ARAM
Essential design

A design by Nendo for GAN



The ARAM collection by GAN came about from its innate curiosity about the everyday. The work of Japanese designer Oki Sato, for Nendo Studio, the ARAM collection consists of elegant and delicate stools and auxiliary tables, created using the Indian craft technique of weaving wires around a metal frame. “My inspiration comes from daily life: the day to day can be so rewarding if one pays the attention it deserves,” affi rms Oki Sato.

Made by hand using powder-coated stainless steel wire, each piece within the collection is unique. “The open gaps between the wires gradually increase creating a sensation of gradation. A design created thanks to a small change applied to an existing technique,” explains Oki Sato.

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In both versions of its stools and side tables for indoors and outdoors ARAM is available in white, sand, bronze and anthracite tones. Their elemental and practical design make them the perfect complementary accessories for both contract and residential projects. ARAM is a soulful collection that combines tradition, craft and contemporary design in a natural and unforced manner.

Nendo, 2011
Manufacturing technique: Moulded and thermo-lacquered. Handmade
Composition: Stainless steel wire
Dimensions low table: Ø71x33h cm / Ø28”x13”h
Dimensions high table: Ø61x41h cm / Ø24”x16”h
Dimensions low stool: Ø41x25h cm / Ø16”x10”h
Dimensions high stool: Ø36x43h cm / Ø14”x17”h
Colours: White / Sand / Bronze / Anthracite

About Nendo

Born in 1977 in Toronto, Canada. In 2002 he graduated in architecture from the University of Waseda, Tokyo. There he founded the Nendo Studio in 2005 and in 2006 did so in Milan. Winner of numerous awards and recognitions Oki Sato has collaborated with many design studios and architects.



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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