

GUBI
CORE STORY

Sitting in the clouds

WITH THE PACHA COLLECTION



Core Story

This document gives an overview of all the content available to activate the *Sitting in the clouds with the Pacha Collection* theme and suggestions on how to bundle the stories in copy and images on your platforms.

All assets including lifestyle images, designer portraits and archive materials, digital activation plan and social media assets can be found in the GUBI Library. The campaign will go live on May 27, 2021.

[https://gubi.presscloud.com/digitalshowroom/#/gallery/Partner-Area---
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Sitting in the clouds

GUBI's modular Pacha Collection by Pierre Paulin responds to changing living habits with a playful and contemporary take on a typology made popular by the 1970s trend for low-level living.

The way we live and lounge is changing. The boundaries between living and working spaces – even living and dining spaces – are blurring. Family structures are becoming more flexible and inclusive and the divides between generations are breaking down. The idea of a three-piece suite arranged around a television set in a formal living room already seems outdated.

It is no wonder then that the modular sofas made popular in the 1970s – an era of unconventional, laid-back living – are making a comeback. Forming and reforming just like clouds, they offer the flexibility to suit your home and your family, even as your needs change over time. They provide myriad seating options and even define zones within 'broken plan' layouts, creating semi-divisions that evoke a sense of depth and coziness within large open-plan spaces.

From simple sketch to complete collection

Offering a uniquely playful, organic take on the modular sofa, the Pacha Collection is the antidote to the boxy, angular designs typical of the typology.

The first sketches that French designer Pierre Paulin (1927–2009) drew for what was to become the Pacha Collection were simple pencil outlines that resembled illustrative clouds. One of those sketches went on to become the Pacha Lounge Chair, which pioneered low-level living and a new way to sit when it was launched in 1975. Without the constraint of legs, it attested to the comfort and coziness of low-level living, capturing the spirit of the decade.

Reissued by GUBI in 2018, the widely loved Pacha Collection was expanded to include the Pacha Lounge Chair with armrests, the Pacha Sofa and the Pacha Ottoman. The option to create modular configurations enables you to infinitely elongate your sofa to adapt to changing needs and environments – just as Paulin originally intended. Now you can sit upon a complete cloud formation.



On cloud nine

Sitting on the Pacha Lounge Chair, with or without armrests, is like sinking into your own personal cloud. A new generation of design lovers has taken Pacha as its own, such is its contemporary relevance – the Pacha's poufy, squishy, indulgent comfort provides a balm for these changing times. It works equally well as a solo-statement or in convivial clusters.



Head in the clouds

If a solo seat is not sufficient, the collection also encompasses the Pacha Sofas and the Pacha Ottoman – comfortable enough to be used as a seat in its own right. Modular configurations enable the comfort of the clouds to stretch as far as you need it to. The Pacha modules – a lounge chair with a fixed right or a left armrest only for either end and as many center sections as you need in between – combine to extend the comfort to the full reach of your body, your family, or your room.



Making connections

Forming and reforming different modular configurations could not be simpler – simply position the chosen modules next to one another and special floor gliders, made of soft rubber, keep them in place. Optional armrests, shaped like offset soft-edged squares, clip into hidden loops between each module making them even more sculptural and inviting.



Social star

The Pacha Collection is beloved by magazines, social media influencers, tastemakers and homemakers alike, becoming quite the 'see and be seen' social media star. Far from camera-shy, this sought-after collection is racking up shares, likes, and praise to the extent that you could almost say that the Pacha has gone viral.





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