

GANDIABLASCO

DNA EXTENSION

New designs with the same quintessence



"DNA is one of my favorite collections. We expand its possibilities with new elements and finishes to continue contributing its architectural and geometric character in different combinations of designs, according to what each space requires."

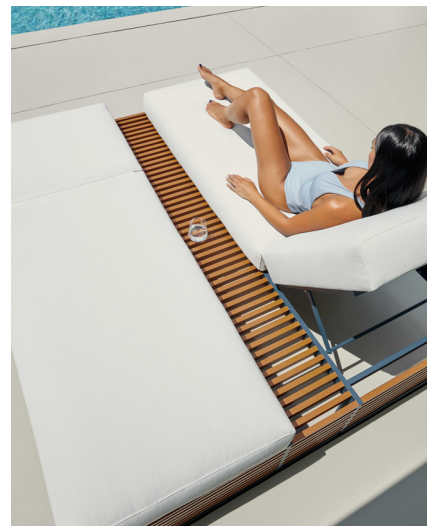
"I can picture the collection and the new DNA module wherever there are beautiful views to behold."

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The warmth and naturalness of the wood are again balanced with the timelessness of aluminium in the new designs of the DNA collection made in faux wood aluminium.

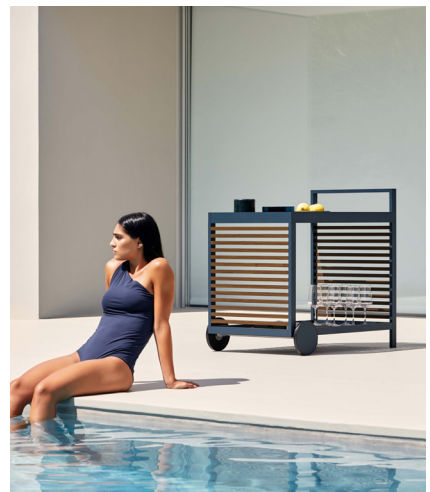
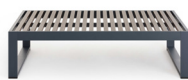


The attraction to Mediterranean light is part of the DNA of the Gandía-Blasco family. Therefore, this collection **inspired by the games of light and shadows of the window shutters** that are typical in the houses of the Mediterranean coast could not have any other name than DNA. Two years after its launch, the **DNA TEAK series** was born to recast the GANDIABLASCO catalogue by combining the chestnut tones of wood with the white and grey characteristic of the aluminium structures.



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Today, the DNA collection continues to grow and, just a few months after the premiere of the lattice category with CELOSIAS, it welcomes five new references made in faux wood aluminium. From the dining tables, with an optional glass surface, to the serving cart, passing through the XL sectional 2 (the only new piece in the series that can also be produced in teak wood) and the new versions of double chill bed and "Al Fresco" sofa. They all have the warmth of wood and the signature of José A. Gandía-Blasco Canales, creative director of GANDIABLASCO, as their common denominator.



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The **new faux wood aluminium finish** is precisely an innovative material that unites the warmth and naturalness of the wood with the functionality of aluminium: the one emblematic material of GANDIABLASCO. Beyond its aesthetic function, this unusual combination offers greater durability with less maintenance, placing outdoor furniture at the service of rational beauty.



The innovative DNA construction system makes it possible to build bar panels to combine them in order to **obtain highly complex structures** thanks to the connection between profiles by means of fittings and studs specifically developed for this purpose and which require to be custom made and manually assembled.



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The new DNA designs maintain the architectural character of the collection in its most versatile essence. Through elegant and timeless models, capable of integrating into any environment: from private gardens to large contract facilities. The key to adaptability lies in the design, marked by its **geometric lines and structural austerity: designs that divest themselves of any superfluous ornament.**

Personalization is another of GANDIABLASCO's values. Therefore, the new references of the DNA family are also expressed in a wide range of colors, fabrics and materials offering a wide variety of combinations that are adaptable to each space and to the rest of elements of the same family.



The DNA collection, as well as the new additions that extend this essential line of outdoor furniture, **is designed to redefine the concept of outdoor wellness**, creating a relaxing atmosphere to contemplate the beauty of the landscape, whether it is the views of a sunset facing the sea or the mesmerising silhouettes of the mountains.



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TECHNICAL INFORMATION

Year:	2016
Designer:	José A. Gandía-Blasco Canales
Materials:	Anodized or thermo-lacquered aluminium. Faux wood aluminium.
Composition:	Polyurethane foam rubber covered with water-repellent fabric.
Colours:	Anodized, white, agate grey, sand, bronze, wine red, blue grey, grey blue, cement grey, bottle green, quartz grey, anthracite, black.
Fabrics:	Náutica, Soft, Warm.
Cushion fabrics:	Warm Majestic, Warm Domino, Warm Strange Loves.

José A. Gandía-Blasco Canales:

José A. Gandía-Blasco Canales was born in Ontinyent, Valencia. After studying law at the University of Valencia, he started working in the family business Gandia Blasco S.A. in the 1980s. He is currently the President and creative director of the Gandia Blasco Group. He is responsible for the designs of many of the group's most iconic furniture and carpet collections, which are sold in more than 75 countries.

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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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