PURE

Sensory experience with natural wool

A design by Made Studio for GAN



The genuine and sincere beauty of hand-woven wool, as well as its warmth and versatility, are the keys to PURE, an exclusive design by Made Studio for GAN.

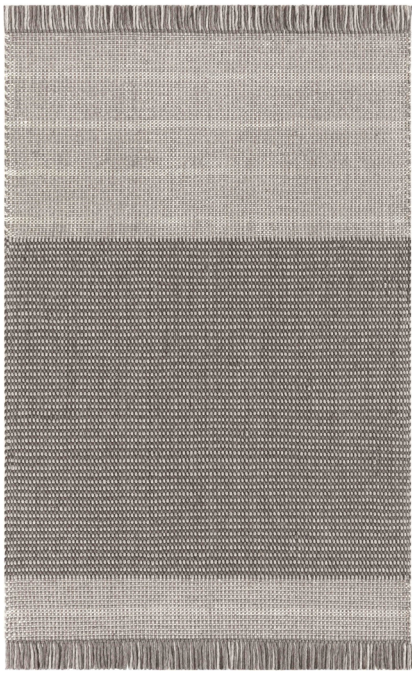
PURE rugs are woven in India by expert artisans with the help of hand-operated looms. Accurate movements transmit the wisdom of centuries of tradition and the expertise of craftsmen and craftswomen who manage, together with GAN, to turn the richness and nobility of the handloom technique into art.

Borja García and Laura Ros, partners at Made Studio, conceived this collection with a fundamental premise: wool fibers should make up both the warp and the weft. The result is essential pieces in their structure and which, at the same time, pay attention to detail. The rugs offer the multiple benefits that a material such as wool possesses: protection, comfort, durability, insulation, flexibility...

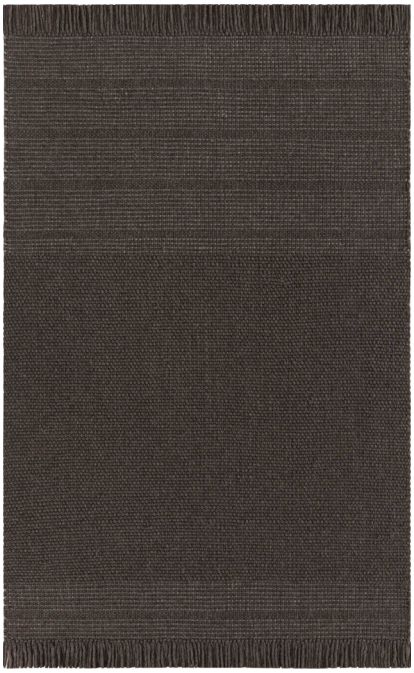
PURE
Made Studio



DUN



GREY



DARK

The decision to not dye the wool, using only natural wool colors, gives PURE in its three versions, Dark, Grey, and Dun, a marked natural accent, providing balance and personality without stridency to all types of environments. The rugs show, without qualms, the care with which their weaves have been elaborated. In each model, one can appreciate a singular combination of thicknesses, sections, textures, and fringes that highlight the possibilities of the artisan technique with which they have been made.

Thanks to the use of natural, biodegradable fibers and no artificial dyes, to the commitment to using locally sourced materials and production centers, and to the manual production in small workshops in India, PURE perfectly exemplifies GAN's vocation for sustainability and social and environmental respect.

PURE is available in three sizes: 170x240 (5'7"x7'11"), 200x300 (6'7"x9'10") and 300x400 cm (9'10"13'2").





Made Studio, 2021
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: Dun / Grey / Dark

About Made Studio

Made Studio was founded in Valencia in 2017 by the architects Borja García and Laura Ros. Focused on the development of architecture, commercial interior design and product design projects, the studio combines professionals from industrial design and architecture who join forces to offer panoramic vision on projects. The result is a long and contrasted experience with numerous national and international awards, such as the Red Dot Design Awards, the Delta Awards or the ADCV Awards, as well as a prolific activity in exhibitions and publications around the world. Made Studio expresses our passion for product design and architecture through work done with extreme care from concept to detail.



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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