GANDIABLASCO

GANDIABLASCO Lifestyle at Madrid Design Festival 2022

Different ways of understanding outdoor life with ONDE, by Luca Nichetto, and GB MODULAR, the new series of modular furniture by José A. Gandía-Blasco Canales.

A selection of the **new outdoor furniture designs** GANDIABLASCO have taken the company's space in the center of the city at its premiere as a **Madrid Design Festival 2022 's partner showroom**.The passion for the open air and the Mediterranean roots, that are the essence of the brand, have permeated every corner of the exhibition, designed to present the latest trends in the creation of contemporary environments.

Hall of Showroom Gandia Blasco Madrid. 2022 GANDIABLASCO Novelties

The new **GB MODULAR** line, by **José A. Gandía-Blasco Canales**, has been one of the main unveiled innovations, where the durable and resistant aluminum is the protagonist. The series is born from the search for maximum simplification, and it is the result of a journey to its roots to bring them to the present time. GB MODULAR articulates a whole collection that, thanks to minimalistic elements and a sophisticated system of tongue and groove joinery between profiles, is open to infinite possibilities. This line of modular tables and benches with neat and elegant aesthetics, inspired by the classic metal construction building toys; represents the improvement of the construction system devised by José A. Gandía-Blasco Canales and his team over 20 years ago, which gave life to the first outdoor furniture collections that made GANDIABLASCO international.

GANDIA**BLASCO**

Hall of Showroom Gandia Blasco Madrid. GB Modular collection

Just as GB MODULAR, the **ONDE** outdoor furniture collection blurs the boundaries between indoor and outdoor spaces, allowing designs to be adapted in different places and to cover all kinds of needs. This collection, designed by **Luca Nichetto**, reflects the relevance that spaces have acquired in connection with nature as shelters of calm, well-being and disconnection throughout the year. ONDE pushes to the limit the possibilities of aluminium combining comfort, durability and resistance in a balanced way. This is presented as a comfortable and versatile collection that in the upcoming season is expanded with new designs that make you dream of the ideal outdoor office but that meanwhile also work indoors.

Interior of Showroom Gandia Blasco Madrid. ONDE & SOLANAS collections

GANDIA**BLASCO**

During its stay at Madrid Design Festival 2022, GANDIABLASCO has also revealed the expansion of some of its most emblematic furniture collections. This is the case for the **DNA** collection: new designs made of wood-effect aluminium, in which the warmth and naturalness of the wood are balanced once again with the timelessness of the aluminium. Signed by **José A. Gandía-Blasco Canales**, they maintain their architectural and versatile character, able to integrate into any environment: from private gardens to large contract projects. The DNA collection, as well as the new additions that extend this essential series of outdoor furniture, hide an innovative constructive system that allows to obtain structures of great complexity thanks to the merging of profiles of aluminium by means of irons and cleats developed exclusively for this purpose and that involve a manual and tailored assembly process.

Interior of Showroom Gandia Blasco Madrid. DNA collection in faux wood aluminium

To conclude, the space of the firm in Madrid has welcomed the **ISLA** collection, by **Sebastian Herkner**, formerly part of GAN's catalogue -Gandia Blasco Group's signature brand of handcrafted design rugs and accessories- and that is now included as a new outdoor proposal by GANDIABLASCO. Through comfortable volumes and irregular shapes, ISLA explores the concept of modularity and outdoor living. Its three modules can be used independently or combined to give shape to multiple configurations that adapt to each space.

GANDIA**BLASCO**

Hall of Showroom Gandia Blasco Madrid. ISLA collection. Menorca Module

Once again, GANDIABLASCO have wanted to get involved in this great Spanish showcase of creativity and design and they thank the support of organizers, professionals and media, as well as the dedication and enthusiasm of its team of collaborators and designers. In this edition, coinciding with the celebration of World Design Capital Valencia 2022, GANDIABLASCO is proud to stand out, inside and outside our country, as an ambassador of Mediterranean design, of its transforming power and generator of wellbeing.

Gandia Blasco Group x Madrid Design Festival 2022. Design, craftmanship, new materials and colour studies
C/ José Ortega y Gasset, 28 (at the corner of Núñez de Balboa street)
From 15 February to 31 March 2022 / Timetable: 10:00 am - 2:00 pm 05:00 - 08:00 pm

GANDIABLASCO

About Gandia Blasco Group

Gandia Blasco Group is a Valencian family company pioneer in the design and manufacture of outdoor furniture and spaces, alongside the creation and handmade production of designer rugs through its three brands: GANDIABLASCO, GAN and DIABLA. Founded in 1941 by José Gandía Blasco, its journey has been marked by constant reinvention and the promotion of design culture. The company is chaired by José A. Gandía-Blasco Canales, a member of the second generation of the family and artistic director of GANDIABLASCO.

Headquartered in Ontinyent (Valencia, Spain) and present in 75 countries, the company is in the process of expansion and carries out continuous experimentation and innovation in collaboration with renowned designers. Within the framework of its strategy of social responsibility and environmental sustainability, Gandia Blasco Group is committed to the durability and circularity of its designs based on the use of recyclable and recycled materials and, through the GAN Women Unit social initiative, emphasizes in the preservation and updating of artisan techniques and in promoting the economic independence of the craftswomen communities of rural India with which the brand collaborates.

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.

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

www.gandiablasco.com

Gandia Blasco **Group**