DEGRADE

The reserved beauty of the gradient

A design by Patricia Urquiola for GAN



What magnetic attraction do color gradients have that they discreetly seduce us? These gentle transitions of linearly sorted colors are blurred to then come back together, creating a subtle and timeless beauty.

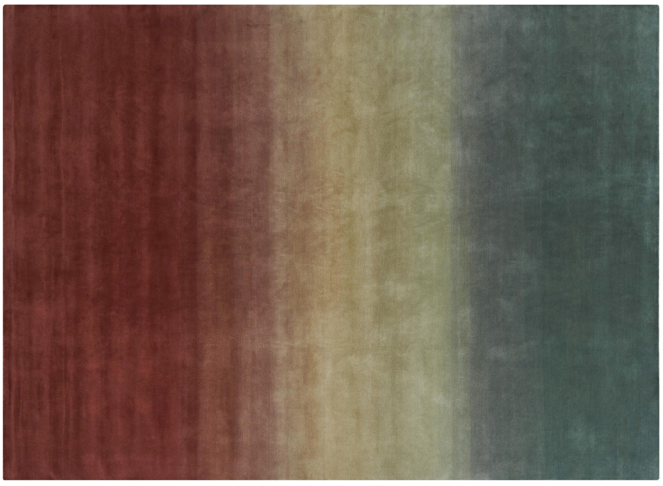
Patricia Urquiola takes color gradients as inspiration for her latest collaboration with GAN, creating a new line of hand knotted rugs, DEGRADE. In this process, virgin wool is placed on a vertical loom on which the yarns are tightly fastened to the warp through a handmade knot. The shape and thickness of the knot are what make each rug different and allow for highly detailed designs.

DEGRADE by Patricia Urquiola combines this artisan technique, which is part of the essence of GAN, with the elegant design and expertise that characterizes the popular Spanish designer, playing with colors and intermediate tones.

DEGRADE
Patricia Urquiola



BEIGE-GREY



PETROL-WINE

This new collection manages to enhance, thanks to its subtlety and the quality of its materials, any interior design project.

The rugs are available in two colors, Beige-Grey, with neutral tones, and Petrol-Wine, a more daring combination; and in three sizes, 170x240 cm / 5’7”x7’11”, 200x300 cm / 6’7”x9’10” and 300x400 cm / 9’10”x13’2”.

Embrace the discreet elegance of the gradient!





Patricia Urquiola, 2019
Manufacturing technique: Hand Knotted
Fibre composition: 100% wool
Dimensions: 170x240cm / 5’7”x7’11” , 200x300cm / 6’7”x9’10” , 300x400cm / 9’10”x13’2”
Colours: Beige-Grey / Petrol-Wine

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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