

Press Release

## FORMPARK – A NEW FORM OF DIVERSITY

January 2015 – The success formula behind this new kind of parquet flooring is as simple as it is ingenious: it combines two formats of flooring with three colours to offer literally hundreds of installation possibilities. Whether it is diagonal bracing, herringbone, ship's deck, a braided pattern or a completely new variant - the ideas are endless, making it a real pleasure to install.



Together with Bauwerk, the two designers Stephan Hürlemann and Simon Husslein from Studio Hannes Wettstein have conjured up a completely new kind of parquet flooring. And as it is so often the case, it is the simplicity of the idea that creates the greatest impact. The proportions of the two formats of oak parquet were purposefully selected so that the planks could be laid in different directions. One flooring element is 520mm long and the other is 780mm long, both are 260mm wide - these unusual formats create a smooth transition from one pattern to another. Different grading give the floor a tranquil to characterful look. And that's not all, all the elements are deep brushed, naturally oiled and bevelled on 4 sides.

It took two years for the development process to reach its fruition. Samples, variants and prototypes were developed and discarded. It was not just the product itself that played a decisive role, but also the effect it created in the room. The major technical challenge was ultimately the precision-machined angle, which was essential for ensuring that all the different installation methods were possible - whilst also ensuring the highest quality. But this was a challenge that Bauwerk was able to master right down to the last hundredth of a millimetre thanks to its many years of experience and innovative production methods.

Three grades of wood from a few knotted effects to the eye-catching grain, three colours, hundreds of different patterns as well as seamless transitions between the individual patterns to fulfill the wants and needs of homeowners in every way, and to promote "Formpark" as a truly unique product. It must also be mentioned that we only use wood from sustainable forests.

# BAUWERK®

*Parkett*



The playful desire to first test out the numerous configurations of patterns can be satisfied with a bag of model blocks, by constructing a miniature version of “Formpark” before it is actually installed in the architecture.

At a time when society is returning to materials and products that tell a story, “Formpark” goes one step further: It gives an authentic look to the personality of the homeowner.

Without any fear of being seen as the proverbial “blockheads”: Simon Husslein and Stephan Hürlemann from Studio Hannes Wettstein with the two parquet flooring modules they developed for Bauwerk.

## **Awards**

Formpark, not only has this new product successfully been accepted by the market but has also been rewarded at the Iconic Awards 2014 with a “Best of Best” in the category “product” by the German Design Council, at the German Design Award 2015 with a “Special Mention” for unique design quality in the category “building and energy” and last but not least at the Interior Innovation Award 2015 as “Winner”.

## **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 320 articles, ranging from 2-layer to 3-layer as well as solid parquet. In 2014, Bauwerk sold more than 4.3 million square feet of parquet flooring.

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