

GUBI

ABOUT GUBI



GUBI is a design house renowned for designing, developing and marketing a daring and elegant collection of furniture, lighting and interior objects that resonates across the globe. Its signature pieces evoke emotion and tell meaningful stories that make them both timeless and enduring. GUBI brings forgotten icons of the past together with tomorrow's classics. The result is a visionary collection that spans almost 100 years of history and is sold all over the world.

Based in Copenhagen's docklands, GUBI HQ spans a 2,000-square-metre space in a former tobacco factory, renovated into an expansive, modern loft showroom. The GUBI Flagship Store is a 400-square-metre visual design universe located in the heart of Copenhagen's shopping district. Both locations are carefully curated and provide an atypical, colourful and evocative backdrop for the mainstay of GUBI's Collection. Robert Dudley Best's Bauhaus-inspired Bestlite Lamp, originally designed in 1930,

sits comfortably alongside GamFratesi's iconic 2013 Beetle Chair. The GUBI Chair – designed in collaboration with Komplot Design in 2003, the first of its kind to use three-dimensional veneering technology, and now part of MOMA's permanent collection – complements future design icons such as GamFratesi's Epic Collection and Space Copenhagen's Stay Collection.

Founded by his parents in 1967 – the year that the current owner and creative director, Jacob Gubi, was born – GUBI originally focused on producing the family's own furniture designs and trading textiles within the retail sector. Over the years, Jacob Gubi's creative vision and courageous intuition has led GUBI to its current position in the global design scene with a handpicked edit of high-quality furniture from all over the world, and collaborations with both esteemed designers and archives and contemporary emerging talents.

