LAMA AND VARESE
Wool through the millennia

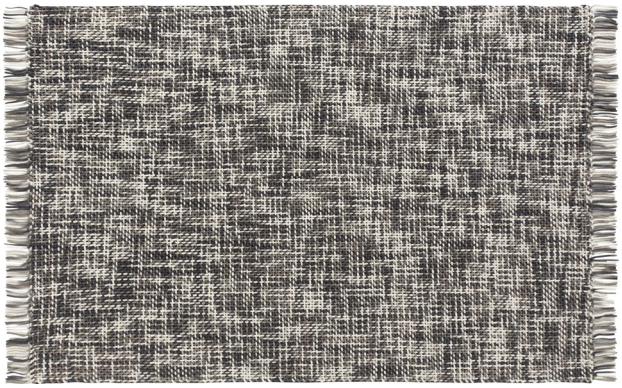
A design by GAN



Never before have we as a species lived through so much change, vertiginous and profound. GAN understands that our home is not just a space of change but also a refuge, providing continuity from primordial times to today, tracing a line that connects our very earliest ancestors directly to us, in many ways nothing has changed at all.

Wool is the thread that traces this continuity from our past to our present, the first textile that our distant relatives adopted as clothing and soft furnishings for the spaces they inhabited.

These three recent rugs added to the Hand Loom collection by GAN; LAMA and VARESE take wool and its traditions as a starting point. Resistant to passing fashions and changing tends wool is for keeps.



LAMA. GREY



VARESE. RED

LAMA is an artifice free rug, its appearance is exactly what it is. Warm, subdued and sensual. Simply woven illustrating the time honoured practice of hand loomed textiles in a contemporary and unfussy approach.

VARESE honours the simple plait to express its multi-chromatic design.



GAN, 2014
Manufacturing technique: Hand Loom
Fibre composition: 100% wool
Dimensions: 170x240cm / 5’7”x7’11” , 200x300cm / 6’8”x9’10”
Colours:

LAMA: Grey
VARESE: Red

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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