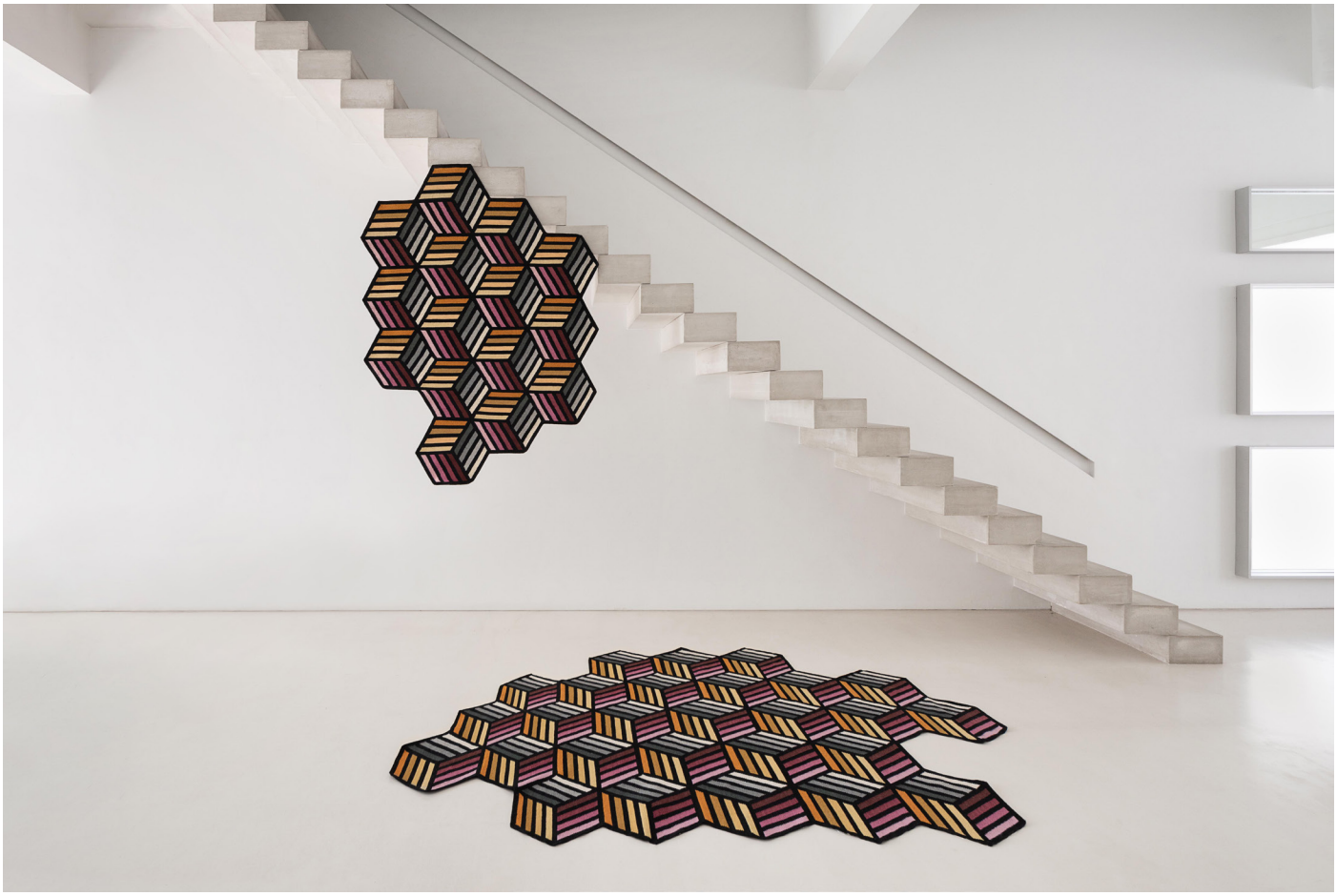
PARQUET
A nod to geometry
A design by Front for GAN

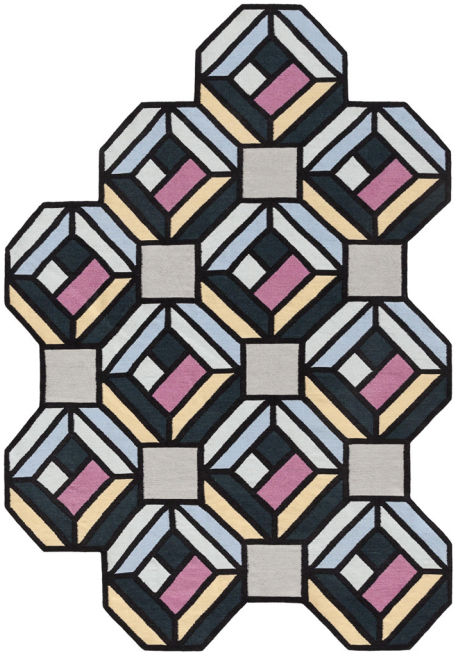


Overlays and visual effects come together as a geometric puzzle in the latest **GAN** kilim collection, created by the Swedish design team **Front**.

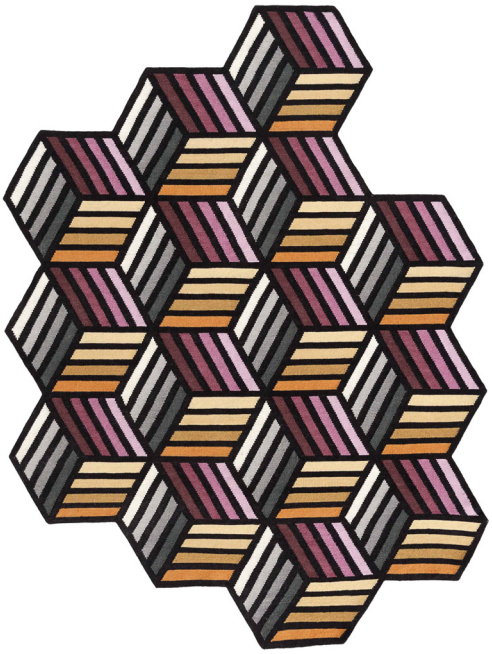
Anna Lindgren and Sofia Lagerkvist have expertly combined t he patterns and geometries of traditional flooring with new shapes and colors, creating rugs that feature a three-dimensional matrix, accentuated by their irregular shapes. **PARQUET** embraces **GAN**'s philosophy of integrating traditional and new elements with Scandinavian simplicity.

Using simple geometric figures with four to eight sides as building blocks, the renowned Swedish designers have created two models of reversible kilims: Tetragon and Hexagon. The designs are made completely from pure new wool in manual looms, operated by the skilled craftsmen and women of India.

Their shapes move away from the classic rectangle, and the designs and colors manage to visually enlarge the space in which they are located, and open it to new dimensions, with daring and freshness.



TETRAGON. BLUE



HEXAGON. ORANGE

Tetragon is the most colourful rug in this collection, with a balanced mix of grays, blue, yellow, pink and dark green.

Hexagon declines in reds and oranges, captured in cubic motifs divided into vertical lines that play to create overlays and stratifications.

Each of the two models is available in two different sizes.



PARQUET
Front





Front, 2017
Manufacturing technique: Kilim
Fibre composition: 100% wool. Reversible
Dimensions
TETRAGON: 172x280 cm / 5’8”x9’2” , 205x334 cm / 6’9”x10’11”
HEXAGON: 172x280 cm / 5’8”x9’2” , 205x334 cm / 6’9”x10’11”
Colours:
TETRAGON: Blue
HEXAGON: Orange

About Front

Front is a partnership of two Swedish designers, Sofia Lagerkvist and Anna Lindgren who are known worldwide and much sought after for their highly original and avant-garde design proposals. Firms such as Kartell, Thonet, FontanaArte, Mooi, Driade, Axor and Moroso have commissioned Front for their ingenuity and daring creations. Their work often involves research and investigation into process and the materials employed as well as industry conventions. They are the authors of the lighting installation that recreated a map of the 500 stars closest to the earth for the London Science Museum and have also designed a celebrated collection of organic shaped street lights for the entrance to a new park in the centre of Stockholm.



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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