ROOTS
Back to the essence

A design by Inma Bermúdez for GAN

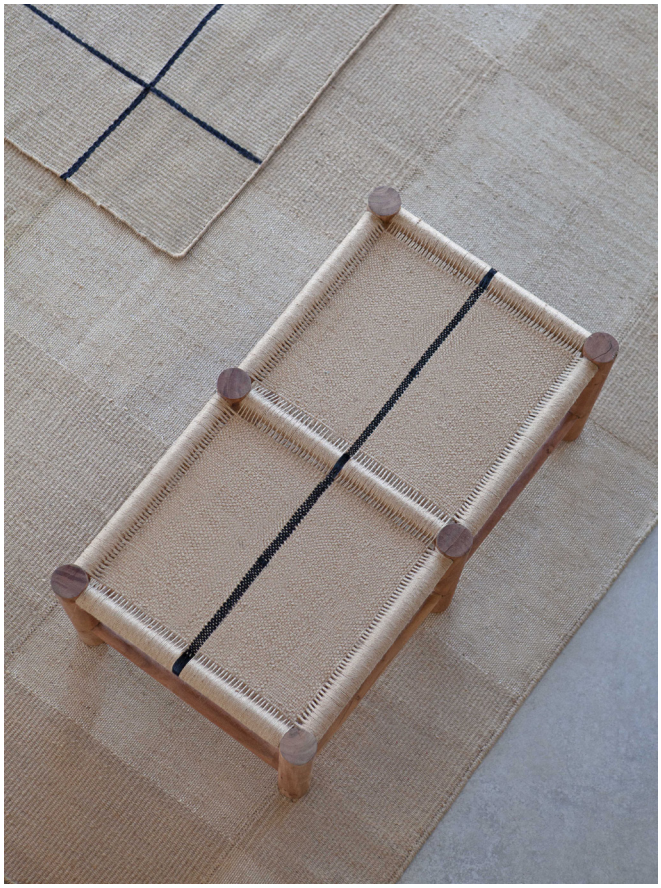


ROOTS is the result of the collaboration of two creative visions predestined to meet. **Inma Bermúdez** shares with **GAN** not just her predilection for accessible and functional pieces, but also her Mediterranean roots. These origins are what inspired the four kilim models that make up the **ROOTS** collection, made with jute weft and cotton warp. A completely natural creation that is not at odds with either sobriety or sensory warmth.

In each of its versions, the shape of the square creates a pattern that is repeated at different scales and rhythms to represent a fabric, a material or a slight variation in color –always within the natural tones of the jute material: ochre, beige or brown-.

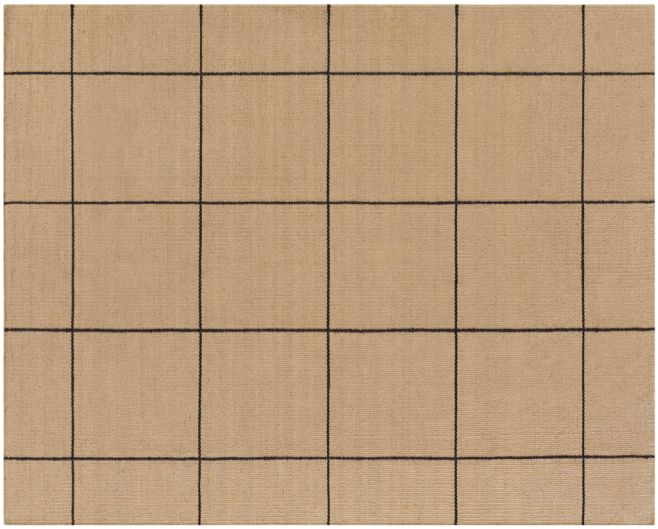
This series also includes two stools: a single and a double, both as attractive as they are comfortable. They are also woven with jute, and their structure is made of acacia wood –popularly known as the babool tree. They are, like the rugs, produced in India. With two different options to match the rugs in the collection, the **ROOTS** stools evoke traditional cottagelike low chairs and reinterpret the traditional design based on exceptional manufacturing and modern proportions.



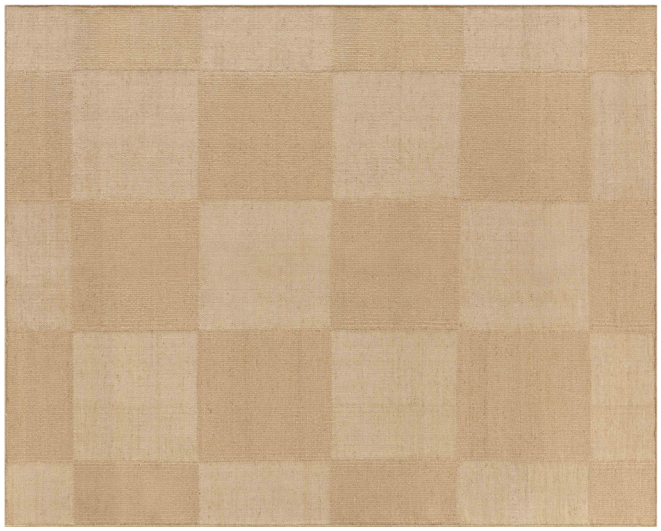


GAN has drawn on the logical and rational vision of **Inma Bermúdez** to create a collection of contemporary craftsmanship that praises the laborious work of the weavers and embodies a necessary return to the essential.

The kilims are available in three sizes: 96x144 cm (3’8”x5’7”), 192x240 cm (7’6”x9’4”), and 240x288 (9’4”x11’3”). The dimensions of the stools are 46x46x40h cm (1’8”x1’8”x1’5”) for the single and 82x46x40h cm (3’2”x1’8”x1’5”) for the double.

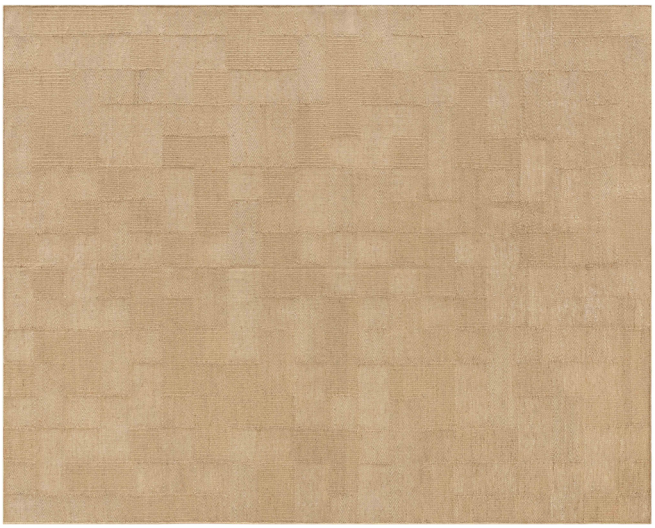


ROOTS 01



ROOTS 02

ROOTS
Inma Bermúdez



ROOTS 03



ROOTS 04

As with many other **GAN** collections, the **ROOTS** series is made entirely by hand.





Inma Bermúdez, 2021
Manufacturing technique: Kilim
Rugs fibre composition: 85% jute + 15% cotton
Stools composition: Woven with jute, structure is made of acacia wood Rugs
Rugs dimensions: 96x144 cm / 3’2”x4’9” , 192x240 cm / 6’4”x7’11” , 240x288 cm / 7’11”x9’5”
Stools dimensions: 46x46x40 cm / 1’6”x1’6”x1’3” , 82x46x40 cm / 2’8”x1’6”x1’3”
Rigs models: 01 / 02 / 03 / 04
Stools models: 01 / 03

About Inma Bermúdez

Spanish industrial designer Inma Bermúdez set up her design studio in Valencia in 2007. A graduate of one of Spain's leading design universities, she began her career in Germany and Sweden working for dierent industrial design studios, before returning to her home country.

The designer is known for giving new life to everyday objects: tableware, lighting, vases, candlesticks, furniture, bathroom products, etc. She has collaborated with internationally renowned brands such as the Swedish Ikea, the Swiss watch company Rado, the Chinese furniture brand Zaozuo, and the Spanish porcelain company Lladró, among many others.



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 GANDIA-BLASCO.

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.

Press contact
prensa@gandiablascogroup.com
Tlf. + 34 96 291 13 20

GANDIABLASCO
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