

## ECHO Grey, warmth in a greyscale

A design by Samuel Wilkinson for GAN



**Hand-knotted** in **100% virgin wool** from New Zealand, the ECHO rugs arrived in 2021 in two colours -green and red- as a result of the first collaboration between the London-based designer **Samuel Wilkinson** and **GAN**. The vibrant ECHO pattern is being introduced this new season through the greyscale.

On the elegant anthracite background of ECHO Grey, and like **luminous crosses**, dozens of pixelated points are distributed in a seemingly random pattern providing movement and depth. Balanced, versatile, and modern, this new version of ECHO integrates naturally into all types of environments by adding rhythm and texture.

The name ECHO evokes the tonal effect of the colours used in **graphic development** by Samuel Wilkinson. Central points, such as flashes taken from the negative space of the irregular grid, are the visual representation of an echo. Its visual impact, more accentuated in the centre, fades completely until it merges with the background.

The piece shows great attention to detail thanks to the use of the hand-knotted technique. In ECHO Grey and the other versions of the collection, the meticulous technique of hand-knotting is key to achieving defined transitions between the different shades. The result is **soft, durable, and warm rugs** that blend traditional craftsmanship and contemporary design in a unique way.



**From 2022**, the ECHO series is available in **three colours -Grey, Green, and Red-** and three different sizes: 170 x 240cm (5'7" x 7'11"), 200 x 300cm (6'7" x 9'10") and 300 x 400cm (9'10" x 13'2").

#### About ECHO Grey:

Samuel Wilkinson, 2022

**Manufacturing technique:** Hand Knotted

**Fibre composition:** 100% wool

**Dimensions:** 170 x 240cm / 5'7" x 7'11", 200 x 300cm / 6'7" x 9'10" and 300 x 400cm / 9'10" x 13'2"

**Colours:** Grey



**About Samuel Wilkinson:**

Samuel Wilkinson graduated from furniture and related product design from Ravensbourne College of Art & Design in 2002. During his time at Ravensbourne, Wilkinson won several design awards including the RSA and D&AD New Blood award. After working for 5 years for leading consultancies, in 2008 he founded his own studio. His studio's work spans a range of disciplines, from small consumer products to large public projects.

Samuel's work has been published worldwide and has won numerous awards, including two of design's highest honours, London Design Museum's Design of the Year and D&AD's Black Pencil. His work is included in the permanent collections of some of the most renowned museums, including MoMA, the Victoria and Albert Museum, the Smithsonian Cooper-Hewitt Collection, the Art Institute of Chicago and the Design Museum in London and Helsinki.

Samuel Wilkinson's commitment to designing interesting objects is evident in his work, always seeking a fresh approach to form or function. His in-depth knowledge of materials and fabrication helps him to overcome limitations while achieving a high level of detail and craftsmanship.





### About GAN:

GAN is a brand of Gandia Blasco Group dedicated to the creation of handmade rugs, poufs and accessories. Thanks to the quality of its designs and the use of innovative artisan techniques, GAN is today a reference brand with an international presence.

### 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. Gandia-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.

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**Gandia Blasco Group**