GANDIA**BLASCO**

GBMODULAR, awarded at the Archiproducts Design Awards 2022

The new line of furniture GANDIABLASCO, designed by José A. Gandía-Blasco Canales, has been the winner in the furniture category.

The new **GBMODULAR** furniture line, designed by **José A. Gandía-Blasco Canales** and which is part of GANDIABLASCO's new proposals, received the Archiproducts award in Milan in the coveted Furniture section.

Archiproducts Design Awards 2022. GBMODULAR collection in the Furniture category

This recognition highlights the firm's origins and its evolution in the field of industrial design over the last decades, as GBMODULAR reinterprets and updates the construction system that the creative director of GANDIABLASCO and president of the company devised to give shape to his first outdoor furniture collections.

GANDIABLASCO

GBMODULAR embraces the concepts of modularity and minimalism and gives them a new meaning. Evoking the construction games of classic materials such as wood and metal, and also finding inspiration in Shashimono, the Japanese tradition of making furniture without the use of nails or screws of any kind, it performs an exercise of synthesis that, with the durable and resistant aluminium as the protagonist, allows infinite possibilities with the minimum elements.

Thus, with the same extruded profile, various types of furniture are created and constructed through a tongue-and-groove joint system designed and patented by José A. Gandía-Blasco Canales. The GBMODULAR table is just the beginning, the collection is open to expansion with furniture suitable for all types of environments: from offices to terraces, dining rooms, porches, patios...

The ADAs annually recognizes the best projects and professionals on the international design scene, selected from hundreds of nominations based on criteria such as the balance between aesthetics, function and innovation. In this year's edition, the multidisciplinary jury of the awards was made up of leading figures in the sector such as Manuel Aires Mateus (Portugal), Chrissa Amuah (UK), Michael Anastassiades (UK), Davide Angeli (Italy), Julia Capp and Denis Montel (France), Giovanna Castiglioni (Italy), Gabriele Chiave (USA), Domitilla Dardi (Italy), Giorgio Donà (Italy), Fabio Fantolino (Italy), Felicia Ferrone (Italy), Alain Gilles (Belgium), Francine Houben (Netherlands), Yama Karim (USA), Pitsou Kedem (Israel), Satoshi Kurosaki (Japan), Chris Laugsch and Oliver Laugsch (Germany), Andrea Mancuso (Italy), Edoardo Monti (Italy), Nifemi Ogunro (USA), Dominique Petit-Frère (Ghana), Emiliano Ponzi (Italy), Quincoces-Dragò (Italy), Andrés Reisinger (Spain), Massimo Roj (Italy), Lukas Rungger and Stefan Rier (Italy), Edoardo Tresoldi (Italy), Ben Van Berkel (Netherlands) and Enrique Vela (USA).

At the ADA 2022 gala, the other two brands of the Gandia Blasco Group were also recognized: GAN, with the REVERSIBLE collection designed by Charlotte Lancelot (award in the Decor category), and DIABLA, with PATOSO, created by Alejandra Gandía-Blasco (award in the Outdoor category).

PATOSO collection in the Outdoor category

REVERSIBLE collection in the Decor category

GBMODULAR, a line of furniture that crystallizes the identity and evolution of GANDIABLASCO

Technically, GBMODULAR represents the perfection of the construction system designed by José A. Gandía-Blasco Canales and his team more than 20 years ago to devise the first outdoor furniture collections that have projected GANDIABLASCO internationally. The peculiarity of this new collection lies in the clipping between aluminium profiles -industrially produced-, which makes it possible to obtain aluminium panels in an infinite number of dimensions and with them to shape structures through the manual assembly of an innovative system composed of an aluminium knot and screwed stainless steel bolts.

GANDIA**BLASCO**

The series takes as its starting point three tables and three benches made of aluminium fibres that have the same dimensions in terms of width and thickness but differ in length -they can reach up to 7 metres-.
The tables, whose central pieces are more robust, are accompanied by side benches that can be successively aligned according to their use or needs.

Sustainability is a fundamental added value in the design of GANDIABLASCO furniture. GBMODULAR always uses the same aluminium profile extrusion, which reduces material waste to a minimum.

GBMODULAR dark gold anodized composition. Dining table 150 and bench 140

Another distinctive feature of this innovative proposal is that it blurs the boundaries between indoor and outdoor spaces, allowing the designs to fit in different locations and cover various needs: from a restaurant dining room to a private terrace.

The collection is available in four colours of anodized aluminium that provides a textured matte finish and significantly reduces the problem of fingerprints. It is a palette created specifically for this furniture: *silver anodized, dark gold anodized, burgundy anodized y black anodized.*

"GBMODULAR is an evolution of our initial GANDIABLASCO construction system, brought to the present in a much more complete and sophisticated way to build furniture of any kind, from tables to benches, shelves, dividers... It is a new line that is based on a construction system based on the width of a single profile: varying only the length, you can build infinite pieces of furniture. That is the essence of GBMODULAR."

"As a child, I used to play a lot at building with Meccano®, and it was always in the back of my mind to have a construction system that would allow me to make any type of furniture starting from a single profile".

José A. Gandía-Blasco Canales

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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