

GANDIABLASCO

GANDIABLASCO lifestyle by Todd Bracher

New collection 2023



"My designs are based on the idea of irreducible complexity: a good design needs all its individual components in the right place to be able to work. The rest is noise".

"MASS tries to address a real need from authenticity and to put furniture design at the service of the user experience, and that need is to foster interaction and interconnection in a scalable and flexible way".

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MASS is the new outdoor upholstered furniture collection by New York designer **Todd Bracher** and GANDIABLASCO. Considered one of the leading voices of today's American design, **he is known for his essentialist approach** and the implementation of science-based solutions in favor of user experience. MASS, whose concept is born from an open dialogue with the end user, is a good instance of this and embodies the origins of GANDIABLASCO, rooted in the Mediterranean lifestyle.



From left to right:
seat 02 + backrest 03 / seat 01 + backrest 03 / cushions 60x60 (24"x24")



It provides a flexible and timeless solution that responds to new ways of space planning that aim to foster interaction and communication flow: this is the purpose of MASS. In the words of the designer: *"with MASS we prioritize the notion of flexibility and the organic spirit of life outside."*

The elements of the collection are designed to increase the **interconnection between people in a scalable and easily reconfigurable way**. Taking up the reinterpretation that the GANDIABLASCO collections make of the Greek agora as an open place for meeting and debate, MASS takes modularity to the limit and materializes the brand's mission: to generate spaces to be inhabited and, above all, shared.

From only five components -two symmetrical seat modules and backrests and one backrest of different length—, **MASS can satisfy various social uses**.



Depending on the environment, whether it is residential or contract, and the people who are going to use it. **A MASS space can generate multiple possibilities of socialisation**: from a large outdoor living room equipped by opposed sofas, to less traditional alternatives made of multifaceted compositions devised as celebration of the movement.

The lightness and comfort of these designs are the attributes that make it possible to inhabit changing spaces, by promoting socialisation and well-being in a space where both relaxation and activity are possible.

"is designed to welcome spontaneity. Essentially, MASS embraces the dynamism of outdoor living for both commercial and residential use", says BRACHER.

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Free of any superfluous or arbitrary adornment, two irregular pentagons and three rectangular backrest structures offer maximum modularity and versatility. **Micro-architectures in permanent transformation that allow the activity of the end user to be as fluid as possible**, whether in a relaxing, working or meeting environment. Both the seat modules and the backrests are suitable for outdoor use and very comfortable thanks to the base of Gravidry® filtering polyurethane foam and one additional layer of surface wadding.



An internal aluminium structure provides strength and rigidity and, in turn, allows the union between the different parts. All of them are equipped with elongated legs in iroko wood, a material that provides a touch of warmth and naturalness that matches with the wide range of textile finishes of the brand. Produced by GANDIABLASCO according to customers' needs, the upholstered elements are removable, although quick drying is achieved without the need to draw thanks to the draining capacity of the foam.



seat 01



seat 02



backrest 01



backrest 02



backrest 03

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TECHNICAL INFORMATION

Year:	2023
Designer:	Todd Bracher
Materials:	Powder-coated aluminium. Iroko legs.
Composition:	Seats and backrests in Gravidry® filtering polyurethane foam. Cushion in polyester fiber with water-repellent fabric.
Fabrics:	Soft, Warm.
Cushion fabrics:	Warm Majestic, Warm Domino, Warm Strange Loves.
Products:	Seat 01, seat 02, backrest 01, backrest 02, backrest 03 and cushion.

Todd Bracher:

Born in New York in 1974 and graduated from the Pratt Institute in Brooklyn, Bracher has a Master in Interior Design and Furniture by Danmarks Designskole, Copenhagen. Among his first successes was the appointment as New Designer of the Year in 2008 on the occasion of the International Contemporary Furniture Fair in New York. His professional career has taken him around the world, serving as the director of Tom Dixon's design studio in the UK, Professor of Design at the ESAD School of Art and Design in France and creative director of the Scandinavian firm Georg Jensen.

Todd Bracher is the founder of Bracher Studio, which specialises in strategic product design and creative direction. Founded in 1999 and based in New York City, the studio draws on the team's international experience of more than two decades in Copenhagen, Milan, London and Paris. The studio has received several awards, such as RedDot's Best of the Best and those given by Interior Design magazine, as well as the NeoCon Gold on several occasions. Todd Bracher has also been recognised as one of the Top 100 Global Design Influencers by Wallpaper* magazine.

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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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