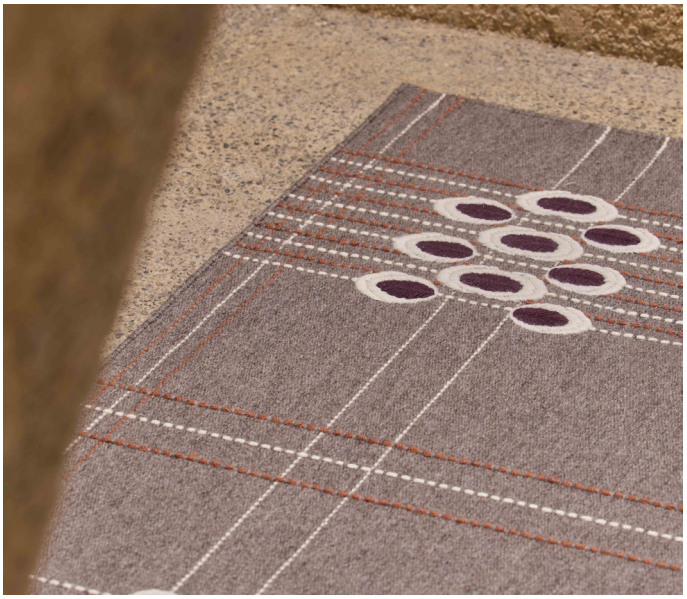
BLOOM
The ritual of the secret: a tribute to the magic of nature and the artisanal footprint

A design by Hilla Havkin for GAN

GAN presents **BLOOM,** a collection that captures the ultimate symbol of nature's rebirth through the ancestral cycle of flowering. Designed by biologist and architect **Hilla Havkin**, this proposal represents new beginnings and the deep connection between the Earth and the human being. **BLOOM** is the result of a long ritual of gathering images of flowers in their prime, translated into a graphic and three-dimensional language that offers a unique interpretation of their shapes and shades.

"Blooming is about new beginnings, resilience after a crisis, and the connection between the earth and humanity. For me, blooming is a kind of magic: a secret with which nature surprises us time and again." Hilla Havkin

For its creator, the essence of the collection lies in the migration between disciplines: **"The most exciting act is taking a world from one discipline and reinterpreting it within another: translating, transforming, and allowing meaning to migrate across borders."** Under this premise, **BLOOM** integrates natural elements with a man-made background texture, achieving a carefully planned distribution that maintains a natural and almost random appearance.



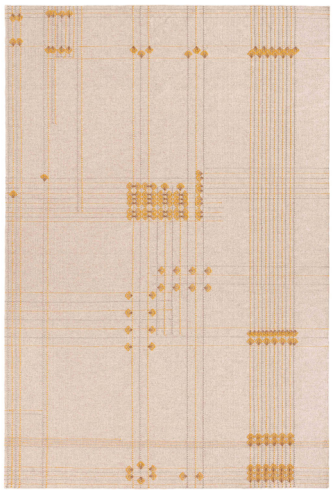
DARK GREY RUG (SALIX DISCOLOR FLOWER)

SALIX DISCOLOR FLOWER

A grid woven between memory and design

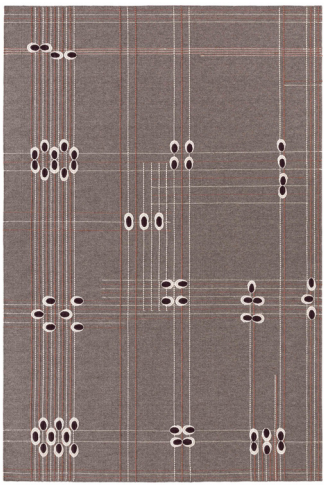
The graphic development of **BLOOM** responds to a unique creative period where the studio immersed itself in grids and crosses. This influence materialized in a rug composed of stripes of different widths: horizontal and vertical lines that intertwine like threads on a loom, creating a restrained geometry where flowers appear at each intersection. As a tribute to the childhood hobby of drying flowers between the pages of a book, the botanical elements take on a three-dimensional presence but are shaped from an overhead view, slightly flattened as if memory and form had met.

The collection initially focuses on the species Habenaria Armatissima, Sanguinaria Canadensis, and Salix Discolor, selected for their unique leaf configurations and colors. Each flower dictates its own color palette, ensuring that each subtle nuance tells a silent and moving story.



BEIGE RUG

LIGHT GREY RUG



DARK GREY RUG

GAN Women Unit: Artisanal excellence and cultural fusion

Beyond its visual narrative, **BLOOM** stands out for the mastery of its execution by the embroiderers of the **GAN Women Unit**. The artisanal process gives each rug its own unique character, where the technical knowledge of the craftswomen has been fundamental in adjusting proportions and the reality of natural tones. **"When you encounter a handmade rug, you feel as if a work of art is unfolding before you; a piece imbued with life and individuality by the very hands that shaped it."**

GAN WOMEN UNIT - LIGHT GREY RUG

GAN WOMEN UNIT - BEIGE RUG

BLOOM represents a harmony between three cultures: the Israeli design vision, the exceptional production of the Spanish firm **GAN**, and the artisanal mastery of the Far East. This fusion has opened new avenues of inspiration, resulting in a work that speaks the global language of nature and our connection to the earth.

Hilla Havkin , 2026
Manufacturing technique: Embroidery
Fibre composition: 100% wool. Cotton back
Dimensions:
170x240cm / 5'7"x7'11" , 200x300cm / 6'7"x9'10"
Colours: Beige / Light Grey / Dark Grey

About Hilla Havkin

Hilla Havkin is a biologist and architect whose academic background plays a central role in her creative work. For Havkin, biology is an expansive universe woven by life in all its forms—animals, plants, nature, and cultures—which she integrates into her architecture and product design projects. With a style defined by taking a story from one source and transferring it to another, she delights in the subtle evolutions that occur along the way. Her collaboration with GAN stems from a deep respect for the firm's technical excellence and its ability to provide space for the creator's voice, achieving pieces of serene perfection that transcend the conventional.

About GAN

GAN is the contemporary craftsmanship brand of Gandia Blasco Group, a design-led firm rooted in the textile traditions of the company founded in 1941. GAN specializes in creating handmade rugs, poufs, and accessories, all crafted in India by expert artisans using a variety of traditional and innovative techniques, as well as natural or recycled fibers.

Since the 1980s, GAN has maintained a steadfast commitment to signature design and artisanal production. Its identity centers on preserving ancestral techniques through contemporary creation, collaborating with international designers and artists to create pieces that go beyond the merely decorative. These pieces evolve into spatial systems with soul and a social conscience. Thanks to its high-quality designs and innovative use of handcrafted methods, GAN is now a global benchmark 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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