

GANDIABLASCO

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LADEMADERA

THE VALUE OF WOOD FROM SUSTAINABLE FORESTS



"Wood has been used since ancient times for the construction of houses, furniture, tools and other objects and is the material which man values the most. It is a familiar-feeling material that has always fascinated us."

"When designing pieces for the outdoors, and to be in nature, you have to try to design respectfully to create objects that coexist with their setting. LADEMADERA is an example of this design philosophy."

Francesco Meda & David Quincoces



LADEMADERA is a collection designed by **Francesco Meda and David Quincoces** for GANDIABLASCO that applies the beauty of teak wood to outdoor furniture. The collection was born out of the desire to introduce a collection made completely out of wood into the GANDIABLASCO universe, whose aesthetic appeal and feel matched with that of the brand, whose primary material has always been aluminium.

LADEMADERA's base is natural teak wood and black powder-coated aluminium: two **100% recyclable materials that are highly durable and resistant**. In fact, the teak used is entirely untreated, something which would be unnecessary due to its many beneficial properties and its lack of ageing.

Sustainable wood, certified and treated with craftsmanship and expert care

The teak wood used in the production of LADEMADERA has the Otazen seal of approval and comes from the company's production centers in Java (Indonesia). Otazen is a benchmark in the sector whose manufacturing process is based on European quality standards, integrating and respecting the craftsmanship of the areas where it operates. The raw material used to make LADEMADERA is FSC (Forest Stewardship Council) and V-Legal (Indonesian Legal

Wood) certified, which demonstrates its commitment to the environment. In addition, in order to ensure a sustainable life cycle for the wood, Otazen selects teak from controlled plantations that follow strict reforestation procedures.

"We always wanted to make a collection that could be placed in different environments, but which would respect these different settings. When designing pieces for the outside world, and to be in nature, you have to try to design respectfully to create objects that coexist with their setting. LADEMADERA is an example of this design philosophy, in that it does not attempt to overpower an existing aesthetic (a garden, a patio, a style of architecture, etc.) but instead it blends in, and allows the client to experience a sense of calm, relaxedness and familiarity," explain Francesco and David. According to the designers, the simplicity of the collection means that the aesthetic coherence created by technical and structural details enhance the products' quality and value.

Many of the phases of the manufacturing process of LADEMADERA are manual. This begins with the selection of the most suitable pieces of wood according to the required measurements. Once selected, they are industrially cut into strips of the required size and dried in an oven to adjust the internal humidity before machining. Subsequently, the pieces



are laminated to obtain the final semi-components. From this point on, the assembly process is carried out by hand to obtain the desired final piece. The next phase is also done by hand, and consists of sanding the wood in three stages to achieve a perfect finish.

Personalised environments with exquisite finishes

The collection is made up of 5 items: 3 sofas (one-, two- and three-seaters) and two coffee tables in different heights so that they can be overlapped. They all exemplify a design philosophy that respects the environment that they are placed in; they blend in seamlessly.

Both the seats and the backrests of the sofas are made of Gravidry® filtering polyurethane foam rubber with a layer of padding on the surface. The different upholstered elements have removable covers, and thanks to the foam's draining capacity, it dries rapidly without the need to remove the covers. They are also made with technical outdoor fabrics from brands such as Kvadrat, Sunbrella and Dedar Milano, as well as fabrics made from 100% recycled and recyclable PET from the brand Reviva. The backrests also have an internal aluminium structure that provides strength and firmness.

The coffee tables which come in different heights also feature the conscious design of LADEMADERA, as they are made of as little material as possible in order to avoid waste. At the same time, the use of simple shapes enhances the natural beauty of the materials used.

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TECHNICAL SPECIFICATIONS

Year:	2024
Designer:	Francesco Meda & David Quincoces
Materials:	Manually welded black powder-coated aluminium. FSC and V-Legal certified Otazen natural teak wood, selected, assembled and sanded by hand.
Composition:	Polyurethane foam rubber and polyester fibre with water-repellent fabric. Removable technical upholstery for outdoor use.
Products:	Lounge chair, 2 seat sofa, 3 seat sofa, circular coffee table D94x23, circular coffee table D94x32, coffee table 129x23, coffee table 129x32.

About Francesco Meda:

Francesco Meda (Milan, 1984) graduated from the Istituto Europeo di Design in Milan in 2006. The designer gained experience in London working at Sebastian Bergne's studio and later at Ross Lovegrove's. In 2008 he returned to Milan and collaborated with his father, Alberto Meda, on brands such as Kartell and Caimi Brevetti. Meda has also promoted his own art and design projects for other international firms and prestigious galleries such as Nilufar Gallery and Schoeni Art Gallery in Hong Kong. Among his acclaimed designs are the bridge lamps and 3D-printed jewelry that are part of the collection of the Triennale Design Museum in Milan. Francesco Meda has also won several awards. The latest was the 2019 Wallpaper Design Awards, for the Woody chair for Molteni&C.

About David Quincoces:

Born in Madrid, David Quincoces has been based in Milan since 2005, where he arrived to pursue a master's degree in interior design at the Politecnico di Milano. Having worked with Piero Lissoni, he founded his own studio, Quincoces-Dragó, more than ten years ago. Today it is one of the most sought-after Milanese architectural firms and it works in collaboration with design companies, as well as on interior architecture projects.

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PRODUCT

LOUNGE CHAIR



2 SEAT SOFA



3 SEAT SOFA



ROUND COFFEE TABLE



COFFEE TABLE



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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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