SIOUX AND NAIDU
The power of lines

A design by Odosdesign for GAN



The line is, along with the point, the minimum expression of the drawing. Something as simple as the line has been the basis of human expressivity, from primitive cultures to today. The lines derived in geometric figures, in symbols loaded with meaning.

The Valencian studio Odosdesign goes back to the power of lines, the geometry and symbolism to create the SIOUX and NAIDU kilims, designed for GAN. These two rugs opt for minimalistic design, based on a simple combination of strokes in diff erent directions and intersections with the highest quality of 100% pure wool.

SIOUX draws a grid of orange lines which, in turn, generate a diamond pattern on a neutral, sand-colored background. A similar grid frames the composition, on a diff erent scale. Its simplicity is comforting, while the contrast of the orange-red lines over a neutral base immediately draws our attention.

NAIDU combines, on the same neutral background, diff erent sequences of ethnic patterns inspired by African symbols in red and purple tones. The result is a very vivid visual alphabet, capable of dressing up any space.

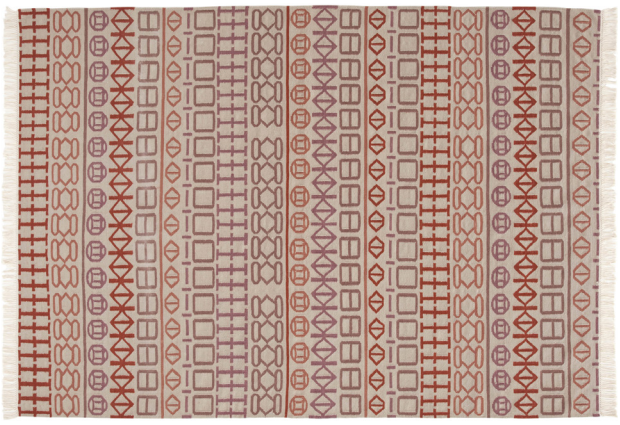
SIOUX & NAIDU
Odosdesign



The kilim technique gives these rugs a high degree of defi nition and makes them reversible. Both NAIDU and SIOUX are resistant and soft pieces, ideal for everyday life in all types of spaces, from public to private.



SIOUX



NAIDU

Odosdesign, 2012 (NAIDU) 2014 (SIOUX)
Manufacturing technique: Kilim
Fibre composition: 100% wool
Dimensions: 150x200cm / 4’11”x6’7” , 170x240cm / 5’7”x7’11” , 200x300cm / 6’8”x9’10”
Colours
SIOUX: Coral / NAIDU

About Odosdesign

Luis Calabuig, María Mengual and Ana Segovia established Odosdesign in 2005. Their work is based on a common search for new basics and on the combination of functionality, creativity, and aesthetics, as they aim to off er optional design solutions. Their products have been exhibited in many cities around the world, such as Valencia, Barcelona, Madrid, Tokio, New York, Paris, Helsinki, Miami, Milano, and Copenhagen.



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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