CITRUS
Outdoor kilims for vitamin-rich spaces

A design by Jorge Garaje for GAN



With a background in industrial design and product development, Spanish designer Jorge Garaje is, by his own definition, a “materializer of ideas” who views the importance of raw materials and attention to craftsmanship as something fundamental. CITRUS, a collection of outdoor kilims that pay tribute to three key members of the great citrus fruit family, is his first collaboration with GAN and the result of his passion for taking a new approach towards everyday elements. In his own words, Jorge uses his projects “as a way of rethinking objects embedded in our collective memory and details that we overlook”.

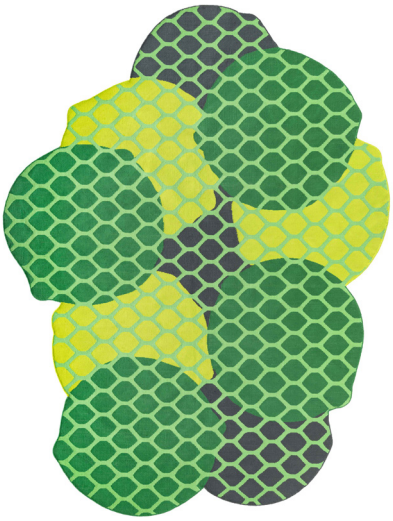
Kilos of oranges, limes and lemons are featured in three rugs made from 100% recycled and reclaimed PET fibres in India, the country in which all GAN collections are handmade. The rounded contours of the fruit, superimposed to create a sense of depth, are set against a graphic layer which envelops them. This diagonal grid mimics the familiar mesh bags that these fruits are traditionally sold in.

This graphic, at its core, is comprised of two dimensions that complement each other: on the one hand, the sequential and ordered grid pattern, similar to the modular grid of any tiling or pavement; and underneath it, the unpredictable chaos of the arrangement of the fruit on which one walks. In this way, we play with the perception of volumes and different planes of space,” says the designer.

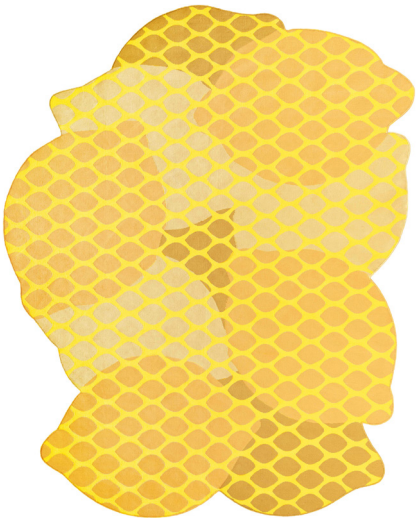
CITRUS
Jorge Garaje



ORANGE



LIME

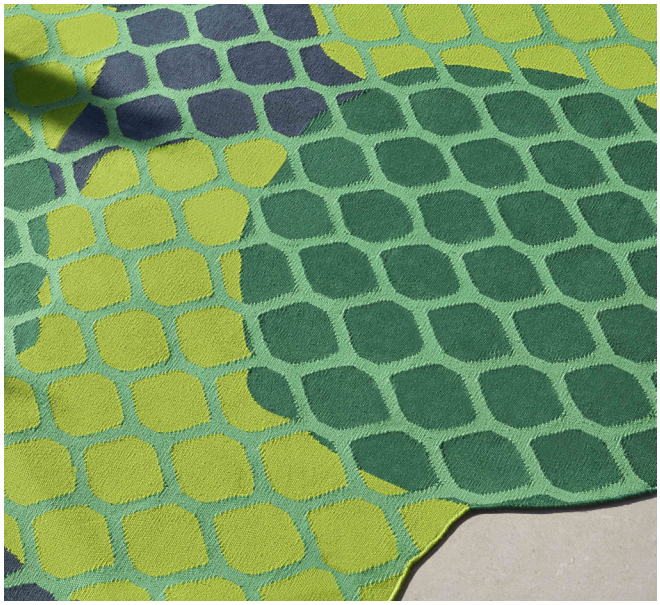


LEMON

A resistant material coupled with an acidic and cheerful colour palette in different shades of orange, green and yellow make these pieces perfect for terraces, solariums and patios, adding a dose of energy, personality and bold design to kids' rooms, interiors and dynamic workspaces that don't shy away from colour. Its juicy creativity and vibrant vitamin colours make CITRUS a refreshing choice when combined with greys, wood and earth tones.

Subtle and randomly irregular in shape, CITRUS kilims measure three metres on their widest side. The other side ranges from 230 to 240 centimetres, depending on the model.





Jorge Garaje, 2023
Manufacturing technique: Outdoor kilim
Fibre composition: 100% Recycled PET
Dimensions
ORANGE: 237x300cm / 7'9"x9'10"
LIME: 232x300cm / 7'7"x9'10"
LEMON: 240x300cm / 7'11"x9'10"
Models: Orange / Lime / Lemon

About Jorge Garaje

Spanish artist and industrial designer Jorge Garaje (Guadalajara, 1991) is, by his own definition, an “objector of ideas”: not only capable of materializing them in objects, but also of questioning them through his pieces. With this approach, he endows his work with a marked irreverent character that is not exempt from care for the raw material and attention to the craft process, fundamental in his pieces.
After studying Fine Arts and Engineering in Industrial Design, he graduated from the Superior School of Design in Madrid, the city where he lives and develops his professional performance.



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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