

GANDIABLASCO

x Gensler

OUTDOOR SPACES

FLEX PERGOLAS by José A. Gandía-Blasco Canales & collaboration with Gensler

ARCHITECTURAL SPACES FOR SOCIALISING, COLLABORATION AND CONCENTRATION



"The starting point of our collaboration with Gandiablasco is the need for more adaptive working environments within the workplace. A need for more collaborative spaces and desire for productivity working in the outdoors."

"This solution is versatile and can optimize and multi-purpose space as an elegant design solution. From a truly unique productivity pavilion for the workplace to a cozy shading structure for evening gatherings and celebrations."

GANDIABLASCO introduces a new collection of **PERGOLAS** designed by José A. Gandía-Blasco Canales in collaboration with **Gensler Product Design Consulting**. Gensler is a global architecture and design firm wholly committed to sustainability and the power of design as a tool for transformation. It is a completely versatile concept, based on 3 sideways measurements, that allows for the configuration of an **enormous variety of large and multi-purpose spaces**, from shelters with ceilings which make outdoor living possible all year round, to work spaces ranging from collaborative meeting environments to areas for individual concentration.

Lounge spaces for work

As a result of the collaboration between the experts at Gensler and GANDIABLASCO, technology and design are dedicated to the user experience and create interconnectable, adaptable and flexible solutions that can be used in a variety of environments and weather conditions. The new **PERGOLAS** are **customised** and designed to meet the specific needs of each customer and environment, with a clear focus on the new trend of lounge-style workspaces. For this reason, the intention behind them is to play a part in the creation of flexible and efficient workplaces that can act as real catalysts for change, boosting the growth, well-being and creativity of the people who use them.

To fulfil this aim, the series includes elements that encourage socialisation and collaboration, such as rest areas and meeting points. The structure and the main components of the **FLEX PERGOLAS** designed by José A. Gandía-Blasco Canales in collaboration

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with Gensler Product Design Consulting are made of aluminium, a material that provides versatility, durability and resistance. The construction system that is used for the manufacture of the brand's furniture is also used here; the patented technique for the manual assembly of the structures makes this particularly special. Moreover, the circular and square-shaped on the ceilings and exterior walls can be ordered in a wood-effect finish in addition to the standard powder-coated aluminium.

These new elegant and minimalist spaces can be customised with the new ceilings made of circular and square-shaped slats, as well as with exterior walls which can be solid, upholstered, made of fixed or pivoting board, *deployé*, or circular or square-shaped blades. Meanwhile the Soft Dolce fabrics used for the upholstered walls, available in 10 different colours, are suitable for use in any outdoor environment and their texture gives them a warm finish that is also very suitable for indoor spaces.

More possibilities for personalisation

One of the main novelties in the architectural structures of the FLEX PERGOLAS designed by José A. Gandía-Blasco Canales in collaboration with Gensler Product Design Consulting is that they can be furnished with work tables or bar counters. The surface of the bar counters is made from iroko wood with an extra matt finish or Dekton®, while the surface of the work tables is made from Dekton®.

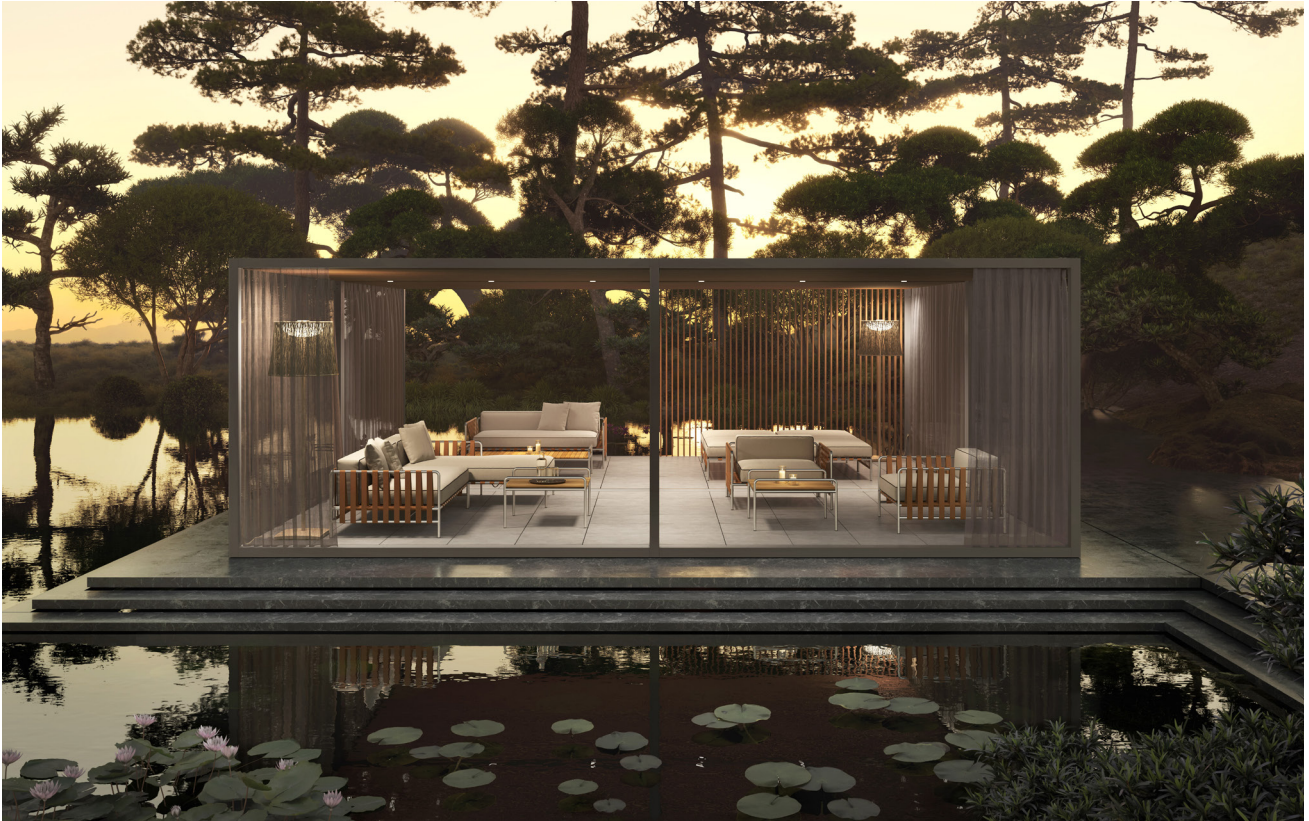
These new PERGOLAS are a versatile option that are easy to install and reconfigure, and they fit in seamlessly with the variety of existing products from GANDIABLASCO's large collections of furniture and pieces for outdoor spaces.



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About Gensler:

Gensler is a global architecture, design and planning firm based in San Francisco, California. Founded in 1965, it works with more than 4,000 international clients and has established itself as one of the world's largest design firms, with more than 7,000 employees in over 50 offices worldwide.

With an unwavering commitment to innovation, sustainability and the transformative power of design, Gensler offers a wide range of services in areas such as architecture, interior design and urban planning, among others. The company has been involved in projects ranging from commercial and residential buildings to workspaces, retail, museums, hospitals and universities.

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.

TECHNICAL SPECIFICATIONS

Year:	2024
Designer:	José A. Gandía-Blasco Canales in collaboration with Gensler
Materials:	Anodized or powder-coated aluminium in manually assembled mechanized profiles. Faux aluminium wood. Dekton® by Cosentino. Iroko wood. Deployé. White adhesive vinyl slate. Aluminium planters with a grid wall.
Colours:	Anodized, white, agate grey, sand, bronze, wine red, blue grey, grey blue, night blue, cement grey, bottle green, quartz grey, anthracite, black.
Upholstery panel fabrics:	Soft Dolce.

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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.

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.

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