

WOODMOOD by I LOVEPARQUET | september 2023 |

WOODMOOD



**FROM NATURE
TO OUR HOMES.**

Parquet is the right (authentic) choice



HOSPITALITY,
NATURE AND RELAXATION

Val Seriana

A resort immersed in the countryside, a project which strongly reflects its locality where the beauty of the surrounding nature is reflected in the indoor and outdoor architecture (thanks to the wood floors)

TITO FRANCESCHINI

Immersed in the greenery of Val Seriana, Piajo Resort has been designed to maximise the relaxation and well-being of its guests. Over 500 square metres are dedicated to its spa and wellness centre using an innovative, practical design made up of colour, tactile and olfactory sensations. Hospitality is organised around a restaurant, a Spa and areas for meetings and weddings.

**BGP GROUP**

The BGP Group was established twenty years ago on the thirty-year experience of its founder Luigi Giudici who until 1999 had travelled throughout Africa, America and Hungary to learn about all the small details of the world of timber and its workings. On his return to Italy, he founded the BGP Group, 100% from Bergamo. For a little more than 10 years, the company has been in the hands of Georgia and Giovanni, Luigi's children, who have followed in their father's footsteps while also breathing new life into the company. Thanks to commitment and teamwork, the BGP Group is one of the most important Italian producers of wood floors for indoors and outdoors. It has about 500 parquets, organized in lines and collections for marketing, like Gaia and Annoni & Perego. The company has 45 employees, a marketing office, a technical office, a warehouse and a logistics headquarters in Alzano as well as about fifty representatives in Italy and abroad.

bgptrading.com

Piajo Resort is a regenerative experience for body and soul. With superb views, the resort dominates the Val Seriana (an Alpine valley in the province of Bergamo, where the river Serio flows through) and its natural landscape.

A DIFFERENT PARQUET FOR EVERY SUITE

Recently renovated and extended, this exclusive resort

has used the warmth and charm of wood for its indoor and outdoor surfaces. There are 700 square metres of suites and 450 of outdoor spaces. The BGP Group from Bergamo was involved in the planning and production of all floors.

Indoor spaces, particularly the resort suites, are characterised by contemporary highlights and elegant, refined touches. The wood floors create a welcoming

and elegant atmosphere.

To guarantee exclusivity and uniqueness to every guest, the planners opted for a different parquet in every suite. Customization was not limited only to the use of different timbers but also included the geometry of the laying for a dynamic interior sweep in harmony with the colours of the building and more generally with the architectural design.

The BGP Group was responsible for customizing and designing every element of the work from choice of products to floor laying patterns.

EUCALYPTUS FOR OUTDOORS

In total harmony with the atmosphere of well-being which permeates the whole structure, the resort has chosen Weathertex (the eco-building material for



ventilated surfaces and interior spaces distributed exclusively in Italy by the BGP Group) for its outdoor spaces.

Weathertex planks are made from eco-material based on eucalyptus timber from PEFC certified forests treated solely with paraffin wax and with no other added chemicals. They are resistant to UV rays, high and low temperatures, atmospheric elements and aging with a natural, elegant and welcoming appearance in keeping with the resort's philosophy and with its architecture.

A WORD FROM THE DESIGNERS

"Every space has been studied down to the finest detail in this resort, with the desire that all spaces are in total harmony with each other. BGP Group worked on the

interiors, that is on all the suites, and on outdoor spaces where we needed to find natural solutions which were also elegant and refined. Therefore, we worked on the production and supplying of the chosen materials which were specifically designed to guarantee the personalization of the geometric laying. Working with the client means finding specific, personalized solutions in terms of aesthetics, performance and design needs. This type of cooperation comes from the craftsmanship of our carpenters which allows us to meet all the needs of architectural planning with a perfect combination of tradition, research, customization and innovation".

These are the words of Georgia Giudici, the marketing manager of the BGP Group.

PARQUET

The choice for the suites was made from the Vesuvio collection by Gaia in French Oak and from the Naif collection in an elegant walnut colour from the Antica Falegnameria Annoni and Perego, a BGP Group brand. Flooring 100% made in Italy, in European oak with birch supports. The NAIF 15 collection is characterised by the water-based pigment-free surface paint which gives the wood an unfinished, natural look. Its planks are brushed and the veining can be felt by hand. Every phase of the parquet laying is crafted in the Clusone workshop in the province of Bergamo.



GAIA

parquet master

