New Classics
Design Edition
by Hadi Teherani



PARADOR

living performance



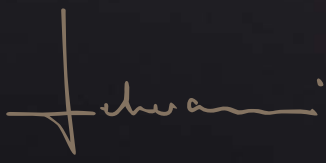
PARADOR

Fascinatingly exclusive

Parador floors set standards as an expression of value and creativity. Committed to moving the boundaries of design, to not just sensing trends but setting them, Parador is continuing with the established co-operation with reputable designers. This is how the New Classics Design Edition by Hadi Teherani came about. The Edition combines a sense for the classic with a feel for the age in which we live. The result is genuine unique products that bring life to your floor – in a self-confident, innovative and authentic manner. New Classics in fact.

Old tradition and new classics

»What a poet can express with words, the architect and designer can do just the same with materials, colours and shapes in the space.«



The New Classics Design Edition is an expression of overall liveliness – a statement against any form of boredom. When it came to developing the innovative products, design on the floor was redefined. The result: floors that bring the space to life, by living with the person.

The architect Hadi Teherani designs residential buildings and company head offices, apartments and retail centres, stations, public offices and universities. Inspired by the Bauhaus movement and by conceptual architecture, Hadi Teherani takes the focus of his work as a way of meeting a comprehensive need to design, which also includes the product design and consultation stages. That is why his internationally acclaimed creations also include the whole range of product and interior design, with which architecture is only atmospherically completed – from lights and modular kitchens through to floors.



Lofts Falkenried: Over an area of 8,000 m² Hadi Teherani planned apartments in an industrial estate in Hamburg Eppendorf. 39 lofts with balconies, terraces and roof gardens preserve the industrial charm of the building and at the same time emphasise the difference between old and new use. Besides the ‚Skydeck' with its metal roof, the façade construction made of glass and steel gives the building its purist, futuristic look.



Silver: The broad portfolio of office furniture, which Hadi Teherani developed for Interstuhl, was designed ergonomically and at the highest aesthetic level. Due to its functionality and design, it bridges the gap between quiet and lively and between work and home. Thus the utilitarian object ‚office chair' turns into a desirable design piece, whose properties, curves and details impress equally in terms of look and feel.



Laminate flooring Edition



Dark Marble Oak


monochr
AXEL VERV

Laminate flooring Edition Light/Dark Marble Oak

For centuries, wood and marble have belonged to the most valuable natural materials of all. Due to their different consistencies, it has hardly been possible until now to combine their powerful radiance with each other. The architect and designer, Hadi Teherani, has now made this impossible feat possible – with the technical means of laminate flooring: The Edition Marble Oak generates its very own tension on the floor, supported by the authenticity of the combined look of wood and stone. The decor Oak natural works together with white Italian marble; smoked oak uses black marble to conjure the image of high wood quality and a finely polished Italian stone. Cleverly offsetting how the individual wood and marble elements are arranged in the decor creates the impression of a special installation technique. This creates a very special tension and dynamism – for a self-confident floor in discerning interior spaces.



Dark Marble Oak



Light Marble Oak (1518493)
Plank format (L × H) 1285 × 400 mm



Dark Marble Oak (1518495)
Plank format (L × H) 1285 × 400 mm

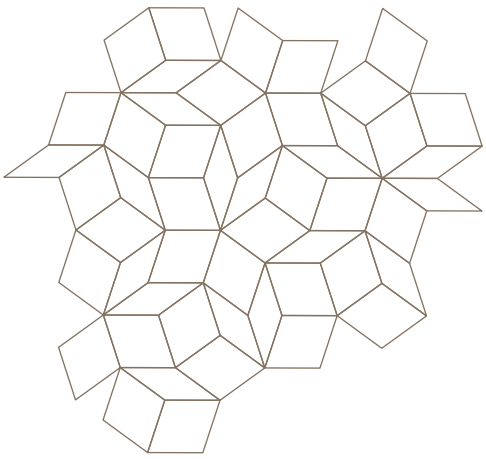
Laminate flooring Edition Ornamental / Graphic Oak

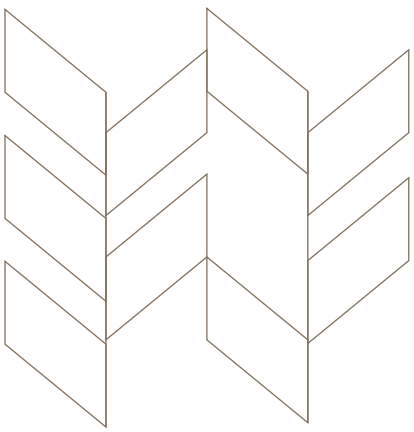
The versatility of traditional panel parquet flooring is based on the almost endless ways its geometric shapes can be decoratively arranged. Developed by Hadi Teherani, the Design Edition Graphic Oak transfers the benefits of this classic to the sphere of laminate flooring in a lively, modern and innovative way.

The Edition Ornamental Oak is based on naturally coloured and light parallelograms with the impression of oak in a panel parquet look, given the geometric glaze of a star-shaped ornament. The modular repetition of this complex design is a fascinating homage to grand times with a clear commitment to modern spatial theory.

Graphic Oak is the more purist side of Oak Edition. Naturally coloured and darker, even parallelograms are interchanged in a seemingly random sequence. The white glaze over the wood decor comes from the basic geometry of the wood panels and, together with the size of the rectangles, generates a refined relief effect.

The interplay of light and shadow characterises both floors, which, despite the strict geometry, gives them a very lively aspect. Due to its perspective execution, Design Edition laminate helps uniquely individual interior spaces to emerge.







Graphic Oak



Ornamental Oak (1518385)
Plank format (L × H) 1285 × 400 mm



Graphic Oak (1518491)
Plank format (L × H) 1285 × 400 mm

Engineered wood flooring Edition



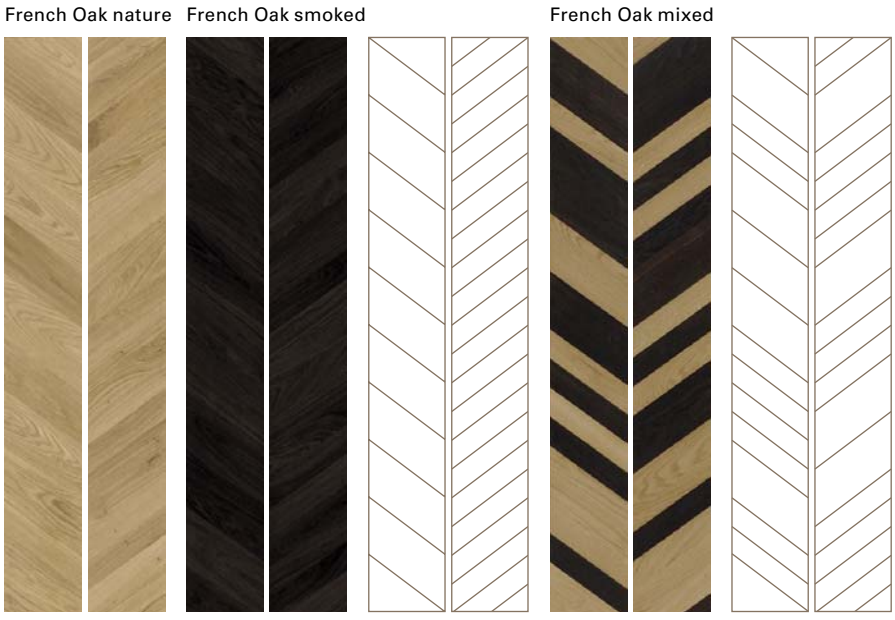
French Oak mixed



Engineered wood flooring Edition French Oak

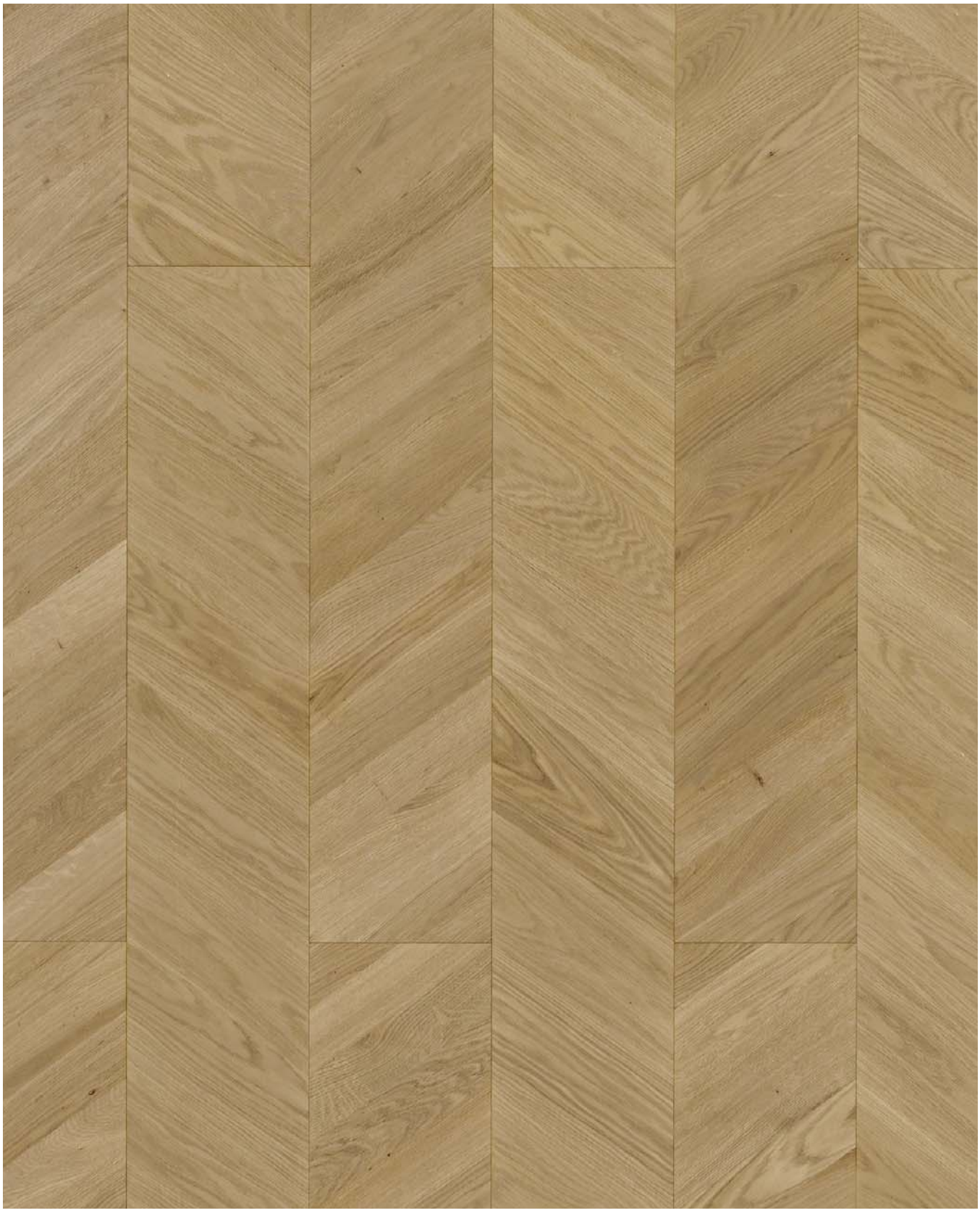
Herringbone repeatedly impresses by its qualities as a classic and is seen as a statement for timeless, good taste. The engineered wood flooring, Edition French Oak, also adopts this theme in a fascinating way. With just two wood types, oak natural and smoked oak, and only two different strip widths, the engineered wood flooring, Edition French Oak, opens up an unprecedented number of design options.

The dynamism of the floor and its effect in the space depend on how the modules are combined – from the classic herringbone in light or dark through to new, unimagined, exciting looks. With minimalist means, the geometric options bring contemporary elegance and movement to any space and impress with their clear aesthetics and incomparable wealth of shapes and colours. The result is a very unique floor, which for all its individuality is surprisingly new, sets standards and is really thought through to the end.

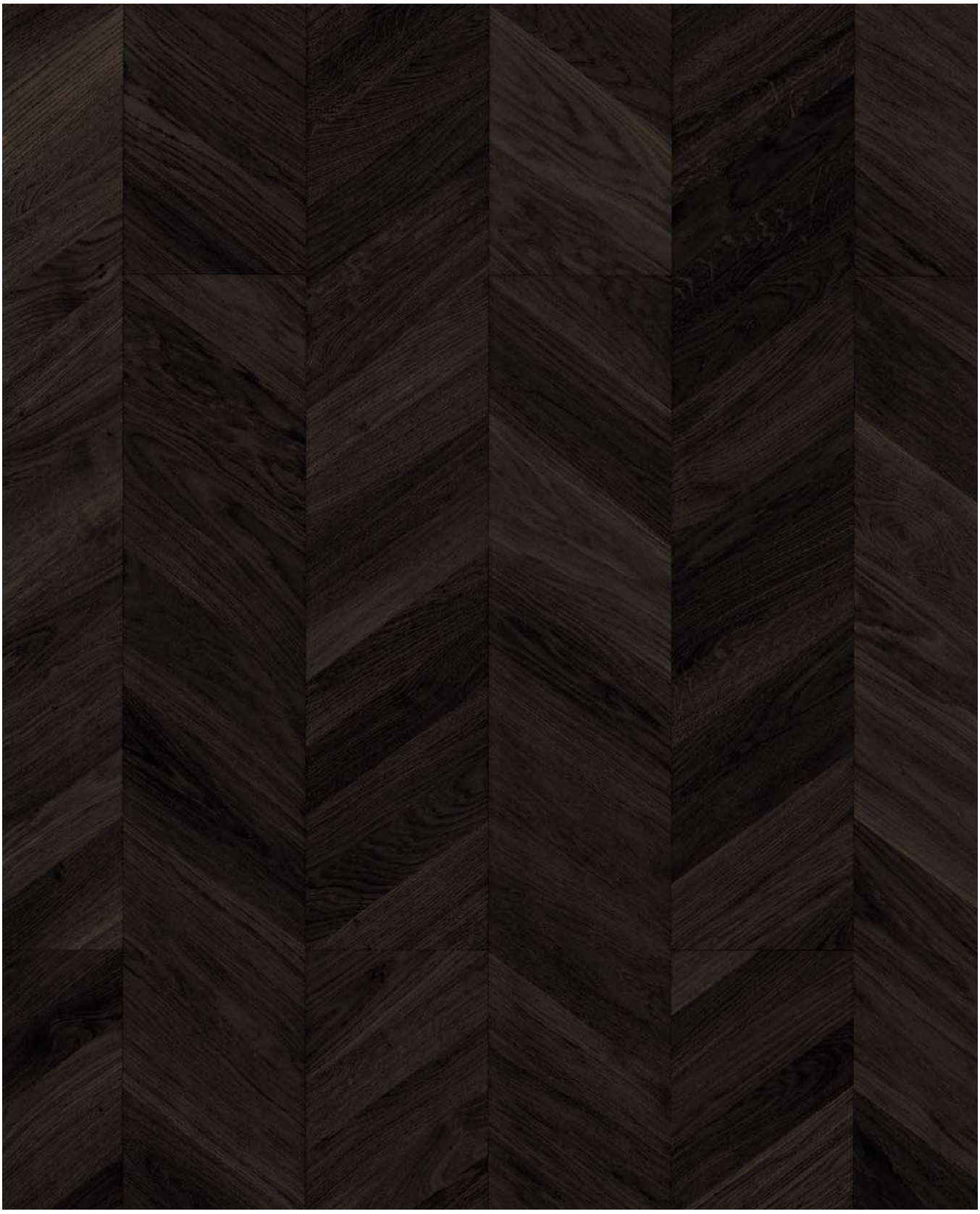




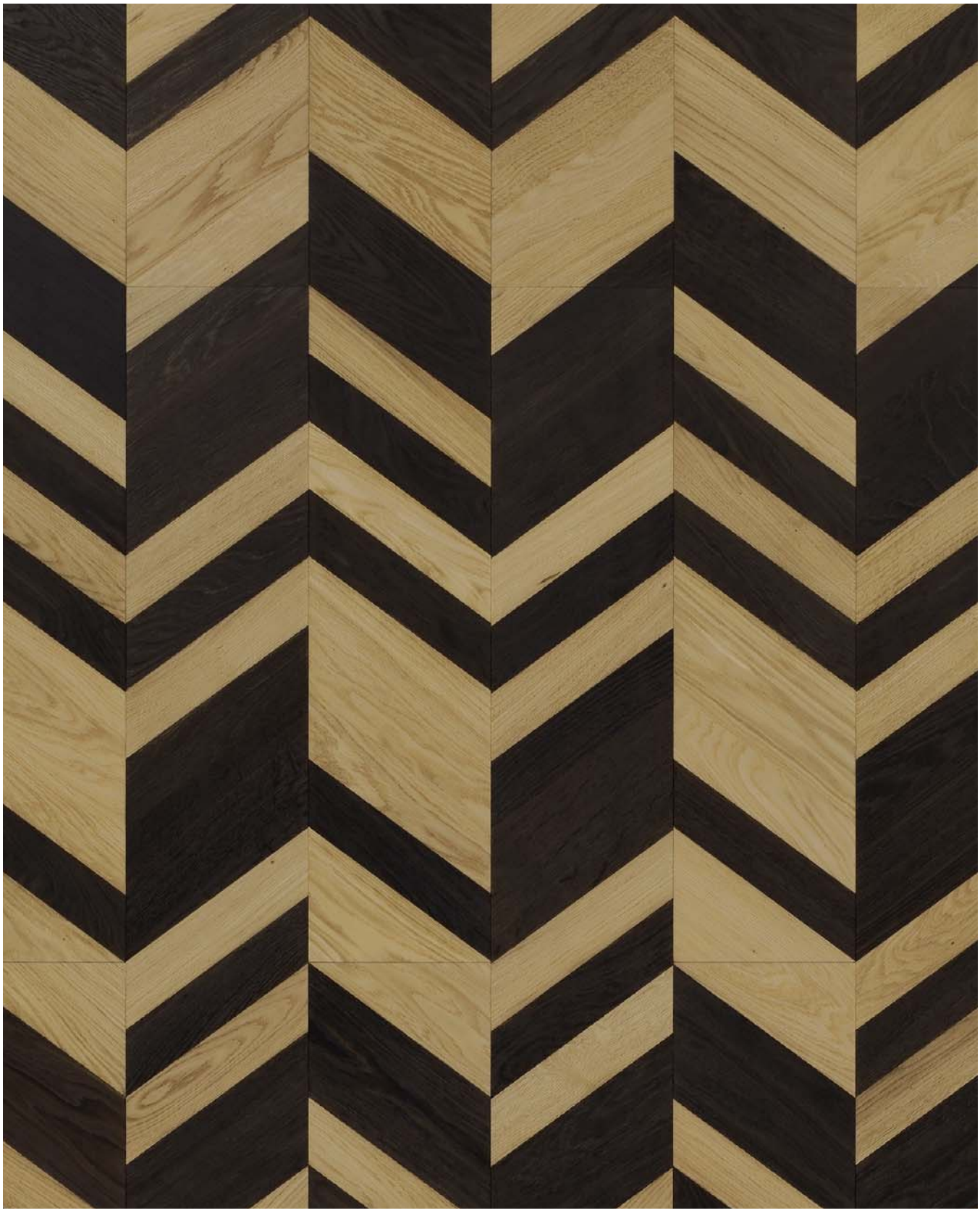
French Oak mixed



French Oak nature
Module 1 and **Module 2 (1531886 and 1531915)**
Plank format (L × H) 1593 × 215 mm



French Oak smoked
Module 1 and Module 2 (1531925 and 1531929)
Plank format (L×H) 1593×215mm



French Oak mixed
Module 1 and **Module 2 (1531931 and 1531937)**
Plank format (L × H) 1593 × 215 mm

Engineered wood flooring Edition installation options



French Oak nature
Module 1 and **Module 2** – Double plait
Plank format (L × H) 1593 × 215 mm



French Oak nature
Module 1 – Right-hand diagonal
Plank format (L × H) 1593 × 215 mm



French Oak mixed
Module 1 and **Module 2** – Double plait
Plank format (L × H) 1593 × 215 mm



French Oak mixed
Module 1 – Right-hand diagonal
Plank format (L × H) 1593 × 215 mm

Artistic freedom and contemporary design



Zaha Hadid


Werner Aisslinger


Ben van Berkel


Ronan & Erwan Bouroullec

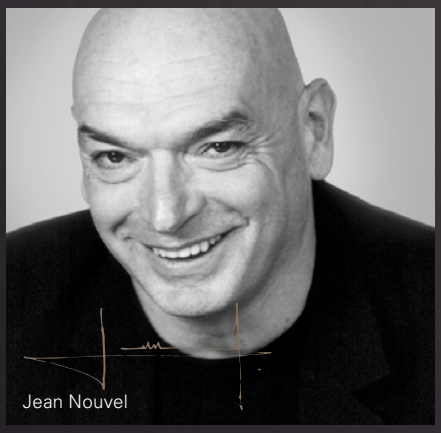

Konstantin Grcic

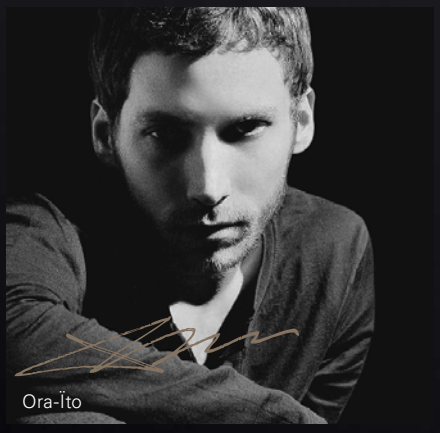

Piero Lissoni

Besides the New Classics Design Edition, with Edition 1 Parador offers more unusual floors resulting from the collaboration with outstanding personalities from the international design scene. We are also happy to produce unique laminate flooring exclusively according to your personal templates – whereby there are no limits to your wishes.


Ross Lovegrove


Jean-Marie Massaud


Jean Nouvel


Ora-Ïto


Karim Rashid


Matteo Thun

ArtPrint

All decors in the laminate Edition series are produced using the Parador ArtPrint method – a digital printing process used for the photorealistic reproduction of designs in high resolution and outstanding colour brilliance.

Parador Edition

The magazine from Parador!

›FLOOR‹ reports about people who have found their most beautiful house in the world, where they base their life and home. Over more than 100 pages you will find reports and photos about very special floors, photographed with an eye for those genuine moments and elaborately prepared – exciting, fascinating and exclusive.



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Available on the App Store


2014
FLOOR
THE MAGAZINE FROM PARADOR
living performance

Setting standards.
Practising responsibility.

As a traditional wood processing company, we are aware of our particular responsibility for the environment and towards handling natural resources in a sustainable manner. Active reforestation and innovative product chains characterise the production at Parador. With our expertise, in the production of laminate flooring we are able to offer decor papers made completely of recycled paper – or, like our engineered wood flooring, from timbers from sustainable forestry programmes. Our products are regularly tested by independent institutes for their environmental impact and have been found to be good. In order to meet our high ecological and quality standards, we only develop and produce them in Germany. In this way we ensure that Parador Edition floors meet our quality and sustainability claims all along the line but in terms of work conditions too, Parador produces in a fair and just manner.

Parador also supports the Plant-for-the-Planet initiative, which sends a signal for climate justice worldwide through tree-planting actions. Parador sponsors the numerous children's academies, where young participants are trained to become ambassadors for climate protection.



PARADOR
+
PLANT FOR THE PLANET
Trees for Climate Justice

Art of living meets performance 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 ground beneath our feet.



You can find more information about us, our standard of quality and design and about our assortments on the Internet under: www.parador.de. If you have any questions, we are happy to help you or you can contact one of our many Parador dealers. We also welcome every visit to our Facebook page www.facebook.com/parador.

Laminate flooring
Eco Balance Laminate Flooring
Vinyl
Eco Balance PUR
Engineered Wood Flooring
Engineered Wood Flooring Eco Balance
ClickTex
ClickBoard
Wall and ceiling panels

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