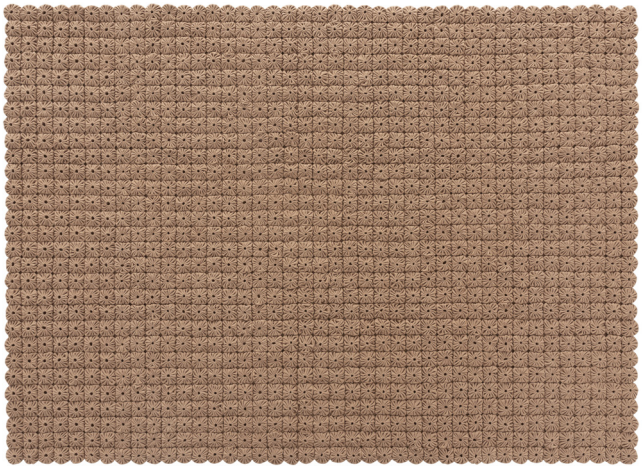
MOMOS
Three-dimensional embroidery with a hypnotic effect

A design by José A. Gandía-Blasco Canales for GAN



The inspiration for the **MOMOS** collection arose during a trip through northern Brazil, over twenty years ago, when **José A. Gandía-Blasco Canales** was struck by a local textile craft in the state of Maranhão, which in nature, the motif of the collection recalls the geometry of butterfly eggs. Since then, that curious fabric remained in his memory until, together with the embroidery skill of the artisans of the **GAN Women Unit**, he has managed to reinterpret it and translate it into the design of a collection of rugs, poufs and cushions.

"The women artisans of India are great experts in embroidery. Their innate experience and skill allowed them to perfectly understand the vision of what we were looking for, achieving a very precise reproduction of those embroideries," points out **José A. Gandía-Blasco Canales.**



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This is not the first time that **GAN** has reinterpreted a traditional embroidery technique. It has done so before with other collections such as Bandas by Patricia Urquiola, Backstitch by Raw Edges and Lan by Neri & Hu, through the specific activity of the **GAN Women Unit**: the social mission of the firm that gives work to women from India specializing in embroidery.

The texture and volumes are especially important in this three-dimensional embroidery design in the style of hypnotic flowers, as they offer an exceptional experience to the touch and perception. **"The volume of this technique is very important to achieve that attractive effect that MOMOS has, and with the felted wool, you also get the right warmth,"** explains **José A. Gandía-Blasco Canales.**





MOMOS
José A. Gandía-Blasco Canales



MOMOS is a collection whose inspiration arises in Brazil, its design in Spain and its execution in India. It never ceases to be surprising how **GAN** manages to establish links and propose designs with a strong contemporary character from crafts from different parts of the world, reinterpreted with the know-how of its artisan teams in India. **“The process of adapting the technique to our artisanal production methodology was relatively simple. We identified the need to reinforce the seams to ensure the durability of the products and made the necessary adjustments to adapt the design to the specific volumes of the rug, pouf and cushion,”** says **José A. Gandía-Blasco Canales.**



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MOMOS
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The **MOMOS** collection is available in two shades: camel and anthracite. The rugs have two size options: 170x240 cm and 200x300 cm. For their part, the pouf and cushions, with removable fabrics, measure 61x61x37 cm and 48x30 cm respectively. The idea is that with the combination of all these elements you can configure casual environments for rest.

José A. Gandía-Blasco Canales, 2026
Manufacturing technique: Embroidery
Rugs fibres composition: 100% wool fabric
Poufs and cushions covers composition: 100% wool fabric. Removable cover
Poufs filling composition: 100% foam rubber
Cushions filling composition: 100% recycled polyester
Rugs dimensions: 170x240 cm / 5’7”x7’11” , 200x300 cm / 6’7”x9’10” Poufs dimensions: 61x61x37h cm / 24”x24”x15”h
Cushions dimensions: 48x30 cm / 19”x12”
Colours: Camel / Anthracite

About José A. Gandía-Blasco Canales

José A. Gandía-Blasco Canales was born in Ontinyent, Valencia. After studying Law at the University of Valencia, he began working at the family business Gandia Blasco S.A. in the 80s. He is currently the President and Creative Director of the Gandia Blasco Group. His designs are a large portion of the iconic furniture and rug collections that the Group sells in over 75 countries.



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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