ECHO
The silent acoustic of comfort

A design by Samuel Wilkinson for GAN



ECHO is the result of a collaboration between London-based designer **Samuel Wilkinson** and **GAN**. The designer has devised a repeating pattern of crosses that appear to subtly vibrate, hence the name of the collection. The outer strokes of each cross represent the reverberations of the central dots, which stand out as small fl ashes in lighter shades.

The **ECHO** rugs highlight the infi nite possibilities of handknotted wool, ideal for designs with great attention to detail and definition. Thanks to a close collaboration between **GAN**'s craftsmen and women in India, the creative team, and the designer, hundreds of wool fi bers are meticulously knotted on a vertical loom to bring texture, durability, and value to the final product: a unique, high-quality piece, which fuses traditional craftsmanship with avant-garde design.

ECHO
Samuel Wilkinson

The notion of **ECHO** resonates in every centimeter, generating interesting plays of light and an effect of depth. This is how Wilkinson's ingenuity on canvas is transferred, in the form of soft brushstrokes, onto one of the most versatile pieces with which we can dress a space. Rugs are a simple, elegant and flexible solution, not only for comfort and visual appeal, but also for sound absorption and thermal insulation.



The **ECHO** rugs can adapt to all kinds of environments and decorative styles to add a touch of warmth, luxury and style. The series is available in colour Grey and two different sizes: 170x240 cm (5'7x7'11") and 200x300 cm (6'7x9'10).

Samuel Wilkinson, 2021
Manufacturing technique: Hand Knotted
Fibre composition: 100% wool
Dimensions: 170x240 cm / 5'7"x7'11", 200x300 cm / 6'7"x9'10"
Colours: Grey

About Samuel Wilkinson



Samuel Wilkinson graduated from furniture and related product design from Ravensbourne College of Art & Design in 2002. During his time at Ravensbourne, Wilkinson won several design awards including the RSA and D&AD New Blood award. After working for 5 years for leading consultancies, in 2008 he founded his own studio. His studio's work spans a range of disciplines, from small consumer products to large public projects.

Samuel's work has been published worldwide and has won numerous awards, including two of design's highest honours, London Design Museum's Design of the Year and D&AD's Black Pencil. His work is included in the permanent collections of some of the most renowned museums, including MoMA, the Victoria and Albert Museum, the Smithsonian Cooper-Hewitt Collection, the Art Institute of Chicago and the Design Museum in London and Helsinki.

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