REVERSIBLE

Freshness and warmth: the two sides of Reversible

A design by Charlotte Lancelot for GAN



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The first samples were the result of a grant from the Fédération Wallonie Bruxelles and Marie Beguin from the textile studio No More Twist, who worked with **Charlotte Lancelot** to develop the two-sided concept.The new and complex hand-looming technique, specially developed for this collection and made possible by **GAN**'s artisans, combines threads of different thicknesses and materials, creating the two finishes of **REVERSIBLE** at the same time: 100% wool on one side, and linen and cotton on the other. The wool side is textured in a way that is reminiscent of marble, showing hints of other materials such as the cotton warp threads, the small linen dots that structure the weave, and the edges. On the linen side, the design is completely solid.



PINK. LINEN SIDE



PINK. WOOL SIDE

Nevertheless, the two faces of **REVERSIBLE** also have a lot in common: they are simple and timeless designs, natural, soft, and made by hand with quality materials through an artisanal and sustainable process. Despite the combination of textiles, the material that makes up the **REVERSIBLE** rugs and poufs is light and does not make them heavy or bulky.





REVERSIBLE
Charlotte Lancelot

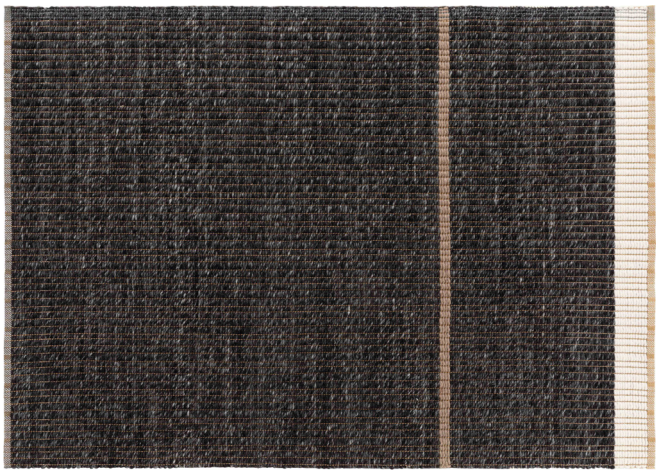




The rugs are available in two sizes, 170 x 240 cm (5’7” x 7’11”) and 200 x 300 cm (6’7” x 9’10”), and in three different colors (pink, yellow and black), which can be combined with one another. Neat geometric lines, subtle hues, and contemporary style define the **REVERSIBLE** aesthetic.



BLACK. LINEN SIDE

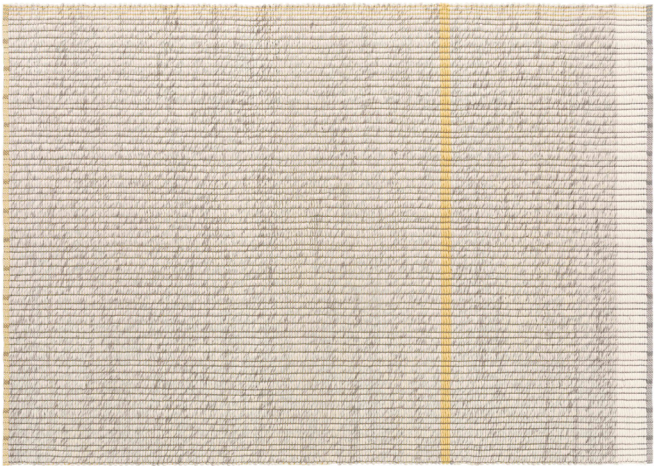


BLACK. WOOL SIDE

REVERSIBLE
Charlotte Lancelot



YELLOW. LINEN SIDE



YELLOW. WOOL SIDE

The square pouf is available in the same finishes as the rugs and, thanks to the lightness of its foam filling and its dimensions (52 x 52 x 35 cm / 21”x21”x14”), it is comfortable and easy to handle. The **REVERSIBLE** poufs can gravitate throughout the space as seats, footrests, or improvised tables, and their covers can easily be changed to discover the other side of textiles. A colorful contrasting cord traces some of the edges as a playful detail.

Double use, double life, double-faced: this is the essence of **REVERSIBLE.**





Charlotte Lancelot, 2022
Manufacturing technique: Hand Loom
Rug fibre composition: 60% wool + 30% linen + 10% cotton
Poufs cover composition: 60% wool + 30% linen + 10% cotton
Poufs filling composition: 100% foam rubber
Rugs dimensions: 170x240 cm / 5’7”x7’11” , 200x300 cm / 6’7”x9’10”
Poufs dimensions: 52x52x35 cm / 21”x21”x14”
Colours: Pink / Yellow / Black

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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