GANDIA**BLASCO**

GANDIABLASCO PRESENTS OUTDOOR 2023 CATALOGUE

Three ways of understanding outdoor life in one universe

The new Outdoor 2023 catalogue brings together the new GANDIABLASCO, DIABLA and GAN OUTDOOR collections

From the same origin, the passion for creating open environments and inhabiting outdoor spaces, different creative and expressive paths are born. Our **new Outdoor 2023 catalogue** brings together all the company's proposals in this field, designed together with leading international figures in the sector and produced in accordance with values such as the culture of design, the revaluation of craftsmanship, a commitment to innovation and environmental responsibility.

In addition to the central tour of the company's wide range of outdoor proposals and its three internationally recognized and award-winning brands: **GANDIABLASCO, DIABLA y GAN**. The new Outdoor 2023 catalogue is also a reflection of the present of Gandia Blasco Group, today headed by the second and third generation of members of the Gandía-Blasco family after its foundation more than 80 years ago in Ontinyent, in an emblematic factory building where the corporate headquarters are currently located.

From the tribute to this industrial legacy to the great creative talents with whom we have the honor to collaborate – including names such as Kengo Kuma – through to our most recent residential and contract projects and not forgetting the endless possibilities for customization: **throughout more than 400 pages we reveal our desire to create spaces that are strongly connected, in dialogue with their architecture, environment and interior design**.

"We aspire to design complete environments with proposals that last over time, towards innovation, craftsmanship and sustainability, thanks to the talent of great professionals that we greatly admire."
Alejandra Gandía-Blasco

"The launch of the Outdoor 2023 catalogue allows us to take full advantage of the synergies between the three brands. Our purpose is to consolidate our positioning as a reference in the outdoor field by combining three very different and authentic, but fully compatible styles.
Gandia Blasco Group collaborates with very talented designers who have been able to perfectly interpret the style of our brands and have helped us to evolve and improve in recent years. All this has contributed to the recognition and differentiation of the company, which, being a family business, highly values the human factor and is fully involved in all processes."
Álvaro Gandía-Blasco

A subtle beam of light announces, from the cover of the catalogue, that we are entering a whole new world of possibilities:

GANDIABLASCO and its passion for the outdoors: more than furniture, it's a lifestyle.

The brand is unmistakable for its contemporary architectural language, defined by the imprint of the simplicity characteristic of the Spanish Mediterranean and the austerity and lifestyle of the island of Ibiza. With José A. Gandía-Blasco Canales as creative director and designers such as Luca Nichetto, Todd Bracher and Sebastian Herkner as collaborators. A varied list of collections devised in search to provide the modularity and aesthetic versatility necessary to project environments in all their spatial dimension.

In addition to some twenty furniture collections – including new ones like **MASS**, by **Todd Bracher**, **ISLABLANCA**, by **José A. Gandía-Blasco**, **ISLA**, by **Sebastian Herkner**, or **R24**, by **Paula Valentini**- there are the most iconic **Outdoor Spaces**, such as the PERGOLAS line, created 20 years ago in the heart of the company as the natural step from furniture to architecture and currently developed with occasional collaborations with firms such as Gensler. *"We make our outdoor spaces concepts that are closer to architecture than furniture"*, explains the brand's creative director.

GANDIABLASCO

MASS by Todd Bracher. New collection 2023 for GANDIABLASCO

Maximum durability and elegance in outdoor furniture that stand out for their high-quality finishes and materials, their innovative construction systems and their careful semi-industrial manufacture. A complete commitment thanks to the selection of outdoor accessories, objects and small pieces of furniture with a very special design to complete the outdoor experience: lamps, planters, parasols, lattices, deckchairs, objects capable of adding elegance to the space, and which also compliment the GANDIABLASCO furniture collections.

"GANDIABLASCO's journey begins with the company's origins, which date back to 1941, in the textile industry. In the 1990s, the brand's first outdoor furniture collection was created, inspired by our culture and roots. Ibiza, very present in our universe, is one of the enclaves that preserves this legacy with the greatest authenticity. Its light and lifestyle continue to be an inexhaustible source of inspiration when it comes to creating complete environments in which to live this outdoor experience. The GANDIABLASCO collections, based on unique construction systems and a commitment to modularity, are characterized by their strong link with architecture and the creation of living spaces.
In recent years we have included smaller collections with an important R&D component and other semi-industrial or handcrafted processes, such as the award-winning BUIT by Mayice, CAPA by Søren Rose, and the new R24 by Paula Valentini."
José A. Gandía-Blasco Canales

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DIABLA and its innovative and inspiring attitude, focused on exploring new lifestyles and experimenting with outdoor spaces.

The group's youngest brand, with Alejandra Gandía-Blasco as creative director and designer, takes a casual and creative approach to the design of its proposals, designed for both nomadic lifestyles and for planning domestic and contract spaces.

Furniture and accessories that are not afraid of color or experimentation, that break away from the norm with originality and freshness thanks to the ingenuity of designers such as MUT Design, Teres Sapey and Made Studio. Portrayed, as always at DIABLA, in dreamlike and striking exterior scenes, **the brand's latest novelties** are presented: **CACAO**, by **Odosdesign**, **EASY**, by **Rocío Gambín**, **PLIER**, by **OiKo Design**, and **TUBA**, by **Samuel Wilkinson**.

PLIER by OiKo Design. La Galilée de Saint-Maurice d'Angers by Kengo Kuma & Associates

"DIABLA is born from the dozens of proposals received over the years, from the new ways of understanding the habitat, from the nomadic life marked by the new generations, which it interprets with an inspirational, jovial and casual attitude, without fear of color."
Alejandra Gandía-Blasco

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GAN OUTDOOR and its rugs, spaces and accessories for outdoors.

With Mapi Millet as creative director and collaborators such as Kengo Kuma, Patricia Urquiola or Inma Bermúdez, GAN and its line of outdoor designs – made with materials such as recycled PET – are contemporary craftsmanship in its purest form. GAN offers different options for enjoying the outdoors in both private and contract spaces, with iconic collections and some of its most recent launches: **GARDEN LAYERS**, by **Patricia Urquiola**, **DIAMOND**, by **Charlotte Lancelot**, and **GRAPY**, by **Kensaku Oshiro**.

Its textile products are handmade by artisans in India, who work in collaboration with different designers who are interested in renewing ancestral techniques. The GAN SPACES rugs and modular collections, designed to create complete environments, are internationally recognized for their ability to provide a transformative response to new styles of living in a contemporary space. A wide range that is completed with the **GAN CUSTOM** programme, which allows you to adapt the rugs to any space – indoors or outdoors – and style, with practically unlimited options in terms of color, size, technique and shape.

GARDEN LAYERS blue collection by Patricia Urquiola. GAN OUTDOOR

"The innovation in design, materials and handcrafted manufacturing techniques that is part of GAN's DNA brings out its freshest, lightest, liveliest and most resistant side with GAN OUTDOOR, a line designed for the most multifunctional and inviting oases. Just like indoors, the rugs and accessories transcend the seasons and dress outdoor spaces with style, comfort and texture."
Mapi Millet

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OUTDOOR 2023 CATALOGUE

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GANDIABLASCO

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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.

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