HOOT
Lambs at pasture

A design by GAN



Wool is a primordial material; its comforting feel against our skin is as much an emotional phenomenon as a physical one.

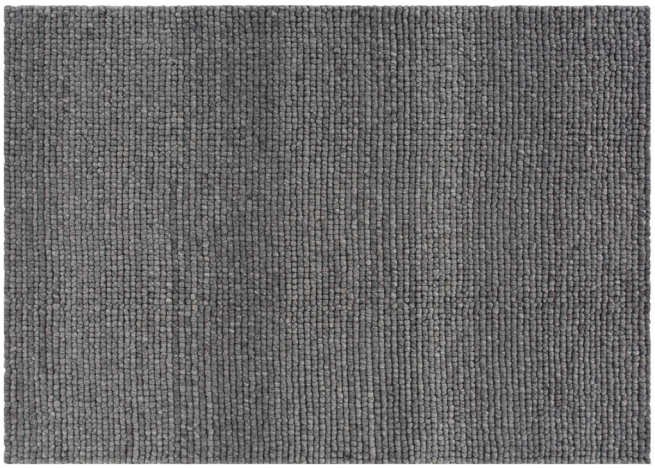
HOOT is a collection of handloom woven produced by GAN, Gandia Blasco Group indoor-outdoor brand, inspired by the timeless quality of wool reduced to its very essence, comfortable, simple and raw. Almost as if it were a fl ock of tiny lambs permanently grazing in an indoors pasture.

Whether under foot or lying on it, HOOT demands contact to be made.

Manufactured in the time honoured manner of hand loom these rugs are the expression of the craft passed from generation to generation over the centuries.



BEIGE



GREY

HOOT is available in a choice of two colours; beige and grey, and comes in three different sizes; 170x240 cm, 200x300 cm and 300x400 cm.

Made using 100% wool in the hand loom technique. At 30 mm height the pattern provides a three-dimensional surface with a luxurious and deep pile that evokes quality, warmth and home.





GAN, 2016
Manufacturing technique: Hand Loom
Fibre composition: 100% wool
Dimensions: 170x240cm / 5’7”x7’11” , 200x300cm / 6’7”x9’10” , 300x400cm / 9’10”x13’2”
Colours: Beige / Grey

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 GANDIA-BLASCO.

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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