

GUBI



BEETLE: THE GAMFRATESI EDIT
A Quartet of Expressions



TABLE OF CONTENTS

4

A Quartet of Expressions

8

Chic Chenille

12

Vivid Velvet

16

Beautifully Bouclé

20

Two-tone Tactility

24

The Chair for Our Time

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.

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.

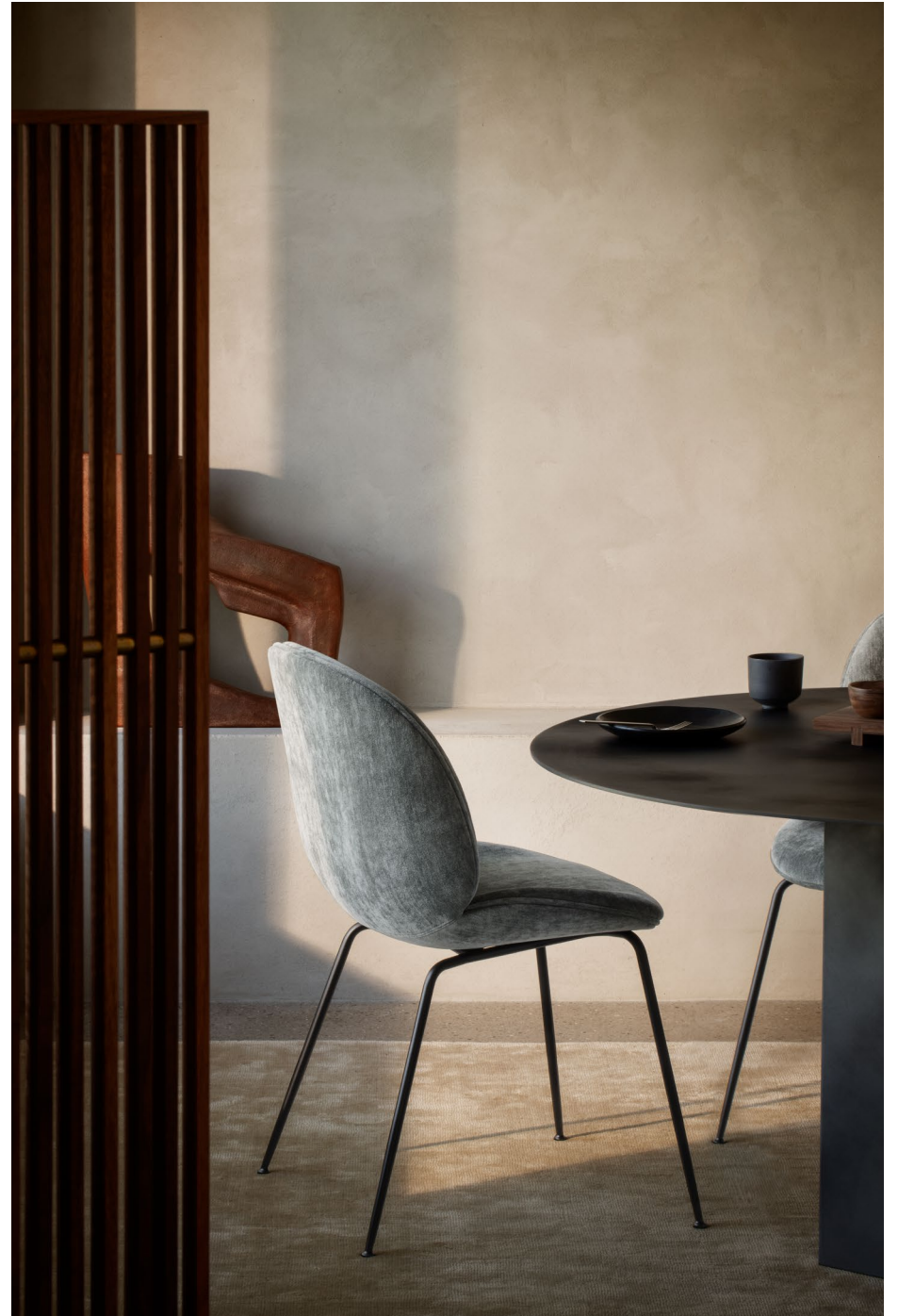




Chic Chenille

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.





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.





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.





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.





“The Beetle Chair was one of the most complex projects we had ever undertaken. It is still the most significant piece for us. It has marked our careers and our design language. It has been with us for almost 10 years, but still manages to charm us with its design – a beautiful line that flows harmoniously through space.”

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