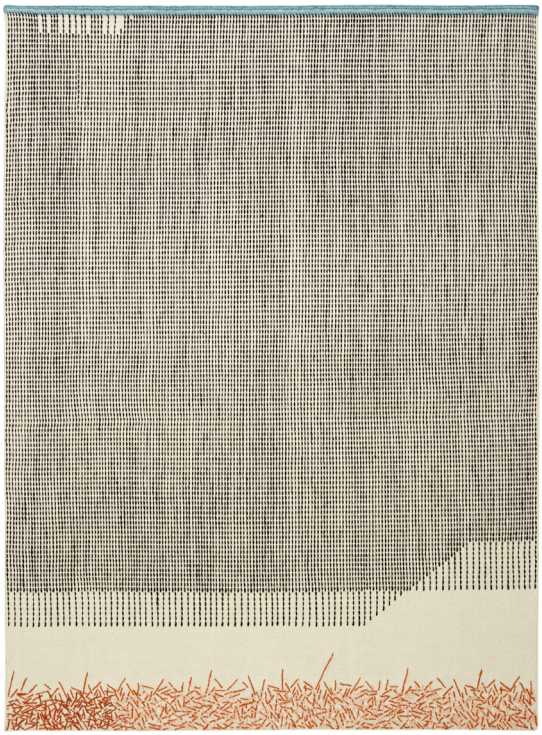
BACKSTITCH
Hidden beauty

A design by Raw-Edges for GAN

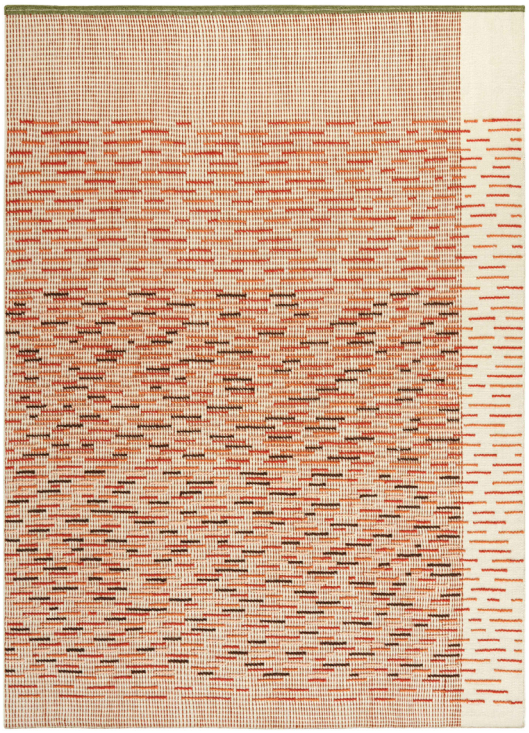


True to their curiosity and willingness to explore the hidden side of mundane objects, Yael and Shay, from the London-based studio Raw-Edges, have created the BACKSTITCH rug collection for GAN, which turns traditional embroidery upside-down and reveals the beauty of its seemingly messy reverse.

BACKSTITCH focuses on that ambiguous and irregular universe of stitches, without which the front side, designed to be seen, could not exist. What seems chaotic has its own language and adds a new value, a new intention to traditional craftsmanship, for which Yael and Shay feel great admiration. The rigorous and methodical style that characterizes Raw-Edges was inspired this time by the delicate work of the artisans who work with GAN.



CALM. BRICK



BUSY. BRICK

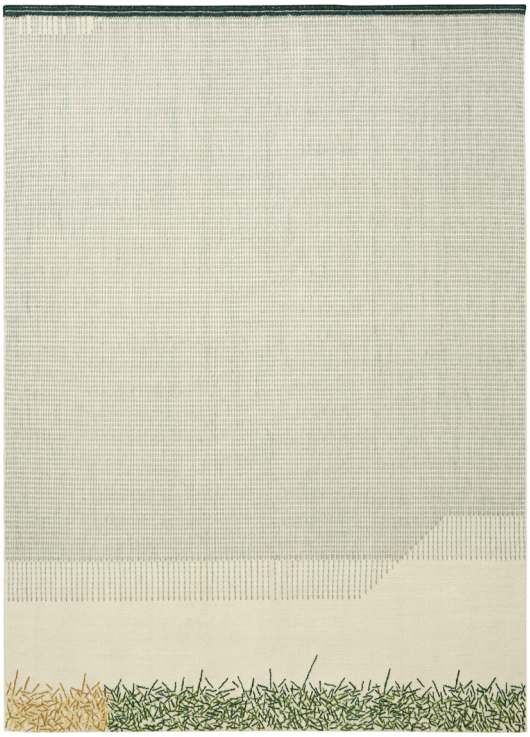
The collection consists of two consecutive designs, from the first arises the second, in a perfectly orchestrated conceptual progression. The “Calm” model starts the series. While smooth and almost solid, a colorful and dynamic area introduces the theme of the collection. “Busy” densifies the pattern.

Multiple stitches are added, the composition is enriched and all of its nuances can be captured by observing the rug from different perspectives.

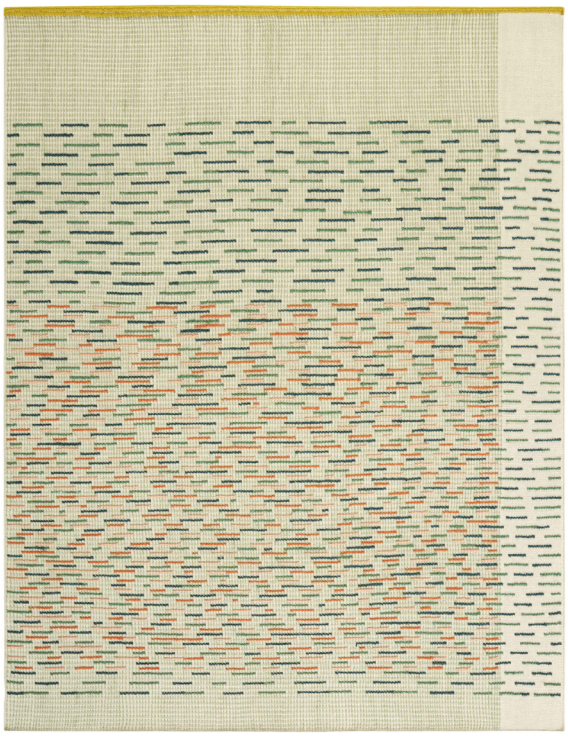
Each design is available in two colors, Green and Brick.







CALM. GREEN



BUSY. GREEN

The rugs are dhurries made of 100% pure wool, soft and warm. They are produced on manual looms and delicately hand-embroidered by the artisans of our GAN Women's Unit.





Raw-Edges, 2019
Manufacturing technique: Kilim + Embroidery
Fibre composition: 100% wool
Dimensions: 170x240cm / 5'7"x7'11" , 200x300cm / 6'7"x9'10"
Colors

CALM: Green / Brick
BUSY: Green / Brick

About Raw-Edges

Founded in 2007, Raw Edges studio is a London-based design and research practice. Transforming everyday objects, its founders, Yael Mer and Shay Alkalay, develop inventive, emotionally aware products, furniture, interiors and installations. The studio, focusing on both industrial production and experimental one-off projects, is driven by curiosity and brings playfulness to the fore. Raw Edges have collected multiple accolades, including the most prestigious Designers of the Future by Design Miami/ Basel, Wallpaper Design Award, Elle Deco Edida Award and Red Dot Design Award. Their work has been acquired by international museums including MoMA and Vitra Design Museum. The studio has collaborated with brands such as Louis Vuitton, Vitra, Stella McCartney, Kvadrat and AirBnb.



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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