

Freshness and warmth: the two sides of REVERSIBLE

Designed by Charlotte Lancelot for GAN



The new spaces collection designed by **Charlotte Lancelot** for **GAN** has no back or front. The **REVERSIBLE** rugs and ottomans change appearance and texture with just a simple turn, and they can be both light in the summer as well as cozy in the winter.

The age-old art of knitting is modernized in REVERSIBLE thanks to the innovative mind of Charlotte Lancelot and the creative spirit of the GAN team. Lancelot was inspired by the practice, typical of certain countries where temperatures vary greatly, of having summer and winter rugs that get stored away when not in season, much like a wardrobe.

The first samples were the result of a grant from the Fédération Wallonie Bruxelles and Marie Beguin from the textile studio No More Twist, who worked with Charlotte Lancelot to develop the two-sided concept. The new and complex hand-loomed technique, specially developed for this collection and made possible by **GAN's artisans**, combines threads of different thicknesses and materials, creating the two finishes of REVERSIBLE at the same time: **100% virgin wool** on one side, and **linen** and **cotton** on the other. The wool side is textured in a way that is reminiscent of marble, showing hints of other materials such as the cotton warp threads, the small linen dots that structure the weave, and the edges. On the linen side, the design is completely solid.

Nevertheless, the two faces of REVERSIBLE also have a lot in common: they are simple and timeless designs, natural, soft, and made by hand with quality materials through an artisanal and sustainable process. Despite the combination of textiles, the material that makes up the **REVERSIBLE rugs and poufs** is light and does not make them heavy or bulky.



The rugs are available in two sizes, 170 x 240 cm (5'7" x 7'11") and 200 x 300 cm (6'7" x 9'10"), and in three different colors (**pink, yellow and black**), which can be combined with one another. Neat geometric lines, subtle hues, and contemporary style define the REVERSIBLE aesthetic.

The square pouf is available in the same finishes as the rugs and, thanks to the lightness of its foam filling and its dimensions (52 x 52 x 35 cm / 21"x21"x14"), it is comfortable and easy to handle. The REVERSIBLE poufs can gravitate throughout the space as seats, footrests, or improvised tables, and their covers can easily be changed to discover the other side of textiles. A colorful contrasting cord traces some of the edges as a playful detail.

Double use, double life, double-faced: this is the essence of REVERSIBLE.

About REVERSIBLE:

Charlotte Lancelot, 2022

Manufacturing technique: Hand Loom

Fibre composition: 60% wool + 30% linen + 10% cotton

Rugs dimensions: 170x240 cm / 5'7" x 7'11" and 200x300 cm / 6'7" x 9'10"

Poufs dimensions: 52x52x35 cm / 21"x21"x14"

Colours: Pink, Yellow and Black

About Charlotte Lancelot:

Charlotte Lancelot (Brussels, 1980) studied at La Cambre, where she graduated in Industrial Design in 2003. She worked with the architect and designer Alain Berteau for two years before setting up her own studio. Lancelot has participated in numerous national fairs and exhibitions, where her work has been highlighted as a Brussels design within different media outlets such as Wallpaper, The New York Times, Le Monde ... The designer has collaborated in companies such as Ligne Roset, Koziol, Konstantin, Slawinski, Kidslab, and Easyoga. In 2012 she began her link with GAN. Charlotte Lancelot's design is characterized by an emotional attachment to the objects around her. Ecology, aesthetics, modernization of ancient techniques, and improvements in living conditions are her main concerns.





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. 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.

Press contact

IT Comunicación
 gan-rugs@itcomunicacion.com
 Tlf. (+34) 93 362 10 34