

# GAN

## PLY Evocative Geometry

A design by MUT Design for GAN

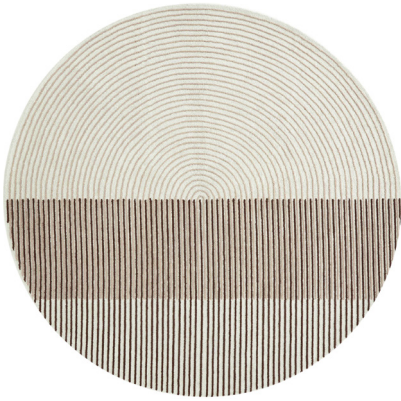


PLY is an ode to the most mesmerizing geometry, a collection based on the repetition of organic forms and enveloping textures that have no beginning nor end. Just like plywood, the PLY lines fold over in tightly woven loops. These features are what define the new collection of rugs that the prestigious MUT Design Studio has created exclusively for GAN.

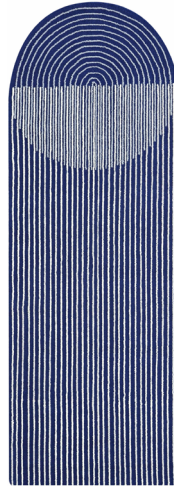
PLY is as simple at a glance as it is luxurious in detail. Its colours are sober yet contemporary, easy to combine but full of life. The collection consists of three different designs that play with pink, blue and yellow tones. The most interesting thing is how the light highlights the pattern of every rug and, at the same time, brings it to life by generating fascinating optical effects and a feeling of movement.



[www.gan-rugs.com](http://www.gan-rugs.com)



PINK



BLUE



YELLOW

Following the artisanal spirit of GAN, the rugs are hand-made using a hand-tufted technique, with 100% wool. There are three types of rug: 'Pink', in pink and brown tones, is circular and is available in 245 cm diameter; meanwhile 'Blue' and 'Yellow' are elongated, with one end straight and the other rounded, and they measure 104x300cm and 204x300cm respectively.





The PLY collection from MUT Design is powerful and full of fantasy thanks to its spell-bending geometric patterns. PLY will make you fall through the rabbit hole and straight into Wonderland.

MUT Design, 2019

Manufacturing technique: Hand Tufted

Fibre composition: 100% wool

Dimensions:

PINK: Ø245cm / Ø8'

BLUE: 104x300cm / 3'6"x9'10"

YELLOW: 204x300cm / 6'8"x9'10"

Colors: Pink / Blue / Yellow

### About MUT Design

MUT is a Spanish design studio founded by Alberto Sánchez and Eduardo Villalón. Since it was founded in 2010, the studio has been developing unconventional, timeless, and artistic products for a selection of relevant firms. Their rule-free and experimental approach has led them to create increasingly recognizable objects with remarkable and vibrant results. MUT's award-winning products have been featured in worldwide magazines and had placed Alberto and Eduardo among the most highly regarded designers of their generation.



### About GAN

GAN is a brand of Gandia Blasco Group, a company with textile roots founded in 1941. GAN is dedicated to the creation of handmade rugs, poufs, and accessories, all of which are made in India by skilled artisans who use a variety of traditional and innovative techniques and natural or recycled materials.

GAN celebrates the intersection of design and tradition. The brand collaborates with renowned and emerging designers from around the globe, who constantly experiment with new methods and materials to create rugs that are both innovative and beautiful. Thanks to the quality of its designs and the use of artisan techniques in new ways, 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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