

GUBI

THROUGH TIME



A CELEBRATION OF DESIGN ICONS

1930 BAUHAUS

THE BESTLITE COLLECTION
// ROBERT DUDLEY BEST

Bauhaus was a school in Germany that merged practical crafts with the fine arts, and was famous for the design concept that it published and taught. The Bauhaus had a profound influence upon subsequent developments in art, architecture, graphic design, interior design and industrial design and Bauhaus style became one of the most influential forces behind Modernist architecture and modern design.

Bestlite has been in continuous production since 1930. Designed by Robert Dudley Best and highly influenced by the Bauhaus style, Winston Churchill is numbered amongst its many famous users. Despite the passage of time, the Bestlite design remains close to its industrial roots and true to its original design.

Bestlite is held in permanent collections at both the Victoria & Albert Museum and the Design Museum in London. Loved by architects, designers and design aficionados through its 80-year history, today Bestlite enjoys global iconic status.

1946 FRENCH ART DECO

ADNET MIRROR
// JACQUES ADNET

Art Deco is an eclectic artistic and design style that began in Paris in the 1920s and flourished internationally throughout the 1930s and into the World War II era.

Jacques Adnet is a furniture designer best known for his Art Deco/Modernist designs and is an icon of French Modernism. Adnet is known both for his avant-garde style and as one of the first designers to integrate chromed metal, leather and smoked glass into linear furniture designs.

His style is the epitome of luxury and in 1950 he formed a collaboration with the exclusive French fashion house, Hermès, to develop a range of leather covered furniture and interior accessories. Accordingly, he made a round leather mirror with brass hinges. Adnet's mirror is quite unique; in addition to the distinctive leather and brass detailing, the strap that holds the mirror is in direct proportion to the diameter of the mirror.

1950 CALIFORNIA MODERNISM

GRASSHOPPER & COBRA
// GRETA GROSSMAN

The most iconic products Greta Grossman designed in the 40's and 50's were the Grasshopper floor lamp and the Cobra floor and table lamps. In 1950, The Cobra lamp won the Good Design Award and was subsequently exhibited at the Good Design Show at the Museum of Modern Art. The organic form of the lamps was clearly suited to their performance and thus perfectly reflected Modernist style.

Grossman was highly influenced by European Modernism, which had been imported to the US by influential architects such as Walter Gropius (founder of the Bauhaus) and Ludwig Mies van der Rohe. Grossman in turn played a significant role in defining the aesthetic of mid-century Californian Modernism. Grossman's designs were ubiquitous throughout the 40's and 50's. Today, Grossman's product designs are regarded as unique, modern design classics and original pieces achieve high prices at auctions all around the world.

1953 SPANISH MODERNISM

THE PEDRERA COLLECTION
// BARBA CORSINI & JOAQUIN RUIZ MILLET

Although many architects and furniture designers of the Bauhaus era were intent on providing well-designed homes and impeccably manufactured furnishings for the "common man," leading functionalist architect, Barba Corsini, realised his contemporary vision through his renovation of the loft space in "La Pedrera" in 1955 and the furnishings he custom designed. Antoni Gaudí, who originally designed "La Pedrera", is generally considered the great master of Spanish Modernism but his unique body of work cannot be defined by any single style or simple classification.

Corsini was a great admirer of Finnish architecture, which he believed to be the finest in Europe on account of the powerful simplicity of the designs. "Powerful simplicity" is indeed an apt description of Corsini's personal design style, as represented by the Pedrera series.

The Pedrera lamp series is both modern and classic. Some pieces were designed by Barba Corsini, others in association with his protégé, Joaquim Ruiz Millet. One lamp, the ANA, was designed by Ruiz Millet as a tribute to Corsini.

1954 FRENCH MODERNISM

THE MATÉGOT COLLECTION
// MATHEU MATÉGOT

Mathieu Matégot's organic forms and lightness of touch create a sense of joy and the ground-breaking and innovative technique he employed result in aesthetic and, above all, contemporary designs.

Matégot was the first person to use metal tubes in combination with perforated sheet metal, a pairing that particularly characterises his work. Many designers spend years developing their designs, simply to make them better and better. This was certainly not the case with Mathieu Matégot; he only devoted 10 years to his design, yet they would later be considered iconic.

In the 1950s he created legendary pieces and the three-legged Nagasaki chair is still Matégot's best-known design.

Today, Matégot's designs are equally fit for purpose as when they were originally designed and his designs are both classic and enduring.

1966 DANISH FUNCTIONALISM

THE STOKKE CHAIR
// JENS QUISTGAARD

The term Danish Functionalism is used to describe the Danish branch of functionalist architecture, which had its heyday in the 1960s. Danish Functionalism focused primarily on functionality at the expense of aesthetic and produced a number of buildings that are characterised by straight angles, flat roofs, and a rugged kind of austerity, evoked by the minimally decorated concrete slabs that the buildings themselves are made of.

An original thinker, an entrepreneur, an innovator and a prolific designer, through his collaboration with Poul Henningsen, Jens Quistgaard designed more than 4,500 products before his death in 2008. One of Jens Quistgaard's most successful furniture designs is the distinctive Stokke chair, designed in 1965. The Stokke Chair is one of a kind and today is considered an international design classic.

Quistgaard's designs have been awarded numerous prizes and are in the permanent collections at both the Museum of Modern Art in New York and the Louvre in Paris.

1968 DANISH FUNCTIONALISM

THE SEMI COLLECTION
// BONDERUP & THORUP

The Semi lamp was designed in 1968, the product of the creative partnership between the two architecture students, Claus Bonderup and Thore Thorup. The lamp is a unique pendant, inspired by geometric form and based on two quarter-circles put together, back-to-back. With its sharp, clean lines and geometric form, Bonderup and Thorup's Semi lamp directly challenged the "copy cat" that was dominating Denmark at the time.

The lamp was submitted for a competition at the Royal Danish Academy of Fine Arts School of Architecture and won first prize. With its lightness of form and unique, timeless design, the Semi lamp went on to achieve great success in the 1980's and became, at that time, the best-selling Danish design.

Today, the iconic, elegant "Semi", with its distinctive arch-shaped, enamelled metal shade, is recognised worldwide.

1982 POST MODERNISM

THE SOFT COLLECTION
// GUBI OLSEN

Postmodernism was a reaction to the functionality and formalism of Modernism and gave birth to the Postmodern architecture movement. Postmodernism in architecture is marked by non-orthogonal angles, the re-emergence of surface decoration and the expression of meaningful historical and stylistic references.

Gubi Olsen, founder of Gubi, has always tried to push the boundaries and explore new directions in design. His starting point has always been the rich Danish tradition of craft and furniture production, together with multiple historical references.

The Soft Collection, a range of furniture designed by Gubi Olsen from 1982 and upholstered in his own Holmest Klæde fabric is inspired by diverse references such as French cinema, Napoleon Bonaparte and a grand piano.

2003 CONTEMPORARY DESIGN

GUBI CHAIR
// KOMPLOTT

Contemporary interior design is defined by its simple, uncluttered ambience. Contemporary style in furniture design demands clean lines and striking colours or the innovative use of materials. Individual, unique pieces of furniture are the key to contemporary style.

One of Gubi's most innovative products, the Gubi Chair collection, is designed by Boris Berlin and Poul Christensen of Komplot Design. The Gubi Chair is the first furniture design to be based on the innovative technique of moulding three-dimensional veneer. The seat and sense of lightness, ground-breaking technology allowing the thickness of the veneer to be reduced to half that normally used.

The Gubi chair was designed in 2003, has won numerous prizes and is included in the permanent exhibition at the Museum of Modern Art in New York.

2006 CONTEMPORARY DESIGN

THE MASCILO CHAIRS
// GAMFRATESI

Designer partnership, GamFratesi embodies the meeting between Italian and Danish design. The considered and minimal approach of the Italian design tradition combined with a sense of quirkiness and the desire to tell a story. With GamFratesi the contrasts are often key to their inspiration; they work together without the Scandinavian approach to craft, simplicity and functionalism but there is always a strong emotional pull towards concept and the story behind each piece.

When design connoisseurs try to predict who is going to be the next Arne Jacobsen or Hans J. Wegner, GamFratesi comes high on the list and, since the partnership formed in 2006, GamFratesi has received a long list of design awards.

With GamFratesi's Mascilo lounge, designed in 2006, and Mascilo chair, designed in 2011, we see the emergence of a new, potentially classic furniture series from Gubi.

2006 SUBSTAINABLE DESIGN

GUBI CHAIR II
// KOMPLOTT

From the Gubi Chair collection another very innovative product was developed, the Gubi Chair II. Also designed by Boris Berlin and Poul Christensen of Komplot Design. The Gubi Chair II offers a very simple, clean, minimalist look, the essence of contemporary style.

The chair is eco-friendly as the seat and back are made of polyurethane fibre extracted from used plastic bottles, which is transformed into felt. In one single process two mats made from this felt are moulded around a tubular steel frame, the edges cut by a powerful jet stream of water. Simple, minimalist style, combined with great strength and low maintenance makes the Gubi Chair II equally suited to private homes, commercial spaces and public places, such as restaurants, cafeterias and museums.

The Gubi Chair II was designed in 2006 and has won a number of design awards, recognised for its highly innovative and sustainable approach to furniture design.

2007 CONTEMPORARY DESIGN

THE LEROY COLLECTION
// PAUL LEROY

Leroy Design is an international studio for architecture and design established by Danish-french architect and designer, Paul Leroy. Leroy Design's core value is the integration and enrichment of space, form, light and function with the emphasis on materials of aesthetic quality.

The Leroy Collection comprises three sculptural designs: the Aoyama Table Series, the Frame System and the A3 stool. Paul Leroy found his inspiration for the Aoyama design in Tokyo's fashionable Aoyama district, resulting in this Danish-French design with a distinct hint of Japanese style.

The Frame System is a simple, functional, multi-purpose table design that comes in a range of sizes and can be used alone or in conjunction with additional tables. The inspiration for the stool frame is the letter 'A' whilst the seat dimensions match a sheet of A3 paper.

2009 CONTEMPORARY DESIGN

YI TABLE
// HENNING LARSEN ARCHITECTS

Established in 1959, today Henning Larsen Architects is a leading international architecture company with strong Scandinavian roots. Yi Table was designed by Henning Larsen for Gubi in 2008 and, with its many combinations, is ideal for both domestic and commercial use.

The Yi Table is notable both for the simplicity of its form and its construction; it is functional, thoughtful and classic without being boring. It is designed without architraves around the tabletop edge and the elegant steel table leg is angled towards the centre of the top, creating the impression that the tabletop is floating.

ABOUT GUBI

GUBI IS AN INNOVATIVE DESIGN COMPANY MANUFACTURING HIGH-END FURNITURE AND LIGHTING.

Vision, will and courage are essential ingredients in the recipe for Gubi's success. The family behind this enduring company, established more than forty years ago, has developed a creative platform for functional and innovative design with a strong appeal towards the global market. This did not happen without experiencing a strategic and economic blow, but the ability to create new concepts and the courage to win against the tide has brought Gubi back to the forefront of Danish design. Now, with a clearly defined new business model in place, the strategy is now more focused on the development of unique design icons.

Since 1967, Gubi's core philosophy has been to create furniture and lighting products with aesthetics, innovation, functionality and quality as the guiding principles. New designs are developed in cooperation with designers who have previously left their mark on Gubi products and also in conjunction with a number of new designers who will contribute new stories to the Gubi saga. Thus far, Gubi has worked primarily with Danish designers and architects.

Currently, Gubi is concentrating on building a classic collection of design icons from 1930 to the present. The collection covers both a wide geographical area and timeline, but the focus is always on the same core values, so there is a consistent theme running through the entire collection. Gubi believe that storytelling will always be an interesting add-on to a product but the story only gives a product value if the product itself has legitimacy and meets their core values.

