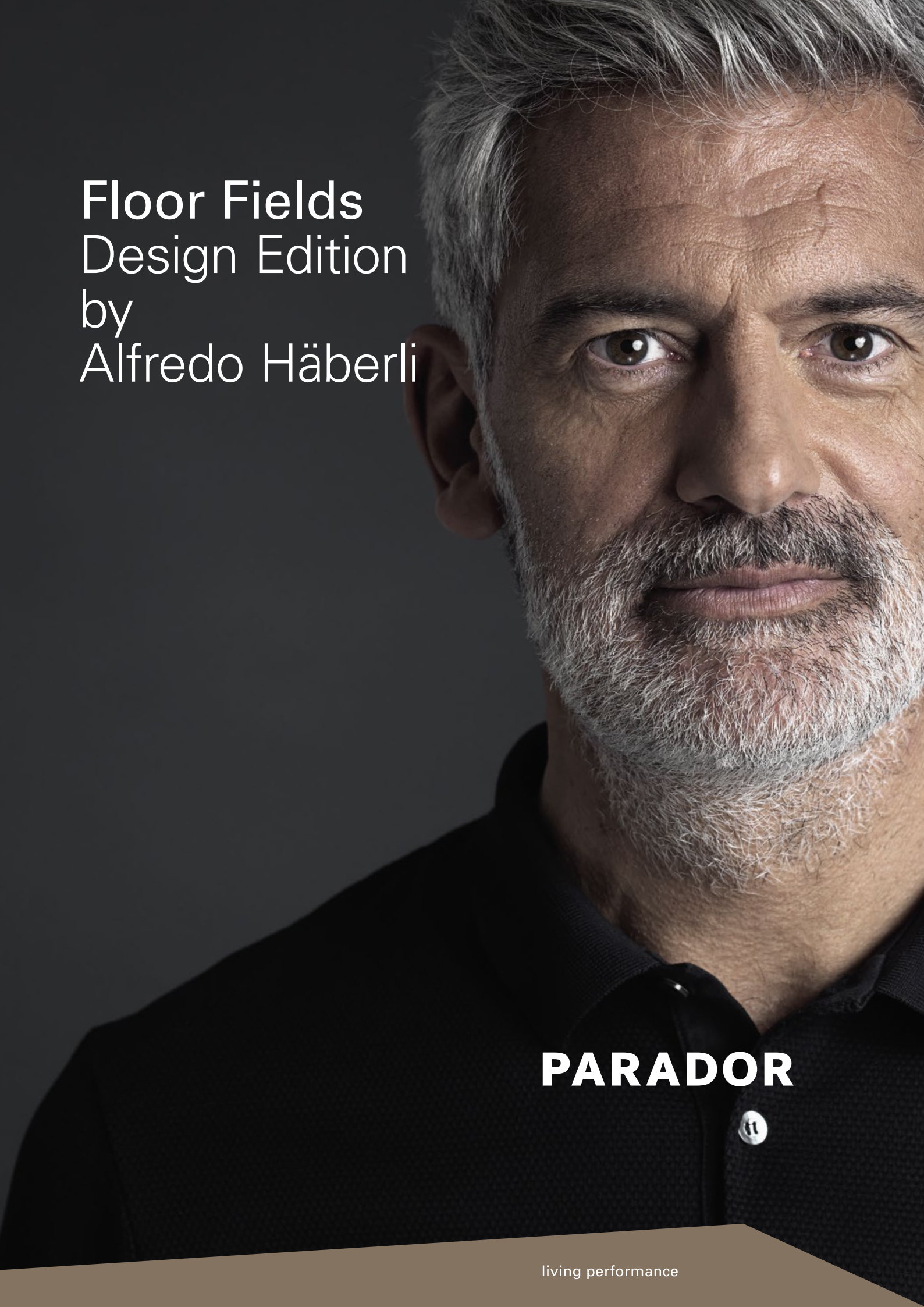
Floor Fields
Design Edition
by
Alfredo Häberli



PARADOR

living performance

Art of living meets perfor-mance demand

For us, the art of living is an appreciation of beauty and to create inspiration out of it at any moment in time.

Performance is a permanent feature of our life. Day after day, we demand performance. Delivering daily performance requires solid foundation beneath our feet.

Parador – living performance.



PARADOR

Flooring fascination

As an expression of high value and creativity, Parador floors set high standards. Committed to moving the boundaries of design, to not just sensing trends but setting them, Parador is continuing with the established cooperation with reputable designers. This has emerged in the Floor Fields Design Edition by Alfredo Häberli. The edition playfully picks up on new design fields and in doing so artistically combines colours and texture as well as chaos and order with natural materials. The result are beautiful floors, which give every space expression and room for individuality.

Natural floor compositions

»A floor can only reveal patterns and textures at second glance. The only thing that is important is that it has an effect, triggers a feeling and underlines the character of the room.«



The Floor Fields Design Edition is an appreciation of natural forms and textures.
A homage to design classics, combined with unexpectedly new flooring perspectives. What is constructed makes use of the freedom of the unfinished in order to make room for individuality between order and chaos. The result is bold floors with a stylish understatement.

Born in Argentina and living in Switzerland, Alfredo Häberli is one of the world's best-known designers. Among other things he designs furniture, lights, carpets and accessories. Influenced by role models like Enzo Mari, Kaj Frank and Giorgio Giugiaro, he likes to combine tradition and innovation as well as wit and curiosity in his creations. This is also reflected in the choice of his materials. The designer likes best to work with glass, wire, stone and wood.



With the 25hours Hotel Zurich West, Alfredo Häberli curated a complete hotel for the first time in 2012 and designed it according to his ideas. In doing so, the designer presents a varied mix of colours, homely atmosphere and Zurich-themed accessories. Objects and quotations related to the city can be found throughout the building, such as models of the city's famous churches, which stand on sideboards.



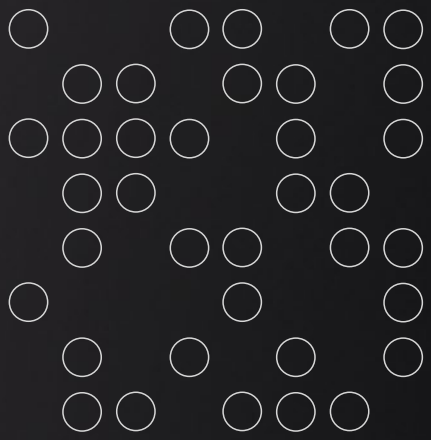
In 2011 Alfredo Häberli designed the Jill series of chairs for Vitra. When it came to the design process, he was inspired by the plywood experiments by Ray and Charles Eames from the 1940s. Influenced by the shapes and design of that era, the designer, together with Vitra, created an organically shaped seat shell using the latest plywood technology.



Engineered wood flooring Edition NEA

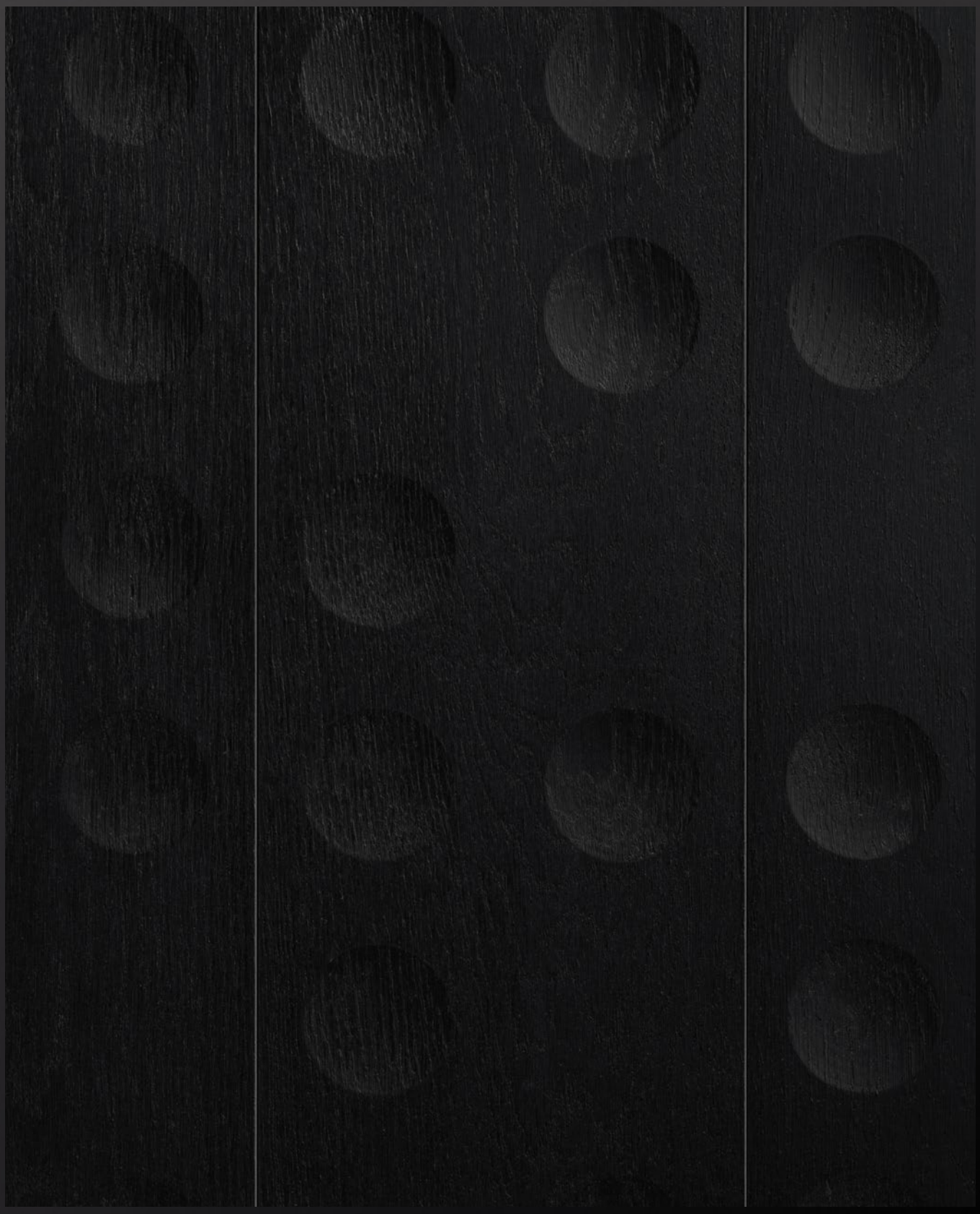
Sturdy and elegant oak forms the basis for the engineered wood flooring Edition NEA. As with laminate flooring Edition ENA, the Pirelli flooring is also used here as a source of inspiration for Häberli. The engineered wood floor stands out with round geometric grooves in a minimal depth. Relief textures and clear contours make statements and also generate individual patterns.

Depending on the incidence of light, the engineered wood flooring reveals its effect in the room in different ways. The irregularity of the pattern combined with its striking and finely tangible properties lead to an impressive flooring experience. The engineered wood flooring unfurls its effect elegantly in black stained oak, whilst the naturally oiled, light version is rather restrained and works with minimal, optical effects. The result is a floor that provides space to unfold and at the same time sets standards in terms of the effect of a room.





NEA
Oak natural oil black



NEA (1602515)
Oak natural oil black
(L 2010 x W 160 x H 13 mm)



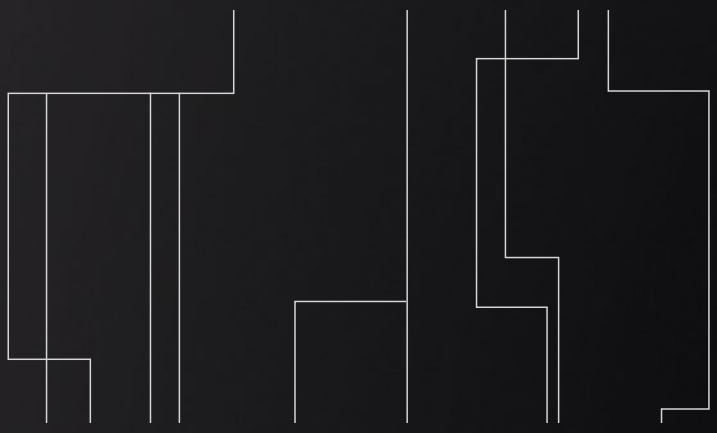
NEA (1602514)
Oak natural oil Pure
(L 2010 x W 160 x H 13 mm)





Laminate flooring Edition LIV

Edition LIV symbolises variety and independence.
A design made up of several, partly different planks, opens up numerous possibilities. This results in endless compositions for designing floors. Creatively offsetting how the individual planks are arranged generates individuality and at the same time makes an order visible at second glance. The floors can be skilfully and valuably integrated in any type of room. This creates a dynamic system – for a fascinating floor in self-assured surroundings.



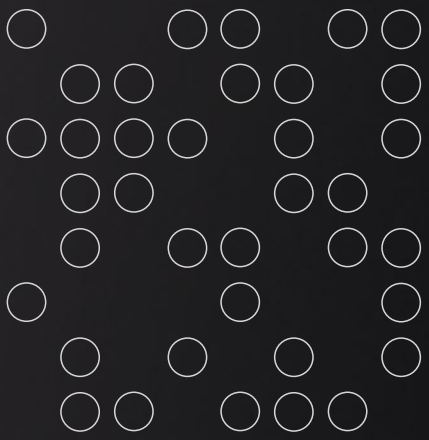


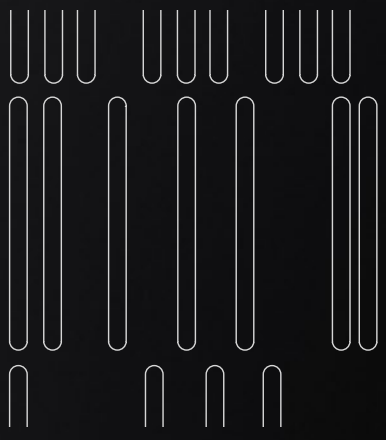
LIV (1602202)
(L 1285 x W 400 x H 8mm)

Laminate flooring Edition ENA/YLO/LOU

The laminate decors belonging to the Floor Fields Design Edition are characterised by individuality and a wide variety of combination options. The LOU laminate floor impresses with a minimalist decor in stone look, which is picked up on by the YLO and ENA collections as the basis for the floor. Alfredo Häberli has deliberately not created a computer-generated design here, but instead has developed his own graphic texture, which catches the eye and yet subtly adapts to its surroundings.

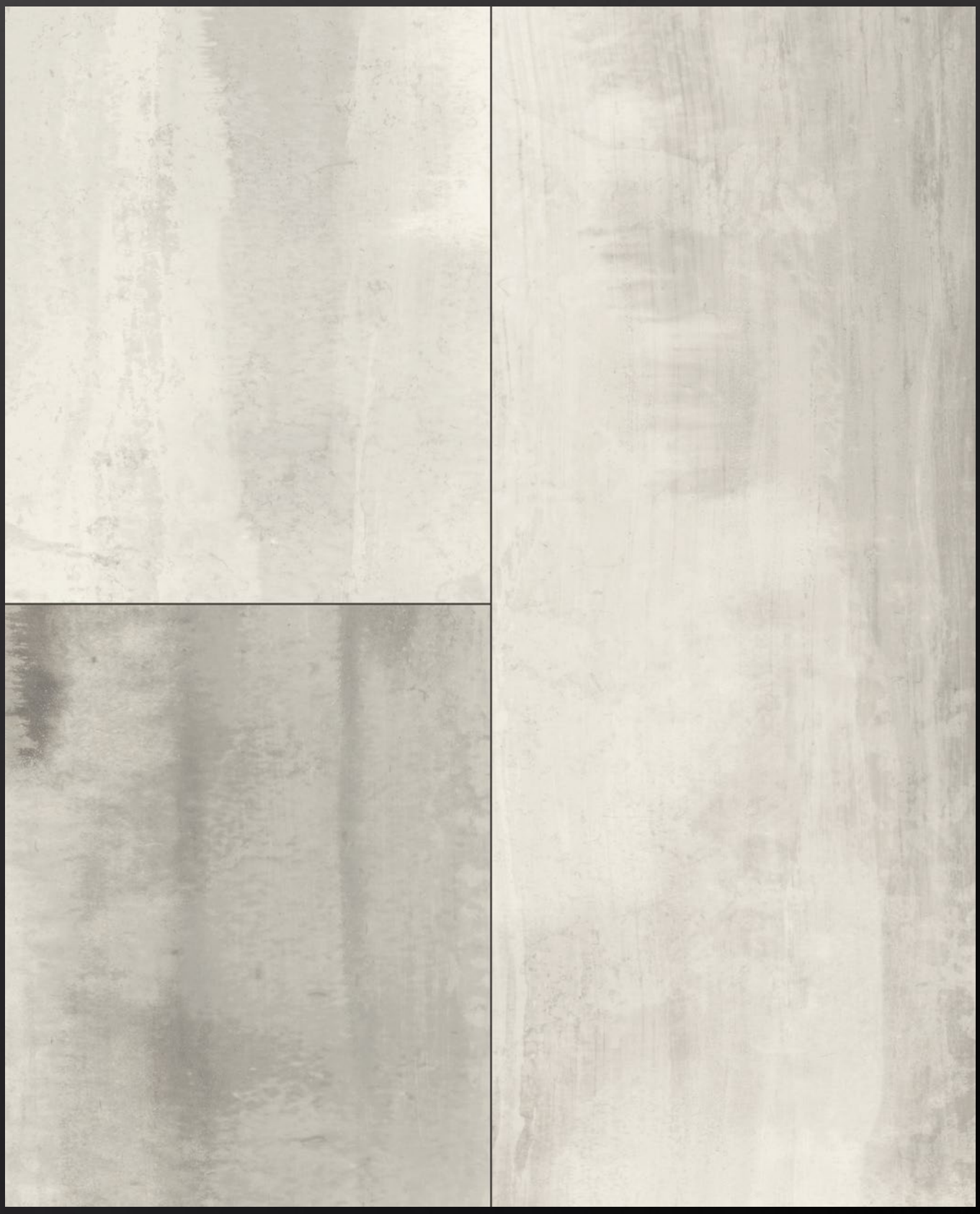
The experimental use of colour and background combinations made of natural materials results in structural images, which act as the basis for geometric graphics. In the case of Edition ENA, Häberli was inspired by the iconic »Pirelli flooring« from the seventies. In an irregular design that is reminiscent of dominoes lying next to each other, the laminate planks can be laid out in different ways, which results in individual patterns.



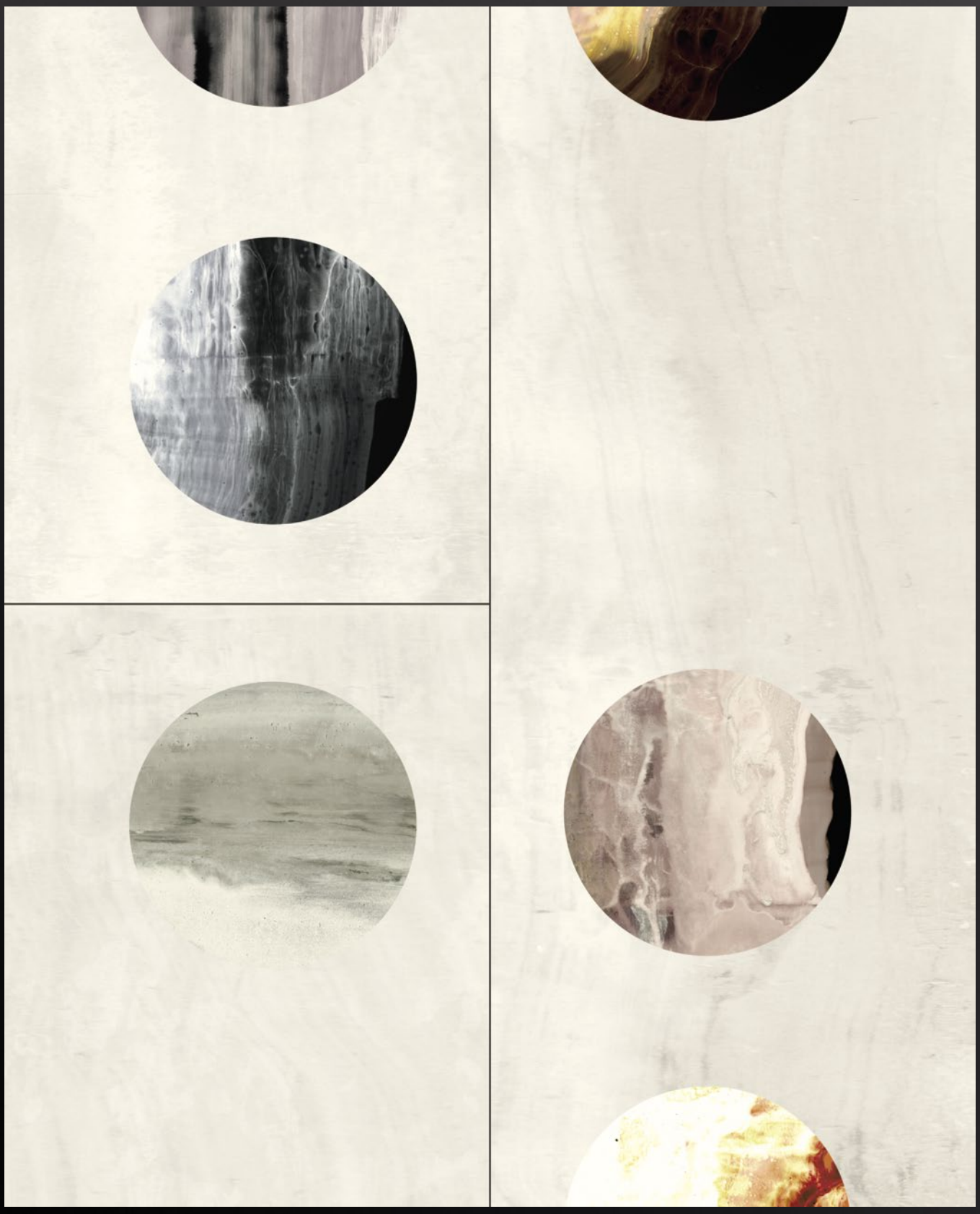




LOU



LOU (1602200)
(L 1285 x W 400 x H 8 mm)



ENA (1602195)
(L 1285 x W 400 x H 8mm)





ENA



YLO (1602198)
(L 1285 x W 400 x H 8mm)



YLO

Fascination meets exclusivity

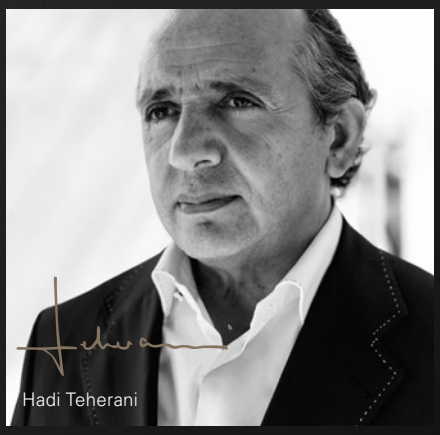


Zaha Hadid


Werner Aisslinger


Ben van Berkel


Ronan & Erwan Bouroullec


Hadi Teherani

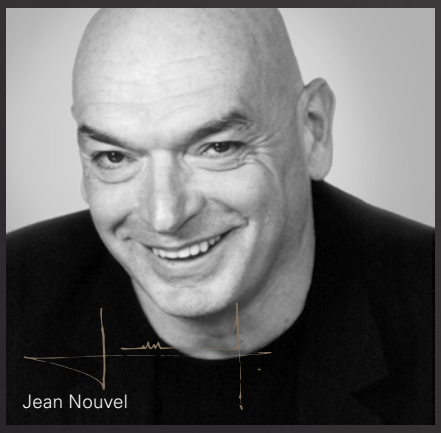

Piero Lissoni

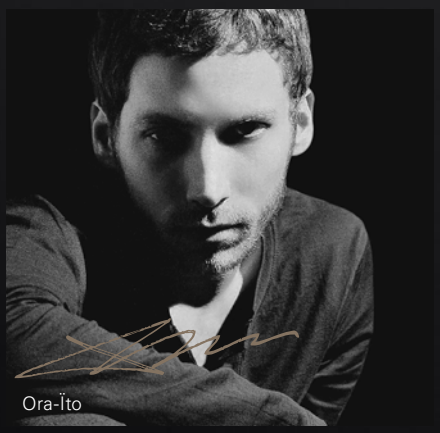
Besides the Floor Fields Design Edition by Alfredo Häberli, Parador offers a joint design collection consisting of outstanding engineered wood and laminate floors: Edition 1 – a collaboration between Parador and twelve outstanding personalities from the international design scene. These varied characters give the floors designs a very special expression of extravagance and modern flooring design.

The reputable designer, Hadi Teherani, also developed his own collection, the New Classics Design Edition. It is an expression of overall liveliness – a statement against any form of boredom.


Ross Lovegrove


Jean-Marie Massaud


Jean Nouvel


Ora-Ïto


Karim Rashid


Matteo Thun

Digital printing

All decors of the Laminate flooring Edition are produced in an innovative digital printing process for photorealistic reproduction of the motifs in high resolution and colour brilliance.

www.parador.eu

Laminate flooring I Resilient floor coverings I Engineered wood flooring
ClickBoard I Panels I Mouldings and accessories

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