NOMAD

Outdoor craftsmanship with 100% recycled fibers for nomadic living

A design by Alejandra Gandía-Blasco for GAN



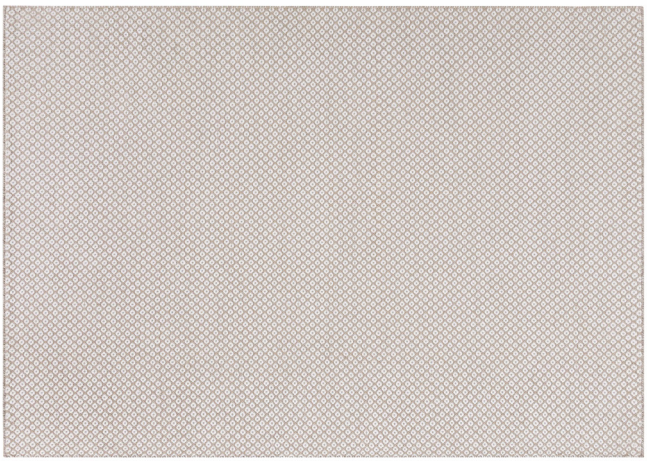
NOMAD GAN SPACE TUAREG

Lightweight, essential, and suitable for use both indoors and outdoors. These are the three most representative traits of the NOMAD collection, inspired by the minimal belongings carried by nomadic peoples and with which they manage to create ephemeral spaces capable of providing a sense of home and rest.

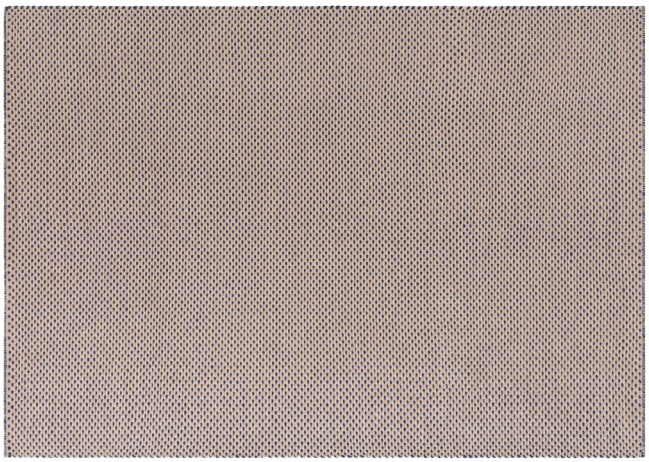
NOMAD is the essence of GAN Spaces taken to its minimal expression, as with its rugs, poufs, and cushions, multiple relaxed and informal settings can be created, as well as structured environments. Its creator, Alejandra Gandía-Blasco Lloret, has delved into a design that provides the most agile deployment possible, seeking a double nomadism, both from one place to another and within the same space.

Their pattern designs are based on indigenous designs from India, used during GAN's research to test how recycled PET fibers behave on a loom. Those samples are now the fabrics of NOMAD.

NOMAD, essentially 100% recycled craftsmanship, allows for the creation of complete outdoor spaces, as well as beautiful, discreet, and functional interiors. The four models of rugs in the series, all different from each other, are available in two sizes (170x240 cm and 200x300 cm). Woven using the hand loom technique, they represent a compilation of textures and wefts that explore the possibilities of recycled PET. The result, similar to wool, is lightweight and easy to move. NOMAD designs are presented in two chromatic ranges and texture combinations: INUIT —in Neutral, Pink, and Gray variants— and TUAREG —Blue, Taupe, and White—.



NOMAD TUAREG WHITE



NOMAD TUAREG BLUE

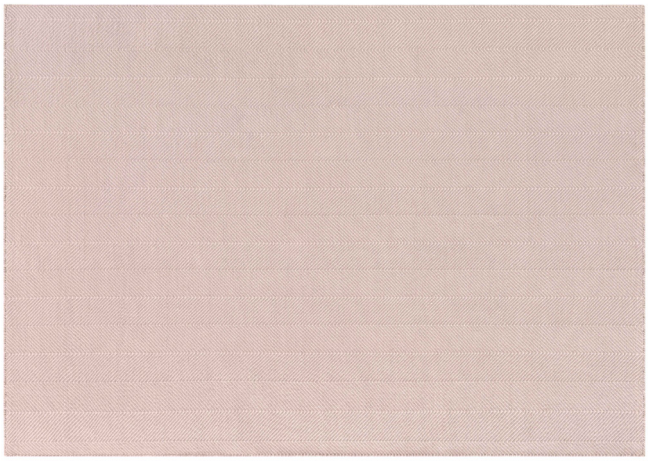
"We know that nomadic cultures used to and still tend to remain in constant motion, as nomadism opposes sedentarism. Therefore, they could not, and still cannot, carry more than lightweight elements; essentially, they build their homes with fabrics, rugs, and cushions."
Alejandra Gandía-Blasco Lloret

Peoples such as the Inuit and Tuareg have developed lifestyles adapted to nomadic environments, moving in search of resources and pastures for their animals. For these communities, elements such as rugs and cushions play a fundamental role in outdoor life: not only do they provide comfort, shelter and warmth in their movements, but they are also expressions of cultural identity and tradition.

"Each place holds a legacy, and local craftsmanship preserves it generation after generation; it's part of its historical and emotional memory," says Alejandra Gandía-Blasco. "NOMAD represents a compilation of textures and warps discovered in different areas of India by Mapi Millet, who was until recently the creative director of GAN. We used this indigenous craftsmanship to test the fibers of recycled PET fabric because it doesn't behave the same when using different weaves and warps or on different looms. The collection emerged from those samples."



NOMAD INUIT NEUTRAL



NOMAD INUIT PINK



NOMAD TUAREG BLUE



NOMAD INUIT NEUTRAL&PINK

Of course, cushions and poufs play a particularly prominent role in the collection. Crafted using the same techniques and motifs as the rugs and available in various sizes, the larger ones are designed to be stacked and transformed into interchangeable poufs. They have removable covers and are filled with quick-drying GRAVIDRY foam. The combinations are endless.

"From the NOMAD rugs emerge square cushions which, upon the instinctive act of stacking them one on top of the other, create seats or poufs of varying heights where one can recline or sit, complemented by other small-sized NOMAD cushions."



NOMAD TUAREG BLUE&WHITE



NOMAD INUIT NEUTRAL

NOMAD
Alejandra Gandía-Blasco



NOMAD TUAREG WHITE

Alejandra Bandía-Blasco, 2024
Manufacturing technique: Hand loom
Rug fibre composition: 100% recycled PET
Poufs/cushion cover composition: 100% recycled PET
Poufs filling composition: GAVIDRY fast drying foam
Cushions filling composition: Polyester fibre
Rugs dimensions: 170x240cm / 5’7”x7’11” , 200x300cm / 6’7”x9’10”
Poufs dimensions: 70x70x11hcm / 28”x28”x4”h
Cushions dimensions: 36x60x16hcm / 14”x24”h
Colours: INUIT (Neutral, Pink & Grey) & TUAREG (Blue, Taupe & White)

About Alejandra Gandía-Blasco

Assistant director of GANDIA BLASCO GROUP's Communication and creative director of Diabla. She graduated in Fine Art and then completed her training in Design and Communication at Central Saint Martins in London. She is an interdisciplinary creative, her work is based from visual arts and collective memory applied to the design of everyday objects and communication.



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 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**