GANDIABLASCO

GANDIABLASCO GROUP OUTDOOR 2024

Furtinure that articulates spaces, contemporary craftsmanship, ans sustainability

The new Outdoor 2024 catalog brings together the new collections of GANDIABLASCO, DIABLA and GAN

With a firm commitment to exploring the habitat, **Gandia Blasco Group** unveils its **Outdoor 2024 Annex**. An exercise in exploring non-conventional places that can be significantly transformed through furniture. Based on a specific origin that the company, born over 80 years ago in Ontinyent, proudly champions: a passion for creating open environments and inhabiting outdoor spaces through various creative and expressive paths.

Fluid interiors and exteriors, with proposals designed for the three brands - GANDIABLASCO, DIABLA, and GAN - alongside leading international figures in the industry, and this year, they maintain their best performance outdoors, surprising in these uncommon architectural spaces with new aesthetics and finishes.

"We have delved into some of these uncommon spaces, approaching them from a different perspective, seeking to evolve their habitability through our designs."

Alejandra Gandía-Blasco

GANDIA**BLASCO**

ERNO by ALEJANDRA GANDIA-BLASCO.

GBMODULAR by JOSÉ A. GANDÍA-BLASCO CANALES

GANDIABLASCO: projecting fluid interiors and exteriors

GANDIABLASCO is characterized by an inspiring design approach, defined by the imprint of the characteristic simplicity of the Spanish Mediterranean and the austerity and lifestyle of the island of Ibiza. Designers of the caliber of **Francesco Meda, David Quincoces, José A. Gandía-Blasco Canales, Alejandra Gandía-Blasco, Todd Bracher, Søren Rose, and Gensler Product Design Consulting** contribute their expertise to the creation of architecturally oriented, elegantly styled, and functional furniture focused on the outdoors. Collections that coexist with the context and generate personalized spaces where new ways of living interact with the surroundings.

To achieve this, they have set up in two unconventional scenarios: the Solo House by Office KGDVS and the church of Corbera d'Ebre restored by Ferran Vizoso. Architectures that deviate from the norm and that GANDIABLASCO approaches from a novel perspective: seeking to evolve their habitability through the designs in the catalog. An exercise in breaking away from conventional channels, thus creating doubly uncommon spaces, both by their nature and by the furniture proposal.

GANDIABLASCO 2024 collections can "integrate into different environments while respecting the places where they are located. When you think about the outdoors and nature, you have to try to design with respect to create objects that coexist with the context," as conceived by designers like **Francesco Meda and David Quincoces**, authors of the surprising **LADEMADERA**, which includes a material like wood in the GANDIABLASCO universe.

Season highlights include collections conceived by a search for modularity and versatility, such as **Søren Rose's CAPA** or **Alejandra Gandía-Blasco's ERNO**. Also, touches of art and color by Alejandra Gandía-Blasco and her **IRIS** series, which translates the colors of natural light from photography into universal color systems in 12 different designs and various types of side tables. The goal is to complete environments in their entire spatial dimension, promoting interaction and interconnection from authenticity, both among users and with the landscape.

With a clear focus on microarchitecture, proposals like **FLEX**, created by **José A. Gandía-Blasco Canales in collaboration with Gensler Product Design Consulting**. A tailor-made solution that meets the specific needs of each client and environment, with a clear focus on the new trend of lounge workspaces.

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NEW FABRICS: COMMEDIA DELL'ARTE

DIABLA: a firm commitment to the magic of cinema applied to experimentation in outdoor space

For the new season, the youngest brand in the group, with Alejandra Gandía-Blasco as creative director and designer, proposes an immersion in the golden years of cinema to reclaim its valuable architectural heritage.

A journey through dreamlike temples that generated a great social life around the premieres and screenings of films, combining fantasy and emotions. When portrayed in the **DIABLA** style, in surprising and unique outdoor scenes, these temples are dressed up.

Both GANDIABLASCO and DIABLA add new additions to the repertoire of fabrics for 2024. In collaboration with **Reviva,** an Italian company specializing in the production of PET fabrics from recycled plastic bottles, they present captivating weaves and design patterns. In addition, **Alejandra Gandía-Blasco** has created, in collaboration with a musicologist, a series of fabrics inspired by the harlequins of the **Commedia dell'Arte**. Their geometric and colorful patterns seek to establish a connection between the playful affinities of this type of theater, witty and improvised, and the casual and fun character of the environments that can be projected with DIABLA designs like Alejandra Gandía-Blasco's PATOSO poufs, Héctor Serrano's SAIL, and Teresa Sapey's COSTURAS, the VALENTINA UP sun lounger, and the GRILL armchairs by MUT Design and VALENTINA UP, among others.

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MANGAS OUTDOOR by PATRICIA URQUIOLA

GAN OUTDOOR, in celebration

2024 marks a milestone for **GAN's** outdoor design line, made from suitable materials such as **recycled PET**. The line of pure craftsmanship marked a before and after with the **Mangas Space** collection conceived by **Patricia Urquiola** 10 years ago.

An innovative design that served as a trigger for **GAN Spaces**: collections that, starting from the design of a rug, with modules and ad hoc accessories, allow for the creation of flexible and casual spaces. This achievement receives a well-deserved tribute with its outdoor version, featuring the same volume, texture, and comfort, and colors "evoking the natural landscape, such as terracotta, stone gray, white, and blue."

SALINE, by **Made Studio**, also presents four versions in earthy and mineral tones from combinations of 100% recycled PET fiber ropes, dyed, spun, and braided by hand. The irresistible and acidic palette of **CITRUS** by **Jorge Garaje** also adapts to the outdoors.

The extensive offering is completed with **GAN CUSTOM**, the program that allows adapting rugs to any space, both indoors and outdoors, with virtually unlimited options in terms of color, size, technique, and shape.

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GAN

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Copy	GAN team

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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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