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356 THE OUTDOOR FURNITURE COLLECTION

Diabla's collections and objects are not designed for conventional or predictable environments. They can range from that subtle piece that adds a special touch to a specific ambience, to a piece that can become the central focus with its mould-breaking design or unusual colour choice. And that is the case with the 356 collection, one of the more unusual and original collections produced by Diabla as much for its striking aerodynamic styling as its new colour palette.

Originally designed by José A. Gandía-Blasco Canales and Pablo Gironés for GANDIABLASCO, the 356 collection has become an integral part of Diabla's catalogue. And, in addition to launching new designs one of Diabla's missions is to update the previous work of its sister brands, re-imagining a selection of its designs through a more daring and colourful style.

Made up of a chaise-longue, an arm chair, two side tables and a stool, for the look of its appealing curves the designers were inspired by the first Porsche 356 models of the 1950s. The multifunctional character and modular nature of some of its elements combined with the ingenious detailing of its design make this collection a sure bet in the transformation of any normal ambience into one of style.

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Take for example the especially ergonomic shape of the chaise-longue, both comfortable and resistant to intensive use. And the arm chair which can convert into a sofa by piling a few modules together. The side tables and the stool can also be used as poufs or foot rests and include an unusual recess, a shallow cavity, the perfect place to keep drinks or something to snack on, or perhaps a wine cooler, or plant pot...

With this collection not a lot more is needed to impressively furnish an outdoor space.



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José A. Gandía-Blasco Canales y Pablo Gironés

José A. Gandía-Blasco Canales is the president and artistic director of GANDIABLASCO. He belongs to the second generation of the family who have directed the company and who in the 1990s was responsible for the introduction of contemporary design and its internationalisation.

Diabla is the third brand to be launched, and its most recent business project. His style is imaginative with marked Mediterranean influences seen in his numerous furniture and accessory designs both for GANDIABLASCO and GAN, the second brand to be founded by the company that originally specialised in textile articles.

Pablo Gironés is a specialist consultant in marketing, art direction and product strategy who works freelance for a number of contemporary design furniture companies. In the year 2,000 he became a GANDIABLASCO share holder, collaborating during more than a decade in its conception both in the design of its products as well as its showrooms throughout the entire world. Since 2011 he has established a separate career as a consultant with other firms in the sector.

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A NEW BRAND WITH HUGE EXPERIENCE BEHIND IT

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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