SURF

The rug that rises from the floor

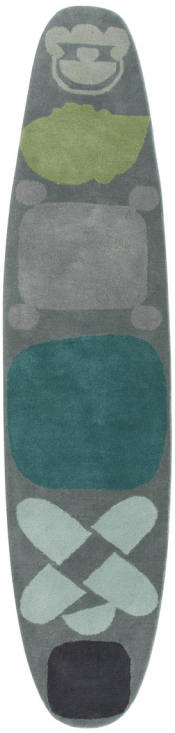
A design by Alejandra Gandía-Blasco Lloret for GAN



Inspired by the Atlantic Ocean and the Mediterranean Sea, the SURF collection, pays homage to the iconic surf board by breaking free from the typical confi nes of the traditional rug prototype.

The elongated racing surf board shape of SURF RACE, coloured in cold shades, contrasted with the rounded ovoid contour of SURF MALIBÚ, made in a neutral palette of colours. The patterns and motifs trace diverse ethnic influence from their respective fonts of inspiration, culture and geography, brought together in a collection that is both playful and practical.

SURF
Alejandra Gandía-Blasco Lloret



SURF RACE. ÍNDICO. BLUE



SURF MALIBÚ. MEDITERRÁNEO

Designed by Alejandra Gandía-Blasco Lloret for GAN, both rugs are manufactured from 100% wool, using the hand tufted technique. SURF RACE measures 270x60 cm (8'10"x2'), while SURF MALIBÚ measures 150x55 cm (4'11"x1'10").





Alejandra Gandía-Blasco, 2016
Manufacturing technique: Hand Tufted
Fibre composition: 100% wool
Dimensions
SURF RACE: 270x60cm / 8'10"x2'
SURF MALIBÚ: 150x55cm / 4'11"x1'10"
Models
SURF RACE: Índico Blue
SURF MALIBÚ: Mediterráneo

About Alenjandra Gandía-Blasco

Assistant director of GANDIA BLASCO GROUP's Communication and creative director of Diabla. She graduated in Fine Art and then completed her training in Design and Communication at Central Saint Martins in London. She is an interdisciplinary creative, her work is based from visual arts and collective memory applied to the design of everyday objects and communication.



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 GANDIA-BLASCO.

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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