

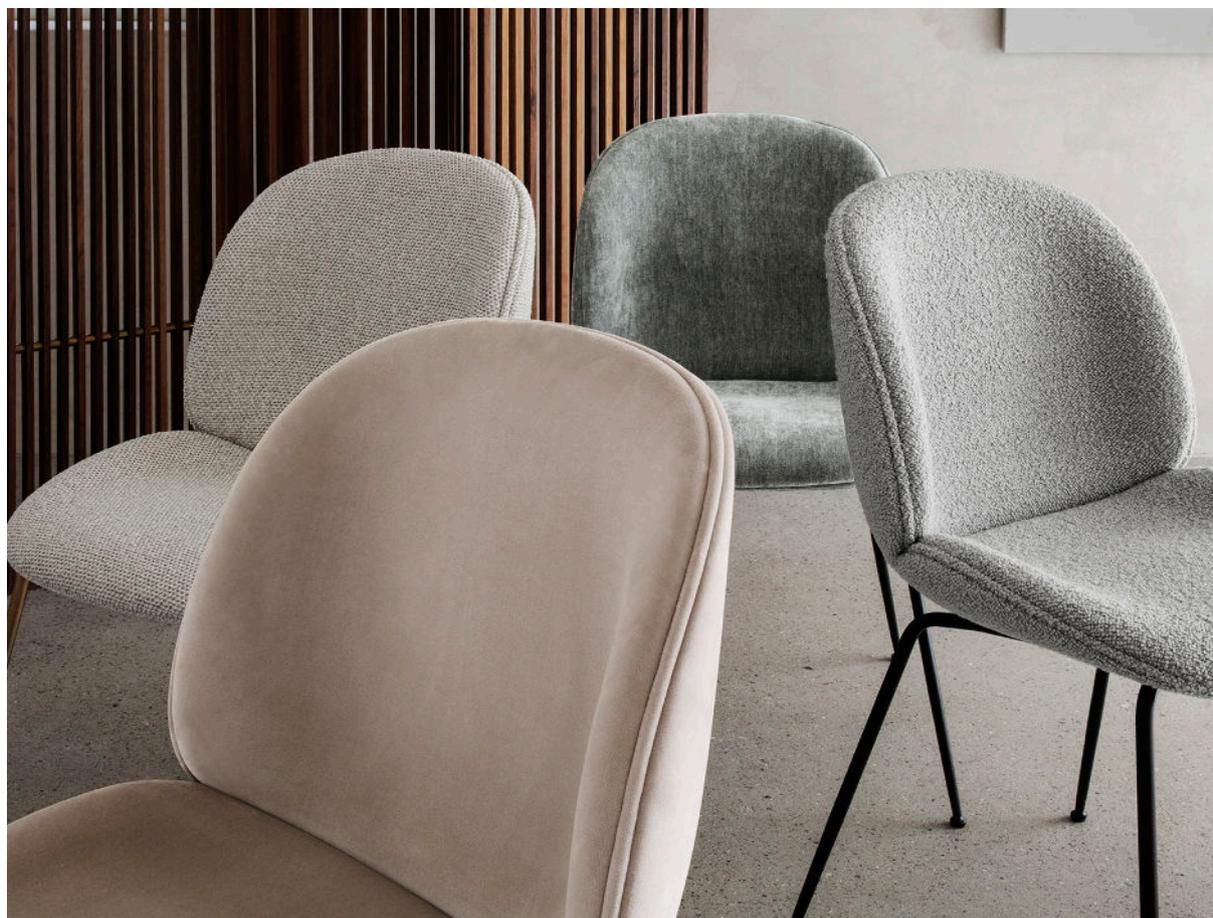
# GUBI

CORE STORY

## BEETLE: THE GAMFRATESI EDIT



## *A Quartet of Expressions*



GamFratesi has developed four new upholstered editions of their iconic Beetle Chair. Known for their aesthetic sensibilities, the Danish-Italian design duo and long-time GUBI collaborator has conceived this tightly curated edit of four Beetle Chairs, collectively titled 'A Quartet of Expressions'. The edit enables design lovers to express themselves while embracing GUBI and GamFratesi's distinctive style with ease.

*"One of the great advantages of being designers is the ability to create bespoke versions of the products we design – for personal projects. These are four such pieces, coming to life in this cohesive edit. They represent expressions of the Beetle Chair that we already know and love and that feel very current,"* say Stine Gam and Enrico Fratesi of GamFratesi.

Having started life as bespoke editions for GamFratesi's own projects, each chair is designed to evoke a specific atmosphere with its sensuality and tactility. As well as offering supreme comfort, the edit enables the layering of materials, textures, and

colors within a space to create a unique ambience, combining materiality with an engaging play of light and shadow.

The contemporary color palette of this edit adds a new perspective to a modern design classic, complementing a wide variety of interior settings. The texture-led, high-end upholstery fabrics in dark green, cool gray, neutral beige and two-tone white build upon the versatility of the Beetle, showcasing the fact that the upholstered shell can be customized in a wide variety of fabrics and, due to its distinctive shape, can carry a substantial range of colors and textures.

Stine Gam and Enrico Fratesi elaborate: *"We always knew the Beetle Chair was a versatile piece of furniture, but it has been really interesting to see just how well these four editions evoke such different moods and ambiances just by deploying different materials, colors and textures."*

## *Chic Chenille*



*Dedar Belsuede Special FR 012, Black frame*

The darkest of the four Beetle Chairs in the GamFratesi Edit is upholstered with chenille in dark green. Offered on a Beetle Chair for the first time, the chenille provides a velvety hand-feel paired with those conic legs, sharply defined in black. The linen in the warp adds a vivacity to the muted hue that embodies the natural tranquility of organic growth and renewal. The overall effect evokes a modern noir ambience while capturing the bohemian zeitgeist of the 1970s.

## *Beautifully Bouclé*



*Dedar Karakorum 004, Black frame*

The minimal tones of the bouclé Beetle Chair in the GamFratesi Edit showcase the intriguing texture of its astrakhan-fur-inspired wool fabric incorporating viscose and cotton. Its cool gray hue, combined with the black chair legs, evokes an atmosphere of serenity, while offering a deeply comfortable tactility and a soft surface. The raw yet structured aesthetic pairs perfectly with organic shapes and natural materials.

## *Vivid Velvet*



*Gubi Velvet G075 / 128, Black frame*

GUBI is well known for its use of velvet, especially on the Beetle Chair, but GUBI is also renowned for its dynamic curiosity. For the GamFratesi Edit, velvet in neutral beige is paired with black legs to create a soft and inviting take on an already iconic piece of furniture. This soft Italian velvet adds a flowing impression to the Beetle's sculptural form – a combination first conceived by the designers for their own private residence – making it perfect for both modern and vintage settings.

## *Two-tone Tactility*



*Sahco Safire 0007, Antique brass frame*

The double-threaded Sahco combines thick bouclé and chenille yarns to offer a layered, two-tone take on white for the palest chair in the GamFratesi Edit. The woven structure of the fabric creates a vibrant texture that is visually dynamic and intriguing to touch. Paired with antique brass legs, its minimal and modern aesthetic evokes a lighter mood perfect for capturing the sunlight and shadows within a modern architectural home.

## *The Chair for Our Time*

Conceived by GamFratesi in 2013 and referencing the ingenious structure of insect shells, the Beetle Chair has become one of GUBI's iconic pieces and a modern design classic within a decade of its launch. Its durable outer shell is a continuous, curvilinear form, reminiscent of the strong and graceful contours of the insect that inspired it. Despite its robustness, it is designed to gently flex in response to the body's micromovements, echoing the complex motions a beetle can make while keeping its parts rigid and defined. This intelligent flexibility provides unparalleled comfort, even after prolonged sitting periods.

In the same way that the beetle's archetypal form is recognizable across different sizes and species, the initial design has evolved into a collection comprising the Beetle Dining Chair, Lounge Chair, Table, Sofa, Ottoman, Stool, Counter Stool, Bar Stool and Meeting Chair. Together they form a natural family of new typologies, without ever losing the characteristic line of the beetle that inspired their design concept.



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