

GANDIABLASCO

ISLABLANCA. The purity of the Mediterranean vernacular architecture

New collection 2023



"I first visited Ibiza in 1973. It fascinated me. I will always remember that image as I said to myself: this is my place. With Ibiza I have a relationship of eternal idyll".

"ISLABLANCA is inspired by the gorgeous and simple architecture of the island, with its dry-stone walls and that sobriety that for GANDIABLASCO is synonymous with elegance".

In **GANDIABLASCO** lies, in essence, the very own personality of **José A. Gandía-Blasco Canales**, a lover of the Mediterranean lifestyle as synonymous with the enjoyment of the outdoors throughout the year. If there is a place that marked a before and after in the designer's career, that is, in addition to his hometown Valencia, the island of Ibiza, which he visited for the first time almost 50 years ago. Its color, which is very present in his life, gives name to his new outdoor furniture collection for **GANDIABLASCO: ISLABLANCA**.

On a technical level, **ISLABLANCA** reinterprets the constructive method devised by José A. Gandía-Blasco Canales and his team two decades ago and that gave life to the first collections of **GANDIABLASCO** outdoor furniture, born also on the island of Ibiza and bud of the reinvention of the family business. **Both its aesthetic concept and its studied method of manual assembly are a faithful reflection of the respect towards the creative and industrial legacy of the brand, alongside its concern to experiment with aluminium: the material that changes its shape in most of his collections.**

ISLABLANCA is characterised by **lean and straight lines and by the great sturdiness of the structure** of each of the designs that compose it, including a lounge, an armchair, a sofa, modules and low tables.

GANDIABLASCO

The cubic and essential forms of all the elements of the series evoke the purity of lines and the typical volumetry of **Ibiza vernacular architecture**, which constitutes one of the most relevant Mediterranean legacies that we have in Spain from the Greek civilization to the present day. Those old country houses with thick walls built with local materials and covered in white lime paint continue to merge with the clouds and transcend the passage of time with sobriety, without stridency or superfluous decorations.

ISLABLANCA pays homage to the dignity and honesty of these constructions, which throughout the centuries have fascinated **great architects, photographers and writers**. The collection, modular in nature, is based on its own construction system that combines welded aluminium profiles with cutting and machining profiles, thus allowing the manufacturing process to be optimised to the maximum. The manufacturing process of ISLABLANCA begins with the cutting of long aluminium bars and with the subsequent industrial machining and welding of the subparts that make up the cutting of the structure. The structures are thermo-lacquered with high quality powder paint and they are highly weatherproof. The process ends with the union between profiles and subsets welded with plastic hardware and dowels; they are developed exclusively for the profiling used



in ISLABLANCA designs and they include manual and custom assembly of the structures.

The mats that integrate the seats and backrests of the seating pieces of the ISLABLANCA collection are composed of a base of polyurethane foam rubber and polyester fiber with water-repellent fabric and of a layer of surface wadding that create the unique comfort of the seat with properties of breathability and quick drying thanks to the draining capacity of the foam. The upholstered pieces of the collection are removable and they are presented in all the textile finishes of the GANDIABLASCO catalogue. On the other hand, a decorative sewn edging brings personality and uniqueness to the mats.

The ISLABLANCA coffee table consists of a board made with the innovative ultra-compact surface **Dekton® by Cosentino**, this is resistant to stains and chemicals and it is attached to the structure through a durable adhesive and which is suitable for outdoor use.

As an **exclusive novelty** for this collection, the GANDIABLASCO colour chart for the thermo-lacquered aluminium structures is extended with two metallic shades in **night blue and gold** tones. Thus, the offer of finishes of the firm, characterised by a high level of customisation among about 70 options inspired by the vernacular architecture of Ibiza to transmit stability while evoking the seascapes of the island of Ibiza.



chaise lounge



lounge chair



2 seat sofa



sectional 2



sectional 6



coffee table

GANDIABLASCO



TECHNICAL INFORMATION

Year:	2023
Designer:	José A. Gandía-Blasco Canales
Materials:	Powder-coated aluminium. Dekton®.
Composition:	Seats and backrests in polyurethane foam rubber and polyester fiber with water-repellent fabric. Polyester fibre cushion.
Frame colours:	White, Agate grey, Sand, Gold, Bronze, Wine red, Blue grey, Grey blue, Night blue, Cement grey, Bottle green, Quartz grey, Anthracite, Black.
Fabric colours:	Closed combinations. Selection of fabrics and seams for Náutica, Soft, Warm mattress and cushions in colours White, Sand, Orange, Garnet, Green, Blue, Grey, Brown.
Products:	Chaise lounge, chaise lounge table, lounge chair, 2 seat sofa, sectionals 1-2-3-4-6, sectional pouf, coffee table and cushion.

José A. Gandía-Blasco Canales:

José A. Gandía-Blasco Canales was born in Ontinyent, Valencia. After studying law at the University of Valencia, in the 1980s, he began working in the family business Gandía Blasco S.A. He is currently the President and Creative Director of the Gandía Blasco Group. His are the designs of much of the most iconic furniture and rug collections of the group that sells in more than 75 countries.

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

Sarah Martín - gandiablasco@itcomunicacion.com

Tlf. (+34) 93 362 10 34



www.gandiablasco.com



Gandia Blasco Group