LINES
Sensory experience with natural wool

A design by Mayice Studio for GAN



In creating its first collection for GAN, LINES, Mayice pays tribute to merino wool. Inspired by the fundamental importance of touch and the authenticity of natural materials, Imanol Calderón and Marta Alonso of Mayice have teamed up with GAN to embark on a sensory journey through a series of long-pile rugs that convey serenity and invite you to connect with nature through authenticity. In the words of the designers, LINES is handmade in India, specifically, using the hand loom technique. Masterfully, the artisans follow a linear order and make changes in direction and densities in the weave with a skill that can be achieved with only time and experience.

"Touch is the first sense to develop in human life, so we felt it was important to associate it with a rug. We enjoy working with noble and authentic materials because they feel honest to us and are closely connected to nature."

Mayice

LINES
Mayice Studio


WHITE


CHARCOAL

Modular zig-zag geometry: versatile rugs with rhythm, either freestanding or connected
The slightly irregular and zigzagging boundaries of LINES allow for the modular arrangement of the rugs: “The layout reminds us of orderly fields. It follows a geometry, like the paintings of Frank Stella. Its shape is conceived as a puzzle to create hallway rugs with a rhythm, or interconnected rugs,” explain the team at Mayice.



LINES
Mayice Studio


GREY


BROWN

Undyed wool: natural beauty and less environmental impact
The use of undyed wool offers exceptional nuances that give uniqueness and authenticity to the rugs in the collection, which come in two sizes (172x280 cm and 205x334 cm) and four colors: white, brown, grey and charcoal. A conscious choice that reflects the commitment of GAN and Mayice to create products that not only meet the criteria of aesthetics and functionality, but are also respectful of the planet, further reducing the environmental impact of their handcrafted production.

"We wanted to convey the natural feel of nature's wool, which is why dyes have been avoided. Natural wool always has nuances and changing shades, which are unique qualities in natural-tone wools." Mayice





Mayice Studio, 2024
Manufacturing technique: Hand Loom
Fibre composition: 100% undyed wool
Dimensions: 172x280cm / 5'8"x9'2" , 205x334cm / 6'9"x10'11"
Colours: White / Brown / Grey / Charcoal

About Mayice Studio

Founded in 2014 by architects Marta Alonso Yebra and Imanol Calderón Elósegui, Mayice Studio works from its headquarters in Madrid on interior design, architecture and product design projects, with a noticeable respect for materials, their history and functionality, from the first sketch to the final result. Their high doses of talent and creative ingenuity find the best of allies in their craftsmanship to give the spaces and products they design their own personality.



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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