

THE CROCHET COLLECTION, color, warmth, and uniqueness in thousands of stitches

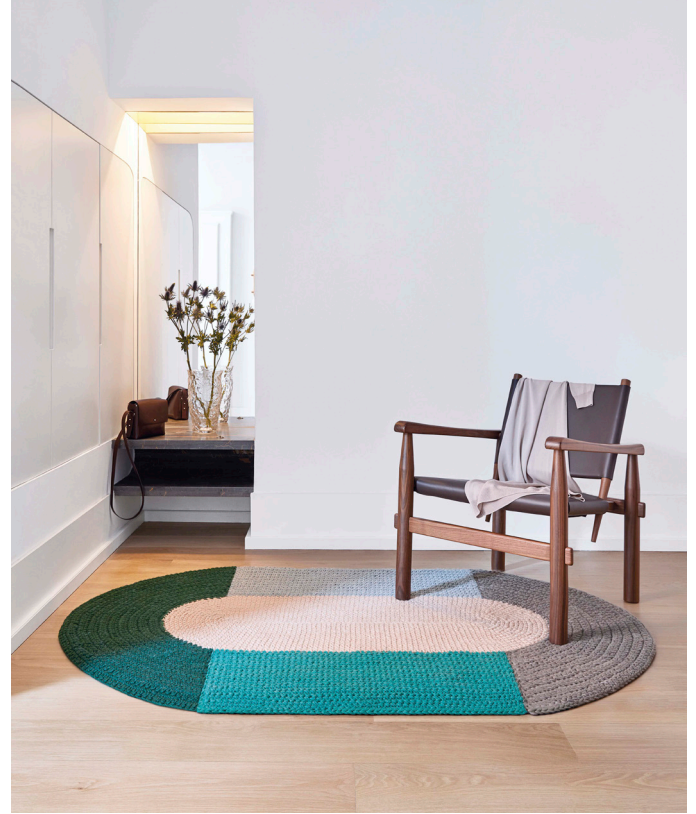
A design by Clara von Zweigbergk for GAN



THE CROCHET COLLECTION is the first collection devised by graphic designer and art director **Clara von Zweigbergk** for **GAN**. Inspired by traditional crochet rugs, shawls, and oval mandala-style rugs, von Zweigbergk has created four contemporary designs in which color contributes to enhancing the infinite possibilities of crochet in the world of decoration.

Graphic design, illustration, and the art of knitting merge masterfully in **THE CROCHET COLLECTION** and show us the creative concerns of the Swedish author, whose mother taught her to sew and knit when she was just a child. More recently, upon recovering her love of crochet and experimenting with threads of different thicknesses and combining colours, with no other intention than to have fun and not knowing what the final result would be, the designer began to shape what would become CROCHET months later.

von Zweigbergk's curiosity has materialized in **virgin wool** rugs hand-sewn in India and available in two versions: **CROCHET TRIO** (180 x 300 cm / 5'11" x 9'10") and **CROCHET MONO** (100 x 180 cm / 39" x 5'11"). The MONO model comes in **Blue, Pink, and Beige** tones, while the **TRIO model unites the individual oval rugs** in a single piece of original contours. In fact, the idea of venturing into creating a rug of unconventional shapes was there from the initial sketches, by evoking the organic lines that delineate the classic crochet pieces.



A material as **pure and naturally resistant as wool** makes **THE CROCHET COLLECTION** a comfortable and durable rug that is also an excellent thermal and sound insulation. Its colorful and voluminous aesthetic adds a rustic and cheerful touch to the space, while the soft and warm texture of crochet, artisanal work par excellence, invites you to look for relaxation and well-being.

"A rug can really bring a room to life and make it more personal. My goal is for THE CROCHET COLLECTION, with its soft wool, to bring warmth and comfort. With its many colors, some quieter and others more intense, and the different sizes, it manages to make us feel at home in any space", says von Zweigbergk.

In THE CROCHET COLLECTION, graphic design is put at the service of a centuries-old knitting technique that, with its precise and adorable stitches, makes you fall in love instantly. By resizing patterns and exploring chromatic combinations, GAN and Clara von Zweigbergk show the most **innovative side of crochet** and remind us that the craft talent and beauty of natural materials have no limits.

About THE CROCHET COLLECTION:

Clara von Zweigbergk, 2022

Manufacturing technique: Embroidery

Fibre composition: 100% wool

Dimensions: trio 180x300cm and mono 100x180cm

Colours: Trio Mix, Mono Blue, Mono Pink and Mono Beige

About Clara von Zweigbergk:

Born in Stockholm, Clara von Zweigbergk trained in graphic design and illustration at the Beckmans School of Design in Stockholm and at the Art Center College of Design in Pasadena, USA. Clara has developed her professional career as a graphic designer in design and advertising studios in cities such as Stockholm, Los Angeles and Milan. Together with two partners, she founded Rivieran Design Studio, a multidisciplinary agency through which she had the opportunity to participate in various successful projects in areas such as fashion, illustration, architecture, furniture, product design and graphic design. After several years at Lissoni Associati in Milan, working for brands like Boffi, Armani and Alessi, she returned to Sweden to found her own studio. Clara von Zweigbergk's work is characterized by essentiality, harmony and a unique approach to color.





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.

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