

Fiemme 3000 @ Milano Design Week 2019

Biocompatible, authentic, artisanal. The new proposals of Fiemme 3000 for Milano Design Week 2019 are masterpieces *Written by Hand*.
Written by the expert *Mani di Fiemme*, like a *Piuma* (Feather) that draw its essence from a *Calamaio* (Inkwell) to leave its mark on a *Pergamena* (Parchment).



Picture download: <https://bit.ly/2S2NPkS>

Predazzo, 15 February 2019_ Dedicated to the wood lovers, inspired to tradition, charged with the emotions this material can highlight, accented by the precise work of our artisans. This is the new **Mani di Fiemme collection of Fiemme 3000**. With its oaks **Piuma**, **Pergamena**, **Calamaio**, and the new **Written by Hand** surface treatment, the new collection will be disclosed at **Milano Design Week 2019** (9-14 April).

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● Uffici di corrispondenza: **Milano, Roma, Aosta, Trento, Cortina d'Ampezzo**

www.omniarelations.com



A homage to our raw material, the extraordinary guardian of our artisans' know-how. This material can reinvent and interpret itself differently any time – first it is light, then deep or bright or shadowy but always genuine and balanced because written with a *Piuma (Feather)* that, from a *Calamaio (Inkwell)*, draws its essence to mark signs on a *Pergamena (Parchment)*.

Three oaks for **biocompatible floors, accessories and furniture** with different chromatic nuances. On their surface the signs of life lived so far, the ruts, the lights and the shadows, the soft and sinuous lines, the knots, the cracks and edges **worn off by hand** that make them even more valuable like an ancient *manuscript*.

- “Do you feel wood?” @ Brera Design District

During the design week in Milan, in Fiemme 3000's flagship store (Fiemme Store Milano, via Lanza, 4) from 9th to 14th April you can experience the **multi-sensory path “Do you feel wood? Touch. Sound. Smell. Shape”**. Suffused lighting. You, the visitor, can listen to, caress, look at and smell the real essence of wood, its healthy perfume, its material details, its natural sound and the alive substance transformed into Fiemme 3000's novelties.

- **Mani di Fiemme collection**

A new strong and distinctive collection, shaped by the hard-working hands that fully respect the nature they were born in. As strong as wood, but always agile and discreet hands that turn this material into a unique masterpiece.

- **Written by Hand surface treatment**

A long and precise surface working that wears out the softest parts of the surface to let the knots and the hardest grains emerge. In any board, a unique and charming drawing will appear.

- **The new products**

Piuma

As light as a feather running of piece of paper, soft and pure white hues. This oak caresses the material accented by the deep and confident surface treatment like in the very beginning of a tale that will leave its mark over the time.

Pergamena

To be discovered like an ancient treasure chest protected by the sealing wax, Pergamena is a full, material and ancient oak with bright neutral oiling highlighted by the deep and confident surface treatment that bring out the amber-yellow nuances and the tiny chestnut brown knots.

Calamaio

It delivers intense brown and bright red glares. The grains, knots and twines of this oak, along with the deep and confident surface treatment, give us back a sense of warmth, softness and wellness.

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Good and beautiful - Indoor Air Quality

As proved by the **CNR-Ivalsa**, the greatest Research Council for Trees and Timber in Italy, Fiemme 3000 products do not release harmful substances at all but, on the contrary, release **healthy VOCs** (*Volatile Organic Compounds*) **tested on the human health**.

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Origin, structure and treatment of Fiemme 3000 woods

Fiemme 3000 only uses wood from **PEFC-certified** (Programme for the Endorsement of Forest Certification schemes) and **FSC** (Forest Stewardship Council) forests.

Fiemme 3000 floors are composed of a **three-crossed-layer structure in solid wood** – the noble layer, the back layer (selected with equivalent techniques and processed for some weeks to guarantee the stability) and the core in spruce, manufactured and orthogonally placed in “vertical line”. This original structure guarantees the best dimensional stability, the bending capability and the resistance to twisting and cupping in all Fiemme 3000 floors, accessories and furniture.

To protect the wood and let it live over the time, Fiemme 3000 Research & Development department conceived **Fiemme 3000 Bio Plus**, born after 24 hours of 6-phase processing, a mix of more than 50 vegetable and mineral substances. A nourishing solution for the wood that does not close the pores but restores its natural self-protection.

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Fiemme Store Milano

“Do you feel wood? Touch. Sound. Smell. Shape”

9 - 14 April - 10.00 / 21.00

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