GIRO

Spirographic curves with the magic of hand-tufting

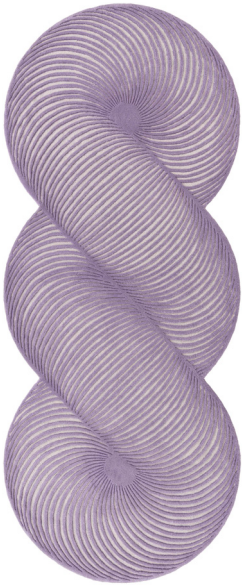
A design by MUT Design for GAN



GIRO is a design by MUT Design for GAN, a new chapter in the alliance that created the award-winning PLY collection. The Valencian studio's desire to experiment with colour, geometry and textures is embodied by GIRO, a nod to the artist in all of us: who hasn't played with inventing geometric patterns by rolling a pen through the gears of a spirograph?

Artisan tradition meets contemporary design in GIRO, a collection of two rugs models that use the hand-tufting technique to make a graphic game with a touch of Op-Art a permanent reality, all with astonishing precision. In the words of MUT Design founders, "GIRO it's a bit like the Möbius strip; it´s a simple shape that, when twisted, creates a sense of energy as well as rich and powerful visual effects. We really like to play with textures and varying levels of depth, as well as with perspective and with basic geometric patterns because they result in designs with a lot of movement and bring a playful touch to concepts that are in theory quite simple."

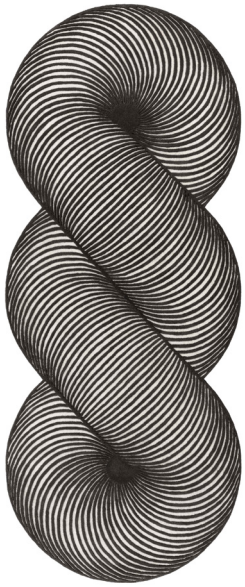
GIRO
MUT Design



LILAC



PEACH



BLACK & WHITE

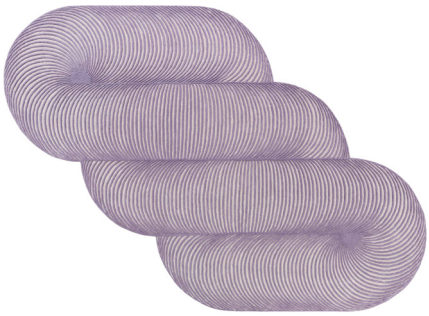
This hand-tufted method provides the creative freedom needed to bring this high-precision design to life in wool. The minimum time required for this meticulous work, carried out entirely in India, is three days for the hand-tufting process, and three days to complete the carving work line-by-line - slowly but surely cutting with scissors.

GIRO's design is based on a succession of mathematical curves which, thanks to the slight variation of their shapes, create the optical illusion of a tube rolled back up on itself. The different textured layers have been crafted to increase the sensation of depth and volume within the structure, which is already provided by the graphic grid. The GIRO series comes in two versions: a long, curved version (132 x 324 cm) and a larger version with a twisting silhouette (264 x 363 cm).





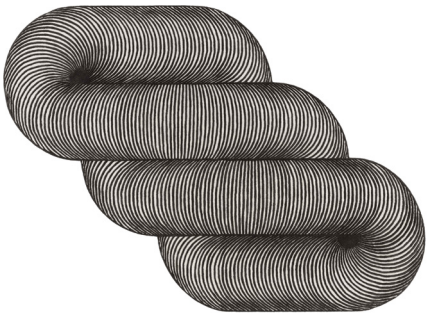
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GIRO rugs are available in three main colours: lilac, peach and black&white. They are three impactful shades that contrast with the white base and offer different visual nuances depending on the density of the curves. “We think it’s a very versatile design that blends in well in a variety of environments due to the simplicity of its approach and its color palette. It is the perfect complement to a multitude of spaces and occasions.” The design’s authors explain that GIRO can add a fun touch to more serious spaces and be the elegant counterpoint to more informal ones.





MUT Design, 2023
Manufacturing technique: Hand Tufted
Fibre composition: 100% wool
Dimensions: 132x324cm / 4’4”x7’6” , 264x363cm / 8’8”x11’11”
Colours: Lilac / Peach / Black & White

About MUT Design

MUT is a Spanish design studio founded by Alberto Sánchez and Eduardo Villalón. Since it was founded in 2010, the studio has been developing unconventional, timeless, and artistic products for a selection of relevant firms. Their rule-free and experimental approach has lead them to create increasingly recognizable objets with remarkable and vibrant results. MUT's award-wining products have been featured in worldwide magazines and had placed Alberto and Eduardo among the most highly regarded designers of their generation.



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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