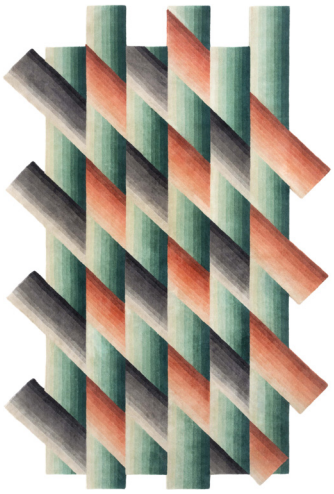
MIRAGE
Not just a carpet
A design by Patricia Urquiola for GAN



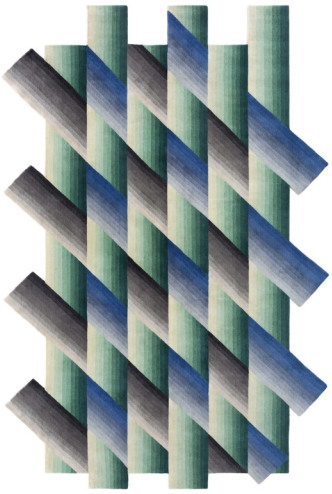
All creation begins as a game. Designer Patricia Urquiola imagined a textile product that induced optical illusions by combining geometry and colors in movement. The result is MIRAGE, the latest collection by GAN designed by Urquiola and produced using the hand-knotted technique with New Zealand wool.

MIRAGE is an atypical carpet, not only because of its irregular shape, but because it generates a special effect both in the person who contemplates it and in the space it occupies. MIRAGE does not cause indifference. “My creative search and inspiration for this piece has led me to create a fun product, with an incredible personality that undoubtedly gives character to any space”, explains Urquiola. MIRAGE is halfway between a carpet and a piece of art and, as such, it is designed to be placed on the floor or exposed on the wall.

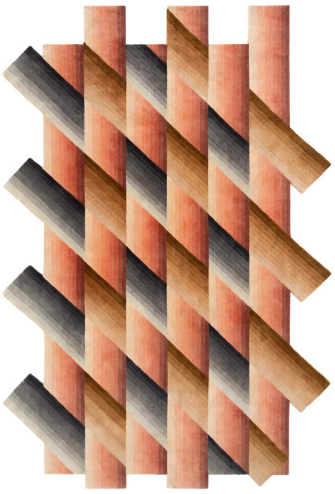
In the mid-twentieth century, a collective of artists began to create works of art that played with geometry, lines and colors. Op-art (optical art) became one of the vanguards of the moment, because the works of this artistic current questioned the eye of the spectator. They made him or her rethink reality and maintain an active attitude. In short: play. MIRAGE transports the viewer to a similar situation.



ORANGE



BLUE



NUDE

The complexity of illusion

MIRAGE carpets are available in three color palettes: blue, orange and nude. Each one features three main colors and ten color gradients (thirty different shades in each piece in total), combined in chromatic superpositions that create an illusion of continuity. Colors are not born or die, they only combine and transform freely.

"There had to be balance and connection between the colors and geometries that had neither a beginning nor an end." Another thing that concerned us was respecting light, both natural and artificial, and understanding how the color variations responded to light and reflected it." says Patricia Urquiola.



MIRAGE
Patricia Urquiola





Quality and craftsmanship

MIRAGE is made with New Zealand wool, a natural, high-quality fiber, sustainable, renewable and biodegradable, as well as hypoallergenic and easy to care for. Each rug is unique because it is produced entirely by hand. The knowledge and techniques of the craftsmen and women that make MIRAGE, together with the creativity and innovative vision of Urquiola, result in an incredible product.

Patricia Urquiola, 2018
Manufacturing technique: Hand Knotted
Fibre composition: 100% New Zealand wool
Dimensions: 200x310cm / 6’7”x10’2”
Coloures: Blue / Orange / Nude

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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