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## Plier

An origami exercise using metal

PLIER is the second collection by OiKo Design Office for Diabla. Following on from the BALCONI series, PLIER was conceived from the desire to design a small, stackable, single-material, recyclable, resistant and everyday chair that could be produced without using moulds and avoiding any complex industrial process.

The solution to this challenge, the light folding, gave its name to the result. The material chosen, by the hand of OiKo Design, channels aesthetics, function, and emotion as a whole, being aluminium the ideal choice to meet the objectives of PLIER for its unique qualities.

One of these goals is to enjoy unique environments, such as the extension proposed by Japanese architect Kengo Kuma to sustainably preserve the western of St. Maurice Cathedral in Angers, France, where several polychrome sculptures made between the 12th and 17th centuries were discovered in 2009. The subtle contemporary intervention devised by Kuma is a free-standing stone portico decorated with archivolts that creates a sense of visual depth and complements the original structure without interfering with its complexity.

## PLIER

*"The big key to PLIER's design is the development of the seat and backrest by folding."*

*"Its curved, friendly surface comfortably hugs the body."*

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The timeless beauty of this project is reflected in this inspirational image of the new DIABLA advertising campaign based on the projection of urban contract spaces, gardens and oasis in the center of cities where architecture and nature play a prominent role, as in this case the attractive work of the master Kengo Kuma.

Jose F. López-Aguilar and Salva Codinach, co-founders of the OiKo Design studio, have materialised in PLIER a geometric development that allows going from the flat surface to the envelope without requiring moulds and dies. That simple operation of folding in a single material, together with a friendly size, contour and weight, make PLIER a close and direct design, capable of fitting in all types of outdoor or indoor spaces. *"The language we have used in PLIER can be perfectly adapted to modern dining rooms and even incorporate an upholstered or cushioned version, and also the choice of colour plays a fundamental role."*

The absence of right angles is a constant throughout the piece, inspired by Magistretti's monoblock chair although without arms or plastic. *"PLIER is an exercise in origami turned to metal. In fact, we have carried out the design process in volume, mainly with paper and cardboard."*





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## PLIER

*"The lightweight, stackable PLIER chair is inspired by monoblock, albeit without armrests and plastic."*

## About OiKo Design

Founded by José F. López-Aguilar and Salva Codinach, OiKo is a Barcelona based product design office focused on the transition to a circular economy and for the common good. The studio, formed by engineers, designers and scientists, designs starting from the research of the subject and user perception to solve new realities and to offer more competitive products for companies, more sustainable for the planet and more emotionally engaging for the user.



# d!ablala



## Technical Information

Year: 2023

Sizes: 56x50x81h cm

Designer: OiKo Design

Colours: White, pink, red, grey, anthracite, sand and bronze.

Materials: Textured powder-coated aluminium structure.





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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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