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Valentina Outdoor

Designer: Alejandra Gandía-Blasco Lloret
Year: 2018

A powerful jolt of colour for an outdoor relaxation area, with a look that are laid back and casual yet elegant at the same time. This is the kind of setting that can be created with Valentina Outdoor, a collection that more than any other is the most authentic expression of the Diabla style. Conceived for enjoying the outdoors in an informal way with its ground level chairs and loungers that allow multiple combinations and improvised uses.

Designing a seat using just two cushions was the challenge that Valentina Outdoor collection designer Alejandra Gandía-Blasco Lloret set herself as a starting point. The aim was to fix the cushions together using as few elements as possible and with one of them standing upright. So, using only two cushions plus a lightweight and practically invisible structure of steel rods, the original idea ended up producing not only a seat but also a double sofa and a lounger, all in a decidedly informal, casual style. They are joined by a matching low side table.

To stop the cushions slipping and coming apart, they're fixed together with an invisible camouflaged zipper. Both are attached to the metal rod structure by another zipper so the whole thing stays fixed in place. The cushions are made from a special hard-wearing outdoor fabric and the covers are removable. This means they can be washed easily or swapped for a set in another tone from the choice of colours in the Valentina Outdoor range.

The collection includes a lounger, a floor level individual armchair and another raised one, a double sofa and a side table. Shortly more raised elements will be added.

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Alejandra Gandía-Blasco Lloret

“Valentina Outdoor arose from a basic question: How can I design a furniture system using as little as possible, playing with an element that everyone is familiar with, like cushions? A cushion is an everyday item that suggests warmth and comfort, but when scaled up to larger sizes and taken out of context it can take on other meanings, other uses”.

Alejandra Gandía-Blasco Lloret is Deputy Creative and Communications Director at GANDIABLASCO. She obtained her degree in Fine Arts at the Polytechnic University of Valencia interdisciplinary creative artist and her work is based on concepts rooted in visual art, applied to the design of everyday objects and spaces as well as to fine art and communication.



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Project Details

Year: 2018

Designed by: Alejandra Gandía-Blasco Lloret

Material: Thermo-lacquered stainless steel rod.
Foam rubber polyurethane with filling visco-elastic covered with waterproof fabric. Removable fabric cover.
Powder coated iron rod.

Sizes: Armchair 70x90x80 cm (27"x35"x32")
Table for armchair 60x55x24 cm (24"x22"x9")
Chaiselogue 67x168x50 cm (26"x66"x20"),
Sofa 70x90x70 cm (29"x35"x27"),
Double Sofa 140x90x70 cm (55"x35"x27")
Table 60x55x16 cm (23"x22"x5").

Plain Fabric

Colours: White, red, grey, anthracite, blue, mustard, bronze, sand.

Urban Fabric

Colours: Red, mustard, violet blue, optical blue, Capri blue, ocean blue, lime green and mint green.

Frame

Colours: White and red.

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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 GANDIABLASCO 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 GANDIABLASCO in terms of the design, production and development culture that prevails in the business. The company entrusted the leadership of this new project to architect and designer Sara Romero, founding partner of the Romero Vallejo studio.

Customers can purchase items from the DIABLA collection in the brand's own online store, www.diablaoutdoor.com, as well as in the usual GANDIABLASCO points of sale.

www.diablaoutdoor.com
Press inquiries: diabla@smartdeco.es

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