WEAVE

Mathematics, color and magic intertwined: fascination with the handloom

A design by Helena Rohner for GAN

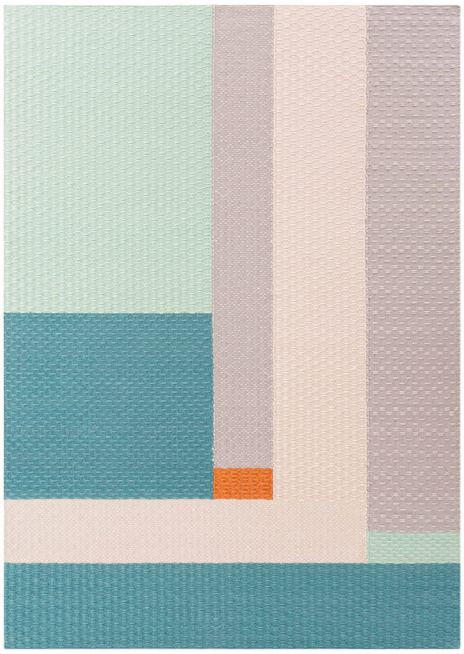


Helena Rohner's creative passion, jewelry making, has expanded over the years into the design of objects suitable for household use. And rugs are no exception. Now, with the WEAVE collection in collaboration with GAN and its artisans in India, Rohner materializes an open and risky creative concept with wool and color as the main protagonists.

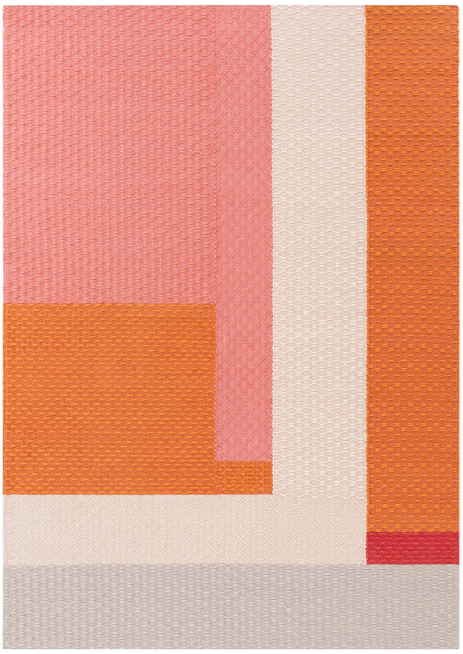
The result is an object of contemporary design and craftsmanship in which there is room for both pure mathematics and the magic of the effects of light, and which connects Rohner's vision and core with the gaze and hands of the artisans who make it.

"It is important in design to listen, not only to the material, but also to accompany the hands that create the piece. It is always a magical moment and opens up wonderful opportunities. Art, after all, resides in the eyes of each individual."

Helena Rohner



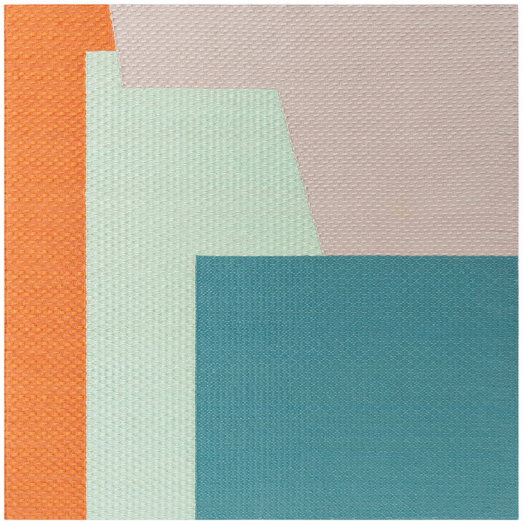
MEETING POINT BLUE



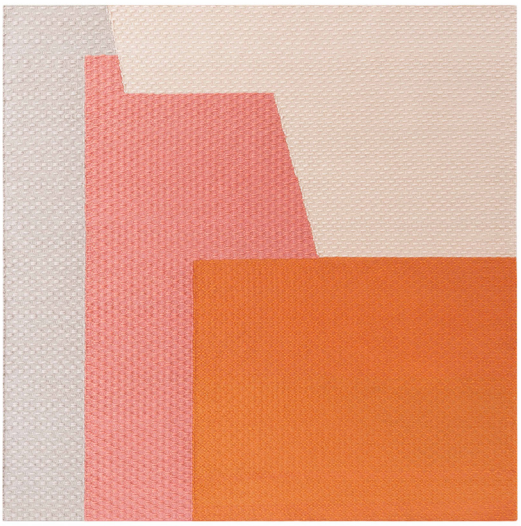
MEETING POINT ORANGE

Blends of textures, geometric patterns, vibrant and powdery colors
The main inspiration in WEAVE is to highlight the different types of mathematical sequences that can be carried out on a handloom through a suggestive collage of textures and geometric patterns of clashing colors. The shapes and colors of the rugs in the collection are arranged in the warp as if they were a work of abstract art. But it is worth examining each piece closely to discover that the weave at certain times varies, even within a single color block. This modifies its texture, bringing different depths to the colors, an effect that is difficult to achieve with other media.





SPACE HOPPER BLUE



SPACE HOPPER ORANGE

Its creator initially devised each color and weft to be made separately, then assembled in a sort of patchwork. She was surprised by GAN's artisans when they executed the entire composition in a single piece, a small demonstration of their many skills and expertise.

The WEAVE series comes in two variants, Blue and Orange, in vibrant, powdery shades. In the words of the designer: "I am obsessed with the color kettle for decorating and, in mixing it with pink, it becomes positive and vibrant: pure vividness, earthy, cheerful and stable. This would be the warm variant. The cooler variant takes my color water, so recurrent, combined with a clean blue: here is the sea, the sky, the freshness, the tranquility." Hand-loomed, they are supple and compact, discreet and elegant in spite of their vivid color palette.

WEAVE rugs are available in three sizes (170x240 cm, 200x300 cm and 220x220 cm). The two rectangular models are called Meeting Point, while the square version, called Space Hopper, features a different geometric pattern.

"WEAVE rugs accommodate the space without overpowering it. They function like paintings on the floor, bringing light and warmth."



Helena Rohner, 2024
Manufacturing technique: Hand loom
Fibre composition: 100% wool
Dimensions: 170x240cm / 5'7"x7'11"
200x300cm / 6'7"x9'10"
220x220cm / 7'3"x7'3"
Colours: SPACE HOPPER (Blue & Orange)
MEETING POINT (Blue & Orange)

About Helena Rohner

Helena's unmistakable style is characterised by her playful use of materials, clean lines and simple forms. She has a unique, ubiquitous touch – she searches for harmony and beauty in each of her pieces, which are subtle, organic and full of colour. Inspired by nature, where she feels most at home, Helena works with the elements in order to find the essence of each of her pieces. The arts, music and people are also her sources of inspiration, each of these providing her with creative energy. But her creativity does not stop at jewellery – Helena has worked with a variety of world-renowned international brands. Each of her designs is gifted with her unique world view. Her consolidated career has been recognised with numerous distinctions, such as the Gold Medal for Achievement in Fine Arts 2015.



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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