SILAÏ
Contemporary embroidery
A design by Charlotte Lancelot for GAN



SILAÏ is the new collection from Belgian designer **Charlotte Lancelot** for **GAN**, **Gandia Blasco Group**'s indoor and outdoor brand.

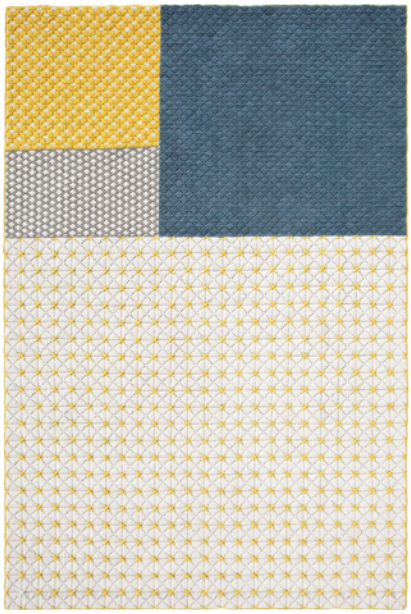
SILAI means "stitch" in the Indian language and represents a reinterpretation of petit point embroidery.

Inspired by the work of craftsmen Charlotte Lancelot has created a contemporary collection which aims to rediscover hand embroidered techniques, applying critical mass, use and context.

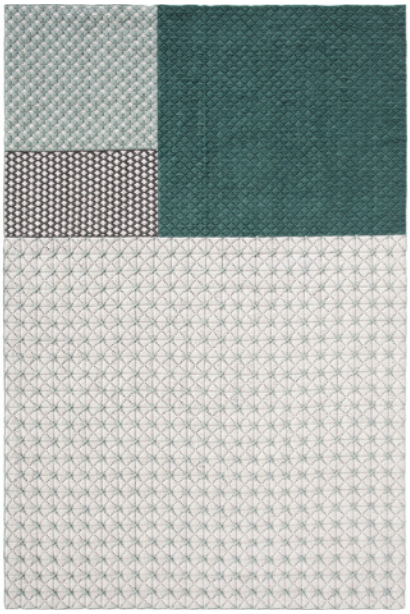
"This is a technique that people know, that reminds them of times gone by and provokes nostalgia",
outlines the designer.

SILAÏ celebrates the beauty of the age-old art of the handmade where the time, care and patience needed to make something is reflected. It is a "savoir-faire" that is being lost, because we have less and less time, we use objects which we consume quickly, that can be replaced easily.

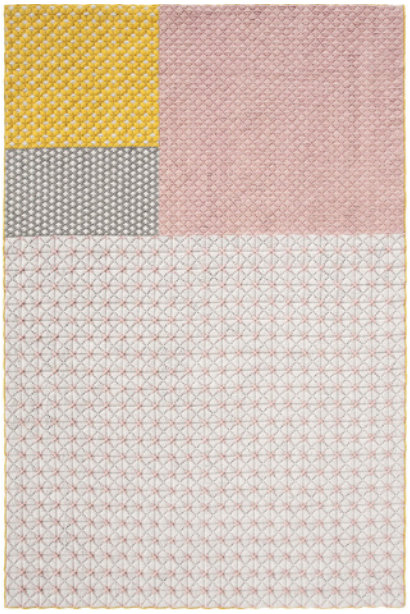
SILAÏ
Charlotte Lancelot



BLUE



GREEN



ROSE

Woven over a plastic grid, or a “framework”, the petit point are simple rapid diagonal stitching. The design of the carpets includes four types of distinct stitch that combined with each other in different ways create a beautiful harmony of colours and textures.

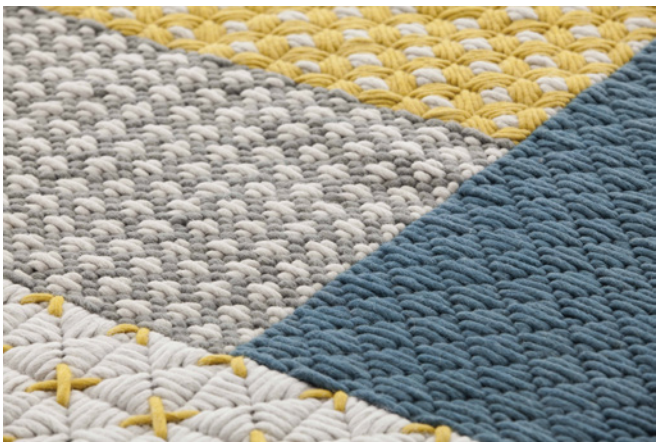
The result: very light-weight carpets, comfortable and with a unique design.

The carpet becomes a reference point, it can be coordinated with elements: cushions, poufs and wooden side tables, that provide continuity and complement the interior of residential, public or commercial spaces.

The **SILAÏ** collection is available in three different colours, inspired by the variety of tiling patterns that were used traditionally to decorate floors.

The small pouf included within the collection is light and easy to move around and can be used as an extra seat or as a foot stool. Organised this way each element can be used together or separately thanks to their coordinated dimensions.

With its novel and inventive forms of embroidery used for carpets and furniture the **SILAÏ** collection creates contemporary environments that recall tried and tested techniques. Techniques that still use the same type of needle used since the beginning of mankind to produce practical and decorative stitches.





SILAÏ
Charlotte Lancelot



Charlotte Lancelot, 2016
Manufacturing technique: Embroidery
Rug fibre composition: 100% wool. PVC net base
Poufs/cushion cover composition: 100% wool. PTFE coated fiberglass mesh
Poufs filling composition: 100% foam rubber
Cushion filling composition: 100% polyester
Rugs dimensions: 171x258cm / 5’7”x8’6” , 200x312 cm / 6’7”x10’3”
Poufs dimensions: 61x61x37h cm / 24”x24”x15”h
Cushions dimensions: 50x50 cm / 20”x20” , 60x35 cm / 24”x14”
Rugs colours: Blue / Green / Rose
Poufs colours: White / Celadon / Blue
Cushions colours: Light Grey-Blue / Celadon-Green / Yellow-Yellow / Yellow-White / Celadon-Light Grey / Rose-Light Grey

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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Gandia Blasco **Group**