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Parkett

Press release

Outstanding Design

Bauwerk Parkett's New Spinpark Collection Wins Red Dot Award for Product Design 2024.



The principle that makes the format so special is a simple rotation, a 'spin': Turning the grain of the wood 45° relative to the plank, Spinpark offers entirely new possibilities for creating floor optics. The Red Dot Award jury, too, has recognised the qualities of this parquet design innovation, giving it the prestigious award. The 2024 Red Dot Award jury is a top-level panel of 39 specialists from 20 countries on 4 continents.

In developing this new floor collection, Bauwerk Parkett collaborated with the renowned Swiss architect and design firm atelier oi, which worked hard to grasp the essence of wood as a natural material.

'Wood is a natural and warm material that you can only understand once you touch it. Working with wood means being able to convert something that already had life in it and adding something extra,' atelier oi's Armand Louis explained. 'The floor functions as the stage for our daily lives. It not only works as a backdrop for our existence, but also accommodates the countless three-dimensional elements that accompany it. With its diverse colour palette and fine patterns, parquet forms a natural frame that enriches its environment. Its unmistakable pattern turns Spinpark into an active participant in the space, as the interplay of texture, light and colour gives it a palpable presence.'

Bauwerk Group Schweiz AG

Neudorfstrasse 49, CH-9430 St Margrethen, Phone +41 71 747 74 74, info@bauwerk.com bauwerk-parkett.com
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'We are very proud that our latest collection got the coveted Red Dot Design Award. It brings Spinpark and the Bauwerk Parkett brand into the field of vision of architects and creative professionals even further. International recognition like this also underscores not only our design philosophy, but also our ceaseless pursuit of innovation and excellence,' Pia Kautz, Head of Brand & Communications at Bauwerk Group, emphasised.

Spinpark has been available in three natural colour shades since January 2024: Oak Natural, Oak Avorio and Oak Caramello, all with a natural-oiled surface and a lively grading. This new product by Bauwerk Parkett enables a total of ten different, creative laying patterns. One particular feature of it is that the elaborate chevron look can be achieved with a parallel pattern. Because it is produced without bevels, Spinpark creates a uniform look, subduing the outlines of individual planks.

About Red Dot Design Award

The history of Red Dot Design Award is almost 70 years long: the first jury to determine the best designs of the time assembled in 1955. In the 1990's Red Dot's CEO, Prof. Dr Peter Zec, created the name and the brand of the award. The coveted 'Red Dot' has since been an internationally prestigious mark of outstanding quality in design.

About atelier oï

The name of the Swiss architect and design firm comes from the word 'troïka', or 'set of three', as a reference to its three founders. Over 30 years since the firm's creation, its mission is the same: transdisciplinary philosophy and work with materials. Atelier oï has been able to demonstrate this approach throughout countless projects, with its partners including Louis Vuitton, Foscarini and Nespresso.

Note for publishers:

For more information and photographs about Spinpark, see our [press release 'Play with Geometry'»](#).

For press enquiries, please contact

Rainer Häupl
bering*kopal GbR, communications agency
Tel. + 49 (0) 711 74 51 75916
rainer.haeupl@bering-kopal.de
www.bering-kopal.de

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1 Just awarded with the Red Dot: Bauwerk Parkett's new Spinpark collection Photo: Bauwerk Parkett

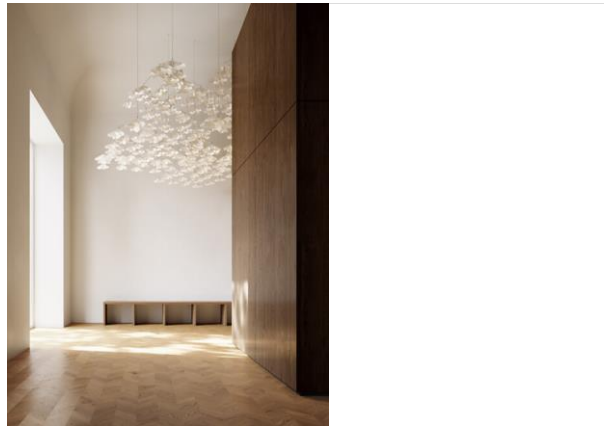
2 Bauwerk Parkett collaborated with the renowned Swiss architect and design firm atelier oï in developing Spinpark. Photo: Bauwerk Parkett

3 The Red Dot Design Award has been a mark of distinction for outstanding designs for many years.

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reddot winner 2024

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Bauwerk Parkett — Built for a lifetime

What began in 1935 with the invention of solid parquet by Swiss pioneer Ernst Göhner sets new standards for ambitious design and healthy living today. Just like every tree and every piece of wood, each of our responsibly manufactured planks is sustainable and unique. A fusion of Swiss engineering and authentic nature results in extraordinary living experiences: today, and for future generations.

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