NUANCES
Sustainable felt

A design by Patricia Urquiola for GAN



Investigating new materials to achieve new textures and effects, developing new techniques to make crafts evolve... that's what defines **GAN**. And with **NUANCES**, the new collection by **Patricia Urquiola**, the designer captures, with the expertise that characterizes her, the essence of the brand.

Felt was the starting point. **Patricia Urquiola** wanted to work with this natural material, warm and malleable, but also to reinvent it, change the traditional manufacturing parameters and find a technique that would allow her to recycle discarded fibers. So she merged different colors and densities of wool to achieve a stone-like appearance, never seen before, very transgressive.

Once the material was adapted, she played with its shapes and tonalities, as only she knows how to.

NUANCES
Patricia Urquiola



CURVE. BURGUNDY



CURVE. NAIAD



CURVE. VOLCANO

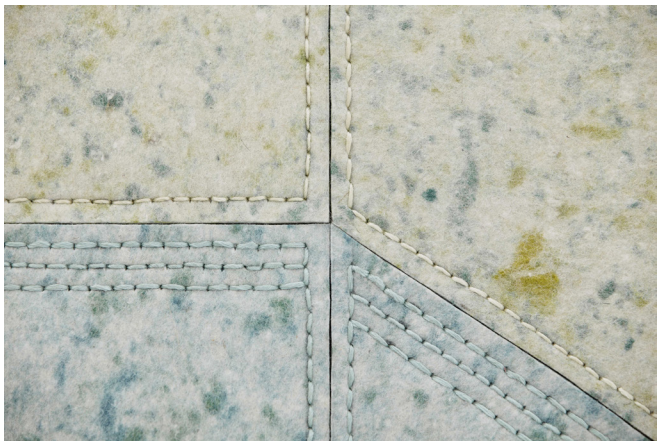
It is declined in three color combinations which, starting from stone gray, take us to three natural color palettes: rose and burgundy (Burgundy), green and blue (Naiad) and earth and lava (Volcano).

NUANCES, flows just like its name indicates. Its lines open and close, its colors blur and focus on a visual and tactile game that turns **Patricia Urquiola**'s new collection for **GAN** into an intentionally sensorial and artistic experience.

Each piece of **NUANCES** is entirely sewn by hand by skilled artisans, as is always the case with Urquiola designs for **GAN**.

The rugs are 200x300 cm or 6'7"x9'10".





Patricia Urquiola, 2019
Manufacturing technique: Felt + Embroidery
Fibre composition: Felt base (75% wool + 25% viscose) and viscose embroidery
Dimensions: 200x300cm / 6'7"x9'10"
Colours: Curve Burgundy / Curve Naiad / Curve Volcano

About Patricia Urquiola:

Born in Oviedo, Patricia Urquiola has lived and worked in Milan for more than 20 years. She attended the Faculty of Architecture of the Polytechnic University of Madrid and finished his studies at the Polytechnic University of Milan, where she graduated in 1989 with Achille Castiglioni. She was awarded the Designer of the Year award by Wallpaper and Elle Deco magazines, and the Designer of the Decade 2000-2010 by the German magazines Home and Häuser. Her work has been and is exhibited worldwide, always with great success.



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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