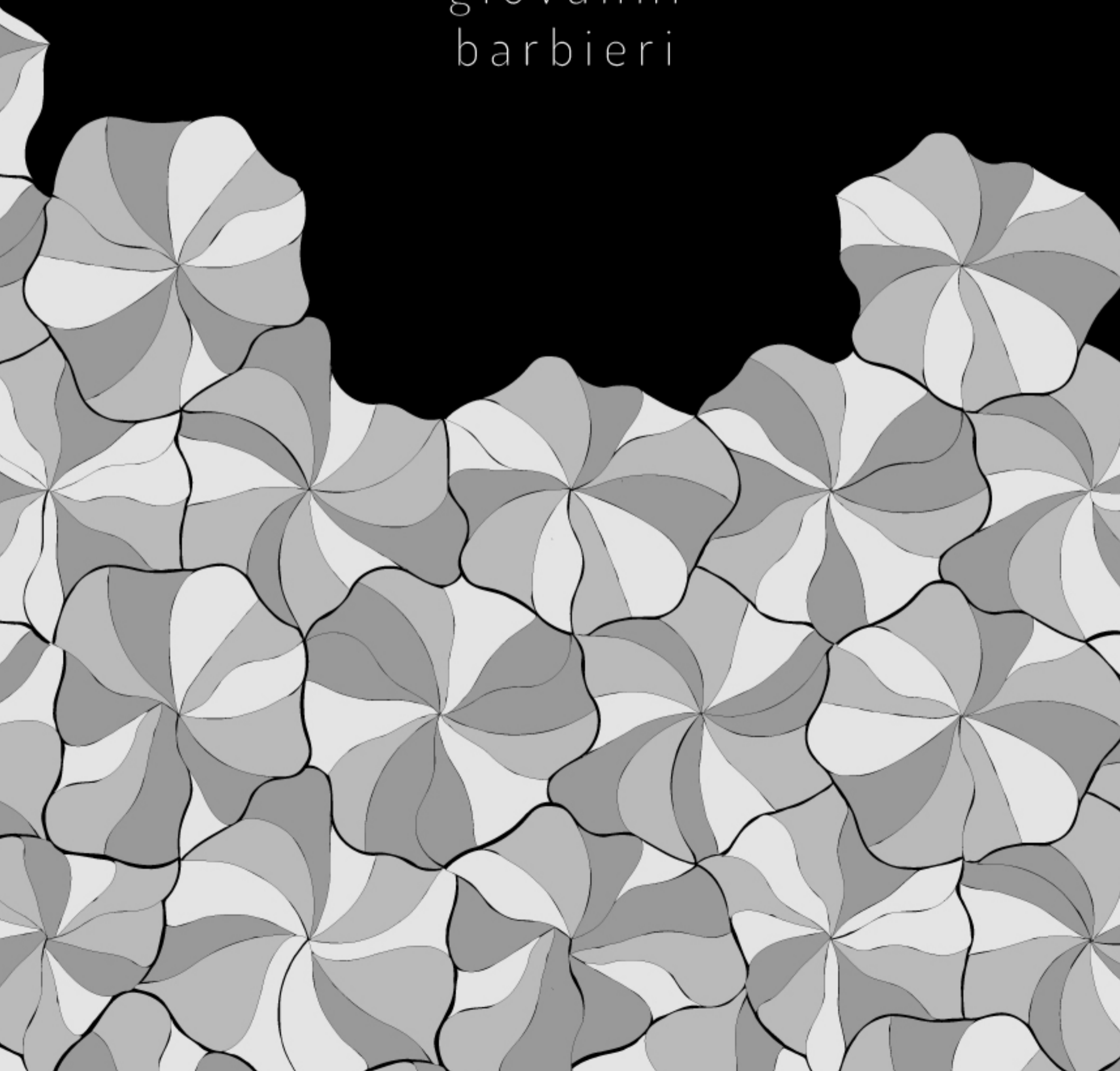
# *B L O O M I N G*

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The first wooden floor bouquet.

*The floreal design that changes with every bloom.*

giovanni  
barbieri





A TOTALLY NEW PATTERN  
WITHOUT REPEATING SHAPES OR SILHOUETTES:

A NONSENSE OF SERIAL PRODUCTION  
CONTINUALLY DIFFERENT SHAPES,  
BUT WITH A LOGIC.

SOMETHING IMPOSSIBLE TO THINK OF,  
IS NOW AVAILABLE.

A NEW HARMONY FOR THE EYES.

# B L O O M I N G 2 0 2 5

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GIOVANNI BARBIERI PRESENTS  
HIS REVOLUTIONARY NEW WOOD FLOORING DESIGN WITH A FLORAL SOUL.

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:  
60 SINUOUS AND DISTINCT OAK "PETALS," AVAILABLE IN SINGLE OR 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.



Pattern #1  
Single Oak



Pattern #2  
Triple Nuances



Pattern #3  
London Oak



Pattern #1  
Oak 120°

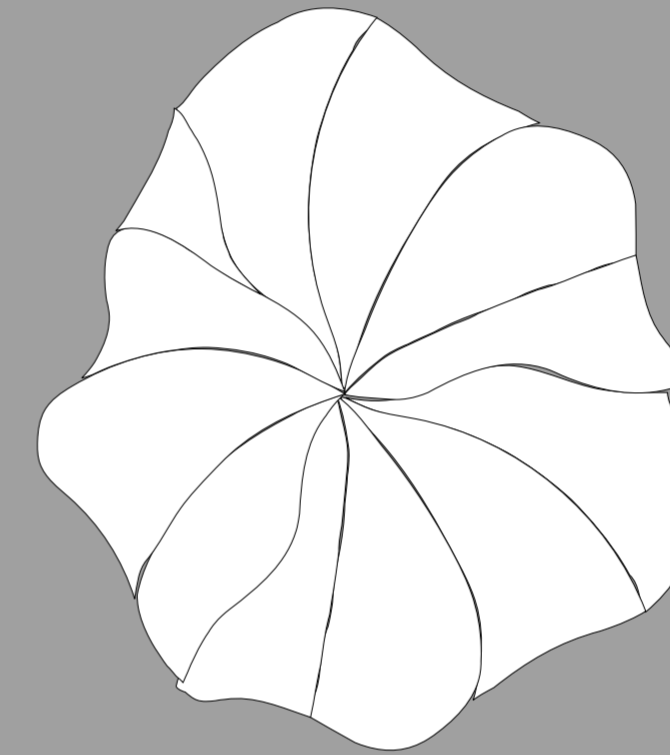
## COLORS & DIMENSIONS



Pattern #1  
Oak Natural  
(or one of the 3)



Pattern #2  
Oak natural  
Oak 120°  
Oak 157°



### AVERAGE BLOOMING DIMENSIONS

0,22 SQ MT

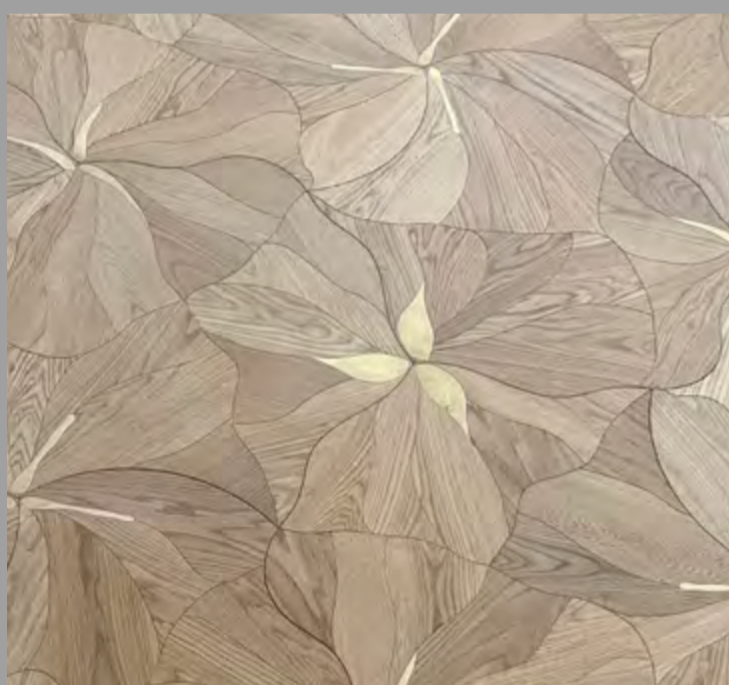
2,40 SQ. FT

1 SET OF 4 DIFFERENT MODELS = 0,89 SQ M / 9,6 SQ. FT.

TOTAL THICKNESS 5/8 INCH / 13 MM

WITH 4 MM OF HARDWOOD TOP LAYER

HIGH HONED BRUSHED SURFACE FINISH.



Pattern #3  
with Brass inlays



Pattern #4  
London Oak

V E R S I O N S



#1 S I N G L E O A K



#2 T R I P L E O A K N U A N C E S

V E R S I O N S



#3 B R A S S I N L A Y S

S U R F A C E S   V E R S I O N S   U P O N   R E Q U E S T :  
U N F I N I S H E D   T I L E S  
F I R E   R E S I S T A N T  
H I G H   T R A F F I C  
W A T E R P R O O F



#4 L O N D O N   O A K

C O L O U R S   U P O N   R E Q U E S T :  
W A L N U T  
J A P A N E S E   E L M  
A N Y   O A K   S T A I N .





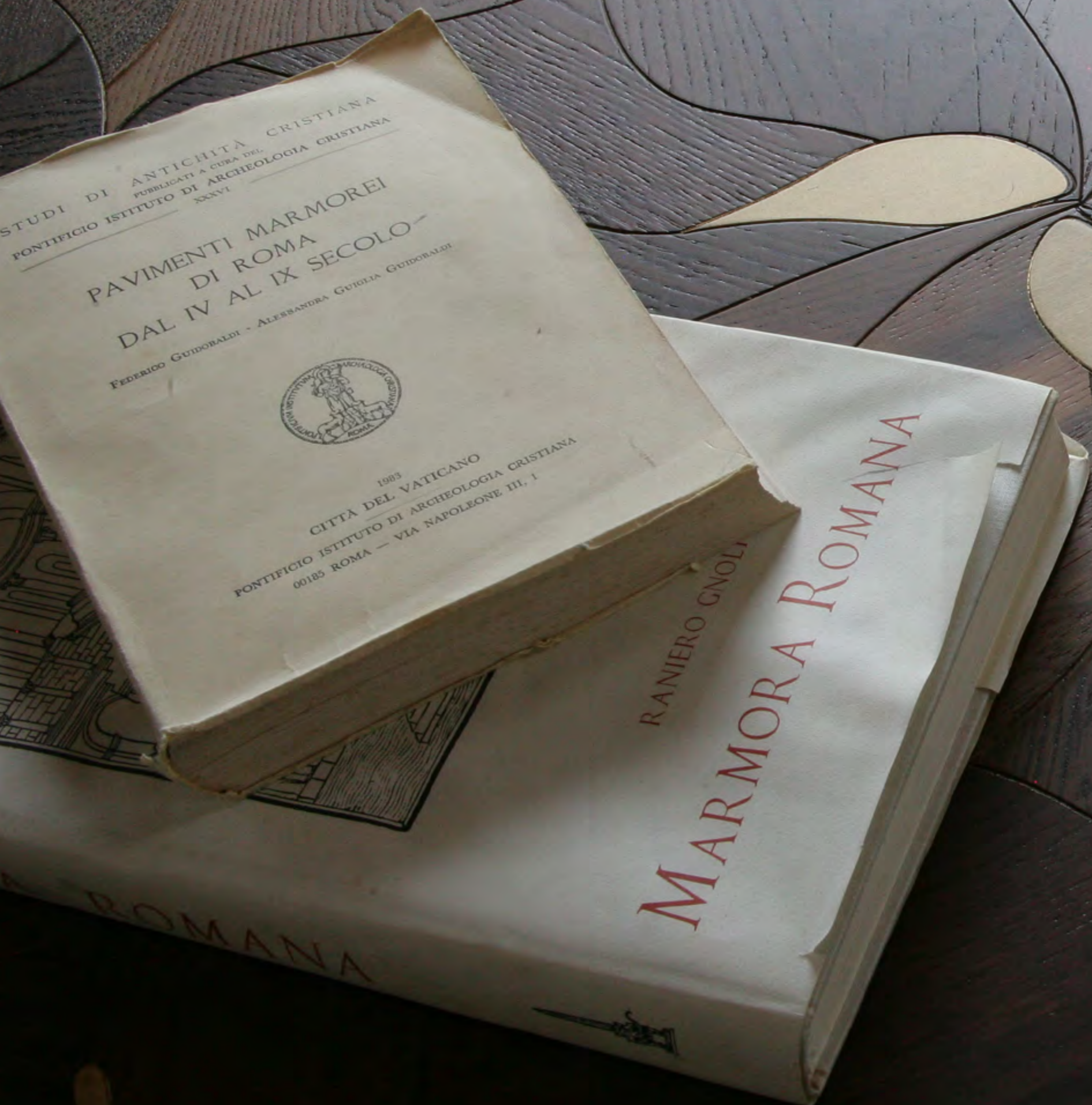
#1  
Oak lighter nuance unfinished tiles .  
The rough tiles, to be finished after installation,  
allow for a precise finish and a final nuance that matches the rest of the context,  
creating a continuous and smooth surface without joints and bevels .

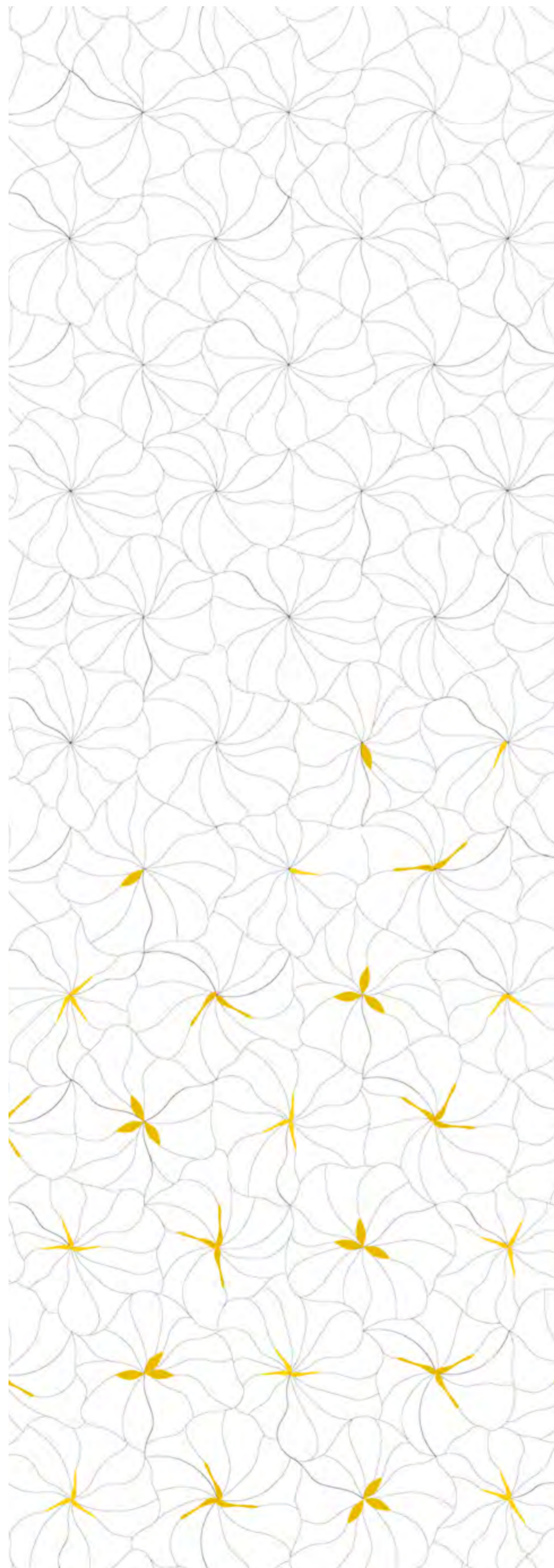




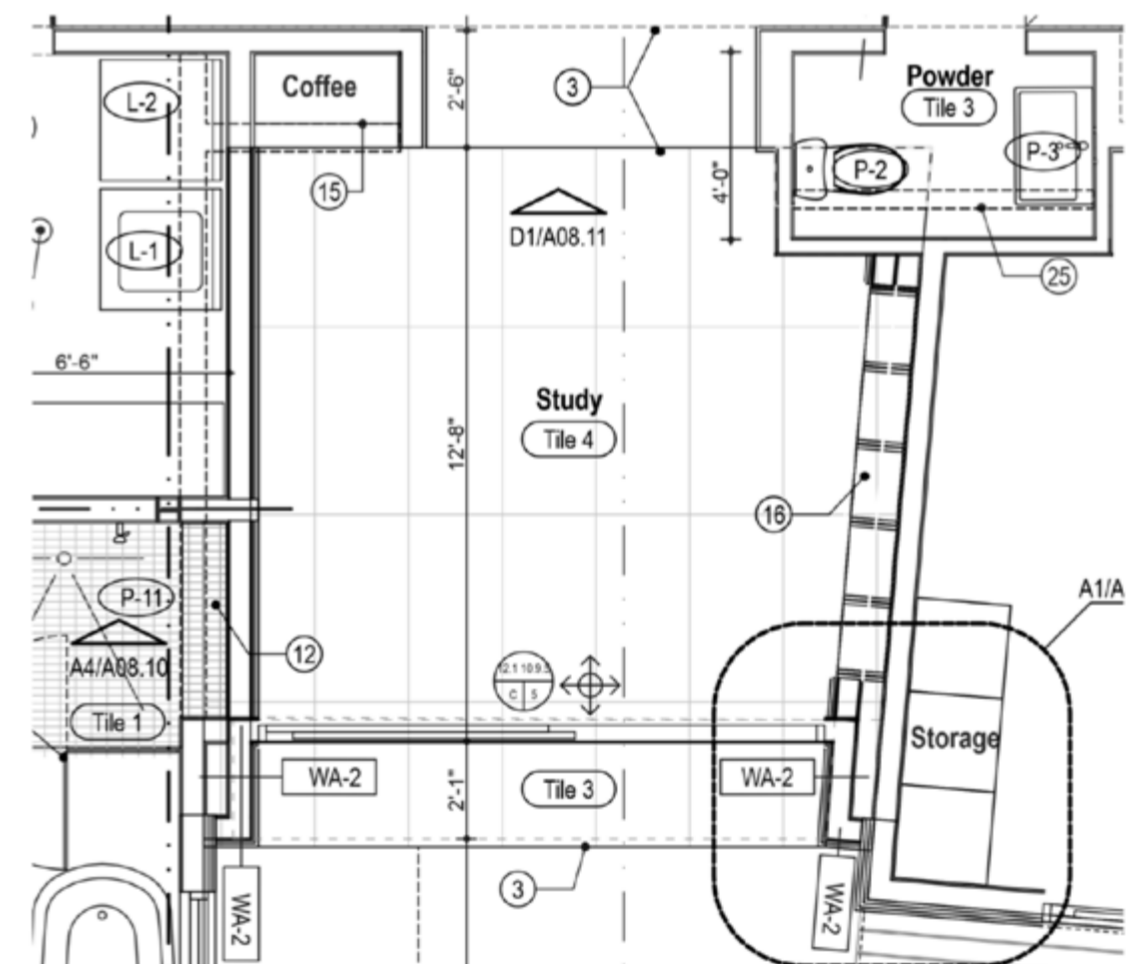
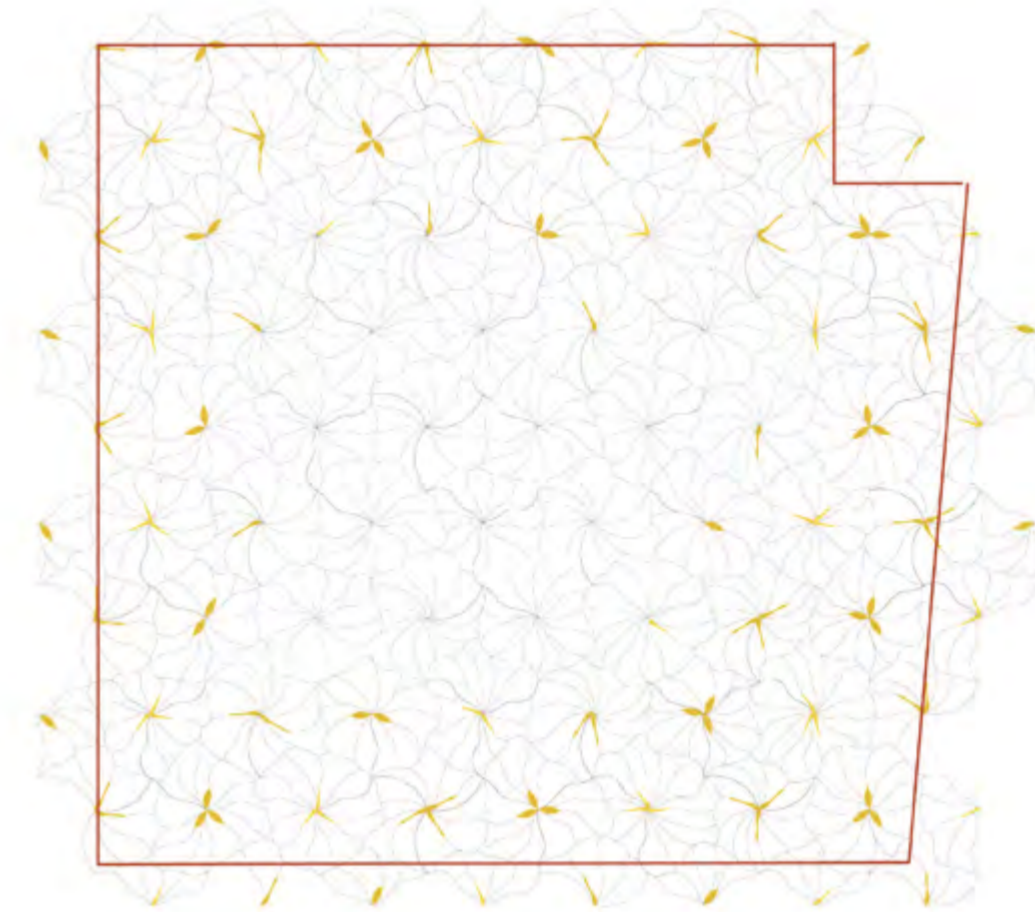


STUDIO DI ARCHITETTURA CIVILIA  
PAVIMENTI E MARMORI  
DAL IV AL II SECOLO  
MARMORA ROMANA  
MARMORA ROMANA





EXPLORING THE COMBINATION OF BLOOMING SINGLE NUANCE AND BOUQUET OFFERS A UNIQUE OPPORTUNITY FOR DESIGN. WHEN INSTALLED TOGETHER, THESE ELEMENTS CAN COMPLEMENT EACH OTHER, ENHANCING SURFACE AREAS AND PROVIDING A WEALTH OF DESIGN OPTIONS TAILORED TO INDIVIDUAL PREFERENCES. THIS PAIRING CAN CREATE A VISUALLY APPEALING AESTHETIC THAT CATERS TO DIVERSE TASTES AND STYLES.





Darker shades with custom Brass inlays  
obtained all with standard production  
of 2 versions simply mixed.





Hermès Shoe Heaven  
5th Floor at Harrods, London UK





“Ronce en Fleurs”  
single oak



THEIR SHAPES CHANGING APPEARANCE GOES HAND IN HAND WITH THE FUNCTIONALITY OF A SIMPLE AND SELF-EXPLANATORY INSTALLATION SYSTEM, ALLOWING FOR AESTHETIC RESULTS IN DIFFERENT SHAPES WITH A VISUALLY STRIKING EFFECT. THIS GIVES INSTALLED TILES THE APPEARANCE OF A CUSTOM FINISH DESIGN, SURPASSING THE LIMITED STANDARD PRODUCTION MODELS AVAILABLE.

## T E C H N I C A L   I N F O



- COMPOSED BY 60 DIFFERENT ALL BEVELLED SHAPES.
- SIMPLE AND SELF-EXPLANATORY INSTALLATION SYSTEM
- SUITABLE FOR HEATED FLOOR.
- PLYWOOD BIRCH SUPPORT WITH VINYL GLUE ON 3 MM HARDWOOD.
- FULL SURFACE BONDING
- THE STANDARD THICKNESS IS 5/8 INCH (15 MM),  
OF WHICH 3 MM IS HARDWOOD AND 12 MM IS BIRCH PLYWOOD.
- DIFFERENT THICKNESSES POSSIBLE DEPENDING ON THE QUANTITIES.
- DIFFERENT SURFACE FINISH POSSIBLE DEPENDING ON THE QUANTITIES.
- IT MUST BE GLUED AND NOT INSTALLED FLOATING.
- SPECIAL HALF STRAIGHT CUT PIECES AVAILABLE FOR MAIN WALL  
INSTALLATION START .
  
- DESIGN COPYRIGHTED AT COPYRIGHT.GOV
- PROCESS TO CREATE BLOOMING DESIGN IS PATENTED AT USPTO AND  
EXTENDED IN CHINA, UNITED KINGDOM, UNITED .ARAB EMIRATES, AND  
MORE TO COME.
  
- INSTALLATION GUIDE VIDEO UPON REQUEST.

# THE BLOOMING COLLECTION

An Artful Combination to behold.

In conjunction with the walls, the ceiling, furniture and lighting, flooring has a significant influence on the general appearance of a room, not least because of its surface area. Wooden floors create a natural, warm ambience, make the ground look inviting to walk on and are furthermore extremely resilient and durable. This is what may have prompted Italian stone and tile designer Giovanni Barbieri to create wooden flooring for the first time in his creative life. He succeeds in making an innovative concept come to life with his Blooming parquet flooring system, thus winning over the jury. “The carefully designed pattern, which changes with every bloom that is applied, creates an arresting impression and gives interiors a downright artistic atmosphere. The designer moreover manages to unite the benefits of prefabricated parquet flooring with the high-quality appearance of a custom-made product.” Blooming combines sophisticated shapes that are never the same but always well-coordinated with the functionality of a simple, self-explanatory installation system. The multi-layered parquet consists of two bonded sheets of wood: a high-quality, durable oak layer sitting on top of a birch plywood substrate. To ensure its long-term durability, the parquet is glued and can also easily be installed with underfloor heating. Twelve different wood colours and four different surface finishes offer a wealth of design options to suit individual preferences. Depending on how the various colours of the oak are combined, it is possible to achieve either a striking, powerful rhythmic effect or – by selecting similar colours – a more uniform appearance. The eclectic floral pattern gives no indication that the parquet flooring system is ultimately based on only three standard shapes. Randomly installed, it hence produces a unique floor design for a lively room feel to behold.

Credits: Red Dot Awards Jury statement.

IS AT THE FOREFRONT OF TILE DESIGN  
AND  
REPRESENTS THE FIRST STANDARD PRODUCTION OF  
A LIMITED NUMBER OF PATTERNS  
THAT ACHIEVE THE UNIQUE,  
NEVER-REPETITIVE AESTHETIC  
TYPICALLY ASSOCIATED WITH CUSTOM PRODUCTS.



reddot winner 2023  
best of the best



reddot winner 2023  
materials and surfaces design

# Architectural Record



ARCHITECTURAL RECORD, A MAGAZINE WITH A 128-YEAR HISTORY IN THE USA, HAS ANNOUNCED THE WINNERS OF ITS ANNUAL PRODUCTS OF THE YEAR COMPETITION,

AMONG THE STANDOUT PRODUCTS, THE BLOOMING WOODEN TILE COLLECTION HAS BEEN RECOGNIZED AS THE BEST PRODUCT IN ITS CATEGORY AND OVERALL BEST PRODUCT OF THE YEAR.

AN INDEPENDENT JURY OF U.S.-BASED ARCHITECTS AND DESIGNERS, SELECTED THE PRODUCTS BASED ON THEIR INNOVATION, AESTHETICS, PERFORMANCE, AND SUSTAINABILITY.

# PATENTED DESIGN APPROACH

REINVENTS HOW TILE AND STONE COVERINGS  
INTERACT WITH SPACE  
A NEW ERA IN THE EXCLUSIVE CREATION OF CUSTOM PATTERNS

Giovanni Barbieri's patented design approach reinvents how tile and stone coverings interact with space. Through intelligent, modular geometry, each installation generates a unique layout, giving the surface a dynamic, custom-designed aesthetic. The result: the harmony of bespoke visual complexity and effortless installation — using standard production models with full control over manufacturing costs. Regardless of the type of materials, through an intelligent and modular geometry, each installation produces a unique layout, giving the surface a one of a kind aesthetic appeal, that seems to be custom-designed for each space. This project introduces an unprecedented approach to tile and surface design: a patented modular system that eliminates pattern repetition using only a few standard models. The innovation

lies in its ability to generate visually complex, custom-looking installations without the need for custom manufacturing. It addresses the common challenge of balancing artistic uniqueness with production efficiency — offering architects and designers a scalable solution that combines aesthetic individuality, effortless installation, and cost control. This system redefines the way modular surfaces can be conceived and applied.

BLOOMING Collection wooden tiles new 2025 version is the first example.

Discover the design patent.  
Licensing opportunities on our website.  
Availability on teaching/learning cooperation.

## DESIGNER BIOGRAPHY



Giovanni Barbieri is an Italian artisan and designer renowned for his groundbreaking work in decorative surfaces. Merging tradition with innovation, this master artisan with years of experience reinvents stone & wood craftsmanship through unique textures, patterns, and advanced techniques. Giovanni Barbieri began his career in the marble sector at age 14, advancing to independently completing flooring projects by 16. Barbieri's collaborations with top architects and designers showcase his ability to push creative and technical boundaries, making his work highly sought after worldwide. He has received numerous international awards for his innovative stone designs, including recognition from the Red Dot Design Award and the Interior Design Best of Year Awards. Inventor of the standard production tile pattern with never repetitive custom made result.

Credit: Homo Faber Guide





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