

BLOOMING

The first wooden floor bouquet.

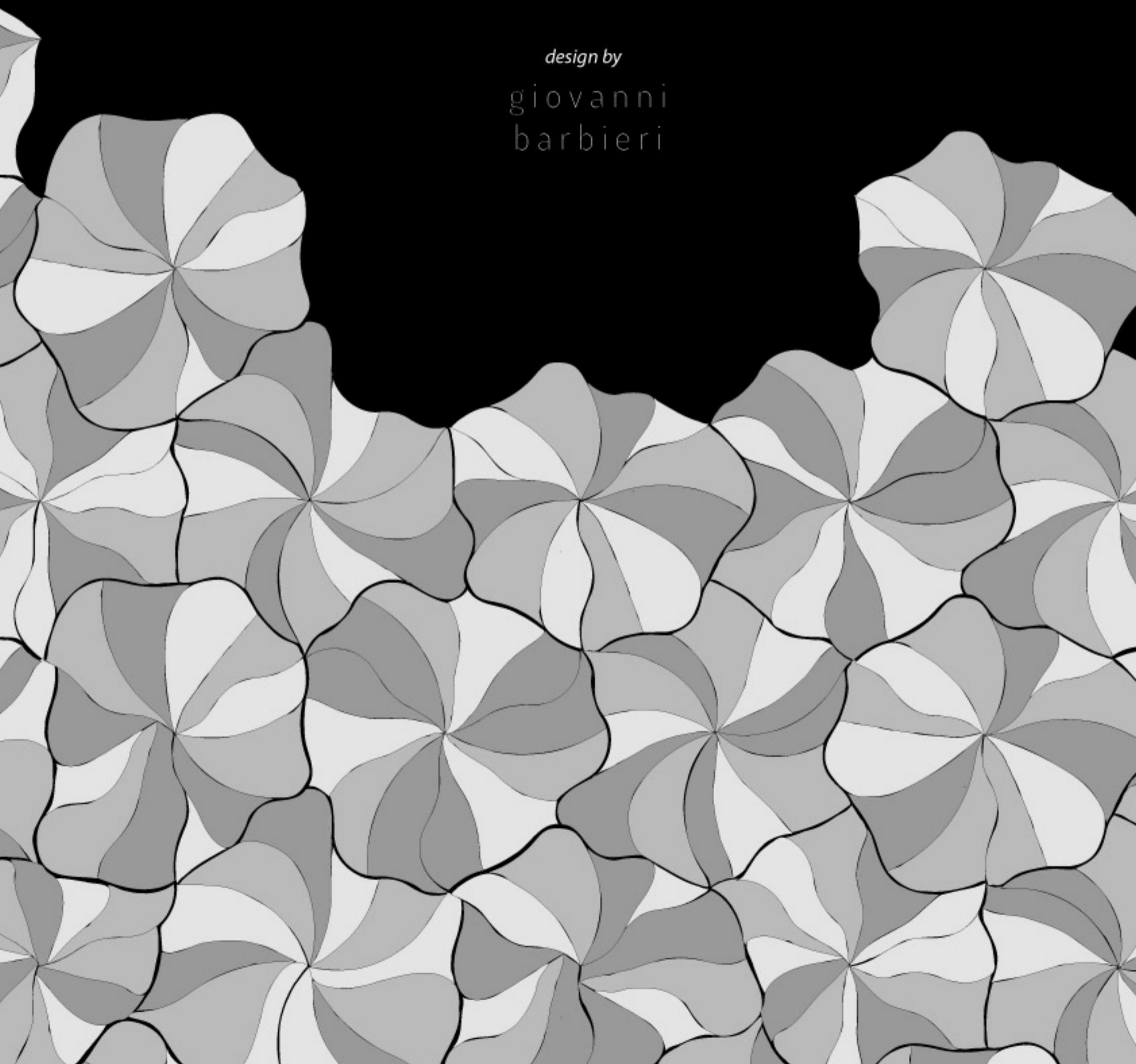
The floreal design that changes with every bloom.

by

 **BERTI**
PAVIMENTI LEGNO

design by

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 4

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,
PATENT PENDING, AND 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.







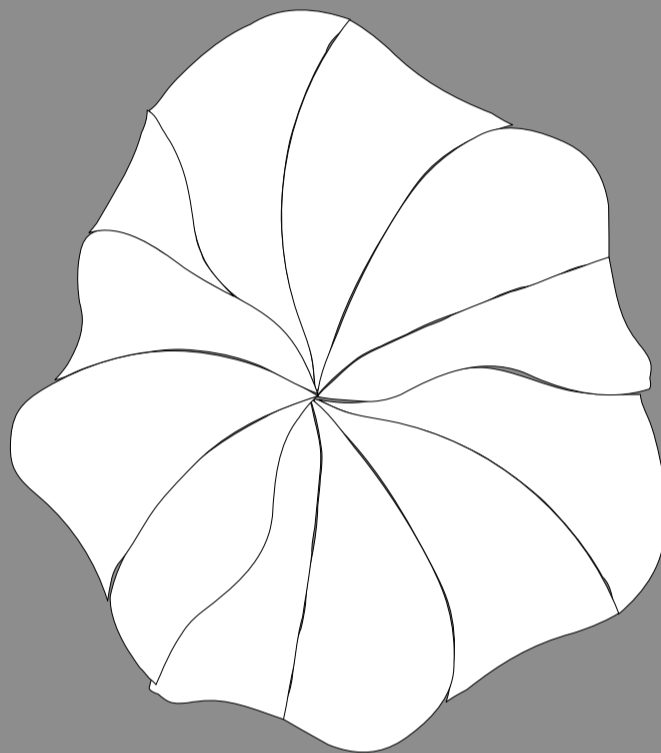
Pattern #2
Oak natural
Oak 120°
Oak 157°



Pattern #1
Oak

3 O A K N U A N C E S A V A I L A B L E
O N H I G H H O N E D S U R F A C E F I N I S H .

COLORS & DIMENSIONS



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



S I N G L E O A K

V E R S I O N S



3 O A K N U A N C E S















TRIPLE OAK



P A T T E R N # 2



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

- ALL BEVELLED SHAPES.
 - SIMPLE AND SELF-EXPLANATORY INSTALLATION SYSTEM
 - SUITABLE FOR HEATED FLOOR.
 - FULL SURFACE BONDING.
 - PLYWOOD BIRCH SUPPORT WITH VINYL GLUE ON 4 MM HARDWOOD.
 - THE STANDARD THICKNESS IS 1,6" INCH (13 MM),
OF WHICH 4 MM IS HARDWOOD AND 9 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.
-
- DESIGN COPYRIGHTED AT COPYRIGHT.GOV
 - PROCESS TO CREATE BLOOMING DESIGN IS PATENT PENDING AT USPTO.

DESIGNER BIOGRAPHY

Giovanni Barbieri's floor and wall products reflect his visions based on the history of ancient Italian traditions. Truly talented craftsmen have handed down from one generation to the next their style, inspiration and genius.

Combined with the research and development of sustainable products, his reputation has shown great growth in the U.S. market.

Giovanni Barbieri is a highly awarded artisan designer in the floor and wall products sector.

He comes from a Venetian artisan family, and has been creating his designs since 1979.

His company has been a pioneer in technology and design research and development since 1989.

For more than 20 years, he was an inspirational reference for big American brands and a true source of cutting-edge design and processing technologies, some of which still are exclusive more than 15 years after their invention.

In recent years, after having traveled and cooperated with the major international brands in the sector, he decided to involve the most trusted artisan companies in the Veneto region to give deserving visibility to a culture of "fatto a regola d'Arte in Italia" ("made to perfection in Italy")

BERTI FAMILY FACTORY

Berti is one of the main companies in the national and international wood flooring sector.

Berti's family, the company's founders, Mr. Giancarlo and his wife Rosanna and their sons Matteo, Andrea and Massimo have always been very careful to market's evolutions.

Berti parquet, excellent finish wood flooring 100% Italian made, tastings and different atmospheres with a wide variety of styles.

Berti Wood Floors has elevated the inheritance collected to authentic art, making the elegance of wood shine in prestigious creations and references that distinguish the brand all over the world.

Among the prestigious Berti references,
the reconstruction is true to the original of the floor in the Windsor Castle,
English royalty place of residence.

Laser inlays floors and pattern floors with Royal family friezes destroyed by the horrible fire in November 1992.

Flooring for president's Office, Ekaterina's Hall and all the other main halls and offices.
Elaborate Laser inlays floors and pattern floor over an area about 6.000 sq.m.

In Venice, Italy, the reconstruction is true to the original of the floor
in the Fenice Theatre where we created the flooring for the Theater Hall,
the Dante's Hall and the Great Hall covering a surface of 2500 square metres
of inlay floors crafted using laser technology.



MADE IN ITALY BY:
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