GANDIA**BLASCO**

BUIT, CRAFTSMANSHIP AND TECHNOLOGY INTERTWINED

Designed by Mayice Studio for GANDIABLASCO

BUIT, the first collaboration between **Mayice Studio** and **GANDIABLASCO**, synthesises the company's long history of **textile innovation and outdoor furniture design** in a concept that fuses the past and absolute respect for tradition with the avant-garde in the choice and use of materials.

The collection, a **tribute to the properties of aluminium resulting from an exhaustive study of resistance and ergonomics**, includes two versatile, functional and visually ground-breaking pieces: **a club chair and a coffee table that can be transformed into a pouf.** Thus, **BUIT** - which means void in Valencian -, starts from an **aluminium mesh curved** to form sinuous elements of sculptural appearance.

The hardness and low temperature of aluminium contrasts with the warmth and comfort of the textile component, for which **Mayice Studio and GANDIABLASCO carried out extensive R&D work in collaboration with Kvadrat Febrik.** The Danish company, strongly rooted in the tradition of Scandinavian design and a pioneer in innovative textile design, has developed **a technical outdoor fabric for braiding** which, in addition to providing great strength and quality, is reminiscent of wool and provides warmth. The cords, which are interwoven without requiring extra trimming, have a quick-drying foam inside that helps to drain water easily.

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The series offers **a modular system that can be easily integrated into any type of space and allows for multiple configurations thanks to its lightness.** Moreover, the two BUIT pieces give rise to different interpretations, as they can be operated with or without the textile. As far as their finishes are concerned, they can be dressed in **15 shades of thermo-lacquer, always in harmony with the light grey shade of the Kvadrat Febrik fabric.**

GANDIABLASCO

From the first sketches, durability over time was a determining factor for **Marta Alonso Yebra and Imanol Calderón Elósegui** - members of the multidisciplinary studio **Mayice Studio** in Madrid -, so **BUIT promises a long life both for the characteristics and good ageing of its materials and for its clean and elegant forms.**

Since its debut **in Rossana Orlandi's art space in Milan, BUIT** has not ceased to achieve success, **winning such prestigious awards in the sector as the Archiproducts and NCYxDESIGN international design awards for the best outdoor seat.**

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TECHNICAL INFORMATION

Year:	2021
Designer:	Mayice Studio
Materials:	Thermo-lacquered aluminium.
Composition:	100% Trevira C Grey fabric developed by Kvadrat Febrik.
Colours:	White, Agate grey, Sand, Bronze, Beige Red, Orange brown, Wine red, Blue grey, Grey blue, Cement grey, Bottle green, Anthracite, Quartz grey, Grey brown y Black.
Fabrics:	Grey

Mayice Studio:

Founded in 2014 by architects Marta Alonso Yebra and Imanol Calderón Elósegui, Mayice Studio works from its headquarters in Madrid on interior design, architecture and product design projects, with a noticeable respect for materials, their history and functionality, from the first sketch to the final result. Their high doses of talent and creative ingenuity find the best of allies in their craftsmanship to give the spaces and products they design their own personality.

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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.

1941-2021: 80th Anniversary of Gandia Blasco Group

Gandia Blasco Group celebrates in 2021 its 80th year since its birth: a trajectory of eight decades marked by constant reinvention and the creative sensibility needed to create confidence in its design at all levels.

Founded in 1941 by José Gandía Blasco, Gandia Blasco Group is a family-owned company that has reached its third generation and is currently present in 75 countries through its distinct brands. GANDIABLASCO, GAN and DIABLA have all succeeded in building a solid and recognizable identity in their respective areas: from furniture and outdoor spaces design to the creation and production of handmade designer rugs.

Coinciding with its 80th anniversary, the company continues its expansion into key international markets and is preparing the opening of its new single-brand store on Ortega y Gasset street in Madrid, destined to become its principal flagship in Europe alongside its emblematic headquarters in Ontinyent (Valencia), La Casa Gandiablasco.

Press Office Gandia Blasco Group
IT Comunicación
Marga Vidal - gandiablasco@itcomunicacion.com
Tlf. (+34) 93 362 10 34

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