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## Easy

Effortless design for demanding spaces

EASY is a collection by Rocío Gambín for Diabla that originated from the idea of creating simple designs from several points of view: easy to produce, acquire, integrate, transport and store. The pieces it comprises—the chair with and without arms and the stool table—are both the result of capturing an essence that travels to the heart of the brand's identity, which is defined by its casual, bold and cosmopolitan style.

Rocío Gambín likes *"things to be simple and honest"* and so, EASY sticks to the essentials from both an aesthetic and technical point of view. *"EASY chairs and stools are understood, integrated, transported and stored without complications."* The series, which nods to the simplicity of Scandinavian designs and the originality of Italian design that make up the creator's references, is made entirely of textured power-coated aluminium making its lightness and versatility its strength.

It is precisely their lightweight nature that make EASY pieces the best allies of those who choose to wander unpretentiously, because it is the way to discover all those things that are just around the corner, waiting to amaze us. Diabla's explorer spirit, eager for exciting outdoor experiences accompanied by unique designs such as EASY, has found this to be true: even our immediate surroundings can offer such extraordinary surprises as Greenacre Park. This hidden paradise located at the end of a cul-de-sac next to MOMA, away from the hustle and bustle of New York City, inspires the lush urban garden imagined by Diabla to enjoy EASY.

**EASY**

*"In a design as encapsulated as possible, any extra features are superfluous."*



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The EASY chair is available with and without arms. Austere in its line and lacking upholstery and cushions, it is comfortable due to its ergonomics, as its design pays great attention to the inclination and curve of the backrest. Resistant and durable, EASY chairs are stackable like their inseparable companions, the side tables, which can also function as stools.

EASY comes in all Diabla lacquer colours, from neutral to bold, and works well in small settings - indoors or outdoors - as well as in contract spaces. Their casual disposition makes them very easy to combine with other furniture elements and makes them a perfect wildcard to bring balance and harmony to dynamic and changing spaces where many things happen at the same time.

## About Rocío Gambín

Industrial design engineer, product designer and Master of furniture design for the habitat and contract and urban spaces, Rocío Gambín has nearly ten years' experience in the industry and is currently based in Valencia, Spain. While studying at the CEU Cardenal Herrera University in Valencia, the Milan Polytechnic and the Elisava Faculty of Design and Engineering in Barcelona, Gambín developed a true passion for the world of furniture that has led her to work as a technical developer of new furniture designs in companies such as Gandia Blasco Group -a company she has been a part of since 2019-, BD Barcelona Design, Paolo Zani Design Studio and Warli.



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## EASY

*"From Diabla I love her attitude, her courage, she is not afraid to take risks and thanks to that I have been able to develop both a technically and aesthetically interesting product."*

## Technical Information

Year: 2023

Designer: Rocío Gambín

Materials: Textured powder-coated aluminium structure.

Sizes:

**Dining chair:** 49x53x80h cm

**Dining armchair:** 55x52x80h cm

**Low stool / Side table:** 41x44x45h cm

Colours:

White, pink, red, gray, anthracite, sand and bronze.





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## A new brand with a huge experience behind it

DIABLA is a new brand of outdoor furniture, accessories and complementary items. The designs are typically casual, original and creative, with new formulas for enjoying outdoor living in all kinds of settings and at any time of year. DIABLA is a brand with an inspiring attitude that offers creative ideas for stylish settings. The bold, colourful designs not only contribute something new, they are also the expression of new lifestyles.

DIABLA is the third Gandia Blasco Group brand, a new business adventure backed by this prestigious firm with close to eight decades of experience in the domestic and international contemporary design sector. The collections are developed with the support of resources and expertise accumulated by Gandia Blasco Group in terms of the design, production and development culture that prevails in the business.

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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.



Gandia Blasco Group

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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