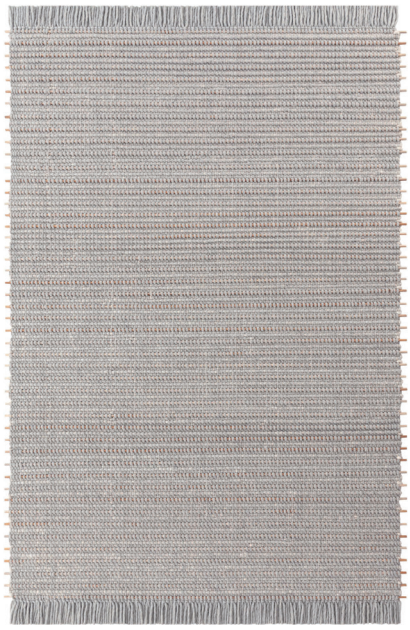
GOZ
Woven wood to feel nature
A design by Kengo Kuma for GAN



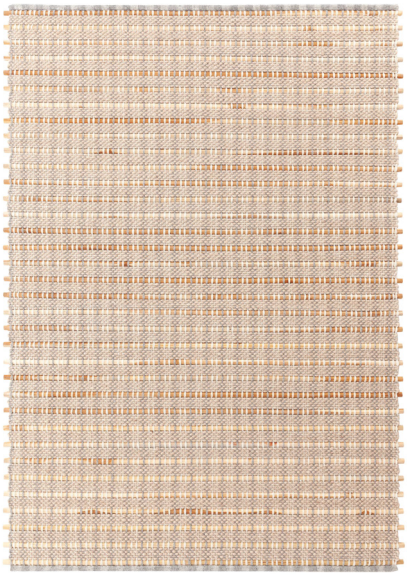
In its long journey towards sustainability and the renewal of artisanal techniques, GAN has collaborated with some of the greatest talents in international design to produce revolutionary collections. Today it is the renowned Japanese architect Kengo Kuma who marks a before and after in the brand's journey, through the use of natural materials.

With GOZ, the master Kengo Kuma reveals his vision of craftsmanship by listening to the materials, their intrinsic constructive capacities, and their emotional content. Formed by three rugs called Kiri, Ame, and Tsuchi —the terms for fog, rain, and soil in Japanese— GOZ extols the genuine beauty of handmade and organic materials in their natural state.

GOZ
Kengo Kuma



KIRI LIGHT GREY



AME BEIGE

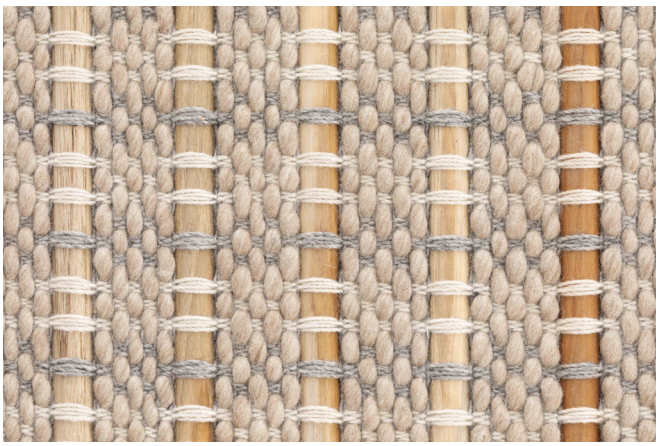


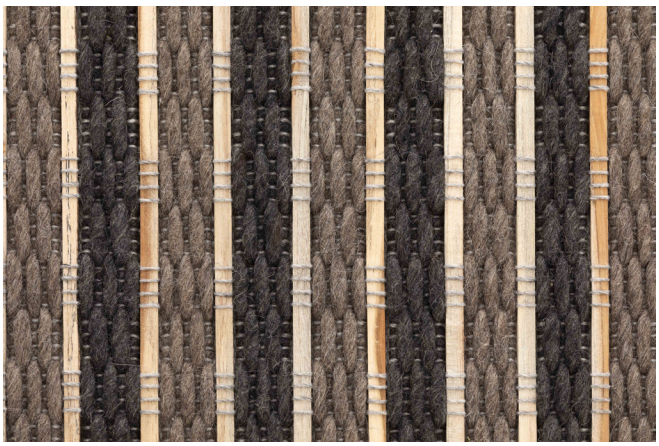
TSUCHI BROWN

The collection captures the essence of Kengo Kuma's work who, according to Japanese tradition, understands materiality as a fundamental component of architecture and design. The manufacturing technique has been expressly developed by GAN, and it is an example of collaboration and interdisciplinary empathy. On a manual loom, expert craftspeople interweave teak wood rods -of circular, semicircular, or square cross-section- in a framework of virgin wool.

During the prototyping phase, those three sections were contemplated as different options from which a final design would emerge. Nonetheless, after appreciating their quality and detail in person, Kengo Kuma decided to include them all, betting on a collection full of nuances. The result brilliantly combines the softness, density, and warmth of wool with the consistency of wood, something truly innovative in the world of rugs. Each rug is available in two sizes, 176 x 240 cm (5'9" x 7'11") and 206 x 300 cm (6'9" x 9'10").

"In traditional Japanese houses, the most important element is the floor, the tatami flooring. The softness of the tatami, its texture and aroma were the basis of our daily life. I tried to apply this relationship to GOZ and the three names of GOZ products are closely related to the experience of nature. Thus, when a person is standing or sitting on GOZ they can feel its own nature manifesting. The three phenomena of nature that we wanted to transmit are those that give name to the pieces of GOZ", explains Kengo Kuma.





GOZ
Kengo Kuma



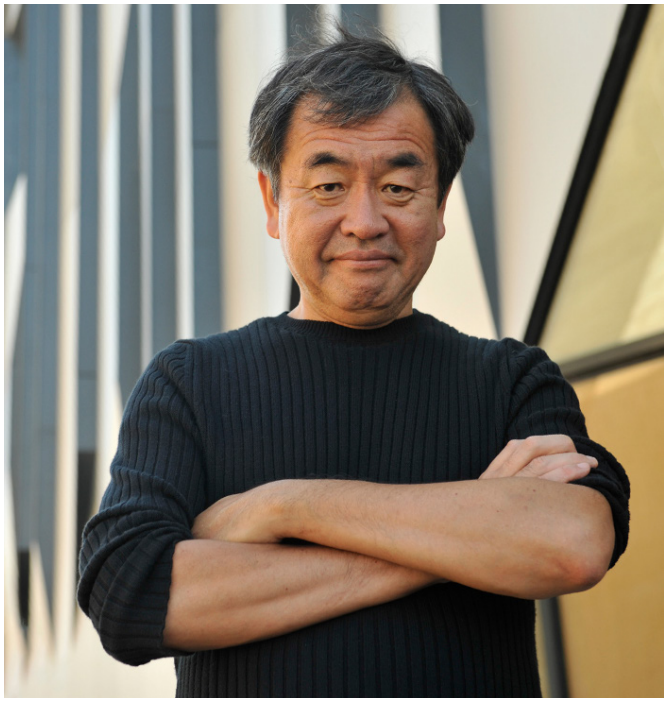


For the architect, it is essential to study the place so that his work does not disturb the balance of the environment. Therefore, GOZ is made with materials from the land where it is produced and minimally processed. The rugs are made by hand by artisans from India, where GAN produces most of its products, using ancestral methods and tools adapted to contemporary design.

Kengo Kuma, 2022
Manufacturing technique: Hand Loom
Fibre composition: 100% wool and teak wood
Dimensions: 176x240cm / 5’9”x7’11” , 206x300cm / 6’9”x9’10”
Models: Kiri Light Grey / Ame Beige / Tsuchi Brown

About Kengo Kuma

Kengo Kuma was born in 1954 in Yokohama and studied architecture at the University of Tokyo and later at Columbia University. He founded the architecture firm Kengo Kuma & Associates in Tokyo in 1990 and in Paris in 2008 and became a professor at the University of Tokyo Graduate School of Architecture in 2009. Kengo Kuma is one of the most renowned contemporary Japanese architects and his work is known worldwide for merging architecture with nature and social responsibility.



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