LOKO

Bold chromatic collages that evoke emotion

A design by Daria Zinovatnaya for GAN



After their first collaboration, the **ZOE** series, **Daria Zinovatnaya** and **GAN** are teaming up again for a new creative adventure: **LOKO**. In a vibrant dance of textures, geometries and colors, the Ukrainian designer's new rug collection takes her artistic vision to its highest expression.

In the manner of experimental chromatic collages, the two models in the series are handcrafted into visually stunning compositions that celebrate form and color in their purest state.

"Working with natural fibers offers the opportunity to connect directly with nature, embrace sustainable practices and create products that are as beautiful as they are environmentally friendly."

Daria Zinovatnaya

LOKO
Daria Zinovatnaya





On the one hand, **LOKO NATURAL**, a rug made from undyed wool fibers hand-knotted in India. In the case of natural fibers, variations in color contribute to the richness and complexity of the rug, creating a visually appealing experience as well as a comfortable feel. Rugs made from natural fibers offer timeless elegance and sophistication. **LOKO NATURAL**'s subtle variations in color and texture create a sense of warmth and intimacy, making them suitable for a wide range of interior styles and environments.

On the other hand, **LOKO COLOUR**, which uses a palette of intense and deep tones in a piece elaborated using the hand-tufted technique. **"I try to explore new combinations and evoke different emotions or atmospheres through the choice of colors. Experimenting with color through LOKO COLOUR allows me to create both visually appealing and dynamic compositions."**

LOKO rugs are available in a single size (200x334 cm) and stand out for their irregular edges, making them a unique opportunity for artistic expression and creativity within interior design.

"Irregular rugs have the potential to transform ordinary spaces into extraordinary environments."
Daria Zinovatnaya

Daria Zinovatnaya, 2024
Manufacturing technique
LOKO NATURAL: Hand Knotted
LOKO COLOUR: Hand Tufted
Fibre composition
LOKO NATURAL: 100% undyed wool
LOKO COLOUR: 100% wool
Dimensions
200x334 cm / 6'7"x10'11"
Colours: NATURAL / COLOUR

About Daria Zinovatnaya

Daria Zinovatnaya is an architect and industrial designer born in 1992 in Simferopol, Ukraine. Her imaginary, modern and colorful, is reflected in unique and inspiring works with which she explores new aesthetic paths. Zinovatnaya, who works from her own studio in Saint Petersburg, collaborates with different brands with her designs and translates her eccentric universe into the interior design of hotels, houses and restaurants. In 2017 she received a Red Dot Award for her “Cherokee” furniture concept.



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