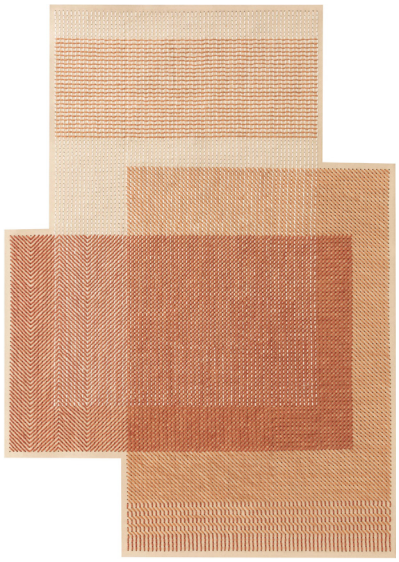
CANEVAS GEO
A contemporary homage to cross stitching

A design by Charlotte Lancelot for GAN

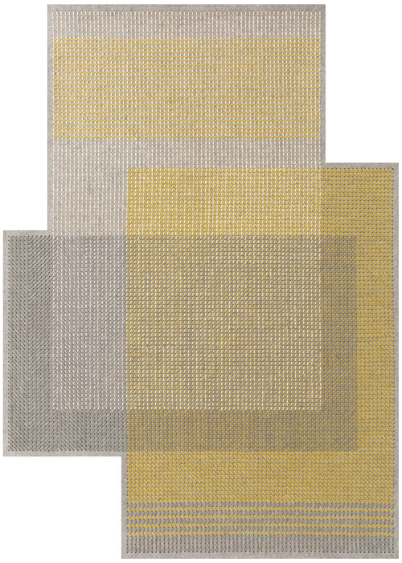


CANEVAS GEO, the third collection created by Belgian designer **Charlotte Lancelot** for **GAN** pays homage to the same traditional embroidery techniques that inspired her previous creations **CANEVAS** and **SILAÏ.** Similarly to the **CANEVAS** line, **CANEVAS GEO** uses cross-stitching at a much larger scale than usual, threading colourful wool yarns over a perforated felt base. With this proposal, however, Lancelot has gone even further with framed coloured areas that appear superimposed over one another. **“The idea was to explore the technique’s possibilities,”** explains the designer, who is particularly interested in bringing traditional craft to the present.

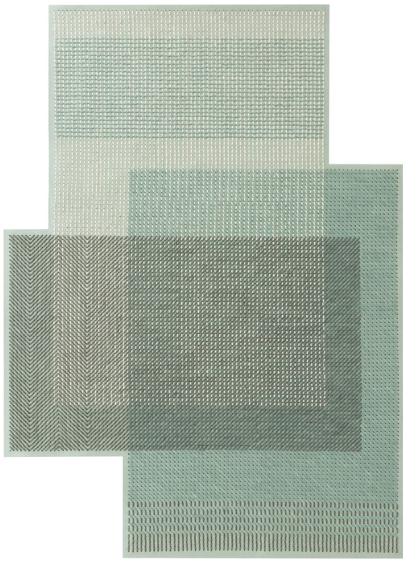
CANEVAS GEO
Charlotte Lancelot



CORAL



GREY



GREEN

CANEVAS GEO is a warm and balanced composition, thanks to its wise combination of planes and colours. **“The textures intermingle to create areas of different colour and density,”** explains Lancelot. The effect achieved is reminiscent of the view of crop fields from an aerial perspective.





CANEVAS GEO
Charlotte Lancelot





Likewise, the asymmetrical cut of the rugs breaks with the classic rectangular shape and contributes to a fresh and contemporary aesthetic, which escapes from rigidity to open up to something new.

The **CANEVAS GEO** rug collection, which also includes matching cushions, is available in three colours: Coral, Green and Grey. If desired, the rugs can be combined as pieces of a puzzle, thus enhancing their geometric and tonal game.

Charlotte Lancelot, 2018
Manufacturing technique: Felted. Embroidery
Rug fibre composition: 100% wool
Cushion cover composition: 100% wool
Cushion filling composition: 100% polyester
Rugs dimensions: 170x240 cm / 5’7”x7’11”
Cushions dimensions: 61x36 cm / 24”x14” , 50x50 cm / 20”x20”
Colours: Coral / Green / Grey

About Charlotte Lancelot

Charlotte Lancelot (Brussels, 1980) studied at La Cambre, where she graduated in Industrial Design in 2003. She worked with the architect and designer Alain Berteau for two years before setting up her own studio. Lancelot has participated in numerous national fairs and exhibitions, where her work has been highlighted as a Brussels design within different media outlets such as Wallpaper, The New York Times, Le Monde... The designer has collaborated in companies such as Ligne Roset, Koziol, Konstantin, Slawinki, Kidslab and Easyoga. In 2012 she began her link with GAN. Charlotte Lancelot's design is characterized by an emotional attachment to the objects around her. Ecology, aesthetics, modernization of ancient techniques and improvements in living conditions are her main concerns.



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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