

GANDIABLASCO

CORD by Groundwork Studio

The difficult balance between the minimum and the maximum



"Cord is a furniture collection inspired by the long tradition of using paper cord in Danish design."

Morten Bo Jensen

The new **Cord** collection by GANDIABLASCO is a design by the Danish studio **Groundwork** that fuses the Scandinavian tradition of furniture made with paper cord with that of wicker from Mediterranean culture. An exercise in working with **essence and lightness**, which traditionally already characterized these two types of furniture, but from a contemporary design, improved ergonomics and more current materials with better performance that allow its use in both interior and exterior spaces.

*"I founded **Groundwork Studio** in Copenhagen on the pillars of Danish design culture, which, among other things, has a long tradition in the use of paper cord in furniture production. Based on this inspiration, our idea was to conceive a collection of contemporary furniture that could be used both indoors and outdoors," says Morten Bo Jensen, founder of **Groundwork Studio**. "With the design of **Cord**, we sought to achieve an interaction between two seemingly contradictory elements: a **minimalist lightness** and a **generous comfort**. We started its design by asking ourselves how we could create maximum comfort with minimum materiality and volume."*

Thus, the different elements that make up the **Cord** collection were designed from thin 12 mm satin stainless steel structures on which the sinuous areas are woven, with fibrillated polypropylene cord suitable for outdoor use, as **corded slats** that act as backrests, seats or bases. This provides not only a certain organicism to each piece but also greater ergonomics, while allowing ventilation on hot summer days. *"The fibrillated polypropylene cord adds a significant **contrast** to the stainless steel frame, creating a visual tension between the **modern and the traditional**; the raw natural and the refined industrial,"* explains **Morten Bo Jensen**.

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CORD chaise lounge



CORD lounge chair

With **Cord**, **Groundwork Studio** sought to achieve a balance between **lightness, minimalism, organicism and elegance**, but also **longevity** at an aesthetic level, being able to fit into both historical and contemporary style environments. *"We believe in refinement as the way to connect with people on an emotional level, with the aim of making them appreciate their furniture and want to keep it forever. The visual appearance of a product plays a very important role. It has been said of us that our approach and style is distilled into easily identifiable designs that look both forward and backward in time, which could perhaps be seen as our way of working on timelessness,"* reflects **Morten Bo Jensen**.

The **Cord** collection consists of a sun lounger, a low armchair, a chair and a dining table with a porcelain material top, with which you can design both rest areas and dining areas.



CORD dining chair



CORD dining table

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About Groundwork Studio:

GROUNDWORK Studio is a Copenhagen-based design office founded by Morten Bo Jensen, former in-house Chief Designer with 16 consecutive years for a leading Danish design brand. GROUNDWORK is deeply passionate about the design of refined products with a strong design DNA and the ability to stand the test of time. Our design-awarded work covers leadership in a wide range of product categories from furniture, lighting and accessories to entire kitchen and bathroom systems - and everything in between.

Our design approach encourages longevity over trends with a tireless emphasis on uncovering a refined detail, material or process that distinguishes the product, elevates the craftsmanship, and anchors it with the brand to which it was born. A solid experience with a wide span of materials and processes combined with collaborations with an array of international partners informs our precise and holistic approach to any project. A thorough contextual understanding of the project ensures a product concept that, beyond its intended visual appearance and aesthetics, seeks to encompass both the commercial and operational needs of our clients. Apprised by the effects of a long term collaboration, we encourage a close partnership with brands to ensure consistency and continuity and to elevate individual product designs to a coherent design language that lives and breathes the brand's DNA.

We seek endurance in our designs with virtues of both tangible and intangible character: Great design is durable, highly functional, and offers joyful interaction and use on a daily basis. Equally important is its ability to establish an emotional connection, making it a product you would never want to replace. We start by distilling the essence of a product and merge with a meticulous curation of genuine materials, refined craftsmanship and a tireless attention to even the smallest detail. We emphasise design qualities beyond what meets the eye, with a soft spot for how a product sounds, feels and makes you feel.

Our goal is timeless, understated designs to be enjoyed and cherished for years to come.

TECHNICAL SPECIFICATIONS

Year: 2026

Designer: Groundwork Studio

Materials: Satin-finished AISI 316L stainless steel, available in GANDIABLASCO RAL colors. UV-stabilized, fibrillated polypropylene rope. Porcelain.

Colours: Stainless steel, White, agate grey, sand, gold, honey, bronze, leaf, cement grey, bottle green, cuprum, wine red, anthracite, grey blue, night blue, black.

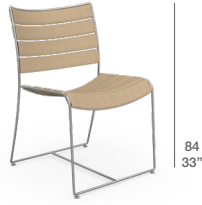
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71
28" 87
34"

69
27"

LOUNGE CHAIR / SILLÓN



53
21" 56
22"

84
33"

DINING CHAIR / SILLA



Ø130
Ø51"

73
29"

DINING TABLE / MESA ALTA



167
66" 66
26"

52
20"

CHAISE LOUNGE / TUMBONA

GANDIABLASCO



About GANDIABLASCO

GANDIABLASCO is the outdoor furniture brand from the Gandia Blasco Group, a family owned business based in Valencia (Spain), founded in 1941 as a blankets manufacturer. In the mid-90s, José A. Gandía-Blasco Canales, the company's current President and Creative Director, introduced design in all areas of the company, focusing his interest on the development of furniture and outdoor accessories with a distinct architectural character. The expression of a lifestyle inspired by his Mediterranean roots transcended to products. Since then, the creation of simple and elegant outdoor spaces has set the company's direction. The quality of their designs and the use of luxury materials has made way for collaborations with architects and designers of international prestige. Currently, the GANDIABLASCO brand has reached more than 75 countries and is internationally recognised for the quality of its furniture and the creation of contemporary environments that reflect its passion for outdoor living.

About Gandia Blasco Group

Gandia Blasco Group is a Mediterranean family company known for its expertise in the design and edition of outdoor furniture and spaces - more than furniture, a lifestyle - and in the handcrafted creation of designer rugs. The group operates in a diversified way through its three brands: GANDIABLASCO, GAN, and DIABLA, each with its own distinctive personality. Founded in 1941 by José Gandía Blasco and originally dedicated to the manufacture of yarns and blankets, the company has stood out for a solid trajectory marked by constant reinvention and the promotion of design culture. Today, the company is presided over by José A. Gandía-Blasco Canales, a member of the second generation of the family, followed by his children Álvaro Gandía-Blasco, Vice President and Commercial Director, and Alejandra Gandía-Blasco, the group's Creative and Communications Director.

With its historical headquarters in Ontinyent (Valencia, Spain) and a presence in more than 75 countries, its main flagship stores are located in New York's Soho Design District and in the hearts of cities such as Madrid, Barcelona, and Lisbon. The company continues to expand and is constantly experimenting and innovating with renowned international designers and architects.

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