LA GERIA-LANZAROTE

The aerial view of an extraordinary volcanic landscape

A design by José A. Gandía-Blasco Canales for GAN



Declared a Protected Landscape in 1994, La Geria is a perfect example of how human activity can coexist in harmony with a unique natural environment. Its vineyards, cultivated in conical pits dug into the volcanic soil, create an extraordinary landscape.

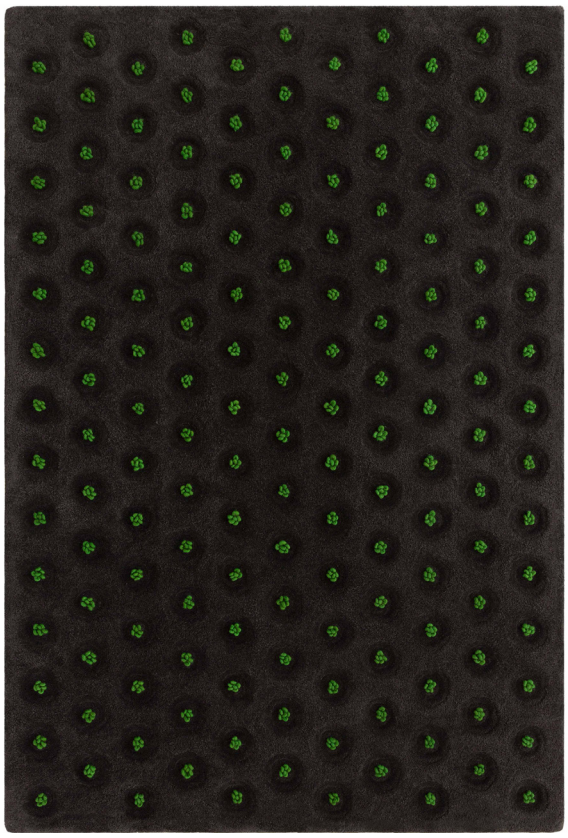
The contrast between the green of the vines and the black of the “picón”, a layer of volcanic rock fragments, creates a singular stamp that José A. Gandía-Blasco has captured in his new collection for GAN, LA GERIA-LANZAROTE, declared a Protected Landscape in 1994 to preserve its natural and cultural value.

Handmade in India using the hand-tufted technique and made exclusively with virgin wool, the pieces of the LA GERIA-LANZAROTE collection are presented in three different sizes: two rectangular pieces of 166x247 cm and 195x306 cm and one circular piece of 250 cm in diameter.

“I have always been in love with Lanzarote and especially with La Geria. We have a small estate in the middle of that sea of holes where the vineyards come from and, pondering it, it occurred to me to honor that worldly wonder by designing a rug that anyone could have in their home and that would give them a little piece of that landscape.”

José A. Gandía-Blasco Canales

LA GERIA-LANZAROTE
José A. Gandía-Blasco Canales



LA GERIA-LANZAROTE RUG



LA GERIA-LANZAROTE LANDSCAPE

Inspiration from the land and homage to the tradition, craftsmanship and natural beauty of Lanzarote
The LA GERIA-LANZAROTE rug attempts to reproduce the texture of volcanic earth through its hand-tufted technique, which creates physical depth and offers great freedom of design and finish. The pattern mimics the irregular arrangement of the holes, creating a harmonious composition that evokes the natural beauty of the landscape. A rug that brings warmth and texture to any space, but not only that: one that invites us to a gracious connection with nature and reminds us of the importance of preserving the legacy of craftsmanship and our responsibility to the planet.

Both in the viticulture of La Geria and in the craftsmanship of the GAN rugs, handmade in India, time is diluted in the process. Viticulture in La Geria has been developed in a traditional manner, employing ancestral techniques. Manual labor is fundamental in all stages of its process, from pruning to harvesting. In turn, rugs like those of GAN are born from the earth. The wool, raw material of this new creation by José A. Gandía-Blasco Canales, is worked with precision and detail by craftsmen using ancestral techniques, passed down from generation to generation, which have been kept alive over time.

La Geria is a perfect example of how human activity can adapt and coexist in harmony with a unique natural environment.

“In a way, what we aspire to with Gandia Blasco Group and with our brands and interior and exterior designs is to achieve that harmony between nature and human activity.”

José A. Gandía-Blasco Canales, 2024
Manufacturing technique: Hand Tufted
Fibre composition: 100% wool
Dimensions:
166x247cm / 5’5”x8’1”
195x306cm / 6’5”x10’1”
Ø250cm / Ø8’2”

About José A. Gandía-Blasco Canales

José A. Gandía-Blasco Canales was born in Ontinyent, Valencia. After studying Law at the University of Valencia, he began working at the family business Gandia Blasco S.A. in the 80s. He is currently the President and Creative Director of the Gandia Blasco Group. His designs are a large portion of the iconic furniture and rug collections that the Group sells in over 75 countries.



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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Gandia Blasco **Group**