

WOOD

by **I LOVE PARQUET**

September 2020

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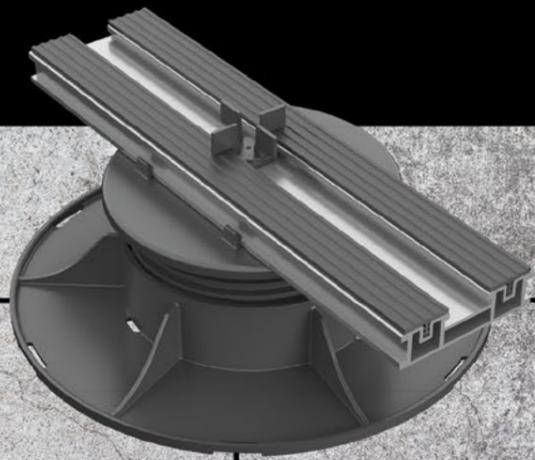


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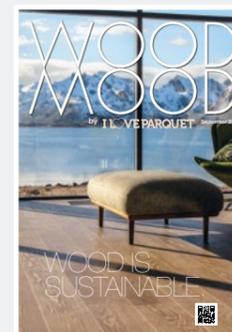


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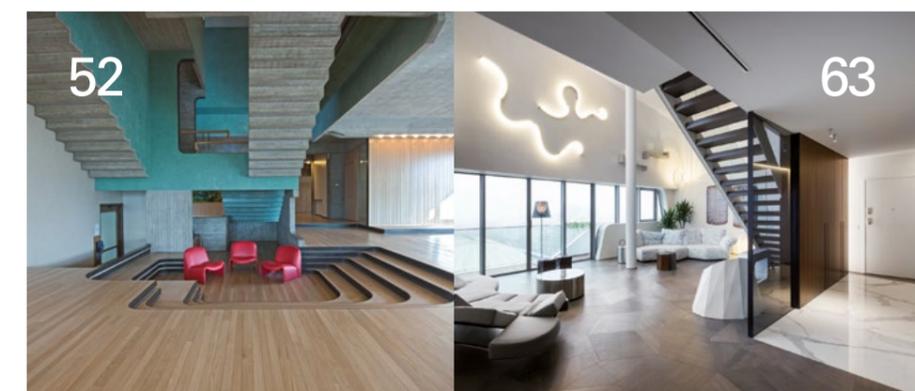
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July 2020

I LOVE PARQUET

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LET'S TAKE A FOREST BATHE



person it is not a strange prescription to receive from your doctor, because it is generally accepted that taking a walk among trees is useful for reducing stress, depression and anger and for reinforcing the immune system*.

What if we can't leave the house? Scientists advise us to make contact with nature through aromatherapy and essential oils.

One of my new year resolutions is to make a greater commitment to achieving a better quality of life by slowing down.

There is a Japanese expression which I love and which is about finding the right rhythm and joining with nature: Shinrin-yoku. It is an expression which is impossible to explain with only one word. It means 'taking in the atmosphere of the forest', and also 'forest bathing' and is about that state of being at one with nature which modern man seems to have lost. Shinrin-yoku is practiced seriously in Japan. It was recognized by the government in 1982 and approved by the Forest Agency as a means for improving the quality of life. For a Japanese

So, we can conclude that contact with natural materials - think of walking barefoot on a warm 'living' wood floor - definitely helps us to have the right mental attitude for taking the path to the psycho-physical wellbeing achieved by oriental disciplines and by awareness of the ancient link between man and nature.

*Both Japanese and Korean researchers and doctors in a series of studies in 2010 found that people who spend some hours in a natural environment (forests, parks, and other places with a high concentration of trees) have an increase in immune system functioning, a reduction in blood pressure, a reduction in stress and sleep better.



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From Munari to Rodari

Palazzo delle Esposizioni,
Rome

• June 16 - October 24 2020
www.palazzoesposizione.it

FROM MUNARI TO RODARI

From Munari to Rodari is an event devised by the Committee for the Promotion of the Rodari Year Celebrations set up by the Biblioteche di Roma. The project, in collaboration with Corraini Edizioni (with which Bruno Munari always worked on a stable basis over the years),

sets out to pay tribute to the two artists and to celebrate their human and intellectual encounter. This is no mere formal tribute but a gift to two masters who, as Biblioteche di Roma President Paolo Fallai explained, "dug a needle into our arrogant certainties, leaving incurable wounds. They liberated the image and the word that our cultural tradition was so laboriously bent on caging in and reducing to inflexible and reassuring patterns." Ten panels use poetry and immediacy to tell the story of the points of contact between the two artists, a fantastic couple who unleashed the pleasure of invention, of imagination and of creativity, making them unique figures in the Italian artistic panorama of the 20th century.



Copenhagen Architecture Festival

Copenhagen, Denmark

• 1 - 11 October 2020
www.cafx.dk

ARCH + FILM

The largest annual architecture festival in Scandinavia and the biggest film festival for architecture in the world will be held online in 2020. Now in its seventh year, the 10-day festival aims to explore the relationship between humans and architecture through a broad public programme

of over 150 events such as talks, films, workshops and exhibitions. The theme for this year's edition is 'The Welfare City in Transition' and will examine of the legacy of the post-war welfare city and address post-war crises that are comparable to today's.



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Le Signore del Barocco

Palazzo Reale, Milano, Italy
 • 3 December 2020 - 11 April 2021
www.palazzorealemilano.it

LE SIGNORE DEL BAROCCO

An exhibition dedicated to the greatest Italian female artists of the 17th century: Artemisia Gentileschi, Sofonisba Anguissola, Lavinia Fontana, Elisabetta Sirani and Fede Galizia. Left in the shadows until a few decades ago, their artistic output and extraordinary lives have been finally rediscovered, as proof of an intense creative dynamism. These well-known artists will be joined by others who deserve to be studied and appreciated: Barbara Longhi, Diana Ghisi Scultori, Orsola Maddalena Caccia, Giovanna Garzoni, Virginia da Vezzo, Plautilla Bricci, Ginevra Cantafoli. An exhibition curated by Alain Tapié and Anna Maria Bava.



Wood Experience

Verona, Italy
 • 3 - 6 March 2021
www.wood-experience.com

TECHNOLOGIES FOR THE WOOD SUPPLY CHAIN

Wood Experience is the only Italian event dedicated to the entire wood supply chain, from the first processing, to accessory and completion elements. Wood Experience represents the evolution and development of Legno & Edilizia, a trade exhibition that has represented the reference point for the wooden construction sector for 20 years. Wood Experience will broaden the exhibition and conference themes of the previous format

(giving special attention to woodworking machines) by combining them with a focus on woodworking technologies for the furniture industry. In this way we will expand the areas of interest and the audience of visitors interested in the event. The wood supply chain is a key and primary element for economic recovery after the pandemic emergency. The sector will find in Wood Experience the ideal path to restore and increase its business volume, thanks also to the proposed measures (incentives, eco-bonuses).



Yes, what feels so right is good for our planet too
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Salone del Mobile.Milano

FieraMilano Rho
 • 13 - 18 April 2021
salonemilano.it

SALONE DEL MOBILE.MILANO POSTPONED TO 2021

The 2021 edition, which will celebrate the 60th anniversary of the Salone, will be a special event for the entire sector. For the first time ever, all the biennial exhibitions will be held

in conjunction with the Salone Internazionale del Mobile, the International Furnishing Accessories Exhibition, Workplace3.0, S.Project and SaloneSatellite. This means that EuroCucina, FTK – Technology For the Kitchen and the International Bathroom Exhibition will also take place next year, along with EuroLuce, which was already scheduled for 2021.

This single, great sector-wide trade fair will represent a fresh opportunity to pull together to revitalise our businesses, the entire supply chain that works in synergy with the Salone, and Milan.

Domotex 2021

Hannover, Germany
 • 20 - 22 May 2021
www.domotex.de

DOMOTEX 2021 POSTPONED FROM JANUARY TO MAY

Although two thirds of the exhibition space – about 62,000 square meters – had already been booked and a comprehensive hygiene concept had been developed to comply with COVID-19 safety regulations, Deutsche Messe AG has decided to postpone the next edition of DOMOTEX to 18 – 20 May 2021. The show was originally scheduled to take place from 15 – 18 January 2021. The reasons for the postponement are based on the latest developments regarding the worldwide rampant COVID-19 pandemic and on the fact that, in view of these developments, clients, exhibitors and visitors have asked for DOMOTEX to be held at a later date. DOMOTEX is now planning a digital conference to take place on 15 January 2021, the show's original start date.

The wide international reach and high-calibre visitors, such as top decision makers, are considered to be among the core benefits of DOMOTEX, the leading trade show for carpets and floor coverings: in January 2020, 70 percent of visitors came from abroad and more than 80 percent of exhibitors represented more than 60 nations. As every year, the flooring industry came together in Hannover. Now, the latest developments in the COVID-19 pandemic show that infection rates are rising again everywhere. Many countries have introduced strict travel and quarantine regulations and it is impossible to predict for how long these regulations will be in place. There is also a general hesitation to travel abroad and we do not know when people will feel safe to travel again. And then again, there is also the prospect that a vaccine may be available by the end of this year.



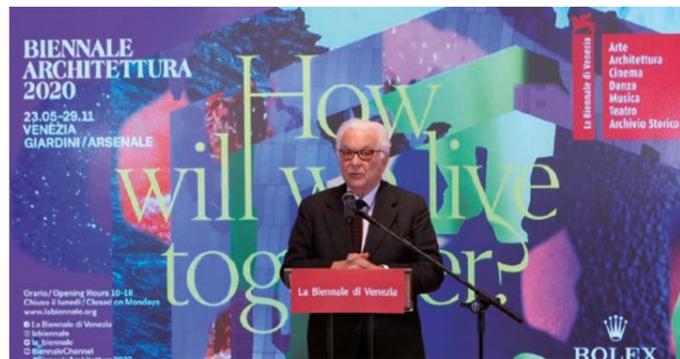
Cersaie
Bologna, Italy
• 27 September - 1
October 2021
www.cersaie.it



CERSAIE SKIPS THE 2020 SHOW AND PREPARES FOR 2021, WITH A BUSY SCHEDULE OF MEETINGS STARTING NEXT AUTUMN

The organisers of Cersaie have worked hard to explore the possibility of holding an international level trade fair, but they have had to recognise that the general conditions determined by the Covid-19 emergency make it impossible to organise an event that would come up to the show's usual quality standards. One of the key strengths of Cersaie is its international profile. One third of exhibitors are non-Italian companies from 40 different countries; more than 47% of attendees in 2019 (around 50,000) were international visitors. But although business activities

have gradually been reopening in many countries during the two months since the original deadline for participation established in the programme for 2020, many exhibitors and professional visitors have indicated that the global situation does not yet allow them to commit to the levels of investment and planning required to take part in Cersaie. Attention and respect for the interests of the global clientele who represent the show's most important asset therefore prompted the decision to skip the 2020 edition. Given the desire to continue to improve the quality and international value of the exhibition, attention is now focused on the next appointment of Cersaie 2021, which will be held in Bologna from 27 September to 1 October.



HOW WILL WE LIVE TOGETHER?

The 17th International Architecture Exhibition will run 22 May to 21 November 2021, curated by architect and scholar Hashim Sarkis. "The world is putting new challenges in front of architecture - stated Sarkis. I look forward to working with participating architects from around the world to imagine together how we are going to rise to these challenges."

Hashim Sarkis has been Dean of the School of Architecture and Planning at the Massachusetts Institute of Technology (MIT) since 2015. He earned a Bachelor of Architecture and a Bachelor of Fine Arts from the Rhode Island School of Design, and a PhD in Architecture from Harvard University. He is the author and editor of several books and articles on modern architecture history and theory.



Collezione Geometrici | Esagoni

17th International Architecture Exhibition
Venezia, Italy
• 22 May - 21 November 2021
www.labiennale.org

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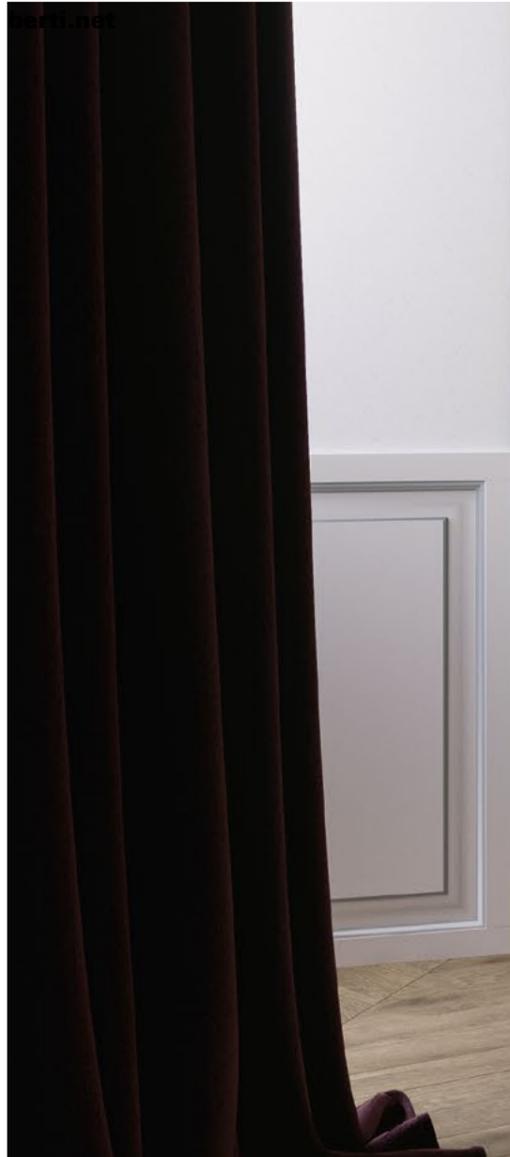


ITLAS

Typical of noble, classic furnishing, compositions are now widely found in contemporary styled spaces. I Grandi Classici guarantee a personalised space thanks to the particular optical effects they produce. Herringbone has very old origins – it dates back from the old Rome when it became popular not only to use wood for the floors of the most luxurious houses and palaces, but also to lay the wood creating particular designs. Today, those houses and precious pavements are being reevaluated in the most modern designs.

These compositions are present in all the finishes of the lines Tavole del Piave and Legni del Doge. Solutions with a classic style and high technical features: a unique architectural route to making your style exclusive.

In photo: I Grandi Classici Collection - Hungarian point, Oak, Finish: Venetian C94



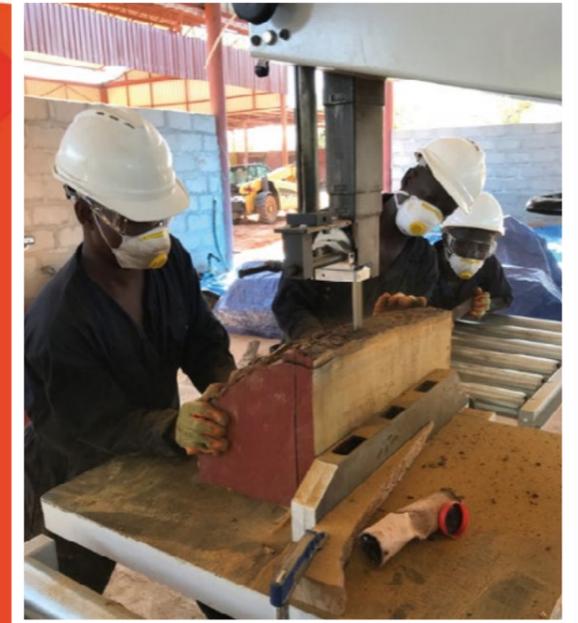
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itlas.com

GETTING TO KNOW TIMBER: 'DALBERGIA MELANOXYLON'



African Blackwood, Mpingo, Pharoah Ebony, Grenadille, these are some of the names by which this species of rosewood is known. It is a sought after timber which can be used to make the most attractive parquet. Let's find out about it together

GIANNI CANTARUTTI

Dalbergia melanoxylon was once mistakenly called Pharoah Ebony. In reality it is not ebony, but one of the 260 existing species of Dalbergia, more commonly known as Rosewood.

It is from a tree which grows in the south-east of Africa (Kenya, Mozambique, Tanzania). It is a heavy, hard timber highly prized for making some musical instruments like the oboe and for pieces of expensive furniture.

The colours of this dense wood range from a thousand shades of dark red to the most intense black.

Dalbergia melanoxylon grows slowly and has been appreciated for its precious timber since ancient times. It is a timber which can be worked well as long as the cutters used on the machines are well sharpened to obtain a beautiful finish.



At one time this tree was found in land stretching from Ethiopia to East South Africa. Nowadays, its habitat is more restricted, but FSC (Forest Stewardship Council) timber is exported from local communities in Tanzania.

'Dalbergia melanoxylon' and parquet

Although it is not a huge tree (it can reach 15 metres in height), pieces to make parquet can be obtained from this species of Dalbergia and maybe even used with other types of wood according to the colour contrast desired. But remember, when it is black, the beautiful designs created during its growth can be seen.

Nowadays, even though there is not a huge market for this species because of its high cost, we can still find it certified for use and whoever wants to design something truly unique and special, maybe for a "demanding" client, can take comfort from using a sustainable material.

Some notes

In conclusion, some advice for anyone using *Dalbergia melanoxylon*, for instance for a parquet floor, it needs to be seasoned first, then dried very slowly so that there are no dangerous cracks. Once dried, the wood remains very stable in dimension and resistant to variations in humidity.





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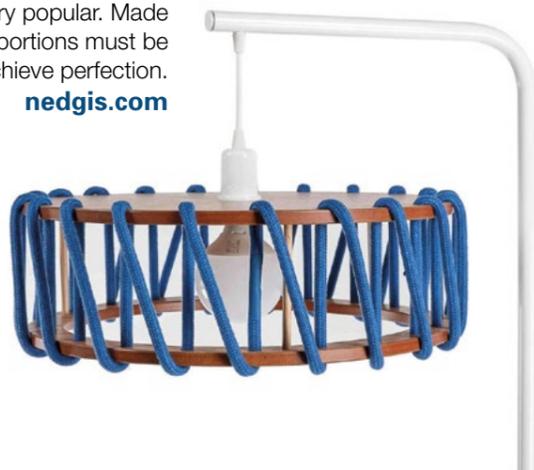
OH MY

WOOD!

Macaron

Macaron takes its name and form from the famous fine pastry that has become very popular. Made with simple ingredients, the proportions must be well balanced if we want to achieve perfection.

nedgis.com



Nora

The structure of this armchair, made of solid wood, becomes an identity sign of its design. In fact, the rear legs extend to define the lower profile of the armrest, with a dual ornamental and functional value.

bross-italy.com

Mylon

The mylon bed is made without any metal and its wooden surfaces have been treated solely with pure natural oils. The upholstered covers are removable and are easy to clean. This contributes to mylon's role in creating a healthy space and environment for sleeping.

team7.it



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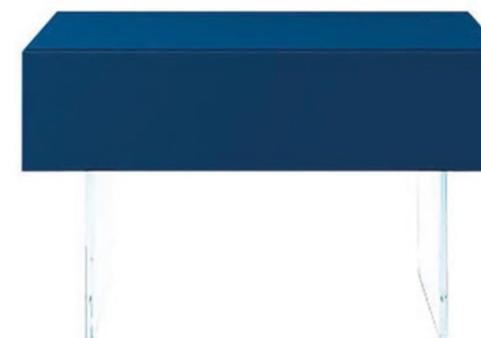
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ferrerolegno.com

A LOFT WHICH UNITES PAST AND FUTURE

PROJECT CHART

Property: private attic
Location: Rovereto, Trento.
Year of completion: 2018
Surface area: 300 sq. m. + raised platform
Wood floor: Woodco Signature collection Caribou Oak parquet
Woodco Agent: Mirko Eccher
Photography: Lucio Tonina

Contemporary design in a building of great historic and artistic value. An attic conversion unites the new and the old through a wood floor

TITO FRANCESCHINI





THE WOOD FLOOR

The Caribou Oak parquet used in the attic is from the Woodco Signature collection, which mixes antique techniques and tools with the very latest technology. The owner chose it both for its intense, attractive colour and for its special texture. The surface irregularities which recreate the effect of a floor which has been used for a long time, have been created through special, hand-crafted planing which makes each plank unique and unrepeatable.

woodco.it

One of the historic protected buildings in the centre of Rovereto (Trento, Italy) has recently had an attic restored in a way which honours the building's history through matching contemporary décor with elements of the original structure. Under the direction of the architect Simona Prezzi from Studio Moon Design (Trento), the pre-existing floor plan has been reorganized to include clever additions aimed at enlarging the available surface area and guaranteeing a harmonious connection between all the areas.

"The mission we were entrusted with", says Prezzi, "was to make the most of the space. With about 300 sq. m. of living

area, part of which is on a raised platform thanks to the generous height of the loft, we have transformed it into a desirable residence which is airy and meets all of today's living needs".

The main rooms in the apartment encircle an impressive stairwell entrance whose original stone steps have been enhanced by carefully studied lighting and by walls painted in natural colours. So that all parts of the house are directly linked, in the entrance hall there is also a modern suspended walkway protected by a metal balustrade which creates a second passageway, in addition to the main one, between the daytime and night time areas.



WARM AND WELCOMING

Beyond the entrance, a large open space unites living and dining rooms and kitchen in harmonious contemporary taste. The antique wooden trusses, part of the original building, have been highlighted by the contrasting delicate tones of the walls, sofas and blinds. The intense colour of the beams which are throughout the house, has been reflected in the Woodco Caribou Oak wood floor, planed and with a natural oil finish. The large planks (3000x400x20mm) are characterised by the irregularities which evoke typical antique floors. They cover the whole area, including the area with sauna and jacuzzi. "Warmth and a welcoming atmosphere were indispensable features for

the owner", explains Prezzi. "Although the choice was for contemporary furnishings and strict linearity, they did not want to lose the 'homely' atmosphere which only wood conveys". The spacious night time area which is directly accessible from the kitchen by the raised walkway crossing the entrance consists of a master bedroom, a large bathroom with an open shower and a walk-in wardrobe. There are also two other bedrooms, a utility room and a raised area with a view and two staircases up to it (one from the living room and one from the master bedroom) which is also an area for relaxing with its own private bathroom and which can be transformed for use as a guest room.



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our oak gives life to sought-after, stimulating and frisky contrasts. It creates a noticeable outcome in this ambitious renovation project developed by the associated architects Tecnarch of Rovereto (Trento, Italy). Here, in the heart of Vallagarina, this

luxury attic springs to life, as ideal combination of simple things and amazing elegance. This project was based on the centrepieces of Fiemme: our boards. As the surveyor Renzo Falqui Massidda explains (his son Riccardo helped him for the planning):

«The floors were the first elements we chose for the interior architecture. Not by chance, the beauty of these floors lure visitors, especially thanks to the feeling of warmth they release». The renovation project and the dwelling were

developed around a main element, a Fior di Platino of the series Fior di Fiemme, laid on the entire 250-square-metre surface. Precious and solid three-crossed-layer boards, chiefly realized manually to create a strong aesthetic impact in the laying

pattern, in this case by taking advantage of the floating running laying. The same choice can be found in the bathrooms and on the internal staircase - a combination of steel, glass and wood, so much original to look like "nestled" in the air.





FOCUS IDENTITY CARD

Series: Fior di Fiemme

Essence: Fior di Platino

Choice: Variegated

Working: Brushed

Treatment: Oiled Fiemme 300

BioPlus

fiemmetremila.it

The histories of the attic and the client go together. He, after years spent in a villa surrounded by a park in the suburbs, had to move to the city centre and change his deep-rooted habits and his lifestyle. This transition might upset, but it turned

to be a natural experience. While he was looking for his ideal house, he found two properties situated on the last two floors of an elegant and noble building. Therefore, the project aimed to completely refurbish the two real estates and

start from scratch, in order to realize a single large apartment, where the staircase suggestively connects the two floors. Only ten months to complete the works. The attic now wears an elegant custom-made "suit"

where some contemporary elements, like the very frequent and the particular black and varnished doors in the living room and a mix of laminate and polyester, interact with the wood and create very charming matches.

Chair made of plywood and leather in the Sixties -, then some art deco sculptures made of bronze, stylised books to decorate the walls and no classic baseboard. This latter decision goes against the flow, but proves that sometimes real luxury

lies in moderation. In the living area, the attention is captured by a suspended fireplace made of iron - a wonderful conical form in a central position, as if to counterbalance the soft nuances of the floors.



FINDING OUT ABOUT WOOD: EUSIDEROXYLON ZWAGERI

“Ironwood” says it all. It is a highly resistant, hard-wearing species, mainly for outdoors and therefore particularly suitable for external wood floors

GIANNI CANTARUTTI

Ulin, Kayu besi, Billian, Ironwood are some of the names by which this species of “iron wood” is known. It is a highly resistant, hard-wearing timber, mainly for outdoor use and therefore particularly suitable for outdoor parquet. Eusideroxylon zwageri has been used by the people in the areas where



it grows (Indonesian Borneo and Malaysia and the Indonesian islands of Sulawesi and Sumatra) for many different purposes because of the physical-mechanical qualities of its timber. The Dayaks, the indigenous population of Indonesian Borneo (Kalimantan) use it to build homes, boats, bridges, lampposts, railway sleepers, kerbstones and objects for the house. The same people use parts of the tree as an aphrodisiac and according to their legends, having the tree nearby keeps evil spirits away.

CHARACTERISTICS

Eusideroxylon zwageri is a tree which grows slowly and can reach a height of 50 metres with a diameter measured at chest height of over 2 metres. Its fruit is poisonous to man, but has medicinal properties. The grey-coloured bark of the tree comes with many buttresses at the foot of the trunk, which are also known as ‘elephant feet’, and its wood gives off a pleasant lemon aroma. Its timber cross section is light brown in colour, sometimes even bright yellow. After exposure to light and aging, the wood becomes dark red and finally sometimes nearly the colour of black ebony. The wood is fine textured, sometimes with a cross grain (rough to the touch) and is generally smooth with no visible growth rings. Shrinkage is small (radial between 2 and 4.5% and tangential between 4.5 and 7.5%). Density is about 1,100 kg/mc. It

seasons slowly and drying must be carried out carefully. Its timber is immune to termite attack. It has a service life of at least 100 years and in direct soil contact or for marine use in tropical waters it can last over 20 years. In spite of its hardness it can be worked well with the right cutters to give a smooth surface.

“RECYCLED” PARQUET

Nowadays, this is a protected species because of the widespread and often indiscriminate felling carried out for many years, which compromised its availability. The good news is that young trees are growing and that there are many local companies which collect and use a lot of old wood ‘dismantled’ after years of use (for substitution with other more easily available timber) without compromising the environment with indiscriminate felling. So there are “aged”, “recycled” timbers for sale to those who transform them into new products. For example, lamellae for use in layered parquet: a cladding for high quality fixtures with optimal technical characteristics and a special aged appearance. In Italy this species in the form of semi-finished products, parquet lamellae and solid wood recycled Asiatic products is already imported and distributed with FSC certification. An example of a floor laid with antique recycled Ulin can be seen in my xyloteca lignamundi (timber laboratory) at San Giovanni al Natisone (Udine).

BOEN

"As early as 1641 the processing and work with wood originally started with two small sawmills in the scenic part of southern Norway. Our Norwegian heritage of experience and craftsmanship makes our products unique in the international market. With roots and experience that takes us back more than 370 years in time, we get the strength to be bold, innovative and creative. A true passion for trends, inspires our product development and keep us relevant and visible in the rapidly changing world of interior. Our products are sold in more than 50 countries, on four continents, with Corporate Management based in Norway. In addition to production sites in Lithuania, Switzerland and Croatia, BOEN has sales offices in Norway, Germany, Lithuania, UK, Hong Kong and USA and a big partner network around the world. In recent years, we have had an extremely positive development and have continued to be able to win over customers through the quality of our products and increase our market share, even in markets with stagnating demand. Through continuous investment and production development we have become one of Europe's largest and modern producers of hardwood flooring. With our leading production site in Lithuania, we continue to increase our worldwide market share by offering quality products to our partners".

boen.com

In photo: Oak Sand. Treatment: Live Natural oil. Plank



WOOD INSPIRATION

WOOD AND CONCRETE

A difficult challenge.
A three-width oak wood floor
with brass inserts, a restoration
to be carried out according to the
original design. Garbelotto
for Carraro spa

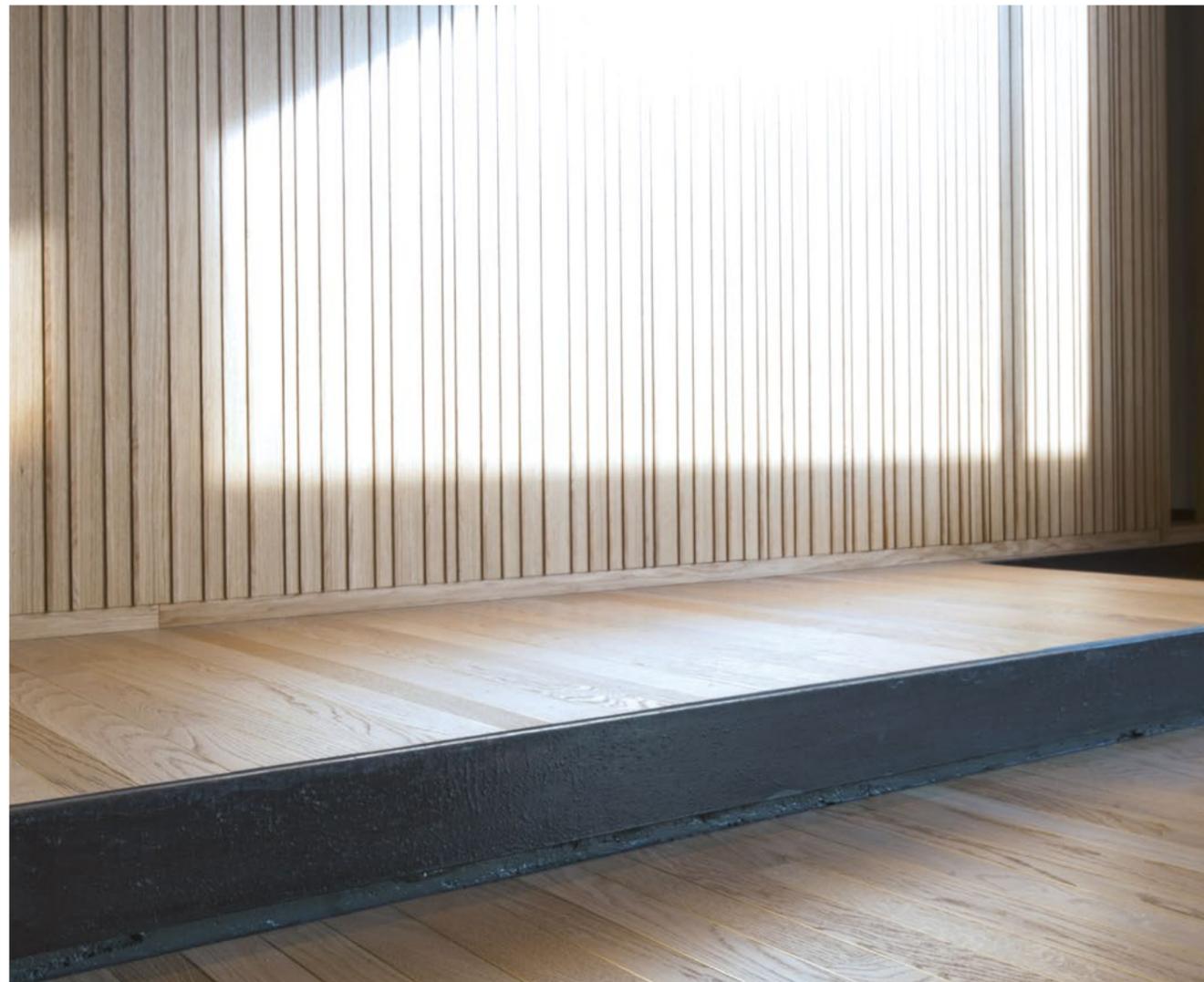
TITO FRANCESCHINI





Carraro is an international leader in transmission systems for off-highway vehicles and specialized tractors. It was founded in 1968 and the factory in the province of Padua (Italy) was designed by the architect Ermenegilda D'Agaro, a student of the famous Venetian architect Carlo Scarpa, whose style can be seen in some of the detail. The building, which includes both offices and production, extends over a surface area of about 184 thousand square metres (37,000 of them covered) and employs more than 600 staff. The challenge given to the Italian parquet company

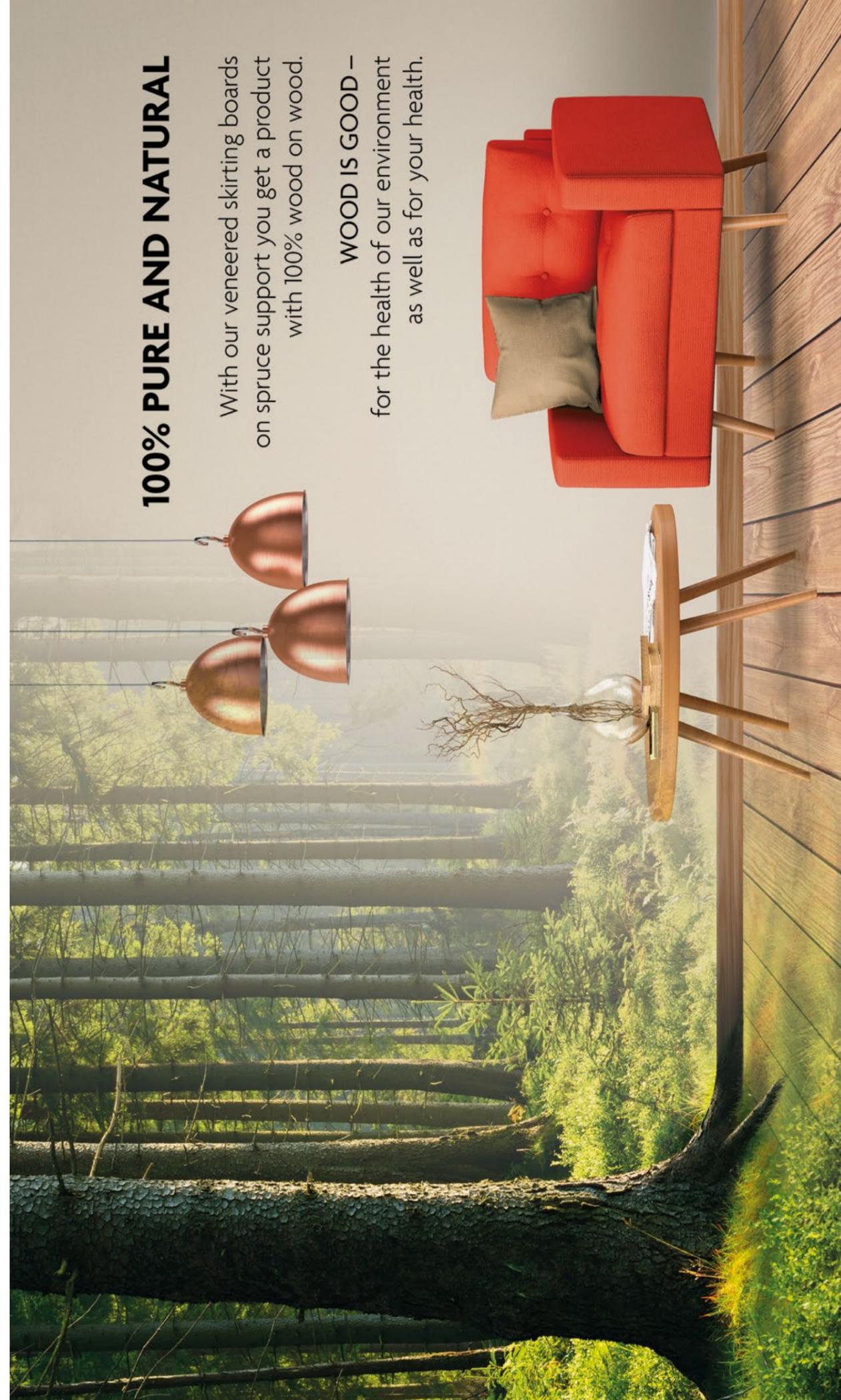
Garbelotto, was to recreate the floor as it was originally, a three-width oak floor with brass inserts, typical of floors designed and made in the 60s. The movement created by the different widths of the planks coupled with the light coming through the glass, enhances the space with a play on shapes intensified by the lines of light created by the brass. The hues of the wood and the inserts are matched to the colours and materials chosen for the walls, some of which were made with wood panels and to the magnificent painting in the hall entitled "Male Flowers, Female Flowers" by Mario Schifano (1984).



GARBELOTTO

Since 1950 Garbelotto Industries have produced wooden floors of great beauty and of the highest quality with select wood from all over the world. The love for wood linked to the enormous experience of the Garbelotto family and their continuous technological research have enabled the company to reach excellence in the production of a vast range of wooden floors in different sizes and finishes, as well as a wide range of customized options, which keep the beauty and warmth of handcrafted wooden floors. Parchettificio Garbelotto is a proud ambassador of Made In Italy: every single square meter

of wooden floor is designed and manufactured in its factories, in the province of Treviso, and exported all over the world. There is always a special attention to the environment: all the products are CE-certified, E1 class for the emission of formaldehyde and, on demand, customers may have them FSC-certified. The Company has also worked on the futuristic headquarters of the Group which house offices and the new innovative showroom where you could see all Garbelotto products, with a new look that combines art, fashion and technology.
garbelotto.it



100% PURE AND NATURAL

With our veneered skirting boards on spruce support you get a product with 100% wood on wood.

WOOD IS GOOD – for the health of our environment as well as for your health.

OH MY

WOOD!

Trombettino

This modern wall cuckoo clock, made of high-quality MDF with solid beech wood details, is crafted by Italian cuckoo clock manufacturers Pirondini in Italy.

pirondini.it



Minimal

It is no surprise that children spend a lot of time in their bedroom. Used for sleeping, playing and working, it follows that their space should be a reflection of their little personalities. Doimo Cityline produces modular programmes that provide an infinite number of compositions.

doimocityline.net



Husk armchair

Husk armchair conveys a sense of both mental and physical comfort. It has a stiff body made of Hirek that contains a soft cushion divided into portions, which seem to underscore its ergonomic profile. It is endowed with an original spirit that merges with various styles. Design Patricia Urquiola.

beitalia.com



Under my umbrella

Faces lamp by Colonel is made of a base in solid beech and a shade covered with fabric Kvadrat. The fabric wire matches to the color of the shade. Faces often changes appearance thanks to its large reclining decagonal shade. It could be compared to an umbrella. Fabric, diffuses a subdued light and produces an intimate atmosphere.

moncolonel.fr



Contemporary elegance

The flat table produced by Voltan smells of wood. It has a length of 200 or 250 cm, width 100 cm, height 75 cm. The structure is canyon orange and the top in oak tobacco.

voltan.eu



Singer Chair

A beautiful reimagining of the historic industrial sewing chair used in factories across the country. Shown in maple and cotton, is available with metal finishing in standard RAL colors, in ash, cherry, maple, walnut, or white oak wood.

davidgaynordesign.com



LOFT WITH A VIEW

Penthouse One-11 is a luxurious two-level apartment of almost 300 sq.m. with a fantastic view of the city and its park. The parquet overturns all the rules with its irreverent geometric and mathematical elements

ANNA BARONI



The prestigious Penthouse One-11 is in the Residential block designed by Zaha Hadid at CityLife. It is exceptional not only for its position (the top floor and a loft) but also because of its size (about 280 sq.m. on two levels with over 130 sq.m. of terrace). It only took two months to complete the installations, finishes, internal fixtures, lighting, décor etc. This challenge was met by a team from the project division of Milan Contract District in coordination with the expertise and supplies of all the partners. The achievement was also due to the demanding but collaborative and highly

professional contribution of the architect Mariagrazia Pozzi.

SEAMLESSNESS

The space inside Penthouse One was conceived as a whole with a seamless melding of partition walls and décor, floors and furnishings, transparent and solid subdivisions, mobile and static divider systems, finishes and work surfaces. The entrance to the apartment is a passage which leads into the social hub of the home, the living room. The different materials used in this initial space and its geometry, highlight the sensation of being drawn into the interior. Right from the start there is



THE PARQUET: SLIDE NATURAL GENIUS

Dove-grey Slide Natural Genius is the Listone Giordano flooring chosen for CityLife's Penthouse One-11. This collection sets aside the traditional classic proportions of the slats to introduce irreverent geometrical and mathematical elements. With Slide a rectangle is transformed into a rhombus through the magic of transcendental numbers, then it turns, slides and takes on an infinity of different shapes, creating freeform patterns. The naturalplus2 finish, a special solvent-free varnish, gives the surface a natural opaque look and highlights the veining in the wood while offering maximum surface protection.

listonegiordano.com

a visual connection between the spaces for socialising. On one side the sectional opening which shows the thickness of the living room wall, on the other the long wall with a grey cement finish with only two openings and with its whole length washed by a continuous beam of light which accompanies the gaze as far as the entrance to the kitchen. The use of sliding and folding panels to divide and unite the different parts of the house means the space is permeable, continuous and sequential. The long passage connecting to the kitchen entrance is the compositional fulcrum of the whole space, uniting the

daytime and night time areas and the entry with the service areas.

LISTONE GIORDANO AND CITY LIFE

Listone Giordano's Slide Natural Genius collection fits perfectly into the project and was chosen not only for the floors, but also for some of the vertical surfaces. This project was part of a wider collaboration between Listone Giordano and City Life. Since 2011 about 15,000 sq.m of the company's products have been used both for the Zaha Hadid residences and for those of Daniel Libeskind, with tailormade thicknesses and colours.

Getting to know timber: *Millettia stuhlmannii*

Panga panga timber, from the tree which grows in the south-east of Africa, is very similar to Wengè, so those who are not expert can easily confuse the two species. Let's get to know it together.

GIANNI CANTARUTTI



Mpangapanga (as it is known in Swahili) is a tree which grows in part of south-east Africa (Kenya, Mozambique, Tanzania, Uganda and Ruanda). Its timber is quite heavy (about 800kg/mc dried to 12%), dark brown in colour with black stripes (after surface treatment with oil, in time it becomes all black).

It's a medium sized tree, sought after for its timber for decades, especially by the English, who use it in many different ways.

The tree is of medium size (between 6 and 25 metres high, although some have reached 35 metres with a diameter of 1.2 metres). It can therefore be used for general furnishings and floors, especially outdoors as it is not susceptible to fungi, termites or other timber parasites (xylofagi). It is also used to make musical instruments like acoustic guitars or the bodies of electric guitars.

Panga panga timber is very like that of Wengè (*Millettia laurentii*) from Central African countries. So it is easy for the less expert to confuse the two.

PROCESSING

Panga panga does not lend itself easily to conventional processing as it is highly porous. It therefore needs a special finish.

In the past it was widely used in Italy in the flooring sector along with Mecsusse and Muhuhu timbers, which come from the same areas. Drying must be preceded by good seasoning, both at the source and in the warehouse of its final users, to guarantee the stability and long life of the final products.

Nowadays, Panga panga is coming back as there are very few dark-coloured or nearly black timbers on the market, because of their scarcity in the areas where they grow (I'm thinking of Ebony, Rosewood and Swartzia). Its timber can also be found with Forest Stewardship Council certification, which guarantees the sustainability of the species.

In its countries of origin, Panga panga is not used only for its timber. Local populations may, for example, use the bark for medicines or for "witchcraft". This timber at the moment is at the medium high end of the market among highly prized timbers like black walnut, widely used in various situations.





WOOD INSPIRATION

MAFI

Oak Clear Carving Lipso I, brushed / grey oil. An extraordinary symbiosis between the natural structure of wood and a variety on graphic design that enables to engrave classic, retro-modern and contemporary designs into naturally oiled wood surfaces. Carving Lipso I re-interprets a classic design from earlier times and with the help of precise processing technology, brings this onto the naturally oiled wood surface. The graphic design is divided across 2 planks and is repeated several times lengthwise.

mafi.com

The origin and production conditions tell a lot about the product itself. mafi produces exclusively in Austria, to order and individually for each customer. The innovative production system allows maximum flexibility but with a quick production time. A large proportion of the products can be produced in four days. mafi makes no secret of its production facilities. The mafi headquarters is located in the countryside, situated at the foot of the Kobernausser Forest in Schneegattern. Here there are the management board as well as the entire administrative apparatus of the family business. The production facilities of mafi natural wood floors are right next door. Here, mafi's diverse portfolio is created from the wide range of raw solid wood slats.

Only 12km away mafi operates the second, upstream production facility. The wood drying, sorting, and slat preparation is done here. From the delivery of wood, all processing is done in-house right up to the finished parquet floor. Only in this way can mafi ensure the highest quality standards and also always evolve and improve. The wood itself comes from sustainable forestry in Central Europe.



CRACCO SHOWS HIS BEST SIDE

A Michelin starred restaurant, which is also a meeting place. The restoration project for the renowned chef's new restaurant is by the Peregalli Studio. Rebuilding and restoration work has been carried out with maniacal attention to the smallest detail

ANNA BARONI



The award winning chef Carlo Cracco's new restaurant in the Galleria Vittorio Emanuele covers 1118 sq. m. on three floors reflecting a cosmopolitan, refined Milanese style. A Michelin starred restaurant which is also a place to meet with a café, a bistro and a wine cellar. With seating for fifty, it is reminiscent of places at the beginning of the twentieth century with its mirrors, floral wallpaper and atmosphere of being completely removed from the world outside. Studio Peregalli designed the restoration and took inspiration from Le Grand Véfour restaurant in the gardens of the Palais Royal in Paris (a jewel of 18th century decorative art) creating a dialogue between the architecture of the Galleria and a clean, sober style. The heart of the restaurant is the Chef's kitchen (there's one on each floor) with ceramic jigsaw floor tiles

designed by Gio' Ponti and Alberto Rosselli for the Milan Triennale in 1960. The laying of all the floors started with the waterproofing and stabilising of the foundation. Everything was state of the art, with attention to every detail. In the mezzanine floor kitchen, all the vaulted arches were covered with precisely cut tiles whose external edges are protected by special borders. Particular attention has been paid to laying the beautifully restored parquet on the first floor. Finally, the restaurant toilets are characterized by special marbles. Overall, the restaurant emanates a theatrical atmosphere of harmony and elegance. It is proof that quality finishes can bring balance and refinement to interiors without sacrificing practicality and safety.





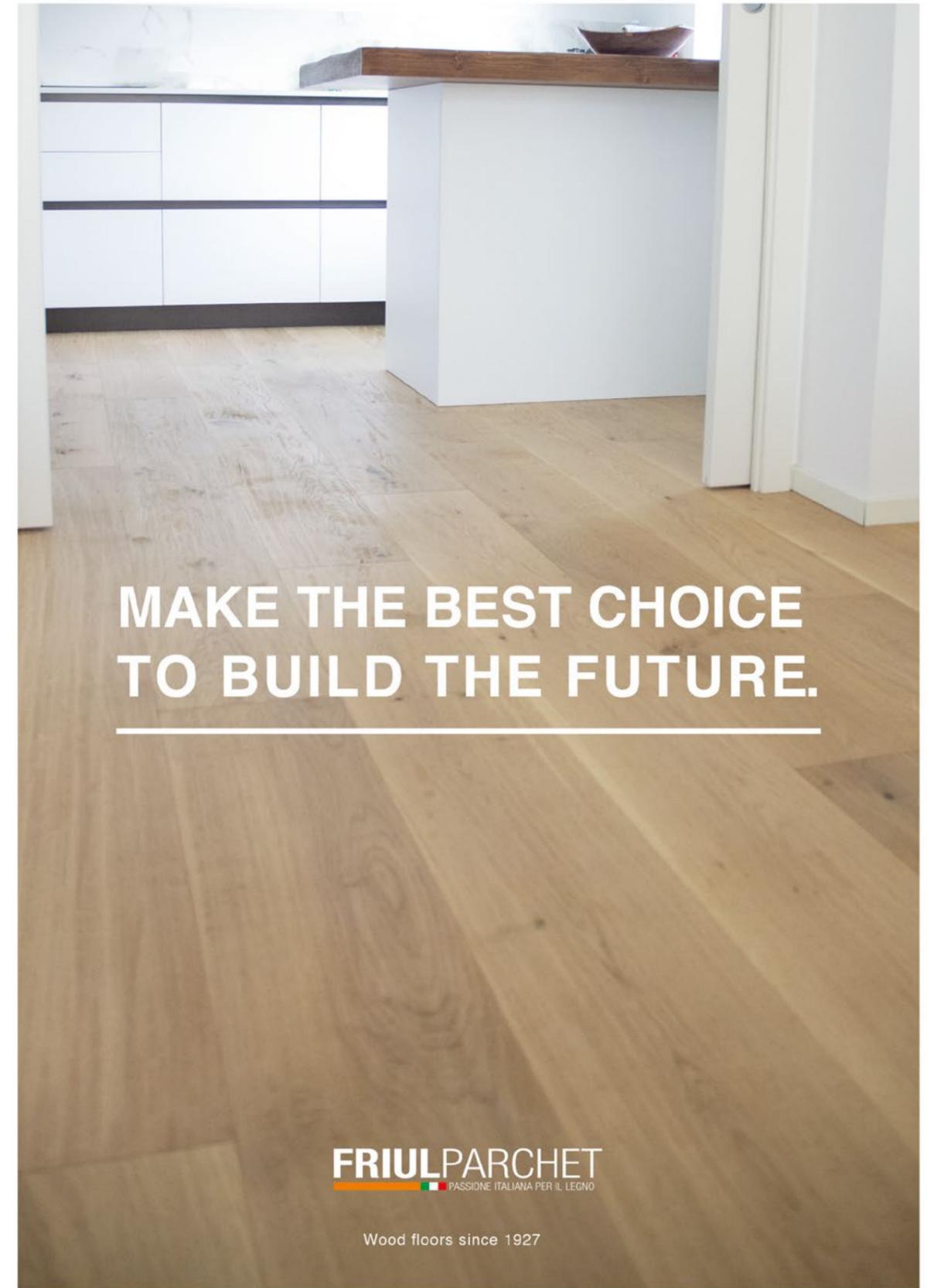
THE MASTER TOUCH

To guarantee the aesthetic perfection of the finishes, facings and floor laying, different products were selected from the Venetian company Progress Profiles. Although the systems and networks for the floor laying are no longer visible, the floors are extremely practical in all three kitchens (bistro, restaurant and pastry shop), while the rest rooms on the ground and first floors are harmonious and refined. Prodeso Membrane and Proleveling

System were used in the floor laying. The former is a special stabilising membrane which means that tiles can be laid without joints or cuts to the support, reducing construction time drastically. Proleveling System is a revolutionary system which guarantees perfect floors which are absolutely level, indispensable for laying in kitchens and toilets. Proshell and Prointer satinised stainless steel is in every kitchen, with concave shapes ideal for guaranteeing cleanliness and hygiene and suitable for contact with food

products. To protect the external angles Projolly. Projolly Quart and "L" shaped Proterminal borders have been used, all in stainless steel. In the dining rooms natural brass predominates and adds elegance to the environment. Procarpet is used to attach the carpet to the floor without any interruptions, even where there are different thicknesses, and to protect the edges. Proterminal separates and protects different floors with a touch of gold.

progressprofiles.com



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PASSIONE ITALIANA PER IL LEGNO

Wood floors since 1927

It's been 15 years since we have started an awareness campaign focused on reforestation, from that moment our attention has been turned to eco-environmental problems and to the future of the green sources of our planet. Idea is very simple:
replant the same quantity of trees needed to produce our wood floors.

ALMAFLOOR

The Spine Collection is able to combine old and modern furnishings. It represents the perfect example of how tradition and modernity can blend together, giving timeless elegance to every environment and making the parquet the real protagonist of the home.

The sophisticated and original effect of our Smoked treatment win over immediately. The ambience gains value with a touch of glamour but warm and welcoming at the same time. The space acquires greater depth and its uniqueness can match any décor.



WOOD INSPIRATION

Alma is one of the most renowned brands of wooden flooring and is well established in both the Italian and international markets thanks to the wide range of solutions offered. Alma combines the warmth and naturalness of wood with exclusive finishes and will enhance any space. A combination of the best raw materials and the latest trends in the world of parquet have created a series of collections with a unique style thanks to their appearance, the way they feel to the touch or the look they create.

almafloor.it

OH MY

WOOD!



Stay with me

Stay is a furniture for a soft peaceful rest. Stay is a neat and small daybed as well as a bench. In Stay solid wood meets fabric and leather to create a nice furniture with many beautiful details.

a2designers.se



Poet Sofa

Inspired by "free art", Finn Juhl designed the Poet Sofa for his own home in 1941. Today this sofa represents a part of Danish cultural history and modern furniture that exudes values that have more or less disappeared in these days of fleeting fancies. The Poet or Poeten is made to the finest manufacturing standards with hand-sewn upholstery, and its legs come in several different types of wood.

finnjuhl.com

Fly... bow tie

For bow tie lovers looking for a unique design. This handcrafted bowties is made in Italy, using 100% cherry wood, with leather knot.

woodillon.it



Petrol green

With Rise, designer Marianne Andersen has created a wall lamp that is appealing in all its simplicity. The wooden base in ash forms a beautiful contrast to the raw, industrial shade.

normann-copenhagen.com

About a chair

The solid shell comprises a curved back with armrests in polypropylene, providing excellent comfort and a soft, unified silhouette, while the four-legged wooden base adds a timeless, classic expression

hay.dk



Drive

This sliding door can be seen as a beautiful surface simply laid against the wall. The technology is totally invisible and creates an effect of extraordinary lightness.

lualdiporte.com



Kilt

The storage series Kilt was designed in 2009 by Claesson Koivisto Rune, with doors and drawers hidden behind a tartan pattern whose proportions adhere to the principles of the golden section used within classic architectural design.

claessonkoivistorune.se

TAVAR

All the fascination of teak to harmonise these living spaces.

Living rooms, stairs and veneers set the style of this villa with the strength and elegance of Burmese teak predominant. A genuine "made in Italy" table, designed and finished in our factory, using the best raw materials in the trade.

WOOD INSPIRATION

In its 70 years of life, Tavar's story is of men, women and a passion for working with wood.

It's an ongoing story based on strong values, vast experience, respect for nature and attention to the quality of its products, created to bring beauty and value to their environment.

tavar.it





BLOOMBERG HEADQUARTER

WARMTH,
WELLBEING AND
WOW FACTOR

Bloomberg's European headquarters is respectful of its location in the heart of the City of London. In its form, massing and materials (wood comes first), the new building is uniquely of their place and time

AHEC*

The European market must, till now, have been something of a frustration for U.S. red oak suppliers. The species is America's most prolific hardwood, so, in those terms, its most sustainable. In the U.S. itself it's used extensively in a huge range of construction, interiors and manufacturing applications, while other markets, such as China and Japan, also can't get enough. But in Europe red oak has lagged some way behind its ubiquitous U.S. white cousin in popularity. The market breakthrough it's needed, say admirers, has been a major showcase project to demonstrate its aesthetic and performance appeal. Well now it has one – and wow. They don't come much more major or more showcase than the just opened 1.1 million ft² European headquarters of global financial data, software and media colossus Bloomberg. Designed by a Foster + Partners team, led by Norman Foster himself, the stunning City of London building, is already being lined up for architectural awards. It's also scored on the environmental front, achieving a record BREEAM rating for an office development of 98.5% and being given the status of the

world's most sustainable office building.

WOOD IN THE FIRST PLACE

Making the building more significant for red oak still, project architect Michael Jones said the timber is not used in any token, decorative way. It's core to the interior aesthetics and to delivering on the designers' wellbeing and environmental goals. It's also used in considerable quantities - 37,160 m² for the floor alone.

To answer the question why wood in the first place, and so much of it, Mr. Jones tracks back to initial conversations with Bloomberg CEO Michael Bloomberg.

"Previously the company has occupied existing commercial space, but establishing their European headquarters, they felt, deserved something bespoke and tailored to the way they operate," he said. *"As well as expressing this through the architecture itself and while wanting the building to be very much of its own time, they also wanted it to be very contextual and historically rooted in its place through the palette of materials. Hence the extensive use of bronze and Derbyshire stone – 9,000 tonnes of it*

– but equally timber, all of which you see quite typically around London. The task was to take these materials and use them in a fresh, innovative way."

Sustainability also led Foster to timber.

"By this we mean not only that timber is renewable, energy efficient, carbon rich and all those other good things, but that it helps achieve sustainability in the broadest sense," said Jones. *"The sustainability of a building is also about the well-being of people – and people feel better in a place featuring natural materials."*

RED OAK

While some discount red oak because of its pinkish hue it was this, combined with its technical properties, that actually helped decide its choice for Bloomberg and Foster. *"We wanted a species with warmth that would mellow and mature with age,"* said Mr. Jones. Architects and client did consider other species, but cherry was discounted due to its tendency, in certain circumstances, towards significantly darkening on exposure to light. It was also felt the white oaks of Europe and the USA would



SCHEDA

Architect:
Foster + Partners

Wood species:
American red oak

Photographer:
Nigel Young,
Foster + Partners,
James Newton, Aaron
Hargreaves

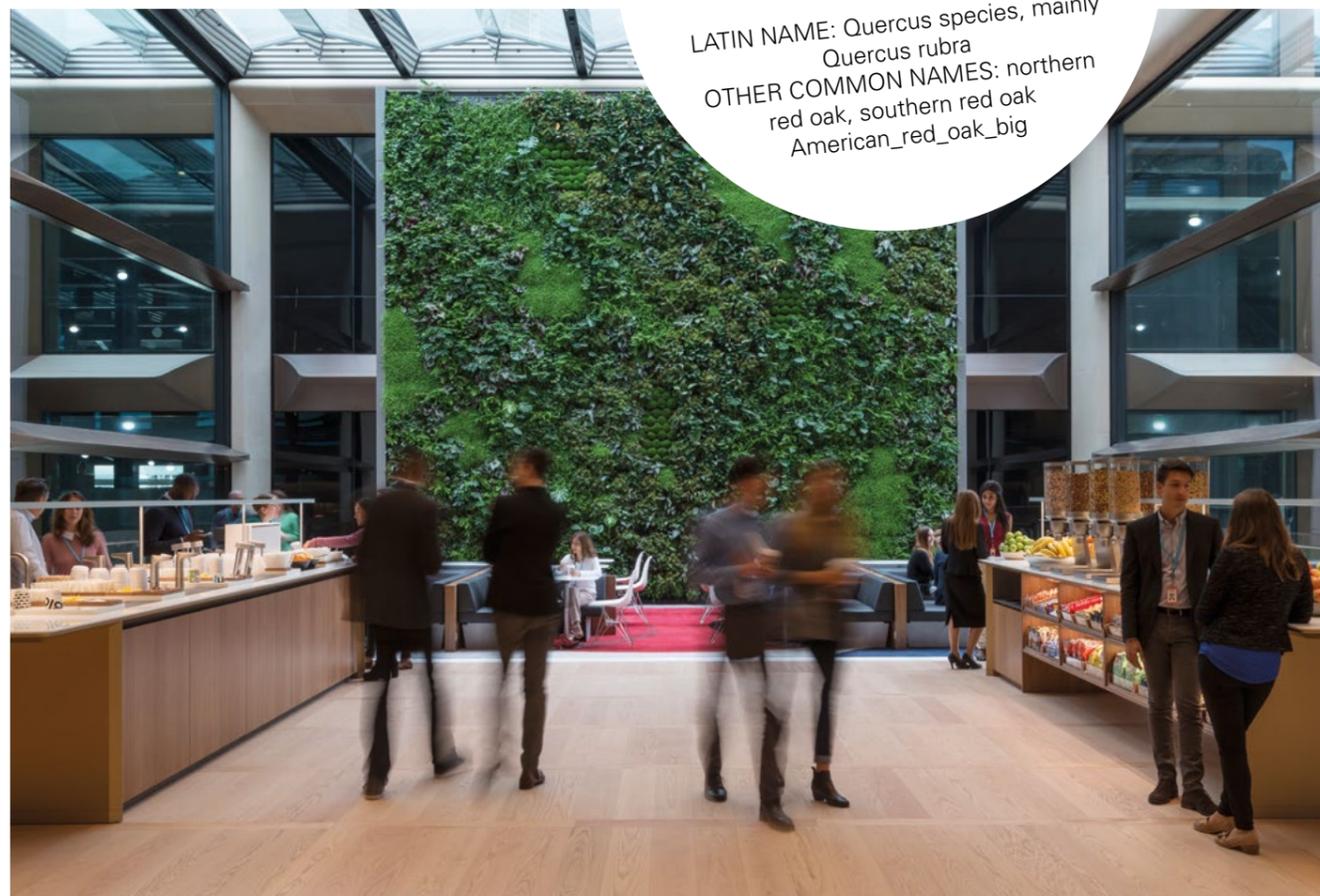
Awards: Winner of the
RIBA Stirling Prize 2018 -
Winner of the Structural
Timber Awards project of
the year 2018



American Red Oak

American red oak is the dominant species in the U.S. hardwood forests – with distinctive grain, and wood that is not always red in colour. The name comes from the leaf colour in the fall. Red oak may be sold on the basis of 'northern', 'southern' and 'Appalachian'.

LATIN NAME: Quercus species, mainly Quercus rubra
 OTHER COMMON NAMES: northern red oak, southern red oak
 American_red_oak_big



produce a finish that was too light in colour, with a more 'yellowy hue'. The fact that the U.S. produces red oak in such volumes also played in its favour.

"Although there were still times I was nervous about whether we'd get the amount we needed in the time allowed, and with the homogeneity of grain and colour required," said Mr. Jones. "We were asking an awful lot of the U.S. timber industry, but they rose to the occasion."

The significance of red oak to the interior aesthetic is obvious from the moment you enter the lobby. In fact it helps make the building's dramatic opening statement. Called the Vortex, this dramatic swirling space features 1,858 m² of red oak cladding on its intersecting arching walls.

"The Vortex is a literal and metaphorical modern twist on the timber-lined entrance hall you find in so many classical English buildings, particularly in London," said Mr. Jones.

This application is also one example in the building, as he describes it, where innovation has overcome the potential challenges of using wood. "Having this much vertical cladding risked reverberation, so the timber was micro-perforated by laser. This makes it absorbent of sound, while the aesthetic is unaffected as the holes are so small. You can't see them until you're about 20mm from the surface," he said.

Red oak also features prominently in the multi-purpose room, a flexible space for meetings and presentations adjacent to the building's auditorium. Here it is used in the form of glulam, a total of 1350 m³, comprising the 'fin walls' which define the space.

TIMBER FOR THE FLOORING

The daring decision also to use timber for the flooring came out of a New York meeting between Michael Bloomberg and Mr. Jones and posed perhaps the biggest technical test. "We were talking about possible flooring types and he just asked,

why can't we use wood?" said the latter. "The key reasons you don't often see it in offices is footfall noise – and there is capacity for just shy of 7,000 people in the Bloomberg building – and the need to access the services beneath. We wanted the aesthetic of a seamless, monolithic surface, but using conventional tongue and groove boards would cause huge problems getting to all the communication cabling and other systems."

Once more innovation overcame technical and functional hurdles. Teaming up with contractor and building systems and materials provider Kingspan, Bloomberg devised a solution where individual boards could be lifted and refitted at will. "Each board has a magnetic strip running its length, which sticks it to the metal access floor below," said Jones. "So you can sucker one up, lever up the surrounding boards then just drop them back into place." This approach also means zero creaking, while the sound of footsteps is





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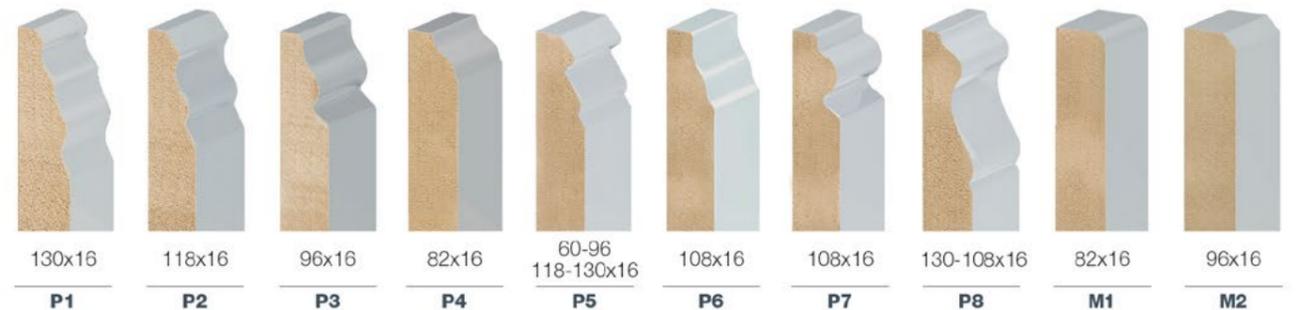
www.dechecchiluciano.com

Two new **modern and classic** white lines of skirting are broaden the range of lacquered skirting creating comfort; there is possibility to choose from **ten new shapes** following the fashion and design evolution. The skirting made from MDF covered with white flex paintable paper with clip-on system **d-FixClip**, generally is interesting by price and quality.



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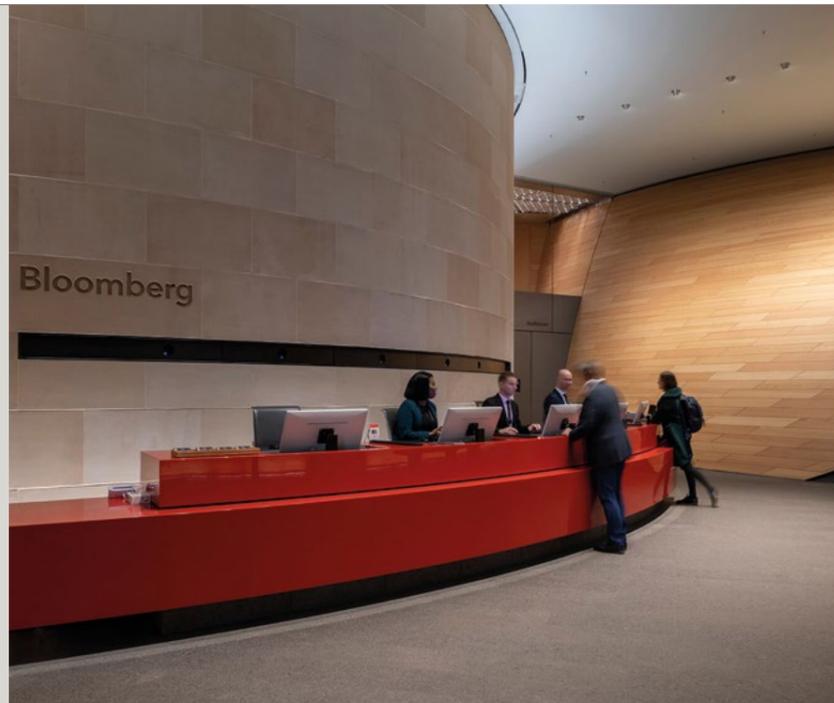
d-FixClip
quick fixing skirting



AMERICAN HARDWOOD EXPORT COUNCIL

The American Hardwood Export Council (AHEC) is the leading international trade association for the American hardwood industry, representing the committed exporters among hardwood companies, who now market and sell their products in significant volumes all around the world. For more than 30 years, AHEC has been at the forefront of international wood promotion, successfully building a distinctive and creative brand for American hardwoods. By recognizing the key role design plays in the successful and innovative use of hardwoods AHEC helps the American hardwood industry develop new opportunities by building a rapport with the global design community. In Europe AHEC is renowned for its imaginative and ambitious collaborations with architects and designers to highlight the potential and inspire more use of these sustainable materials.

americanhardwood.org

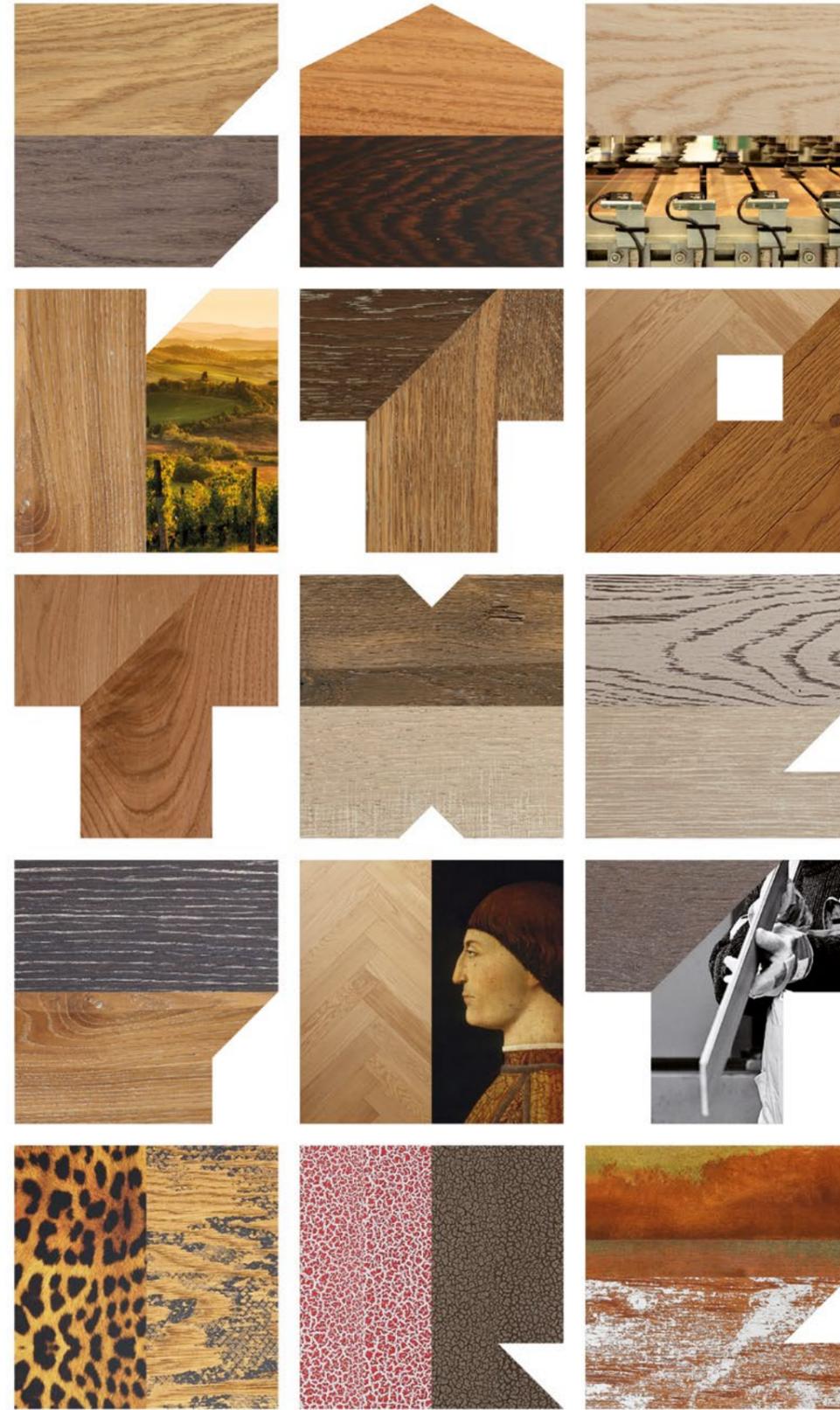
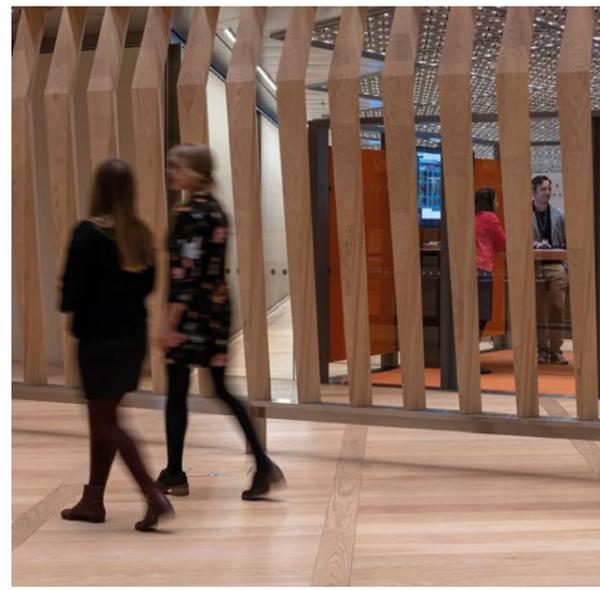
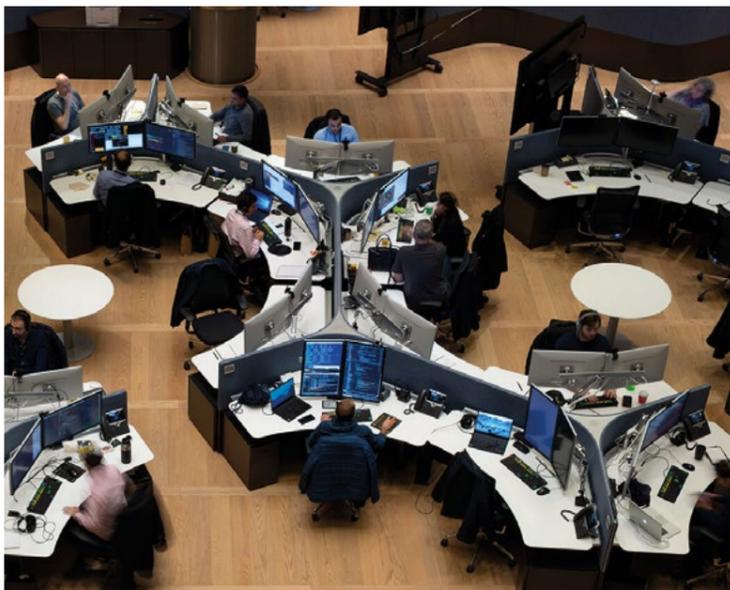
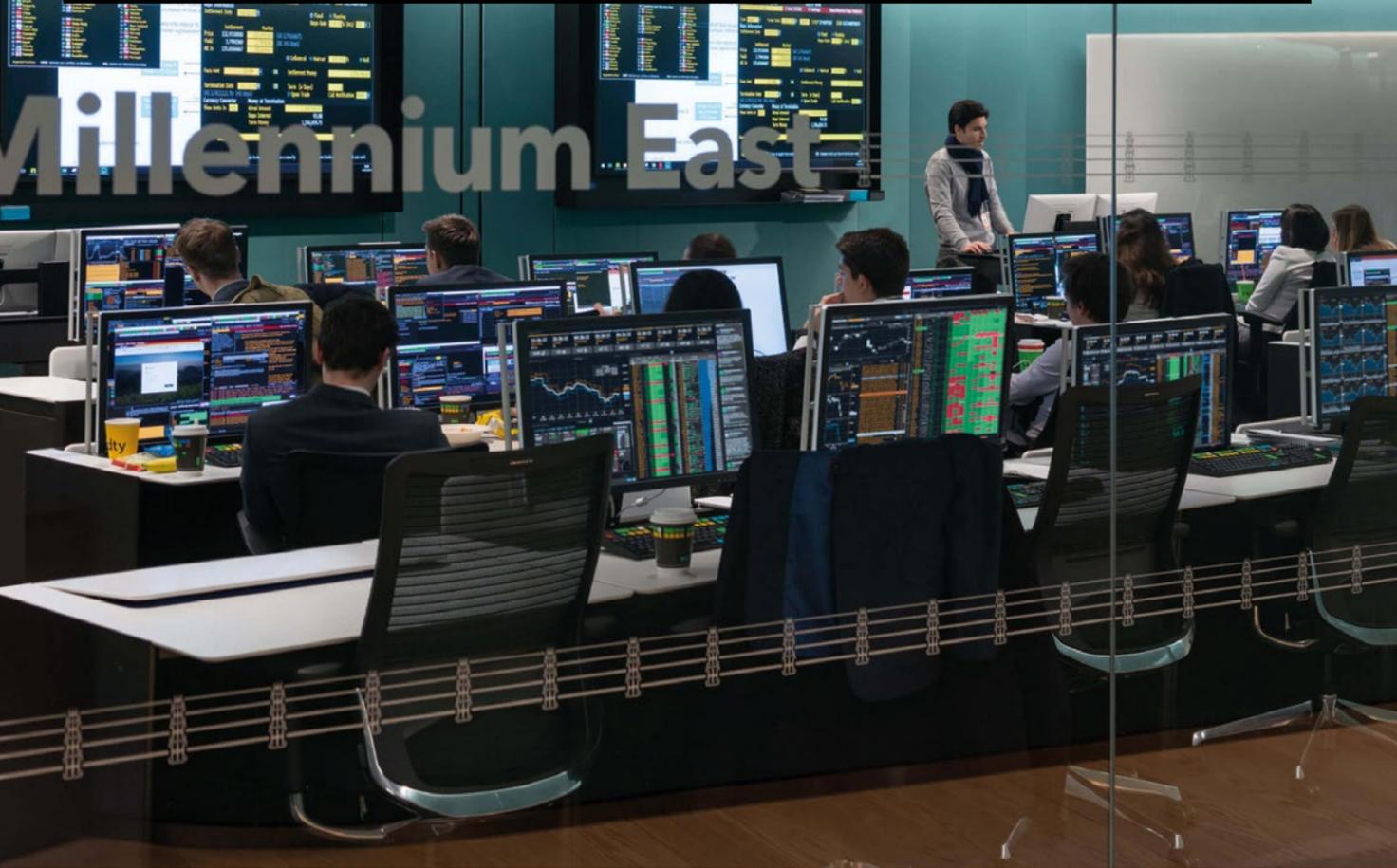


deadened by an additional acoustic layer between board and access floor. It's also straightforward to replace any areas that suffer damage.

So convinced were Kingspan by the flooring solution, they've now brought it to market, and it's already been used in a number of other

projects. Using red oak in these various applications was also a logistical exercise. Over and above sourcing it – and it all had to be FSC verified sustainable or equivalent – and shipping it over the Atlantic, the Vortex paneling was laser perforated in Switzerland, the multi-purpose

room glulam walls made in Germany and the flooring machined in Italy. The timber will need maintaining, but this should be minimal thanks to the combination of oil finish on the floor, lacquer on paneling and the material's inherent natural durability.



Back to the future.

La flessibilità dell'organizzazione combinata alla capacità produttiva industriale creano un modello operativo che si adatta alle varie esigenze del mercato globale. Nel settore residenziale o in quello commerciale, Stile è in grado di affrontare progetti unici e ricercati. Esperienza di generazioni e innovazione tecnologica sono gli ingredienti basilari per una produzione "Made in Italy", da sempre e ovunque sinonimo di qualità, raffinatezza e design.



www.stile.com



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WOOD INSPIRATION

Founded in 1956, the full range supplier PEDROSS today exports its products on a global scale. Along with KARL PEDROSS AG, the VICOVER Business Unit and Bürkle Leisten & Profile GmbH, the companies are among the world's leading pioneers in the development, manufacture and marketing of flooring accessories and work tirelessly to inspire customers and partners every day. The group is highly customer-oriented, offering personalised and innovative quality products as well as a 360-degree solution to its customers.

pedross.com

A BALANCE OF CONTRASTS

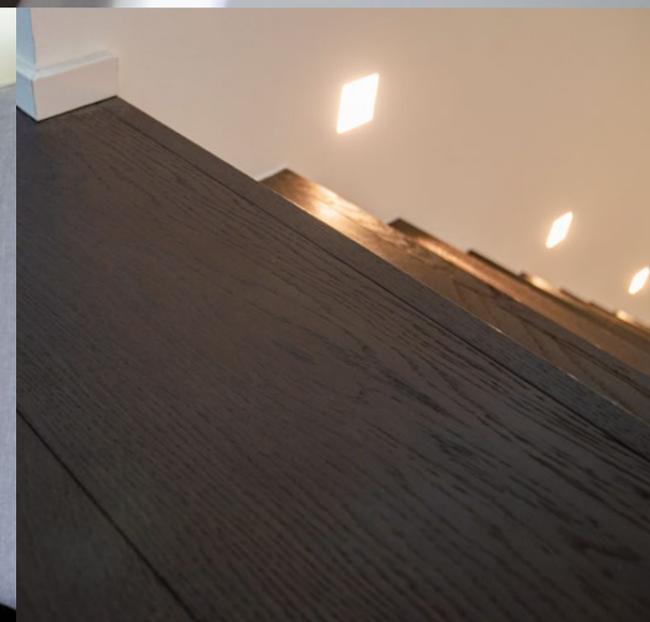
A floor in dark shades which emphasises and elegantly frames the decor in an apartment where everything centres round shades of white... The power of wood

FRANCESCA FERRARI

FRIULPARCHET: A POLICY OF SUSTAINABILITY

The need to build in a responsible, ecological way has been a constant theme in recent years. It centres on an integrated architectural approach which pays close attention to building with care and where home comforts must be achieved with respect for resources and health. Timber is now renowned for being one of the few renewable natural resources in harmony with the environment and its surroundings. Friulparchet has been chosen by several builders of "ecological" houses to supply floors which create a healthy, ecological environment and provide a quality of life with the maximum comfort and practicality.

friulparchet.it

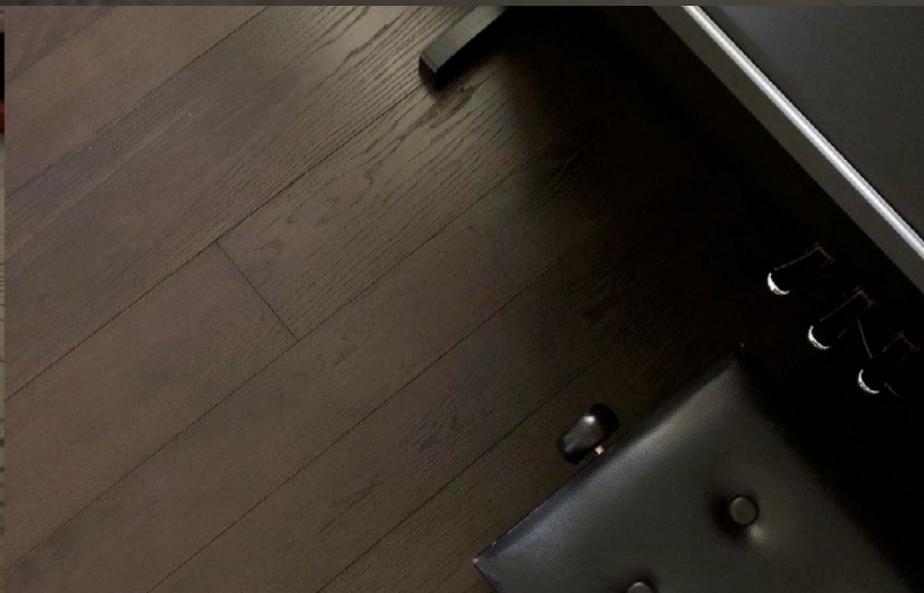


Friuli is one of the Italian regions where there are the most craftsmen and industries dedicated to working with timber. Here, following traditions handed down over the years, they research and create products for a market which is constantly changing, in keeping with the trends of the moment. Timber is the raw material par excellence in this region.

The apartment shown in the photos is right in Friuli in a splendid, historic suburb. The designer, by agreement with the owner, wanted a parquet which contrasted and highlighted the colour white of the decor and walls.

So, they looked at a floor from the Friulparchet BioLinea collection because of its wide range of possibilities, styles, colours and finishes. Given the impressive size of the apartment, their choice settled on a large three-layer slat with a surface in European Oak.

To harmonise with and highlight the light colours of the décor, the designer did not hesitate to accept the manufacturer's suggestion of the colour Wengè and a natural oil finish which would be easy to clean and maintain over time.



RAVAIOLI LEGNAMI

The Grounds is a residential complex located in Auckland, New Zealand. The chessboard patterns obtained through the alternation of sunshades characterize the innovative design of this project, for which Abodo profiles were chosen. Abodo is a high structural performance material, obtained from the processing of Radiata Pine. Abodo is guaranteed for 15 years and produced with respect for environmental sustainability.

WOOD INSPIRATION

Today Ravaoli Legnami, a family owned company founded in 1985, is a point of reference in the world of both decking and cladding. The availability of products in line with current regulations, the wide customization possibilities and its customer service represent the cornerstones of the offer by Ravaoli Legnami, and are the strong point of a company recognized both at a national and international level.
ravaiolilegnami.com



Red Oak

Essay 4 is an architectural project by Mexican practice Manada, which took place at an apartment in the trendy Condesa neighborhood of Mexico City

FRANCESCA FERRARI

The challenge of this project was to merge an apartment of classical style with the neighborhood's contemporary architecture. This was achieved by adding apparent structural elements, double height ceilings, while achieving a sensation of transparency.

A beautifully crafted red oak structure is assembled, following the same rationale of scaffolding, to create a series of structures with the objective of extending the space's original function. The scaffold-like structure is filled with steps and it holds a mezzanine fitted with bookshelves. It extends to the patio and creates a hallway, which rests on the wall, holding a vertical garden. The scaffold binds interior



and exterior, maximizing previously unused spaces, connecting levels. The structure becomes more visually dense where privacy is needed and is left bare to open up the space in communal areas.

THE CONCEPT OF PROSTHESES

This project was based on an exploration of the concept of prostheses. Prostheses are divided into two categories: corrective, for example the glasses and frames that an optometrist produces which help the user to recover eyesight; and extensive, for example, the telescope and the microscope that offer the possibility to see things indistinguishable by the naked eye.

Manada present an intervention that can be considered as both a corrective and extensive prosthesis. Corrective since there are new connections between spaces which were previously unused; and extensive since the structure is equipped with different devices that allow for sitting, keeping books or hanging plants. All these prosthetic forms offer more functions to the space than those expected from a structure that is only for support.



Project

- Architectural Project by: **MANADA**
- Engineering: **MANADA**
- Manufacturing: **LA INVENCIBLE**
- Construction: **CONSTRUCCIÓN PATENTE**
- Materials: American red oak, glass and steel
- Type of Project: Residential architecture & interior design
- Location: Condesa neighbourhood, Mexico City
- Area: 450 m²
- Photos: Jaime Navarro
- Acknowledgements: **Premio Noldi Shreck 2016**
Premio Nacional de Arquitectura AAI México

ABOUT AHEC

For over 25 years the American Hardwood Export Council (AHEC) has been at the forefront of international wood promotion, successfully building a distinctive and creative brand for U.S. hardwoods. AHEC's global programme secures a future for American hardwoods by demonstrating the performance and aesthetic potential of these sustainable materials, while providing valuable creative inspiration and technical assistance.

PARQUET: A UNIQUE SUSTAINABLE AND ORIGINAL WOOD FLOORING SOLUTION...

...Which supports the European Green Deal's objectives. Europe is increasingly recognising the positive role played by wood and wood products

BY FEP



The European Green Deal has been published on 11 December 2019 by the new European Commission and adopted by the European Parliament mid-January 2020. Its aim is "to transform the EU into a fair and prosperous society, with a modern, resource efficient and competitive economy where they are no net emissions of

greenhouse gases in 2050 and where economic growth is decoupled from resource use. It also aims to protect, conserve and enhance the EU's natural capital, and protect the health and well-being of citizens from environment-related risks and impacts. At the same time, this transition must be just and inclusive."

The European Green Deal represents an opportunity for the parquet industry which is offering a circular sustainable product which stores carbon and substitutes energy-intensive and/or fossil-intensive alternatives. European parquet manufacturers are thus supporting the

European Union in meeting its Green Deal's objectives! While the recognition of the positive role played by wood and wood products is progressing at European level, the end-consumer is still to be fully convinced to opt for parquet as the sustainable and original wood flooring solution.

END-CONSUMERS STILL NEED TO BE FULLY CONVINCED

At the occasion of its General Assembly & Parquet Congress held in Lisbon last June, FEP presented the results of its recent European Consumer Research led by the company InSites. Based

on the lessons learned from previous studies, the aim of the new research was to identify when and why parquet is falling out of the consumer's decision process. The final objective being to focus dedicated future communication efforts on the right stages, channels and contents to help driving the decision on parquet. It is also the opportunity to find better and more modern ways to use existing information – a.o. from the FEP Real Wood initiative - to reach the end-consumers but also architects, builders, designers, sellers, installers, influencers...

Knowing that *on-line* communication channels are gaining importance in terms of product perception, but that *off-line* communication channels are still crucial when the perception has to be converted in buying act, and observing that *environment* and wellness concepts are increasingly considered by the end-consumers, FEP has developed a Communication Tool-Kit for its members based on three positive key messages: *Environment*, *The Original* and *Lifestyle*. The Tool-Kit consists of

three factsheets, one for each positive key message selected, in the nine languages already used for the Real Wood website (Croat, Dutch, English, French, German, Hungarian, Italian, Polish, Spanish). It is completed with Users' Guidelines. FEP members are invited to use printed factsheets (or to project them) in their showrooms, the shops (POS) where their products are sold, the fairs and trade shows they are taking part to. They are also invited to download the factsheets on their website and to diffuse them through their Social Media. When using some Social Media such as Twitter or LinkedIn, having shorter messages/posts is useful, FEP is providing its members with relevant posts in nine languages as well. Beyond the use of the factsheets, FEP members are encouraged to integrate the key common messages and arguments in their own communication, allowing the parquet industry to pull on the same string. Obviously, FEP is also diffusing these messages. In a subsequent stage, the Federation is envisaging to work further on related emotions.

ABOUT FEP

The European Federation of the Parquet Industry (FEP) reunites European national parquet federations, parquet manufacturers and suppliers to the industry. It is the main body representing and defending the interests of the European parquet industries at all relevant

levels. The primary goal of FEP is to strengthen and improve the position of wood flooring against other floor covering products as well as to enhance the growth, prosperity and stature of the European parquet manufacturing industry – thereby protecting its interests and reinforcing its image. The

activities of FEP are situated in the areas of raw material supply, production, market and internal affairs. Typical examples of work items are:

- The collection of market data in FEP territory and beyond;
- The follow-up of relevant European legislation and standardisation;

- The publication of newsletters;
- The organisation of an annual European Parquet Congress;
- The initiation of market research related to parquet flooring;
- The promotion of personal contact and communication amongst its members.



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Tavole del Piave is a large, pre-finished board for floors, false ceilings and cladding. The visible layer is in solid wood, available in several species and finishes. The project is based on a cult for tradition, a love of wood and a predilection for craftsmanship: a prestige floor boarding with which Itlas has revived the flooring of days gone by, proposing the same quality and the same sensations. The origin of all the timber is certified.

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