RUSTIC CHIC
The elegance of nature

A design by Sandra Figuerola for GAN



Designed by **Sandra Figuerola** for **GAN**, **Gandia Blasco Group**'s indoor-outdoor brand, the **RUSTIC CHIC** collection is hand made using materials like jute and wool that are combined in incomplete patterns, fragmented and asymmetrical with a daring colour palette.

"I love craft, that warm and imperfect way of working that shows a more human side of the textile process. But also I think it's important to work with existing aesthetic sensibilities that are easily understood," points out the designer.

RUSTIC CHIC mixes different styles, vintage and contemporary in order to create colourful and versatile rugs and cushions. The collection is featuring pistachio, white and black tones to surprising effect which aim to brighten up the spaces where they are fitted.





“The idea was to make the material itself the most important thing, the graphic motifs are secondary,” explains **Sandra Figuerola.**

The result: a contemporary collection that transmits the elegance of the rustic.

Sandra Figuerola, 2016 - 2017
Manufacturing technique: Hand Loom
Rug fibre composition: Jute + Wool
Cushions cover composition: Jute
Cushions filling composition: 100% polyester
Rugs dimensions: 200x250 cm / 6’7”x8’3” , 270x337 cm / 8’10”x11’1”
Cushions dimensions: 64x64 cm / 25”x25” , 70x40 cm / 28”x16”
Colours: Pistachio / Black&White

About Sandra Figuerola



Sandra Figuerola studied Fine Art at the San Carlos Art School in Valencia. Together with six other partners, she carries on her business in the El Almudín studio, working in various areas ranging from graphic design, editorial design, corporate identity and industrial and textile design, collaborating with both national and international companies. Figuerola also holds an interest in cultural design, especially regarding contemporary languages. Her passion for the craft also extends to the field of education, where she practices as a teacher for the Graphic Design masters course at the CEU San Pablo Catholic University and at the Faculty of Fine Arts. Her work has been published in design magazines and books and she has taken part in many exhibitions, both nationally and internationally.

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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