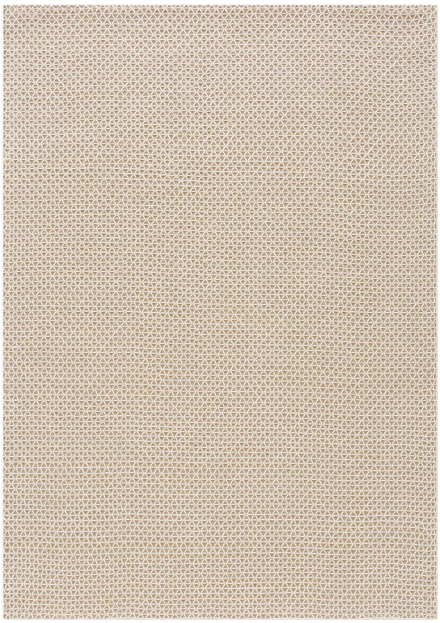
RAW
Fusion between modernity and tradition
A design by Made Studio for GAN



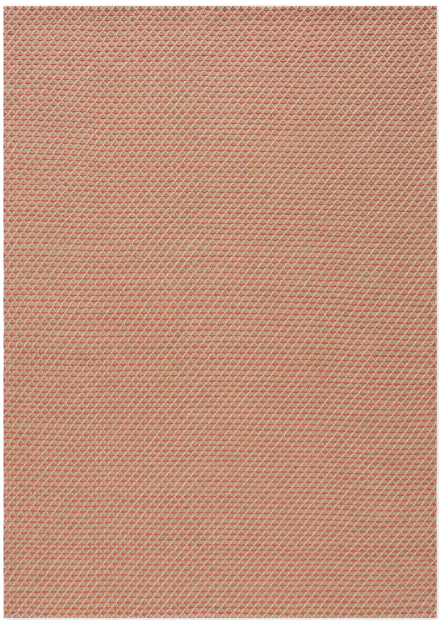
The **RAW** collection designed by **Made Studio** is a declaration of honesty and authenticity in design, even its name is synonymous with purity and strength. **“Natural materials have always interested me, their pure state, almost untouched,”** outlines **Borja García** from **Made Studio**.
Jute constitutes a blank canvas on which different designs are traced, framing each element of the collection that includes carpets, poufs and cushions, within a playful context that simultaneously expresses two ideas. The designer takes inspiration from the traditional architecture of the Mediterranean. “The houses designed by Coderch, Bonet and Spain of the 1960s have left us with a palette of raw materials and elemental solutions that are highly seductive. This cocktail is presented through **RAW**, either directly or indirectly through its materiality and geometry,” explains Borja García.

A design that recovers traditional techniques and brings them into a contemporary context.

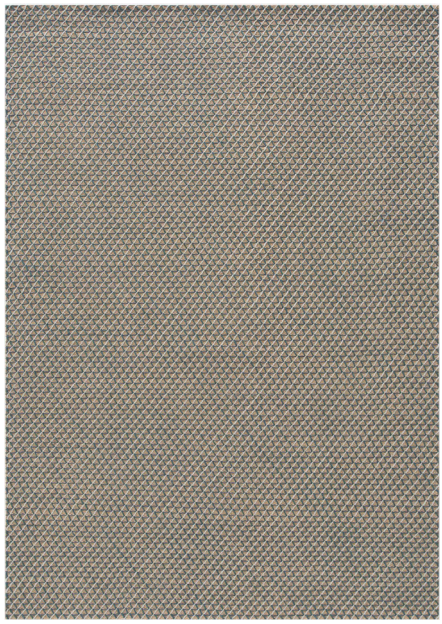
RAW
Made Studio



WHITE



PINK



BLUE

A smooth layer of wool is laid over the jute base, combining two seemingly discordant languages but which work here in harmony. The clean lines of the permeable geometry of this secondary overlay lend the classical material a contemporary and modern expression.

With the **GAN** stamp of quality, the indoor brand belonging to **Gandia Blasco Group**, the **RAW** collection reinforces the link between product and the brands in-house design.



RAW
Made Studio



Made Studio, 2017
Manufacturing technique: Hand Loom
Rug fibre composition: Jute + Wool
Poufs/cushion cover composition: Jute + Wool
Poufs filling composition: 100% foam rubber
Cushion filling composition: 100% polyester
Rugs dimensions: 170x240 cm / 5’7”x7’11” , 200x300 cm / 6’7”x9’10”
Poufs dimensions: 78x78x38h cm / 31”x31”x15”h
Cushions dimensions: 50x50 cm / 20”x20” , 70x40 cm / 28”x16”
Colours: White / Pink / Blue

About Made Studio

Made Studio was founded in Valencia in 2017 by the architects Borja García and Laura Ros. Focused on the development of architecture, commercial interior design and product design projects, the studio combines professionals from industrial design and architecture who join forces to offer panoramic vision on projects. The result is a long and contrasted experience with numerous national and international awards, such as the Red Dot Design Awards, the Delta Awards or the ADCV Awards, as well as a prolific activity in exhibitions and publications around the world. Made Studio expresses our passion for product design and architecture through work done with extreme care from concept to detail.



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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