THAY & MODICA
Graphic balance

A design by María Mengual for GAN

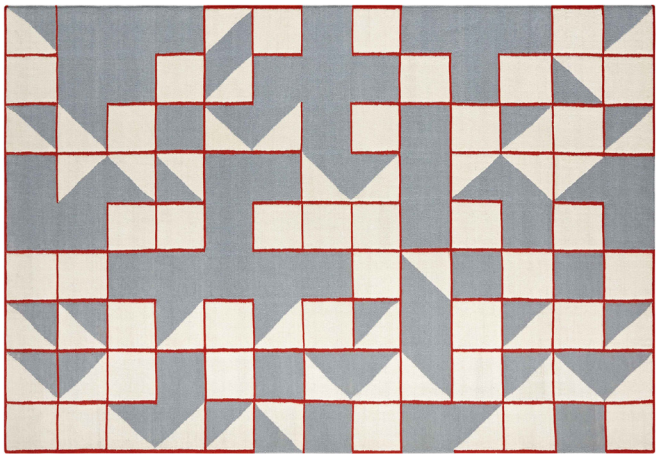


GAN presents **THAY** and **MODICA**, the new kilims devised by designer **María Mengual**, a regular collaborator with the firm. These two creations, produced in a completely handmade way in 100% wool, bring the essence of the trademark patterns to life.

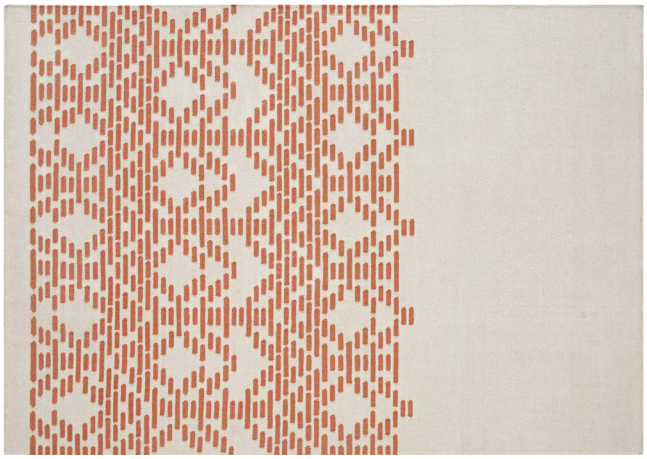
Geometry, shape repetition and neutral colors are combined in **THAY**, a design that evokes the beautiful motifs typical of Thai textiles and reinterprets the lines of traditional Persian kilims. The result is an elegant contemporary rug of an ancestral style, achieved through a simplification of patterns and by restricting the chromatic palette to a neutral one.



On the other hand, **MODICA** presents a contemporary and abstract composition based on the apparently random reproduction of basic forms. Although it might seem inspired by the flat figures that make up the pieces of a tangram, **MODICA** takes the street tiles as an aesthetic reference. A visual game that arises when the lines between paving stones begin to disappear due to wear and tear creating new and interesting perimeters.



MODICA. BLUE



THAY. TAUPE



The color palette chosen for both models is eminently natural and neutral to emphasize the lines of the design and adds a touch of color to give vitality. **THAY** and **MODICA** are available in one color version each (taupe and blue respectively).

While their balanced aesthetics and versatility make them perfect for spaces of all kinds, **THAY** and **MODICA** kilims are reversible and synthesize, based on simplicity, authenticity and visual lightness, the coexistence of craftsmanship and innovation that makes up the DNA of **GAN**. The two kilims come in different sizes: **THAY** in 150x200 / 4'11"x6'7", 170x240 / 5'7"x7'11" and 200x300 / 6'7"x7'11 and **MODICA** 170x240 / 5'7"x7'11" and 208x313 / 6'10"x10'3".

María Mengual, 2020
Manufacturing technique: Kilim
Fibre composition: 100% wool
Dimensions
THAY: 150x200 cm / 4'11"x6'7", 170x240 cm / 5'7"x7'11" , 200x300 cm / 6'7"x7'11
MODICA: 170x240 cm / 5'7"x7'11" , 208x313 cm / 6'10"x10'3"
Colours
THAY: Taupe
MODICA: Blue

About María Mengual



After graduating in Industrial Design at the Polytechnic University of Valencia and studying a Master's in Graphic Arts, she founded Odosdesign in 2005 with Luis Calabuig and Ana Segovia, a multidisciplinary study where they developed communication strategy for different brands and carried out artistic direction and visual communication projects for different companies.

In 2016, she became the new creative director of the international cosmetic brand 3INA. She created a transversal team between London and Madrid, where she strived to create a new brand identity, redirecting its visual strategy towards a new, more disruptive, honest and real approach to beauty. In December 2019 she moved to Dublin as Senior Design Manager for the global Pepsi delegation, from where she manages the global identity of brands such as Aquafina, Bubly, LIFEWTR, 7UP, as well as the company's new visual sustainability projects.

María is passionate about constant learning and has a proactive attitude in each of the challenges she faces. She has worked in different aspects of design and for different industries, but always with a common denominator: the use of design to communicate a concept.

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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