THE CROCHET COLLECTION

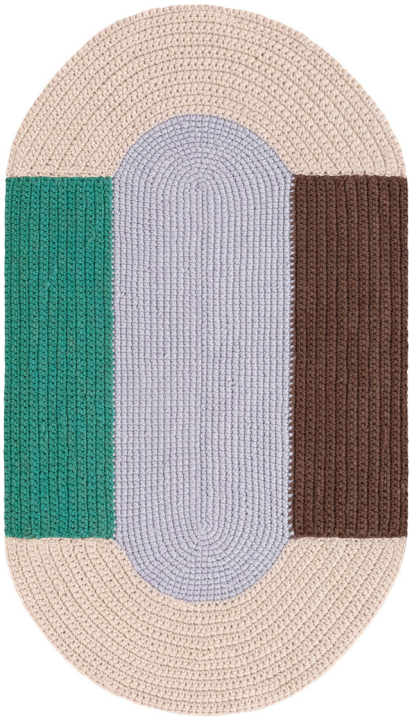
Color, warmth, and uniqueness in thousands of stitches

A design by Clara von Zweigbergk for GAN



THE CROCHET COLLECTION is the first collection devised by graphic designer and art director Clara von Zweigbergk for GAN. Inspired by traditional crochet rugs, shawls, and oval mandala-style rugs, von Zweigbergk has created four contemporary designs in which color contributes to enhancing the infinite possibilities of crochet in the world of decoration.

Graphic design, illustration, and the art of knitting merge masterfully in THE CROCHET COLLECTION and show us the creative concerns of the Swedish author, whose mother taught her to sew and knit when she was just a child. More recently, upon recovering her love of crochet and experimenting with threads of different thicknesses and combining colours, with no other intention than to have fun and not knowing what the final result would be, the designer began to shape what would become CROCHET months later.



BLUE



PINK

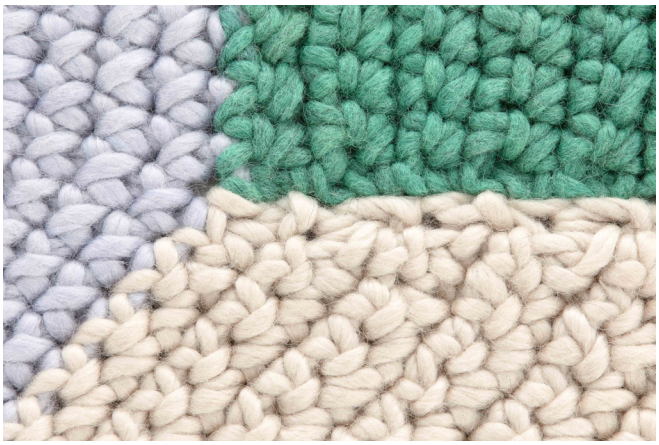


BEIGE

Von Zweigbergk's curiosity has materialized in wool rugs hand-sewn in India and available in two versions: CROCHET TRIO (180 x 300 cm / 5'11" x 9'10") and CROCHET MONO (100 x 180 cm / 39" x 5'11"). The MONO model comes in Blue, Pink, and Beige tones, while the TRIO model unites the individual oval rugs in a single piece of original contours. In fact, the idea of venturing into creating a rug of unconventional shapes was there from the initial sketches, by evoking the organic lines that delineate the classic crochet pieces.

A material as pure and naturally resistant as wool makes THE CROCHET COLLECTION a comfortable and durable rug that is also an excellent thermal and sound insulation. Its colorful and voluminous aesthetic adds a rustic and cheerful touch to the space, while the soft and warm texture of crochet, artisanal work par excellence, invites you to look for relaxation and wellbeing.

"A rug can really bring a room to life and make it more personal. My goal is for THE CROCHET COLLECTION, with its soft wool, to bring warmth and comfort. With its many colors, some quieter and others more intense, and the different sizes, it manages to make us feel at home in any space", says von Zweigbergk.









In THE CROCHET COLLECTION, graphic design is put at the service of a centuries-old knitting technique that, with its precise and adorable stitches, makes you fall in love instantly. By resizing patterns and exploring chromatic combinations, GAN and Clara von Zweigbergk show the most innovative side of crochet and remind us that the craft talent and beauty of natural materials have no limits.

Clara von Zweigbergk, 2022
Manufacturing technique: Embroidery
Fibre composition: 100% wool
Dimensions:
CROCHET TRIO: 180x300cm / 5'11"x9'10"
CROCHET MONO: 180x100cm / 5'11"x39"
Colours:
CROCHET TRIO: Mix
CROCHET MONO: Blue / Pink / Beige

About Clara von Zweigbergk



Born in Stockholm, Clara von Zweigbergk trained in graphic design and illustration at the Beckmans School of Design in Stockholm and at the Art Center College of Design in Pasadena, USA. Clara has developed her professional career as a graphic designer in design and advertising studios in cities such as Stockholm, Los Angeles and Milan. Together with two partners, she founded Rivieran Design Studio, a multidisciplinary agency through which she had the opportunity to participate in various successful projects in areas such as fashion, illustration, architecture, furniture, product design and graphic design. After several years at Lissoni Associati in Milan, working for brands like Boffi, Armani and Alessi, she returned to Sweden to found her own studio. Clara von Zweigbergk's work is characterized by essentiality, harmony and a unique approach to color.

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.

Press contact
prensa@gandiablascogroup.com
Tlf. + 34 96 291 13 20