SUNSET

Hand-knotting the colours as daylight fades

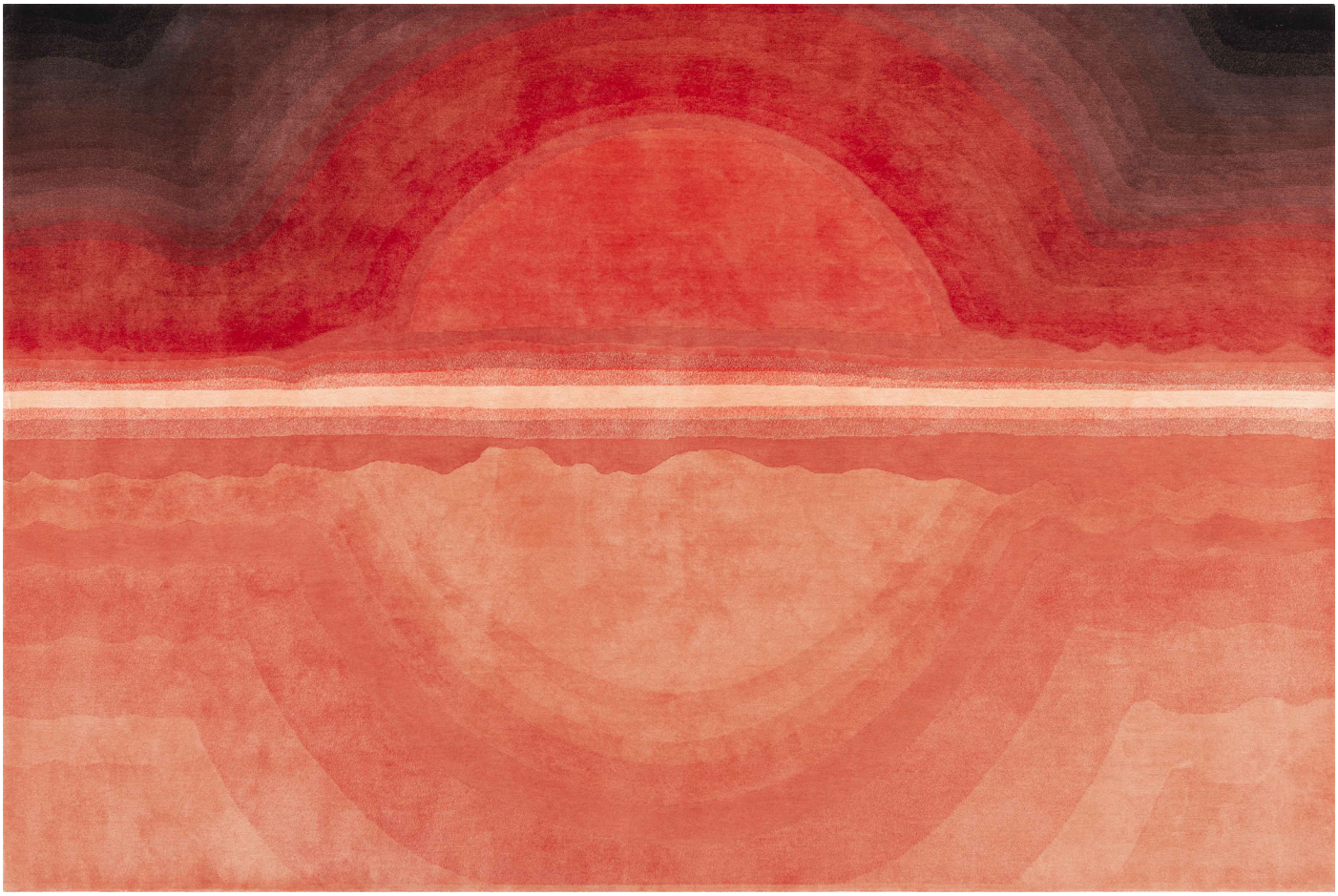
A design by Alejandra Gandía-Blasco for GAN



Because of its striking aesthetics, it brings personality and envelops those who contemplate it with a strong emotional charge. **“SUNSET has character. I imagine it near windows, dining rooms with glass doors, spaces with views of the outdoors, natural spaces, places where you can contemplate the sunset and enjoy the last light of the day,”** says the designer.

The **SUNSET** rug, hand-knotted by **GAN**’s artisans in India, translates **Alejandra Gandía-Blasco**’s study of light and its outward appearance into a design object. With this creation, the designer and interdisciplinary creative takes another step forward in her exploration of making the intangible tangible, initiated in an artwork series in which she portrays sunrises and sunsets as abstract elements that allow light and colour to be explored.

In **SUNSET** you can see and touch the result of transferring one of **Alejandra Gandía-Blasco**’s artistic works - specifically the photographic record **“Sunset in Ibiza 19.34 October 2015”** - to a piece of contemporary craftsmanship. The distance between the two disciplines, digital photography and craftsmanship, has been traversed over a period of more than three years of artistic dedication.



The process began in one of the records Alejandra takes of the horizon. After halting time though this sunset portrait, she methodically breaks down the colour composition and gradation and then maps each of the tones by identifying them in the Chromatone system to find their equivalence in wool. At this point, the traditional technique of hand-knotted is chosen to turn the visual studio into a carpet, being the only technique capable of faithfully replicating such a highly complex image.

"Sunset rug comes from the first series I made in 2015 of a sunset in Ibiza. It was a day where the sky was clear, the sea was calm, the sun was shining brightly on the surface of the sea, and from that moment I obtained a large gradient of colours due to the intensity of the refraction of light. I thought it would be interesting to transfer one of these colour captures to an object, why not? The cotton paper could be a carpet, it is a one-dimensional plane surface. Mapi Millet, creative director of GAN, liked the idea and, given the complexity, she advised me to make the rug using the hand-knotted technique, so that I could better control the nuances of colour, knot by knot".

"The colour is alive, what matters most to me is to obtain the colours of those unique sunrises or sunsets through photography as if I were mixing the pigments on the palette before the act of painting. Once captured, I transfer them to wool chromatone and break the photograph of the sunset into layers of colour to create that gradient. This is captured in a complex technical sheet that the knowing artisans of India follow to make the carpet by hand", says Alejandra.

SUNSET
Alejandra Gandía-Blasco



Thousands of knots in pure wool, precisely worked row by row, run through a spectrum of 12 reddish and orange tones. The chromatic power of **SUNSET** evokes the expressiveness of the colour palette seen in abstract expressionism. Thanks to the density of the knots, it is a high quality, sophisticated and comfortable piece. Its striking aesthetic gives it character and envelops the viewer with a strong emotional charge.

"A sunset is a constellation of emotions, is the light at the beginning or end of the day, a fleeting moment that is never repeated and that marks our days, it is a sundial that refers to the passing of time. The light is never the same, it is conditioned by the coordinates of the place, the weather conditions, and the purity or contamination of the environment. I find very difficult to capture such a sublime and volatile moment. I believe that just art and craftsmanship can provoke these sensations."

SUNSET is available in two sizes, 170 x 240 and 200 x 300 cm.

Alejandra Gandía-Blasco, 2023
Manufacturing technique: Hand Knotted
Fibre composition: 100% wool
Dimensions: 170x240 cm / 5'7"x7'11" , 200x300 cm / 6'7"x9'10"
Colours: Red

About Alenjandra Gandía-Blasco

Assistant director of GANDIA BLASCO GROUP's Communication and creative director of Diabla. She graduated in Fine Art and then completed her training in Design and Communication at Central Saint Martins in London. She is an interdisciplinary creative, her work is based from visual arts and collective memory applied to the design of everyday objects and communication.



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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