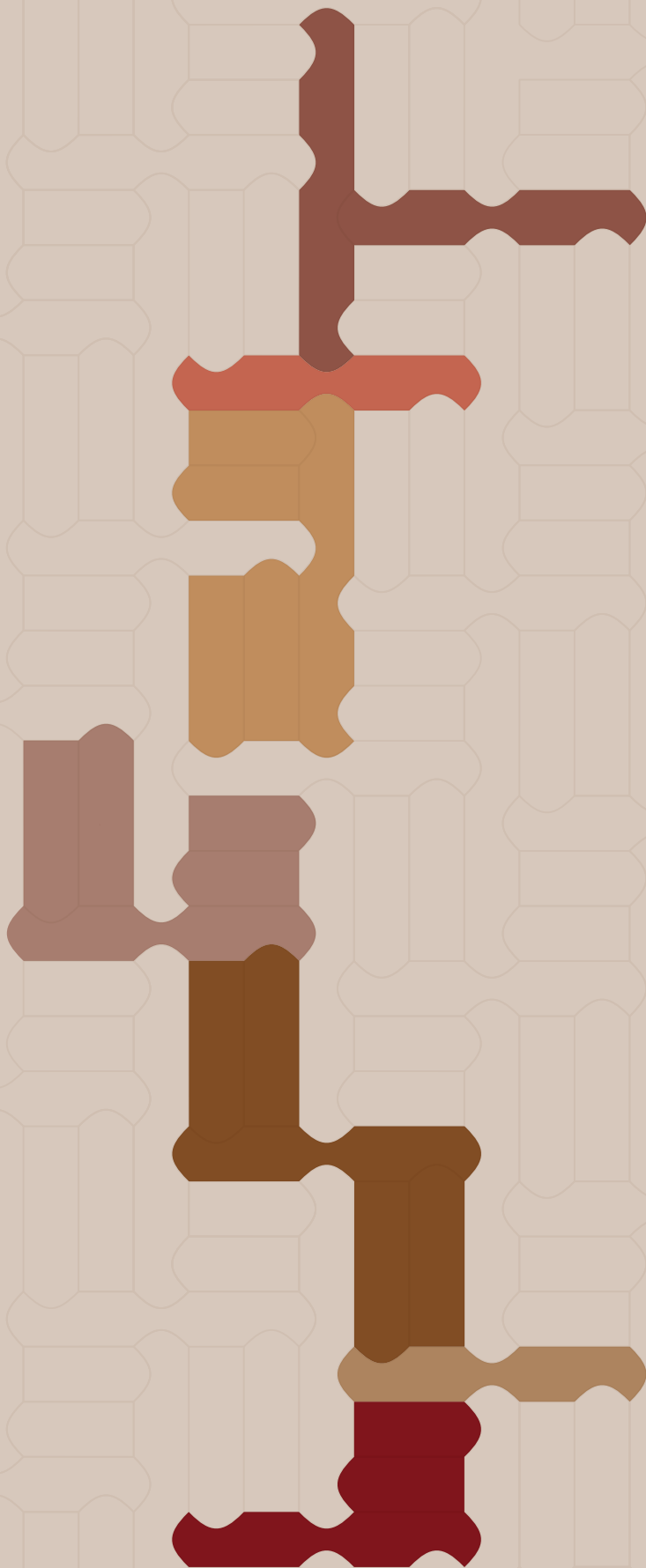


20

one



BISCUIT

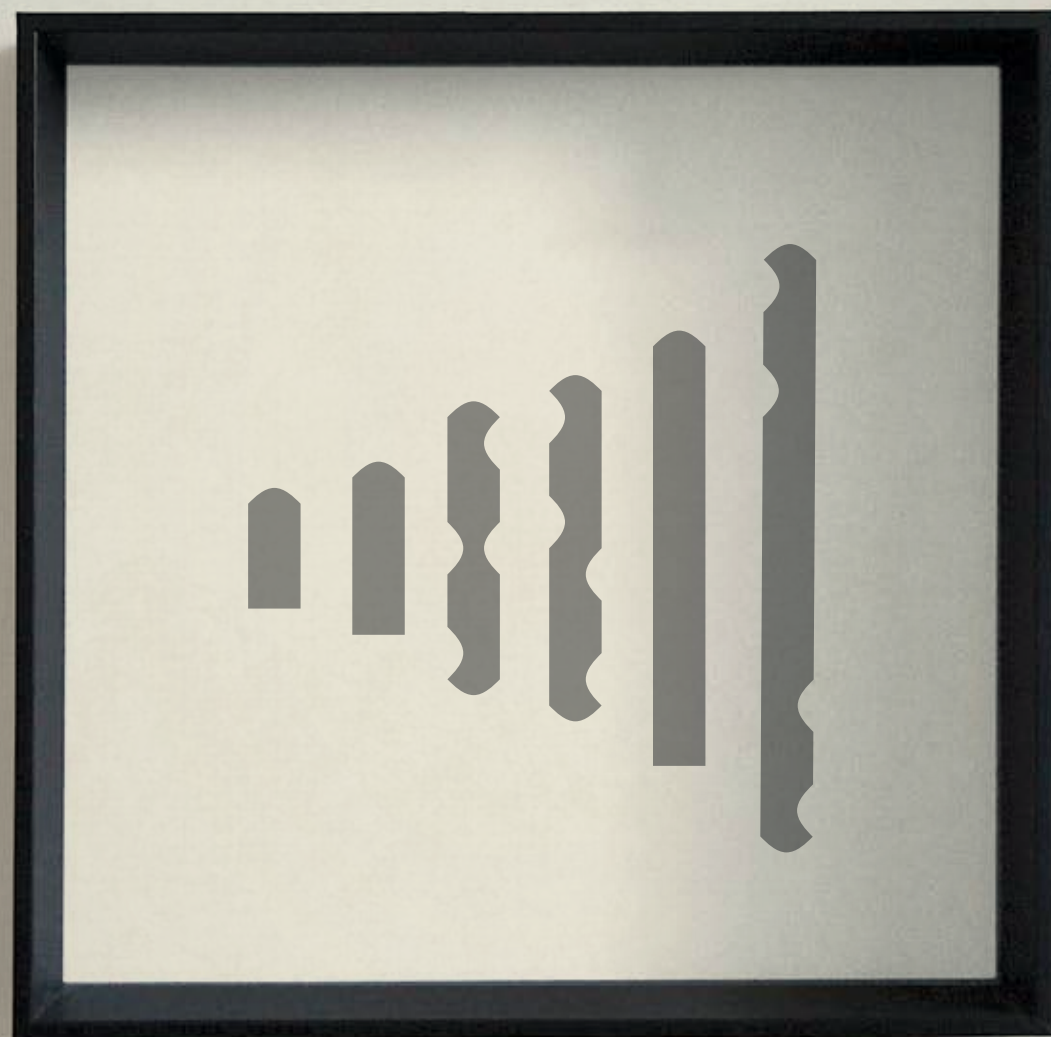
one
foglio periodico
di informazioni
dal mondo Listone Giordano.
Azienda, prodotto,
punti vendita.

one
periodical magazine
with information
on the Listone Giordano world.
Company, product,
stores.

SPECIAL
ISSUE

MILANO
DESIGN
WEEK

EDITORIALE EDITORIAL



Hans Ludwig

11 S
G E I 2 U
n 2 2 U L

NATURAL GENIUS

È questione largamente condivisa, e ormai quasi scontata nel dibattito pubblico, che l'innovazione rappresenti un fattore critico di successo per preservare la competitività, e dunque le prospettive di sviluppo, delle imprese manifatturiere occidentali. Siamo destinati a spostarci sempre più sul terreno della creazione di valore aggiunto di tipo intellettuale. Se sull'obiettivo ultimo esiste unanime convergenza, non altrettanto esplorata appare invece la questione dell'individuazione dei percorsi virtuosi che possono condurre all'innovazione, specie in un settore tradizionale, quale è tipicamente quello dell'industria del legno. Il termine "ricerca e sviluppo", applicato al campo industriale, richiama spesso alla mente come prima immagine quella di scienziati in camici bianchi con gli occhi fissi al microscopio, impegnati a ricercare nuove molecole e sperimentare nanotecnologie.

Natural Genius mostra invece come la ricerca di laboratorio rappresenti una parte, certamente rilevante, ma tuttavia non esaustiva del significato attribuibile alla parola "innovazione". La componente della progettazione, ovvero del disegno industriale o design, inteso nella sua accezione più ampia, può infatti costituire una leva altrettanto efficace. Abbiamo scelto di porre al centro della nostra identità, oltre a tecnologia del legno e ricerca estetica, anche rispetto della natura e interpretazione autentica del patrimonio di cultura, sensibilità artistica e stile di vita italiani.

Il design diventa così fondamentale nell'operazione di sintesi tra termini fra loro non sempre facilmente conciliabili come estetica ed etica, ovvero bellezza esteriore e sostanza, apparenza ed essenza, superficie e polpa. Così come nell'armonizzazione tra tecnologia e natura, industria e ambiente, impresa e cultura. La ricerca si caratterizza, infatti, per la forte attenzione dedicata alla progettazione di tutti gli aspetti che riguardano anche gli strati più profondi, e dunque meno appariscenti, dell'intera attività produttiva.

Redazione Listone Giordano

The fact that for western manufacturing firms innovation represents a critical success factor for maintaining competitiveness, and therefore development perspectives, is widely agreed and nowadays almost taken for granted in the public debate. It is clear that our focus inescapably needs to move more and more towards creating added value of the intellectual type. The question of identifying the virtuous path that can lead to innovation does not appear as much explored; this holds especially true in a traditional sector, such as the timber industry. If applied to the industrial field the term "research and development" often recalls to mind, as the first image, scientists in white coats with eyes fixed on the microscope, committed to researching new molecules and experimenting nanotechnologies.

Natural Genius collection shows that laboratory research represents just a component, certainly relevant but not exhaustive, of the meaning which can be attributed to the term "innovation". The industrial design component, considered in its broadest sense, can in fact be a lever as effective as the laboratory research. The design can become a rich source of innovation and an element of real differentiation in the market, provided it has the ability to put into products and brand the core values of a Company: some of them are material and immediately visible, others are intangible, but no less concrete and decisive in business success. We have chosen to focus our own identity not only on wood technology and aesthetics research, but also on respect for nature and authentic interpretation of the legacy of the Italian culture, artistic feel and lifestyle.

The role of design has been fundamental; not only in order to synthesize terms not always easy to reconcile with one another, such as aesthetics and ethics, external beauty and substance, appearance and essence, surface and flesh; but also in order to harmonize nature and technology, industry and the environment, business and culture. Our research has been actually characterized by the strong attention given to the design of all aspects including the deepest, and hence least conspicuous layers of the entire production.

LG editorial Team



BISCUIT / PATRICIA URQUIOLA

IN ANTEPRIMA ASSOLUTA BISCUIT,
LA NUOVA COLLEZIONE NATURAL GENIUS
LISTONE GIORDANO DISEGNATA DA PATRICIA
URQUIOLA.

Una rivisitazione del parquet tradizionale, in cui la smussatura e curvatura delle doghe e la leggera bombatura della superficie creano un nuovo linguaggio. Il taglio morbido delle tavole permette di giocare con nuovi disegni e assemblaggi che, pur affini a motivi classici degli antichi pavimenti in legno, danno vita a moderni e originali schemi a lisca di pesce, in diagonale o a tutta lunghezza.

INTERNATIONAL WORLD PREVIEW
OF THE NEW BISCUIT COLLECTION DESIGNED
BY PATRICIA URQUIOLA FOR LISTONE GIORDANO
NATURAL GENIUS.

Re-thinking traditional wood floor, where rounded, bevelled and curved boards along with a slight "bombé" effect of the surface create a new language. The smooth cut of the boards allows to play with new designs and compositions, which although similar to the classic patterns of ancient wood floors, give life to modern and original herringbone, diagonal or full lengths geometries.

BIO

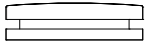
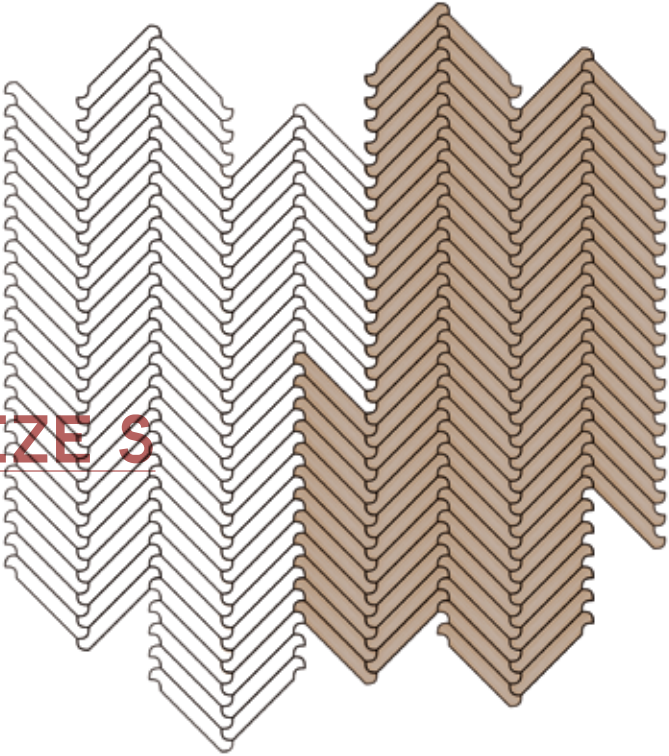
Patricia Urquiola è nata a Oviedo (Spagna). Vive e lavora a Milano. Ha studiato Architettura al Politecnico di Madrid e al Politecnico di Milano, dove si è laureata nel 1989 con Achille Castiglioni. È stata assistant lecturer per Achille Castiglioni; ha collaborato con Vico Magistretti; è stata responsabile Design per Lissoni Associati. Nel 2001 apre il proprio studio lavorando nei settori del product design, interni e architettura. Tra i suoi progetti più recenti in architettura: Il museo del Gioiello di Vicenza, l'Hotel Mandarin Oriental di Barcellona, l'Hotel Das Stue a Berlino, la Spa dell'Hotel Four Seasons di Milano; progetti retail e allestimenti per Gianvito Rossi, BMW, Flos, Missoni, Molteni, Officine Panerai, H&M, Santoni. Ha realizzato prodotti per le più importanti società italiane e internazionali tra cui: B&B, Boffi Cucine, Moroso, Molteni, Mutina, Kartell, Agape, Rosenthal, Baccarat, Kettal, Kvadrat, Andreu World e Hansgrohe. Alcuni dei suoi prodotti sono esposti nei maggiori musei di arte e design, tra cui il MoMa di New York e il Museo della Triennale di Milano. Ha vinto diversi premi internazionali tra cui: la Medalla de Oro al Mérito en las Bellas Artes del Governo Spagnolo; l'Ordine di Isabella la Cattolica, consegnato da Sua Maestà il Re di Spagna Juan Carlos I.; "Designer del decennio" per le riviste Home e Häuser, "Designer dell'anno" per le riviste Wallpaper, AD Spagna, Elle Decor International e Architektur und Wohnen, Premio Marisa Bellisario "Donne ad Alta Quota" per Arte & Design.

BIO

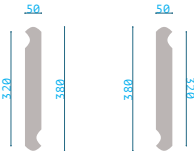
Patricia Urquiola was born in Oviedo (Spain) in 1961. Lives and works in Milan. She attended the University of Architecture at Madrid Polytechnic and Milan Polytechnic, where she graduated in 1989 with Achille Castiglioni. Assistant lecturer to Achille Castiglioni and Eugenio Battaglia in Milan and Paris, responsible for the new product development office of De Padova, working with Vico Magistretti, head of Lissoni Associati's design group. In 2001 she opened her own studio working on product design, architecture, and installations. Amongst her last projects of architecture: The museum of Jewel in Vicenza, Mandarin Oriental Hotel in Barcelona, das Stue Hotel in Berlin and the Spa of Four Seasons Hotel in Milano; showroom and installations for Gianvito Rossi, BMW, Missoni, Moroso, Molteni, Officine Panerai, H&M, Santoni and the general concept of Pitti Immagine Firenze. She realised design products for the most important italiana and international companies, such as B&B, Boffi Cucine, Moroso, Molteni, Mutina, Kartell, Agape, Rosenthal, Baccarat, Kettal, Kvadrat, Andreu World e Hansgrohe. Some of her products are exposed in various Museums and collections, such as MoMA in New York and Triennale Museum in Milan. She has won several international prizes and awards. Amongst others the Medalla de Oro al Mérito en las Bellas Artes (Gold Medal of fine arts) awarded by the Spanish Government; Order of Isabella the Catholic, awarded by His Majesty The King of Spain Juan Carlos I.; "Designer of the decade" for two German magazines, Home and Häuser, "Designer of the Year" for Wallpaper, AD Spain, Elle Decor International and Architektur und Wohnen Magazine, Premio Marisa Bellisario "Donne ad Alta Quota" for Art & Design.

BISCUIT / PATRICIA URQUIOLA

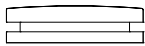
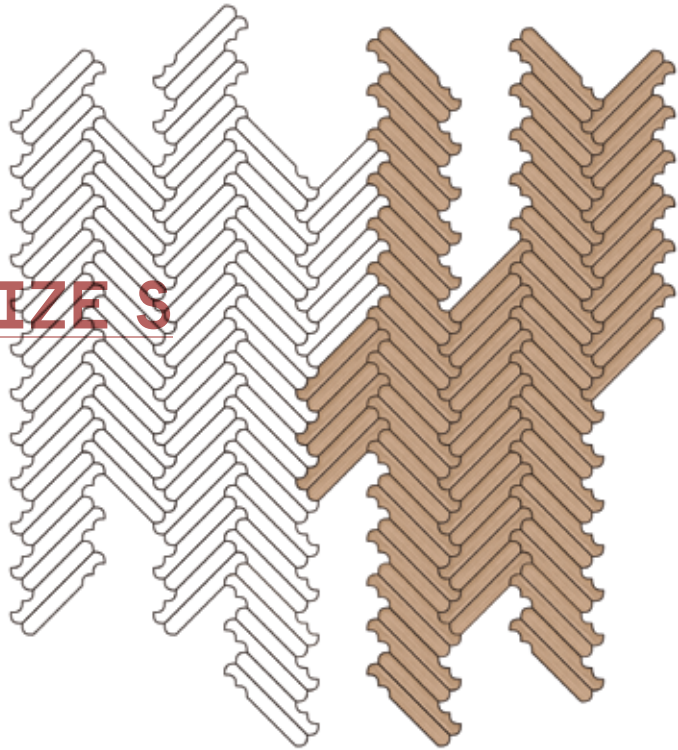
P_1_SIZE S



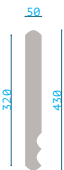
Soft radius
on the surface



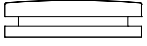
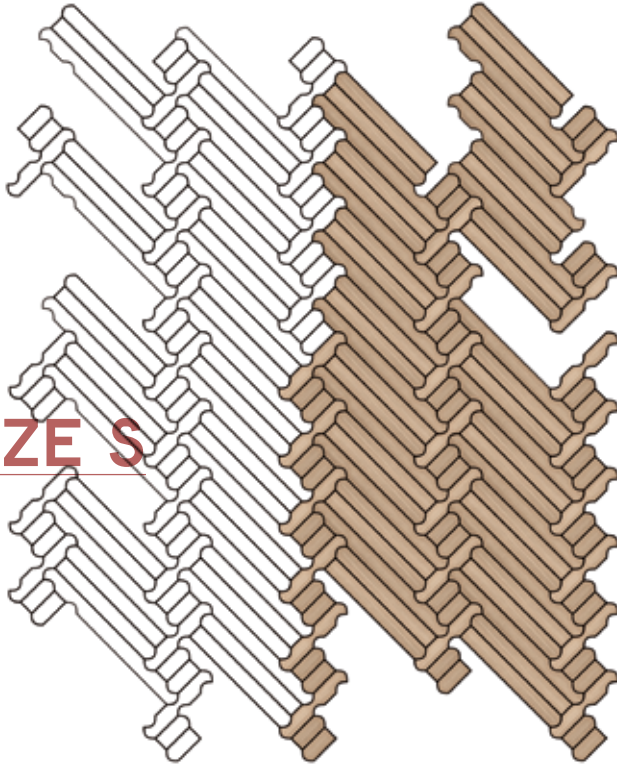
P_2_SIZE S



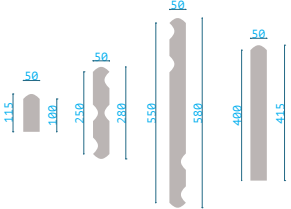
Soft radius
on the surface



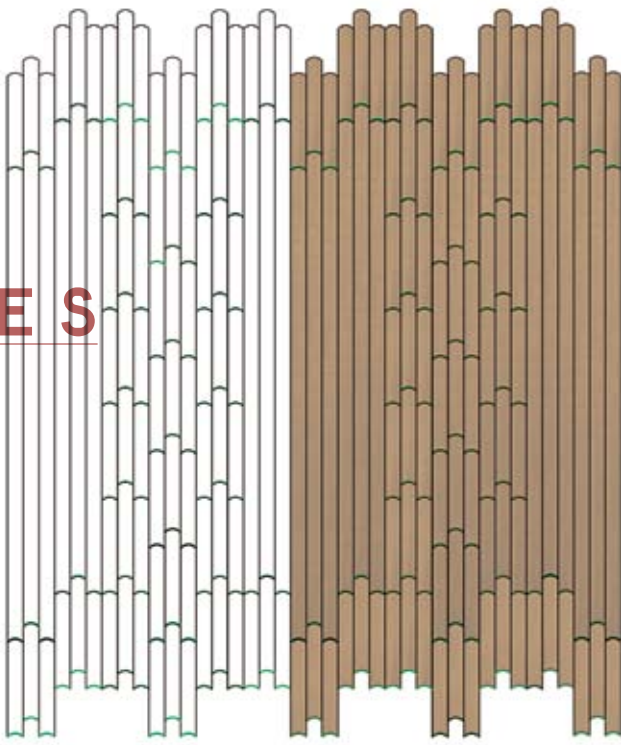
P_3_SIZE S



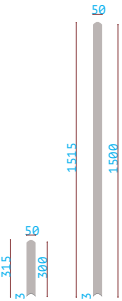
Soft radius
on the surface



P_6A_SIZE S



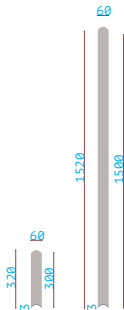
Soft radius
on the surface



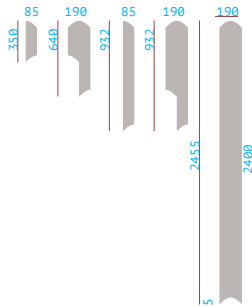
P_6B_SIZE M



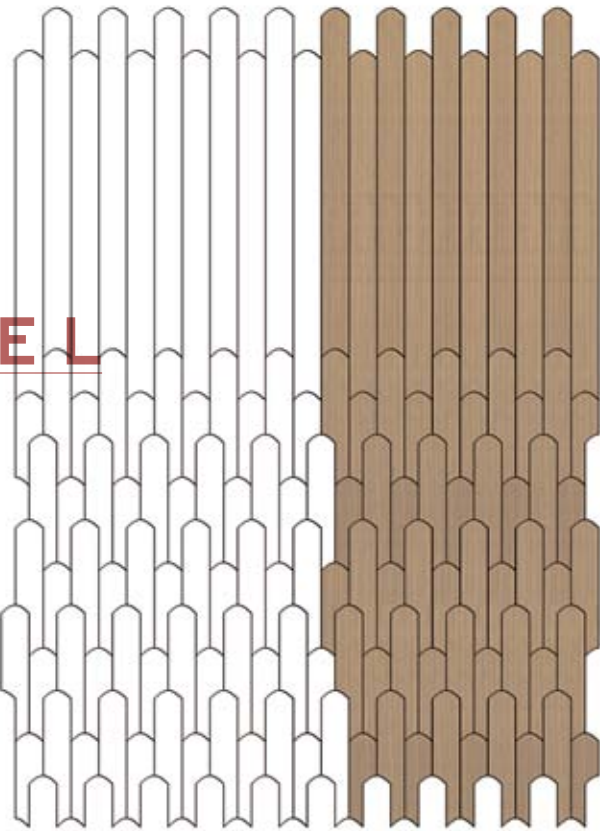
Soft radius
on the surface



Soft radius
on the surface



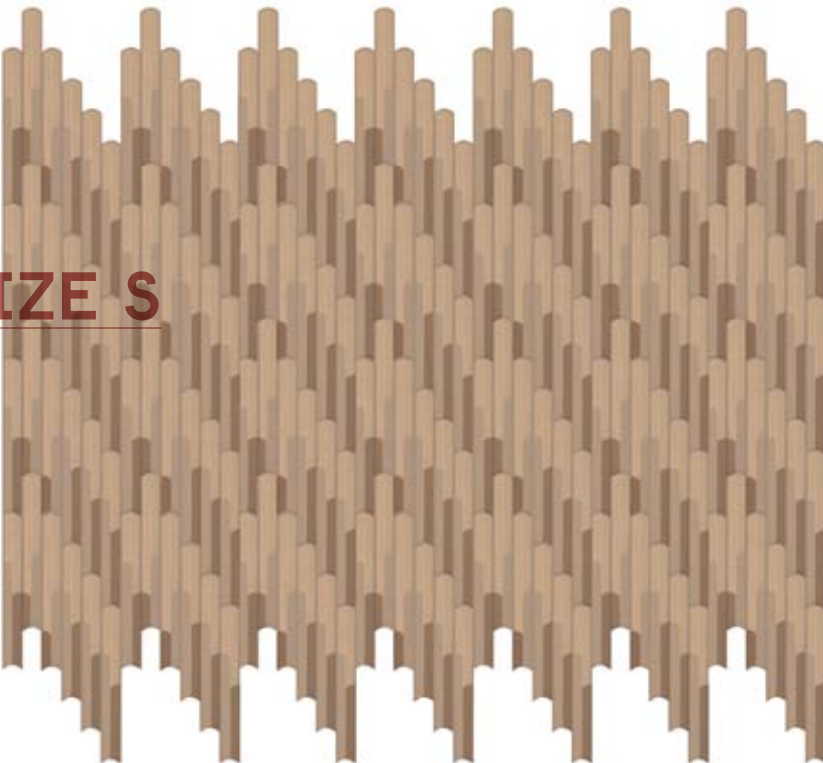
P_6B_SIZE L



P_6_SIZE S



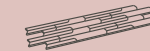
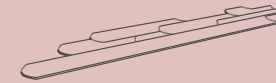
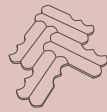
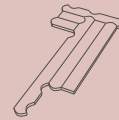
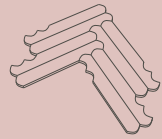
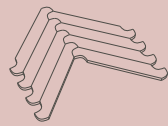
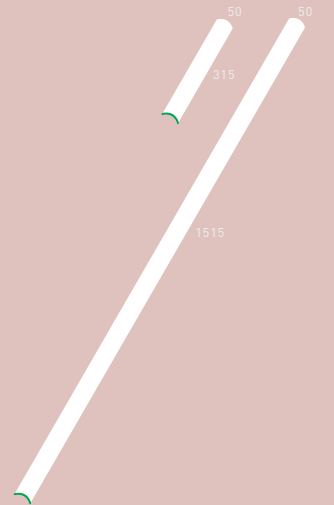
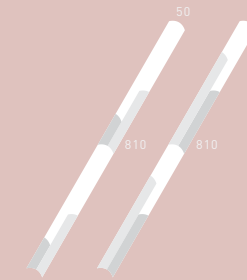
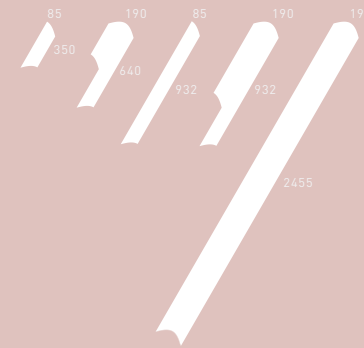
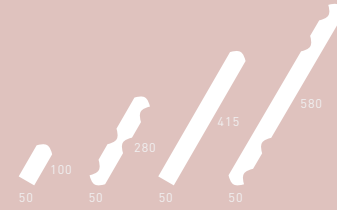
P_7_SIZE S



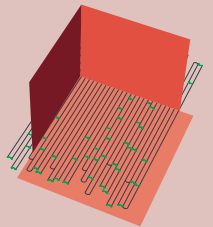
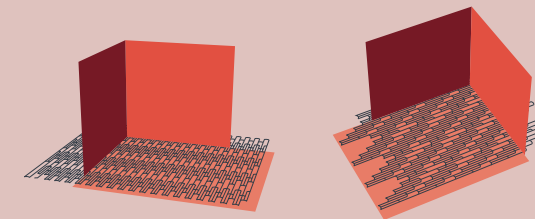
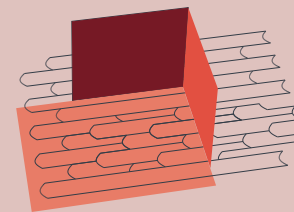
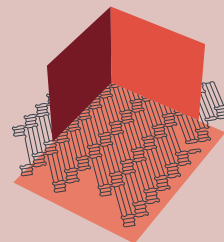
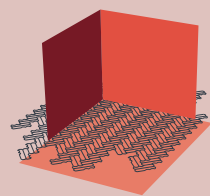
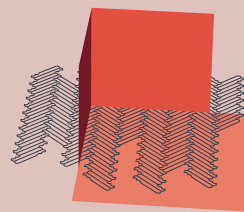
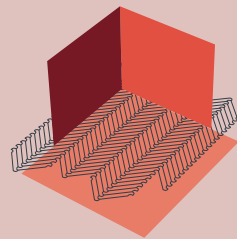
NATURAL GENIUS

BISCUIT / PATRICIA URQUIOLA

ListoneGiordano



ListoneGiordano



BISCUIT N°1

BISCUIT N°2

BISCUIT N°3

BISCUIT N°4

BISCUIT N°5

BISCUIT N°6

BISCUIT N°7

With the use of a round cut, to create a modular system, this panel is simple, yet contemporary, with a traditional elegance.

Because of the use of two cuts, this is a parquet that is always repeated in pairs. In this way a more complex and lively floor is created while staying recognizable as a herringbone pattern.

By being so small, the little brother of Biscuit n°2 is more flexible and creates a more energetic pattern. Simple because together they are a larger group on a smaller surface.

A floor created with these panels is a dynamic but organized composition. Although the longer panels can be replaced by shorter ones, it always consists of a repeated, inseparable group of six very diverse elements.

A big round-cut panel developed for larger surfaces, to be combined with smaller pieces to create moments of playfulness.

A multi-coloured panel created with three ways of finishing on one type of wood. As the finishing respects the natural appearance of the wood, the colours remain subtle and have a natural feeling.

A sober and elegant panel with a bright plastic detail that, when put into a pattern, can create a playful, coloured composition on the floor.



www.listonegiordano.com



Listone Giordano
is a brand of
Margaritelli Group

one

periodical magazine edited by
Margaritelli S.p.A.

Images:

bcpt associati, Perugia

art direction:

Marco Tortoioli Ricci
Francesco Gubbiotti

printing:

graphicmasters srl, Perugia

OFFICE

Tel +39 075 988681
info@listonegiordano.com