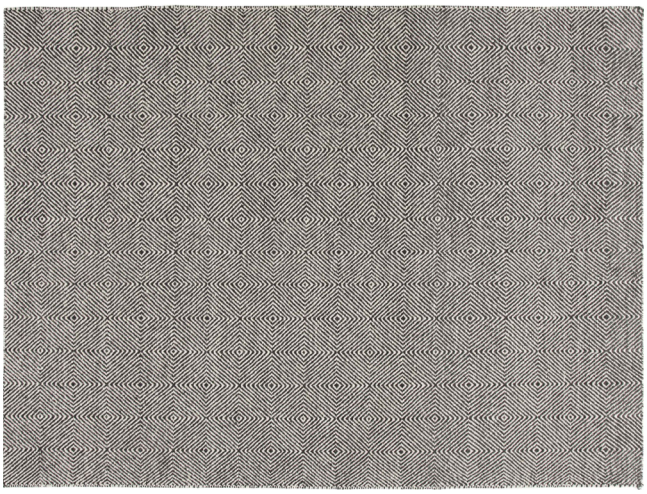
SAIL
Journey East

A design by Héctor Serrano for GAN



A unique and fascinating destination, the Orient seduces with its mystery, tales and sensuality. Ever associated with comfort and relaxation its furniture adapts to the rhythm of a thousand year old way of life, derived from the nomadic desert lifestyle and its traditional comforts. The creation of these unique design pieces has been inspired by the warm colours, raw materials and the craftsmanship characteristic of Eastern culture.

SAIL
Héctor Serrano



BLACK



TAUPE

Designed by **Héctor Serrano**, the **SAIL** collection uses the traditional techniques of the wool dhurrie rugs to create a fresh and modern collection, with volume and Eastern essence. The collection is made up of poufs, cushions and handmade carpets, featuring volumes and patterns which make them leisurely and versatile alternative pieces of furniture that can adapt to any space in a very natural way.





Charlotte Lancelot, 2012
Manufacturing technique: Dhurrie
Rug fibre composition: 100% wool
Poufs fibre composition: 100% wool
Cushions fibre composition: 100% wool
Poufs filling composition: Mix of polystyrene and chopped foam rubber
Cushion filling composition: 100% polyester
Rugs dimensions: 150x200 cm / 4’11”x6’7” , 170x240 cm / 5’7”x7’11” , 200x300 cm / 6’7”x9’10” , 300x400 cm / 9’10”x13’2”
Poufs dimensions: 100x110x120 cm / 40”x43”x47”
Square poufs dimensions: 75x75x35 cm / 30”x30”x14”
Cushions dimensions: 60x36 cm / 24”x14”
Colours: Black / Taupe

About Héctor Serrano

Founder of the design office Héctor Serrano Studio which was set up in London in 2000. The projects combine innovation and the communication of familiar ideas through unusual and inventive ways. Its products have been widely exhibited in museums like the V&A in London and the Cooper-Hewitt National Design Museum in New York as well as forming part of several collections of the Central Museum of Amsterdam.



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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