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LENA Swing

Design by Frale Design

Who hasn't dreamed of sitting on a swing again and rocking back and forth forever? Now you can reminisce your childhood from the comfort and intimacy of your own home through the enigmatic Lena swing. Designed by the Italians Francesca Rosignoli and Alessandra Balsotti, this swing presents an original and fun design, ideal for personalising any outdoor (terrace, porch, or garden) or indoor environment. Can you imagine it in the dining room or the bedroom?

Made of polythene, the Lena Swing stands out for its delicate minimal lines, present in the fine braided polyester ropes that shape its structure. Its main individuality is found in the decoration of the seat itself, whose structure is made through the interlacing of strings that create an 'X', that pass through the holes of the board and ensures the structure of the set. This crisscross game is directly inspired by the traditional cross-stitch technique. In this way, tradition is combined with modernity, thus creating a timeless product that is ideal for all types of audiences.

The Lena Swing seeks comfort and simplicity, creating a striking and energetic visual game in the room, thanks to its vibrant colour combination of red and white. It is a fashionable accessory that poses an invitation to relax in an authentic and light-hearted way. Take a break from routine through its gentle swaying!

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About Frale Design

Francesca Rosignoli and Alessandra Balsotti are two young Italian designers who put their creativity at the service of industrial design, while simultaneously pampering the smallest details. The projects stand out for their dynamism and authenticity, their choice of/commitment to colour, and an interesting hunt for materials that contribute together, a lively personality to the furniture, chairs and lighting accessories that they design through the Fraledesign study, created in 2014.

Francesca and Alessandra were the winners of the XIII edition of the GANDIABLASCO International Outdoor Furniture Design Contest, which is created to promote the new voices of design and this year was dedicated to DIABLA brand. The talented young women won the first recognition for Lena swing project.



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Technical Information

Year: 2019

Designer: Frale Design
Francesca Rosignoli and
Alessandra Balsotti

Materials: Polythene and braided polyester ropes

Sizes: 53 x 28 x 300 cm

Colours: Seat: White
Ropes: White, red, grey, navy and sand



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A new brand with a 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 Gandia Blasco Group 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 Gandia Blasco Group in terms of the design, production and development culture that prevails in the business.

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About Gandia Blasco Group

Gandia Blasco Group is a Mediterranean family company known for its expertise in the design and edition of outdoor furniture and spaces - more than furniture, a lifestyle - and in the handcrafted creation of designer rugs. The group operates in a diversified way through its three brands: GANDIABLASCO, GAN, and DIABLA, each with its own distinctive personality.



Gandia Blasco Group

Founded in 1941 by José Gandía Blasco and originally dedicated to the manufacture of yarns and blankets, the company has stood out for a solid trajectory marked by constant reinvention and the promotion of design culture. Today, the company is presided over by José A. Gandía-Blasco Canales, a member of the second generation of the family, followed by his children Álvaro Gandía-Blasco, Vice President and Commercial Director, and Alejandra Gandía-Blasco, the group's Creative and Communications Director.

With its historical headquarters in Ontinyent (Valencia, Spain) and a presence in more than 75 countries, its main flagship stores are located in New York's Soho Design District and in the hearts of cities such as Madrid, Barcelona, and Lisbon. The company continues to expand and is constantly experimenting and innovating with renowned international designers and architects.



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