LAN
An invitation to calm
A design by Neri&Hu for GAN



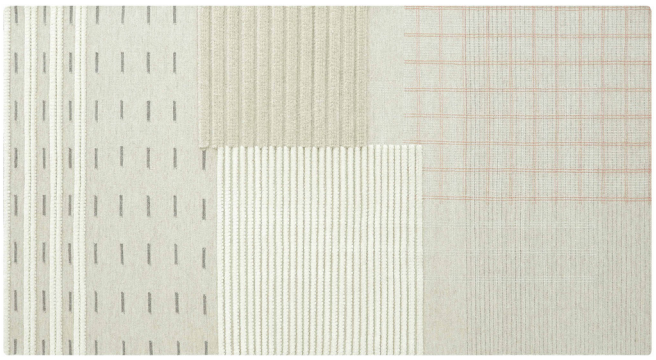
The Asian inspiration is easily recognisable in the new LAN collection. The rugs designed by Neri&Hu, combining textures, patterns and the colour indigo, the word for which translated from Mandarin gives the collection its name.

The studio directed by Lyndon Neri and Rossana Hu, and based in Shanghai is renowned for giving meaning to its designs, which is precisely what they have done with LAN, with nods to both the pastand the future. Respect for tradition (in China indigo is the colour of the traditional storage chest) is combined with a revolutionary design. The final result is an elegant and refined rugs, perfectly suited to spaces with lots going on such as offices, hotels and other contract applications.

LAN was recognised by the prestigious NYCxDesign award under the Contract: Seating category.



INDIGO



NATURAL

“The idea is to bring craft and the flexibility of modern life together inspired also by notions of community and bring it all down to earth, to the level of the ground plane,” explains Lyndon Neri.

The indigo colour of the textiles and the hand embroidery is what constructs and unifies the space. These textiles become a work of art in their own right. “They begin to create memory and a sense of home,” in the words of Neri.

The Asian approach to home interior design is also expressed in the careful attention to detail. The rug is made from pure new wool using the Glaoui technique that is superimposed using different layers of hand embroidered geometric motifs.

LAN came about slowly. For several years Neri&Hu and GAN worked side by side exchanging ideas and materials in an ongoing process. Neri compares this approach with the time required by the old craftsmen of China to produce artistic objects. “It’s not about coming up with new products every year but about producing long lasting ones that mean something,” he adds.

Behind this interest in the technical quality of each product designed is the architectural foundation of Neri&Hu which influences all their work. For this studio it’s a question of a multidisciplinary approach.



INDIGO



NATURAL

Neri&Hu, 2018
Technique: Glaoui + Embroidery
Fibre composition: 100% wool
Dimensions: 70x240cm / 2’4”x7’11” , 180x200cm / 5’11”x6’7” , 180x336cm / 5’11”x11”
Colors: Indigo / Natural

About Neri&Hu

Founded in 2004 by partners Lyndon Neri and Rossana Hu, Neri&Hu Design and Research Office is an inter-disciplinary architectural design practice based in Shanghai, China with an additional office in London, UK. Neri&Hu works internationally providing architecture, interior, master planning, graphic, and product design services. Currently working on projects in many countries, Neri&Hu is composed of multi-cultural staff who speak over 30 different languages. The diversity of the team reinforces a core vision for the practice: to respond to a global worldview incorporating overlapping design disciplines for a new paradigm in architecture.



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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