DREAMS

A dreamlike journey between magic, nature and illustrations

A design by Brianda Fitz-James Stuart for GAN



Brianda Fitz-James Stuart's imagination exchanges paper for wool to fill with life the collection she has designed for GAN: DREAMS.

This renowned illustrator and print designer cannot resist any medium, and with this new collaboration she invites us to dive into her magnetic and original universe, populated by elements of nature and the imagery of past times.

Conceived with the purpose of not only being useful but also to beautify the world and to excite, the DREAMS rug is made using the hand-tufted and chain stitch technique, a combination that allows for the sophistication and delicacy of the patterns drawn by the artist.

DREAMS
Brianda Fitz-James Stuart





Restless, versatile and dreamy, Fitz-James Stuart has found in her partnership with GAN and the new series DREAMS a perfect way to unleash her obsession with crafts, her creative process and a search for beauty. A beauty that is especially present when it comes to something as natural as a flower. Brianda, who continually quotes references from art history, remembers in WHITE DAISY both Matisse - “there are always flowers for those who want to see them” - and William Morris, with his wallpapers of plant and fruit motifs.

WHITE DAISY, it can be used in all kinds of environments where color and aesthetic singularity are essential. It is available in two different sizes: 170x240 cm / 5’7”x7’11”.

Brianda Fitz-James Stuart , 2020
Manufacturing technique: Hand Tufted and Chain Stitch
Fibre composition: 100% wool. Cotton back
Dimensions:
WHITE DAISY: 170x240cm / 5’7”x7’11” , 200x300cm / 6’7”x9’10”
Colour: Unique

About Brianda Fitz-James Stuart

Born in Madrid in 1984, this illustrator and print designer has always been characterized by her particular taste for fine arts and creation in general. After studying Fashion Design at the European Institute of Design, she settled in New York to work with the painter Paul Balmer and study drawing and painting at the school "The Art Student League of New York". Throughout her career she has collaborated with a multitude of brands and in very diverse creative projects, including the illustration of three editorial works 'Mi universo re-creativo', 'Bri anda dibujando' and 'Los Superpoderes del arte'. Her drawings have starred in exhibitions even in Japan and were They have earned the favor of thousands of followers on social media.



About GAN

GAN is a brand of Gandia Blasco Group, a company with textile roots founded in 1941. GAN is dedicated to the creation of handmade rugs, poufs, and accessories, all of which are made in India by skilled artisans who use a variety of traditional and innovative techniques and natural or recycled materials.

GAN celebrates the intersection of design and tradition. The brand collaborates with renowned and emerging designers from around the globe, who constantly experiment with new methods and materials to create rugs that are both innovative and beautiful. Thanks to the quality of its designs and the use of artisan techniques in new ways, GAN is today a reference brand with an international presence.

About Gandia Blasco Group

Gandia Blasco Group is a Valencian family company pioneer in the design and manufacture of outdoor furniture and spaces, alongside the creation and handmade production of designer rugs through its three brands: GANDIABLASCO, GAN and DIABLA. Founded in 1941 by José Gandía Blasco, its journey has been marked by constant reinvention and the promotion of design culture. The company is chaired by José A. Gandía-Blasco Canales, a member of the second generation of the family and artistic director of GANDIABLASCO.

Headquartered in Ontinyent (Valencia, Spain) and present in 75 countries, the company is in the process of expansion and carries out continuous experimentation and innovation in collaboration with renowned designers. Within the framework of its strategy of social responsibility and environmental sustainability, Gandia Blasco Group is committed to the durability and circularity of its designs based on the use of recyclable and recycled materials and, through the GAN Women Unit social initiative, emphasizes in the preservation and updating of artisan techniques and in promoting the economic independence of the craftswomen communities of rural India with which the brand collaborates.

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Gandia Blasco **Group**