VANGUARDIAS

Geometry and groundbreaking, explosive colors

A design by Sandra Figuerola for GAN



The new collection of kilims, **VANGUARDIAS**, designed by **Sandra Figuerola**, is a veritable explosion of geometry and color, ready to break with prevailing schemes of sobriety. Bold rugs, with oversized drawings, strong strokes, and intense colors, as is customary in the style of the Valencian graphic designer, a collaborator of **GAN** since the firm's beginnings.

"Rather than using pictorial techniques, which in textiles seems somewhat complicated to me since it is a very different medium, in VANGUARDIAS I have worked a lot with color, trying to find a balance between luminous, vibrant and sophisticated tones. I have delved into the different 'isms' of the avant-garde: Dadaism, Futurism, Constructivism... to be able to define a unique chromatic palette with avant-garde aromas," explains **Sandra Figuerola.**

Sandra Figuerola has designed numerous kilims and textile products for **GAN**, often with a strong geometric, graphic, and colorful character. She was the co-designer of the brand and one of the first to create proposals for reversible cotton rugs, which at the time were a very innovative product.



RED



GREEN

“The avant-garde movements are a great cultural and artistic reference. A period of ruptures and great changes where the foundations of modernity were created, many of them still valid today,” points out the designer. In that sense, Sandra Figuerola often draws from the geometric designs that emerged in the avant-garde movements for the conception of many of her projects, not only textiles. “I believe that geometry is a universal language very present in our culture, so basic in its construction and so contemporary in its graphic possibilities that I fully identify with it,” she adds.







The objective of the **VANGUARDIAS** kilim design is to provide an element that can become the focal point of a space, like a work of art: a simple piece that, being a very accessible resource, generates a great visual and spatial impact. **“My idea was almost to give more priority to color than to the drawing, which is really very schematic. Normally, the chromatics and furniture of houses tend to be in neutral tones, since they seek harmony between the different spaces. I think that breaking these schemes of sobriety with a bold rug in chromatic terms gives a perfect plus to any interior design. You have to dare with color, it symbolizes the joy of living!”** says the designer.

The rugs in the **VANGUARDIAS** collection are available in two shades, green and red, and in two size options: 170x240 cm and 200x300 cm. For their part, the cushions, with removable fabrics, measure 36x36 cm and are available in four different designs.

Sandra Figuerola, 2026
Manufacturing technique: Kilim
Rug fibre composition: 100% wool
Cushions cover composition: 100% wool. Removable cover
Cushions filling composition: 100% recycled polyester
Rugs dimensions: 170x240 cm / 5’7”x7’11” , 200x300 cm / 6’7”x9’10”
Cushions dimensions: 36x60 cm / 14”x24”
Colours: Red / Green

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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