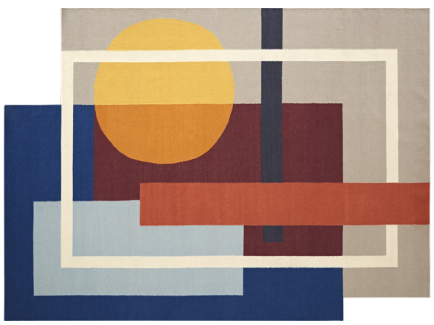
ZOE
Supremacy of color and shape
A design by Daria Zinovatnaya for GAN

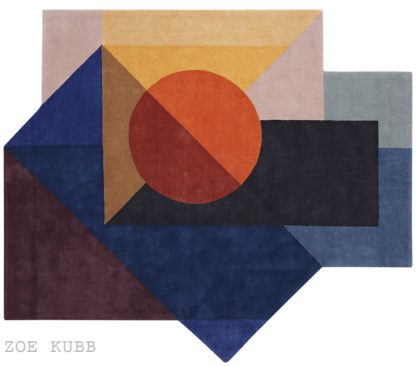


ZOE is the first collaboration between Daria Zinovatnaya and GAN. The collection, which debuted successfully during the Madrid Design Festival, and has recently received the NYCxDESIGN award in the Residential Flooring category, awarded by Interior Design Magazine

The series expresses, in the purest way, the importance of shape and color for the Ukrainian interior and industrial designer. Her creations flow on a blank canvas in which textures, geometry and color planes are combined. The resulting compositions, of great visual force, speak to us of the referents of Zinovatnaya: movements such as Russian suprematism or the Bauhaus.



ZOE SOOL



ZOE KUBB

ZOE
Daria Zinovatnaya



The two versions that make up the collection have been made using different artisan techniques, so they have a different texture and thickness. On the one hand, KUBB is made by means of laborious hand knotting or hand-knotted, which allows a great profusion of details and a fluffy and warm finish. However, SOOL is made using the kilim technique, an ancient method that does not use knots and with which flat and light rugs are obtained thanks only to the weft of fibers that cover the warp of threads.

Both models come in two different sizes: SOOL in 176x240 cm / 5’8”x7’11” and 220x300 cm / 7’3”x9’10”, and KUBB in 208x240 cm / 6’8”x7’11” and 260x300 cm / 8’6”x9’10”.

Daria Zinovatnaya, 2020
Manufacturing technique
ZOE SOOL: Kilim
ZOE KUBB: Hand Knotted
Fibre composition
ZOE SOOL: 100% wool
ZOE KUBB: 100% wool
Dimensions
ZOE SOOL: 176x240cm / 5’8”x7’11”, 220x300cm / 7’3”x9’10”
ZOE KUBB: 208x240cm / 6’8”x7’11”, 260x300cm / 8’6”x9’10”
Colours: Unique

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.

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