

# GANDIABLASCO

## PICNIC AND CLACK!: THE ICONS OF OUTDOOR RELAXATION ARE UPDATED WITH THE MOST ELEGANT FABRICS

Designed by José A. Gandía-Blasco Canales for GANDIABLASCO

**PICNIC hammocks** and **CLACK! foldable chairs** return to **GANDIABLASCO** and they do it starring in the freshest pages of their new catalog.

Both **GANDIABLASCO** icons are reinterpreted under the prism of José A. Gandía-Blasco Canales, combining their more casual side with the materials innovation expertise. The **brand's usual contemporary elegance**, which this year celebrates its 80th anniversary, unfolds in two must-have designs to embrace the summer sun.

New fabrics for a contemporary classic: the **PICNIC hammock**



**PICNIC** reinterprets the casual character of the **classic beach hammock with elegance and discretion** to enjoy the outdoors at any time of the year. Made with **Batyline® fabric** to guarantee the fabric's lightness and resistance to humidity, sunlight and saltwater, the hammock wears an amalgam of more than ten shades, from the monochrome version in white –the maximum expression of the minimalist essence of the brand– even its most chic version in quartz grey, anthracite or bottle green.

# GANDIABLASCO



PICNIC exudes personality without fanfare, as demonstrated by the **six striped patterns** that evoke the **Mediterranean essence**, courtesy of **DEDAR MILANO**. The retro contrasts of **Carrot stick**, **Cocco bello** and **Sale e pepe** show just a glimpse of everything the **'Strange loves'** selection has to offer. Its size (64 x 100 x 72 cm) makes it ideal for spontaneous installation on any surface, as well as the **variety of angles of repose** make it the perfect companion for midday drowsiness.

PICNIC offers a vast freedom of movement, not only for its fresh and timeless design, which responds to a **selection of materials that have been resistant to hours and hours of outdoor enjoyment**; but rather for the ingenious simplicity of a chair that harmoniously coexists with all kinds of contemporary architecture.

# GANDIABLASCO

**CLACK!:** This is what a classic of contemporary design sounds like

More than 15 years ago, **José A. Gandía-Blasco Canales** moved the filmographic settings from behind the clapperboard to an outdoor experience full of life, light and elegance. With **CLACK!**, the **legendary director's chair** is reinterpreted in the most practical and versatile style to take us to the shores of the Mediterranean, enjoy the outdoors and fresh vermouths throughout the year.



The **CLACK!** textile component, made of **Batyline® plastic fabric** –available in a dozen shades–, provides an extra dose of comfort and ergonomics and is suitable for outdoor use due to its high resistance to UV rays as well as humidity and saltpeter. All this makes **CLACK!** more durable and requires less maintenance than the traditional versions of the director's chair in wood and canvas. In addition, being **foldable and easily storable and transportable**, it invites to create unique combinations and environments, as elegant as they are changing.

Contemporary and versatile, **CLACK!** (55 x 42 x 87h cm) is an elegant, light and resistant travel companion thanks to the innovative details of its design and its thermo-lacquered aluminum structure, available in multiple variants. Thus, **CLACK!** constitutes **an essential piece of furniture in any interior or exterior space, private or contract**, to the beat of the favorite sound of the Mediterranean.

# GANDIABLASCO



## TECHNICAL INFORMATION

- Year:** 2004
- Designer:** José A. Gandía-Blasco Canales
- Materials:** CLACK! - Thermo-lacquered aluminium. Batyline® fabric.  
PICNIC - Thermo-lacquered aluminium. Strange Loves or Batyline® fabrics.
- 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 and Black.
- Measurements:** CLACK! - 42x55x87h cm  
PICNIC - 64x100x72h cm

### José A. Gandía-Blasco Canales:

José A. Gandía-Blasco Canales was born in Ontinyent, Valencia. After studying law at the University of Valencia, he started working in the family business Gandia Blasco S.A. in the 1980s. He is currently the President and creative director of the Gandia Blasco Group. He is responsible for the designs of many of the group's most iconic furniture and carpet collections, which are sold in more than 75 countries.



# GANDIABLASCO



## 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 Gandia Blasco.

[Press Office Gandia Blasco Group](#)

IT Comunicación

Marga Vidal - [gandiablasco@itcomunicacion.com](mailto:gandiablasco@itcomunicacion.com)

Tlf. (+34) 93 362 10 34



[www.gandiablasco.com](http://www.gandiablasco.com)



**Gandia Blasco Group**

**80** | 1941  
YEARS | 2021