



Gandia Blasco **Group**

## 1941-2021: 80TH ANNIVERSARY OF GANDIA BLASCO GROUP

*The family-owned Valencian business, owner of the GANDIABLASCO, GAN and DIABLA brands, is commemorating eighty years since its foundation in 1941 by José Gandía Blasco.*



Valencia, January 2021.- **Gandia Blasco Group, a leading company in the creation and production of outdoor furniture and spaces and artisanal designer rugs, is celebrating in 2021 its 80 years of history: a journey marked by constant reinvention and enough creative sensibility to bet on design at all levels.**

Founded in 1941 in Ontinyent (Valencia, Spain) by José Gandía Blasco as a manufacturer of blankets for domestic sales and exports, Gandia Blasco Group is a family-owned company which is now strongly rooted in a culture of design excellence through its various brands. GANDIABLASCO, GAN and DIABLA have managed to build a solid and recognizable identity in their respective sectors and have given life to iconic pieces and collections developed together with world-renowned design talents. Gandia Blasco Group continues to put design at the service of innovation led by the second and third generations of the family: José A. Gandía-Blasco, president and creative director of the group, and his children, Alejandra, the deputy director of creativity and communication of the company and the creative director of DIABLA, and Álvaro, the deputy director and commercial director.



## Gandia Blasco Group

Coinciding with its 80th anniversary, the company is preparing to announce the opening of a new showroom in Ortega y Gasset street in Madrid, meant to become its major flagship in Europe, together with its symbolic headquarters in Ontinyent, La Casa Gandia Blasco.

Gandia Blasco Group, which has a presence in 75 countries with its products in both private projects and contract installations, is immersed in its expansion into key international markets such as North America and the Middle East and in its consolidation of a business strategy based on diversification and innovation for the sake of sustainability.

Throughout their career path, GANDIABLASCO as much as GAN and DIABLA have been rewarded with dozens of awards and mentions, including most importantly the Archiproducts Designs Awards, the Elle Deco International Design Awards, the Wallpaper\* Design Awards, the Best of Year Interior Design Awards, the NYCxDESIGN Awards, the ADCV GOLD Awards, the Delta Awards, the DNA Paris Design Awards, the Fuera de Serie Design and Innovation Awards and the award for best product design at the XIII Spanish Biennial of Architecture and Urbanism.

### La Casa Gandia Blasco, headquarters and architectural extension of a lifestyle



La Casa Gandia Blasco in Ontinyent was founded a decade ago, in 2011, when the Gandía-Blasco family decided to transform a part of its old textile factory, a building from the 1940's, into an open house: the inhabited and cultural space of the company. From the rehabilitation developed together with Borja García, arised a personal proposal far beyond the furniture, that opens up a reflection on the stories around the living concept and the role that design assumes in the configuration of the world that we inhabit, as well as in relationships with the people and the objects that surround us.



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The idea of 'the essential' and the interior open to the outside, is sensed throughout the various rooms and offices which accommodate La Casa Gandia Blasco. 550 square meters spread across five floors in which the white and the Mediterranean spirit reign in sober and contemporary lines. Halfway between a home and a laboratory of ideas, La Casa Gandia Blasco expresses a way of living in every architectural detail: from the pleasant outdoor patio to the impressive staircase with white concrete steps, passing through the multifunctional areas for private meetings or the spacious showroom areas.



**Eight decades, three generations and one mission: to design unique experiences with environments of Mediterranean soul and contemporary spirit**

From Valencia, Gandia Blasco Group exports its passion for the outdoor living and is conquering the five continents with its unique interpretation of the Mediterranean lifestyle, nurtured by its own design icons and relevant collaborations with internationally renowned creators.



## Gandia Blasco Group

Since its foundation, these have been the main milestones in the history of the Gandia Blasco Group:

- 1941** José Gandía Blasco founded Gandía Blasco S.A.
- 1989** New corporate image designed by Sandra Figuerola and Marisa Gallén.  
Launch of the first rug collection, designed by Sandra Figuerola, Marisa Gallén and Lina Vila.
- 1990** First collection of Hand-tufted rugs, handmade in India with 100% wool and designed by Sandra Figuerola and Marisa Gallén.  
IMPIVA award for innovation Valencia.
- 1996** Launch of GANDIABLASCO Outdoor, first collection of outdoor furniture.
- 2000** Generational change and creation of the first images of the GANDIABLASCO lifestyle.
- 2001** Launch of PICNIC, by José A. Gandía-Blasco Canales.
- 2004** First collection of designer rugs in partnership with Patricia Urquiola.
- 2005** Gandia Blasco Group conquers Manhattan with the birth of GANDIABLASCO USA.  
Inauguration of the first Chiringato, the urban beach bar of Gandia Blasco, on the occasion of Habitat Valencia fair.





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- 2006** Redesign of the Gandia Blasco logo by Sandra Figuerola and Marisa Gallén.  
Celebration of the 1st edition of the International Outdoor Furniture Competition.
- 2008** Birth of GAN, the handmade rugs, spaces & complements brand of Gandia Blasco Group.
- 2009** Launch of the award-winning collection MANGAS, designed by Patricia Urquiola for GAN.
- 2012** Part of the historic factory of the company is reconverted into La Casa Gandia Blasco.
- 2013** Special mention of Gandia Blasco Group at the DME Awards.
- 2016** Commemoration of 75th anniversary of Gandia Blasco Group in their New York and Ontinyent (Valencia) headquarters.
- 2017** Launch of GAN Outdoor with the Garden Layers collection by Patricia Urquiola.
- 2018** Birth of DIABLA, the third brand of Gandia Blasco Group.
- 2019** Consolidation of Gandia Blasco Group with the brands GANDIABLASCO, GAN and DIABLA.  
Gandia Blasco Group, promoter company of Valencia World Design Capital 2022.
- 2020** Inauguration of Gandia Blasco Group showroom in Dubai.
- 2021** Commemoration of 80th Anniversary of Gandia Blasco Group.  
Opening of the company's new showroom in Madrid.





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## **GANDIABLASCO, GAN and DIABLA: three brands united by design and creative sensibility**

Gandia Blasco Group is an expanding universe that has been able to evolve and change with the times without forgetting its essence and developing brands that are as different as they are complementary to one another:

**GANDIABLASCO** is the main brand from the Gandia Blasco Group and specializes in the design of outdoor furniture, accessories and outdoor spaces of an architectural nature, linked to the Mediterranean lifestyle. The basic geometry of the company's first outdoor furniture collection transcended borders due to its timeless and universal concept at the same time. The design, inspired by the vernacular architecture of Ibiza and made with a construction system of aluminum profiles combined with polyethylene, opened new market niches and boosted the company's expansion around the world.

Under the creative direction of José A. Gandía-Blasco Canales, GANDIABLASCO is passionate about creating small-scale architecture projects and contemporary design furniture for outdoor residential and contract projects. The brand promotes emerging design talent by collaborating closely with universities and promoting the International Competition for Outdoor Furniture, which in 2021 will celebrate its 15th edition.

[www.gandiablasco.com](http://www.gandiablasco.com)





## Gandia Blasco Group

**GAN**, founded in 2008, is heir to the original textile business of Gandia Blasco Group. Transformed into an editor of handmade rugs, spaces and decorative accessories, it has maintained the quality standards that are part of the company's DNA, updating them with the collaboration of the best designers on the international scene: from Patricia Urquiola to Sebastian Herkner, passing through Raw-Edges, Inma Bermúdez, Neri&Hu and Kengo Kuma, among many others. GAN is widely recognized for its innovative and contemporary take on craftsmanship, having followed the example of excellence set by the company since the 1940's.

GAN and its creative director, Mapi Millet, are actively involved in social responsibility projects in India through the GAN Women's Unit initiative, created in 2010 out of a commitment to the independence and empowerment of women who are part of the brand's community of craftswomen.

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

Born in 2018, **DIABLA** is the most casual brand of Gandia Blasco Group and specializes in the design of light and accessible outdoor furniture, accessories and complements. Its designs have a casual, creative style and generate new formulas for enjoying outdoor living in any environment at any time of the year, especially in small spaces. Diabla is a brand with an inspiring attitude that offers creative proposals for stylish environments.

Alejandra Gandía-Blasco is the creative director of Diabla. Together with the Diabla team and external designers they give life to the visual universe of the brand.

[www.diablaoutdoor.com](http://www.diablaoutdoor.com)





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### 1941-2021: 80th Anniversary of Gandia Blasco Group

Gandia Blasco Group commemorates in 2021 the 80th Anniversary of its birth: an eight-decade trajectory marked by constant reinvention and enough creative sensibility to make a commitment to design at all levels.

Founded in 1941 by José Gandía Blasco, Gandia Blasco Group is a family-owned company that has now reached the third generation and is currently present in 75 countries through its various brands. GANDIABLASCO, GAN and Diabla has managed to build a solid and recognizable identity in their respective areas: from the conception of furniture and outdoor spaces to the creation and production of hand-crafted designer rugs.

Coinciding with their 80th anniversary, the company is continuing its expansion into key international markets and is preparing for the opening of their new exhibition space in Spain, destined to become their main European flagship alongside their emblematic headquarters in Ontinyent (Valencia), La Casa Gandiablascó.

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