

# BAUWERK®

*Parquet*

Press Release:

## FLOW EDITION: SEAMLESS PARQUET

August 2016 – The ‘Flow Edition’ is generally regarded as a radical re-interpretation of parquet flooring. Given its combination of a cast floor’s serene, flowing appearance with all the advantages of a wooden floor, it is not surprising that the ‘Flow Edition’ has recently won a distinction at the Iconic Awards.



Up until now, flooring purists had to decide between comfort and appearance, between a purist cast floor and a classic parquet floor with a warm tactile surface. The ‘Flow Edition’ combines both criteria in one single product. Inspired by cast floors and featuring all the qualities of a real wooden floor, the ‘Flow Edition’ marries industrial charm with a warm character. This sophisticated product could not have been developed and produced without Bauwerk’s top manufacturing quality, innovative force and long-standing know-how. A world first, the ‘Flow Edition’ received a ‘Best of Best’ distinction in the ‘Product’ category of the 2016 Iconic Awards.

The judging panel commented as follows: “Featuring B-Protect® technology, the ‘Flow Edition’ combines the mat surface of an industrial cast floor with the beneficial properties of a real wooden floor. Unobtrusive yet commanding, the Flow Edition emphasises space and expanse and allows for a range of different design options, from purist elegance and effective presentation to simplicity and homeliness. The Flow Edition epitomises the perfect interaction of two worlds. An amazing product that radically reinterprets the concept of parquet.”

The seven-member judging panel consists of Michel Casertano (Atelier Brückner GmbH, Stuttgart), Marco Dessí (Studio Marco Dessí, Vienna), Dr. Louise Kiesling (COOP HIMMELB(L)AU, Vienna), Corinna Kretschmar-Joehnk (JOI-Design GmbH, Hamburg), Silvia Olp (Phoenix Design, Stuttgart/Munich/Shanghai), Stefan Weil (Atelier Markgraph, Frankfurt/Main), Andrej Kupetz (Rat für Formgebung, Frankfurt/Main).

With the 1,450 x 130 x 11 mm planks revealing no grooves, the overall impression is one of space and expanse. The manufacturer recommends shipdeck or English patterns, both of which make for swift and convenient installation and perfectly support the intended visual cast floor effect. The top layer consists of ash covered with a super-robust, low-maintenance ‘B-Protect®’ surface. Applied during the production process, this invisible layer completely seals the parquet surface, protecting it against any dirt particles.

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The 'Flow Edition' comes in the colours Bianco, Grigio and Nero. This compact spectrum clearly shows that the 'Flow Edition' is an industrial yet warm flooring with all the haptic and feel-good factors of wooden parquet. The powerful serenity of a placid yet figuratively flowing space – unobtrusive, commanding and self-contained – combines with the highly valued quality features of longevity, ecologic soundness and healthy living. With room boundary surfaces in contemporary architecture dominated by purist details, classic reduction and neutrality, the symbiosis of coolness and warmth as represented by Bauwerk's 'Flow Edition' provides an outstanding solution.

### **Company profile: Bauwerk Parquet**

Bauwerk Parquet, a Swiss company with a long-standing tradition, combines precision and reliability in the manufacture of top quality wooden floors. Proud of its origins, the company constantly strives towards innovation. In the last few years, Bauwerk has seen significant development and has set out on a new course, converting from a technological and production-oriented enterprise to a market-oriented company with a focus on healthy living, sustainability and design.

Since 2014, Bauwerk products have been manufactured at two different sites. Though a second production site has been established in Kietaviskes (Lithuania), St. Margrethen (Switzerland) still produces over 60% of the company's product range. Bauwerk's product portfolio comprises 350 articles, ranging from 2-layer to 3-layer as well as solid parquet. In 2015, Bauwerk sold more than 4.15 million square meters of parquet flooring.

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