

GANDIABLASCO

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ARENA by Søren Rose

Organic in essence. An ode to traditional manual bending techniques



"One of the key roles of this collection is to establish a dialogue between the built environment and nature."

Søren Rose.

GANDIABLASCO introduces its second collaboration with **Søren Rose**, **ARENA**, a collection of outdoor furniture inspired by the fluid movements of sand dunes that gracefully embody delicate yet powerful curves. Each piece in the **ARENA** series, Gandiablasco's first collection of purely organic forms, features rounded elements and wavy cut lines. On the one hand, its elements and typologies evoke a certain connection with traditional pith furniture and even with the craftsmanship of basketry, due to their bulging rounded shapes and the finishing of their edges. On the other hand, its wide curved slats are reminiscent of Scandinavian veneer work.

Inspired by the beauty of organic forms found in nature, as well as architectural elements featuring sinuous lines and perceptible layers, **ARENA** wants to resemble a harmonious union of artifice and wilderness to meld seamlessly with the surrounding landscapes.

ARENA is a collection designed for outdoor spaces, although its aesthetics and functionality make it equally suitable for indoors. In the words of the designer: *"From the graceful curves of the seating to the sleek simplicity of their components, every aspect of the ARENA collection exudes sophistication and durability, making it a perfect choice for any setting."*

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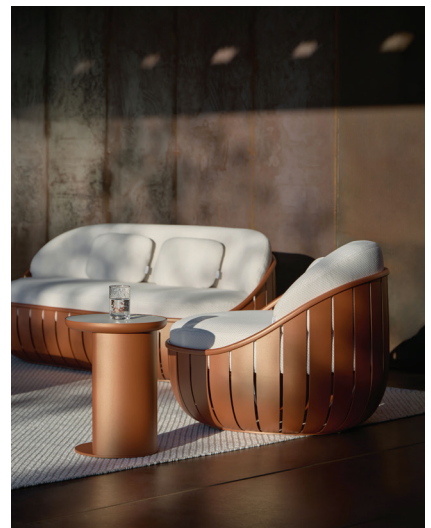


Crafted with meticulous attention to detail in powder-coated aluminium —which confers versatility, durability and resistance— ARENA features intricate depth and character in each piece: a club armchair, an armchair, a 2-seater sofa, a set of coffee tables and a side table and a swing. According to Søren Rose, *"The swing stands out as the most notable piece in the collection, driven by a desire to amplify the collection's essential character with a space where individuals can genuinely unwind and feel embraced. Its substantial volume, inviting users to sink into its plush cushions and unwind, embodies a warm welcome."*

The production process begins with laser cutting the slats on an aluminum sheet. Once cut, the slats undergo a bending process in two different machines, which project the desired curve pattern and individually press each slat. Subsequently, the curved slats are welded



lounge chair, C. table ARENA



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one by one onto the upper and lower rings of the furniture, giving the final organic touch to the structure. Once all the slats are welded, the structure is fully assembled and ready to be powder-coated in the chosen RAL color.

The collection is available in all finishes and colors from the Gandiablascal catalog, which includes outdoor technical fabrics from brands like Kvadrat, Sunbrella, and Dedar Milano, among others, as well as fabrics made from 100% recycled and recyclable PET from the Reviva brand.

"ARENA has allowed me to leverage GANDIABLASCO's exceptional craftsmanship, challenging ourselves to create technically ambitious yet aesthetically fitting pieces that meet the company's mission and values. With its innovative approach to design and unwavering commitment to quality, this collection invites the user to indulge in the beauty and comfort of outdoor living."



Club chair, Coffee table d90, Swing ARENA

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About Søren Rose:

He founded his multidisciplinary design studio Søren Rose Studio in 2009, specialising in public and private projects, interior design, architecture and product design. Today, straddling Copenhagen and New York, the designer skilfully combines opposites to produce calm and elegant results. In his collection for GANDIABLASCO, a timeless and sustainable range that does not conform to passing trends, the soft light of Nordic style is filtered into the Valencian firm's repertoire.

TECHNICAL SPECIFICATIONS

Year:	2025
Designer:	Søren Rose
Materials:	Thermo-lacquered aluminum. Tabletop in ultra-compact porcelain surface. Braided polyester rope.
Composition:	Seat, backrest and cushion made of polyurethane foam and polyester fiber with a water-repellent fabric. Upholstery in removable outdoor technical fabric.
Colours:	White, agate grey, sand, gold, honey, bronze, leaf, cement grey, bottle green, cuprum, wine red, anthracite, grey blue, night blue, black.
Mats/cushions:	Indoor basic, Náutica, Soft, Indoor Sens, Warm, Warm Premium, Indoor Natural, Warm Recycled.

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PRODUCT



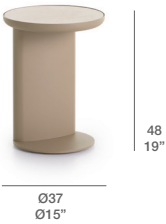
CLUB CHAIR / BUTACA



LOUNGE CHAIR / SILLÓN



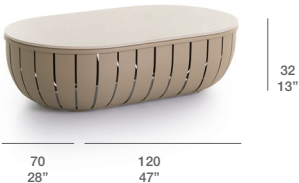
2 SEAT SOFA / SOFÁ 2 PLAZAS



C TABLE / MESA AUXILIAR



COFFEE TABLE / MESA BAJA



COFFEE TABLE / MESA BAJA



SWING / COLUMPIO



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About GANDIABLASCO

GANDIABLASCO is the outdoor furniture brand from the Gandia Blasco Group, a family owned business based in Valencia (Spain), founded in 1941 as a blankets manufacturer. In the mid-90s, José A. Gandía-Blasco Canales, the company's current President and Creative Director, introduced design in all areas of the company, focusing his interest on the development of furniture and outdoor accessories with a distinct architectural character. The expression of a lifestyle inspired by his Mediterranean roots transcended to products. Since then, the creation of simple and elegant outdoor spaces has set the company's direction. The quality of their designs and the use of luxury materials has made way for collaborations with architects and designers of international prestige. Currently, the GANDIABLASCO brand has reached more than 75 countries and is internationally recognised for the quality of its furniture and the creation of contemporary environments that reflect its passion for outdoor living.

About Gandia Blasco Group

Gandia Blasco Group is a Mediterranean family company known for its expertise in the design and edition of outdoor furniture and spaces - more than furniture, a lifestyle - and in the handcrafted creation of designer rugs. The group operates in a diversified way through its three brands: GANDIABLASCO, GAN, and DIABLA, each with its own distinctive personality. Founded in 1941 by José Gandía Blasco and originally dedicated to the manufacture of yarns and blankets, the company has stood out for a solid trajectory marked by constant reinvention and the promotion of design culture. Today, the company is presided over by José A. Gandía-Blasco Canales, a member of the second generation of the family, followed by his children Álvaro Gandía-Blasco, Vice President and Commercial Director, and Alejandra Gandía-Blasco, the group's Creative and Communications Director.

With its historical headquarters in Ontinyent (Valencia, Spain) and a presence in more than 75 countries, its main flagship stores are located in New York's Soho Design District and in the hearts of cities such as Madrid, Barcelona, and Lisbon. The company continues to expand and is constantly experimenting and innovating with renowned international designers and architects.

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