

GUBI

BEETLE FOR PROFESSIONALS



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Beetle Dining Chair with conic base,
fully upholstered in Sahco Safire 0007



BY GAMFRATESI



GamFratesi has been working with GUBI since the inception of their studio and the development of the Beetle Chair. With their own dual heritage, Italian Enrico Fratesi and Danish Stine Gam share GUBI's ability to synthesize seemingly opposing ideas – the classic and the contemporary, the intellectual and the sensual, the understated and the expressive, the manufactured and the unique.

These juxtapositions, as well as the boldness and curiosity that drives their desire to find inspiration in unfamiliar territory, are epitomized in the Beetle. Today, the Beetle has evolved into a natural family of typologies comprising a dining chair, meeting chair, lounge chair, sofa, ottoman, stools, as well as counter & bar chairs.

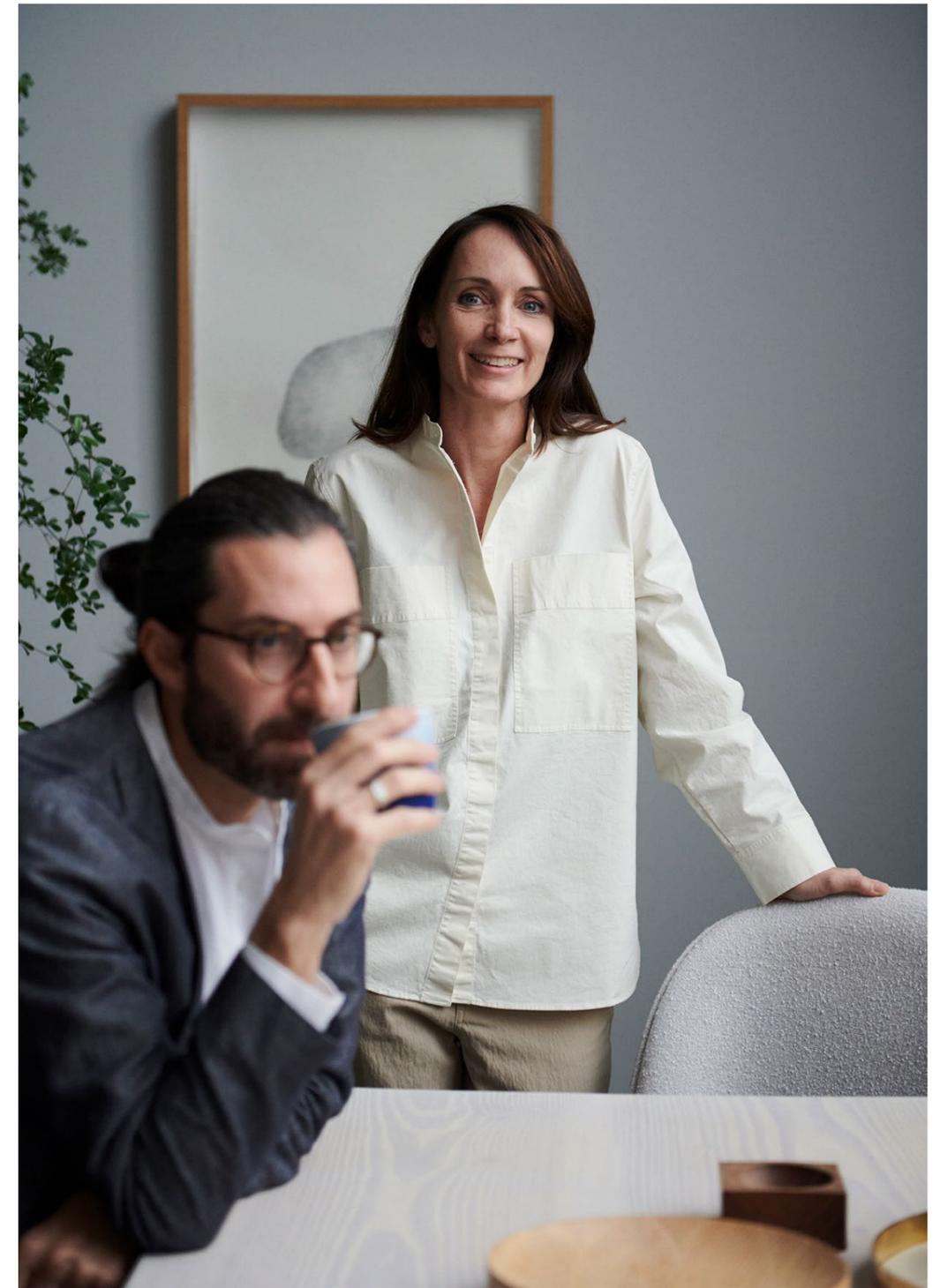
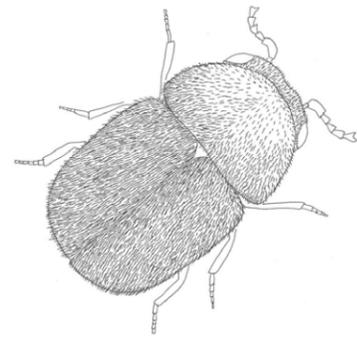
INSPIRED BY NATURE

With its soft body and protective shell, the Beetle Chair has borrowed inspiration from the world of insects, becoming one of GUBI's most iconic designs and a true global success story.

When Danish-Italian design-duo GamFratesi was commissioned to design a chair for a showcase of Danish craftsmanship at Milan Design Week in 2012, the pair spontaneously sought references in nature and became captivated by the idea of translating the form of a beetle into a functional product. Curious about the anatomy of insects in general, they were particularly drawn to the unique combination of delicacy and strength embodied by the Beetle.

In resolving the Beetle Chair, they have created a strikingly simple form that references the insect's characteristic outer shell and the soft body inside that the shell so ingeniously protects. The chair's outer shell comprises one continuous curved form, that is tough without being rigid, while the inner seat and back accommodate the soft contours of the body. Inside, an optional upholstered front section is seamlessly connected to add additional comfort, while sleek legs elevate the seat, lending lightness and elegance to the entire collection, completing the 'beetle' aesthetic.

The beetle that inspired the design can make complex movements while keeping its parts rigid and defined. Echoing this capability, the chair's elegant single-curved outer shell, had to be capable of flexing in response to the body's micromovements in such a way as to ensure high ergonomic performance while maintaining a strong silhouette. The unique flex of the shell gives unexpected and pleasant comfort and support for long periods of time, enabling effortless switching between different sitting positions.



“The perfection, honesty and harmony found in nature can suggest technical resolutions and aesthetic forms. By mimicking the finer details of nature with form, function, proportion or pattern, we can re-create biophilic human connections and healthy responses to the natural environment.”

GamFratesi

RESPONSIBLE & TRANSPARENT

GUBI is dedicated to protecting the environment while we continue to create iconic design objects to last a lifetime. We bring this mission to life through our business, aiming to deeply integrate a sustainable policy into our design process. We aspire to be fully compliant and transparent in our business, and we are committed to calculating our CO₂e footprint so that, over time, we can continue to reduce our carbon footprint. Ultimately, our aim is to comply with the Danish government's ambition of a 70% cut in CO₂ emission before

2030. The next step toward this ambitious goal is to establish a more complete understanding of our CO₂ emissions and to create measurable strategies and commitments based on this data.

Last year we implemented software solution to calculate CO₂ emissions based on a Life Cycle Assessment, and assessed the impact of the Beetle Collection, calculating the footprint of different typologies. Reach out to your local sales rep to get the full 2022 ESG Report by GUBI.

EXAMPLES:

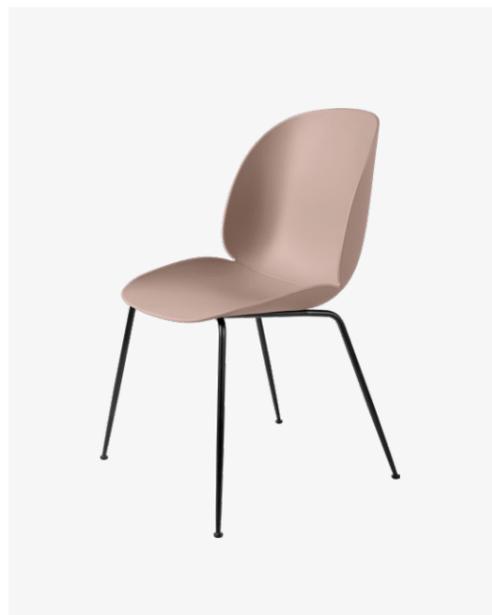


BEETLE DINING CHAIR

Fully Upholstered in Velvet with conic base

57 KG CO₂ Emissions, equivalent to:

-  Eating 5.4 red steaks of 300 gram
-  Driving an average of 263 kilometers



BEETLE DINING CHAIR

Un-upholstered with conic base

25 KG CO₂ Emissions, equivalent to:

-  Eating 2.4 red steaks of 300 gram
-  Driving an average of 118 kilometers



Beetle Dining Chair in Walnut 3D Veneer with conic base,
upholstered in Belsuede Special FR 132



The mark of
responsible forestry

BEETLE IN 3D VENEER IS FSC® CERTIFIED

The new veneer edition of the Beetle takes the organic, nature-inspired form of the original Beetle shell, and adapts it to accommodate the realities of working with veneer. The result translates the Beetle's distinctive curves into a molded wooden shell, giving the chair a new material aesthetic without compromising the comfort for which it has become renowned, and expanding the design's relevance to even more interior settings.

Available in Oak or American Walnut, the Beetle in 3D Veneer is made of responsibly sourced FSC® wood. Furthermore, the sleek 3D molding principle uses fewer materials and requires less resources for transport, while the seating comfort remains supreme due to the flexibility given by the 3D shaped Veneer.

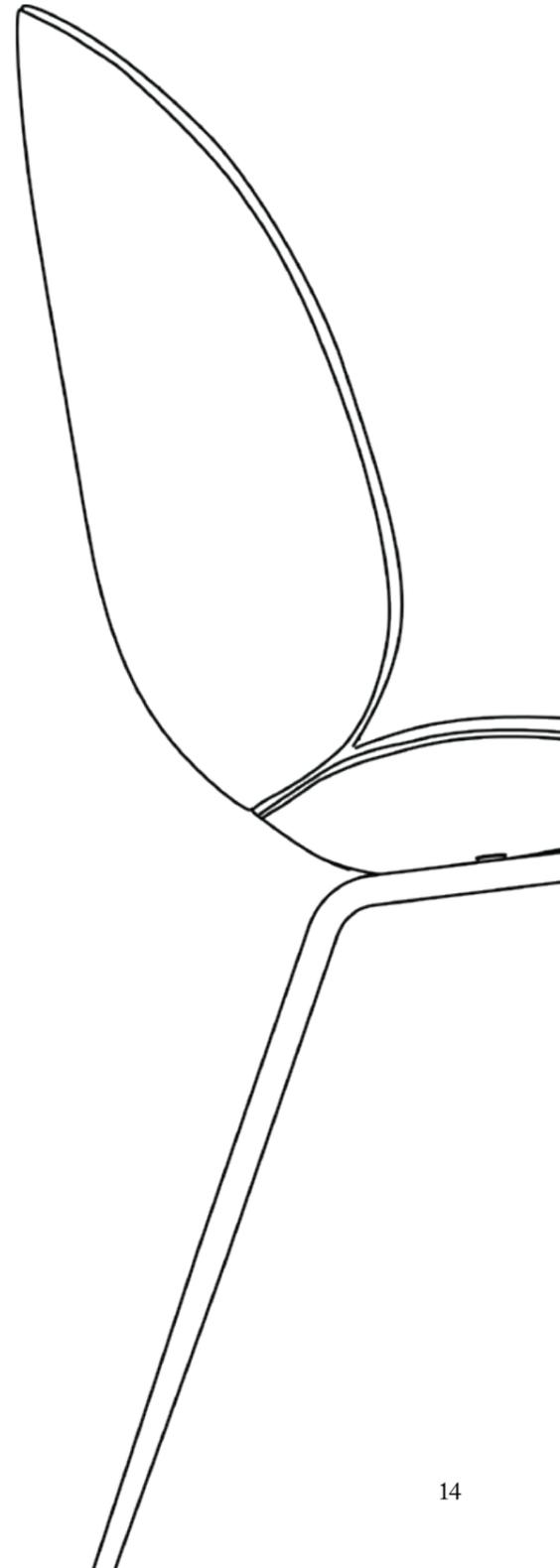
FSC® C176589



All wooden parts of the Beetle in 3D Veneer, including the optional Wood Base, is FSC® Certified. Additionally, the Wood Base has passed the EN 16139:2013 Test severity L2 for strength, durability and safety, making it highly suitable for commercial projects.

Front: Beetle Dining Chairs with conic base, fully upholstered in Sahco Safire 0007
Left: GUBI Velvet G075, Center: Dedar Belsuede Special Fr 012
Right: Dedar Karakorum 004

BEETLE DINING CHAIR



With its striking, organic form, remarkable comfort and endless configurations, it took less than a decade for Danish Italian duo GamFratesi's Beetle Dining Chair to become a genuine design classic. Despite its robustness, it is designed to gently flex, providing comfort even after prolonged sitting, making it ideal for dining and meetings.

Left: Beetle Dining Chairs with conic base, fully upholstered in Dedar Belsuede special FR 133
Middle: Dedar Around Bouclé 033, Right: Beetle Dining Chair in Walnut 3D Veneer with conic base, upholstered in Dedar Flair Special FR 134



Front & back: Beetle Dining Chairs with conic base, fully upholstered in Glamour Group Mumble 40
Left & right: Beetle Dining Chairs in Walnut 3D Veneer with conic base, upholstered in Dedar Eero Special FR 102

HOTEL MAURITZHOF, MÜNSTER

Left: Beetle Dining Chair with conic base, fully upholstered in GUBI Dandy 909

Right: Beetle Dining Chair with conic base, fully upholstered in GUBI Dandy 906



LIMITLESS CONFIGURATIONS

FOR ANY SPACE

FULLY UPHOLSTERED



BEETLE DINING CHAIR
Fully Upholstered, Conic base



BEETLE DINING CHAIR
Fully Upholstered, Wood base



BEETLE DINING CHAIR
Fully Upholstered, Plastic base



BEETLE DINING CHAIR
Fully Upholstered, Stackable base

IN 3D VENEER



BEETLE DINING CHAIR IN 3D VENEER
3D Veneer shell, Conic base



BEETLE DINING CHAIR IN 3D VENEER
3D Veneer shell, Wood base



BEETLE DINING CHAIR IN 3D VENEER
3D Veneer shell, Stackable base

FRONT UPHOLSTERED



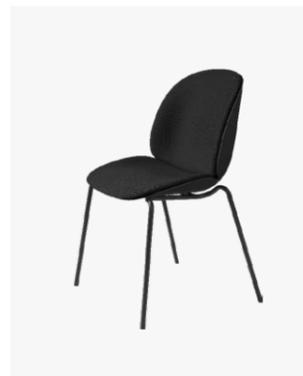
BEETLE DINING CHAIR
Front Upholstered, Conic base



BEETLE DINING CHAIR
Front Upholstered, Wood base

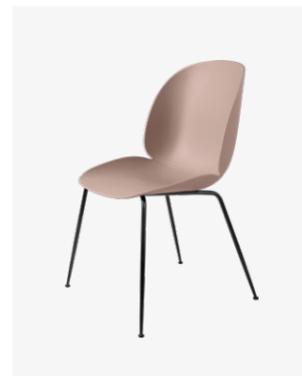


BEETLE DINING CHAIR
Front Upholstered, Plastic base



BEETLE DINING CHAIR
Front Upholstered, Stackable base

UN-UPHOLSTERED



BEETLE DINING CHAIR
Unupholstered, Conic base



BEETLE DINING CHAIR
Unupholstered, Wood base



BEETLE DINING CHAIR
Unupholstered, Plastic base



BEETLE DINING CHAIR
Unupholstered, Stackable base

SEAT UPHOLSTERED



BEETLE DINING CHAIR
Seat Upholstered, Conic base



BEETLE DINING CHAIR
Seat Upholstered, Wood base



BEETLE DINING CHAIR
Seat Upholstered, Plastic base



BEETLE DINING CHAIR
Seat Upholstered, Stackable base

OUTDOOR



BEETLE DINING CHAIR OUTDOOR
Unupholstered, Plastic base



A VARIETY OF SHELLS & BASES

The Beetle Chair's shell can be customized in a vast variety of materials and colors, while bases are available in a range of carefully considered finishes.

3D VENEER SHELL



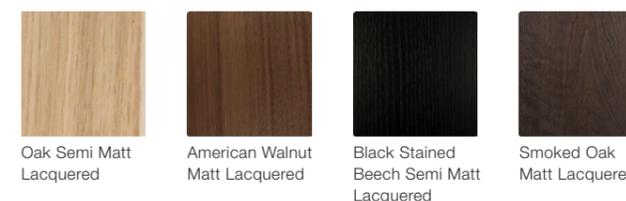
3D Walnut Veneer 3D Oak Veneer

PLASTIC SHELL



Pastel Green Pebble Brown Dark Green Sweet Pink
Amber Brown Black Alabaster White New Beige

WOOD BASE



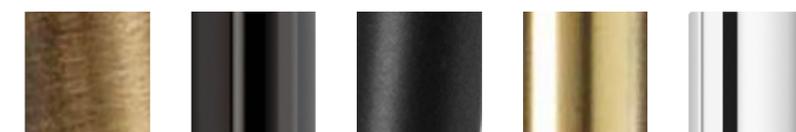
Oak Semi Matt Lacquered American Walnut Matt Lacquered
Black Stained Beech Semi Matt Lacquered Smoked Oak Matt Lacquered

PLASTIC BASE



Black Alabaster White New Beige

CONIC BASE, METAL



Antique Brass Black Chrome Black Matt Brass Semi Matt Chrome

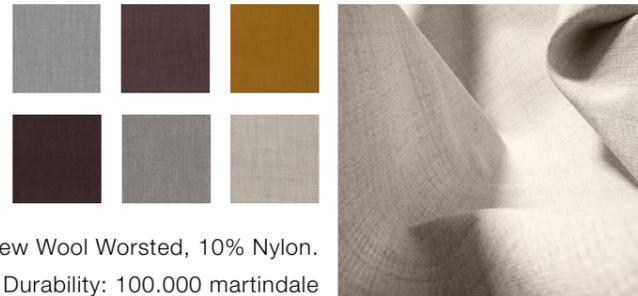
UPHOLSTERY CURATED FOR COMMERCIAL USE

The Beetle has been tested for suitability against the full GUBI Upholstery Collection, spanning 50 upholstery types in playful and courageous combinations of colors, shapes, material textures and eras of design.

Within the full collection, we have curated a selection of upholstery for commercial use. These fabrics have a higher martindale and are intended for more intensive use. The fabrics curated for commercial use can also be used for residential or low intensity use depending on customer preference.

Visit Upholstery.GUBI.com to explore the full collection.

KVADRAT CANVAS 2



90% New Wool Worsted, 10% Nylon.
Durability: 100.000 martindale

KVADRAT SUNNIVA 3



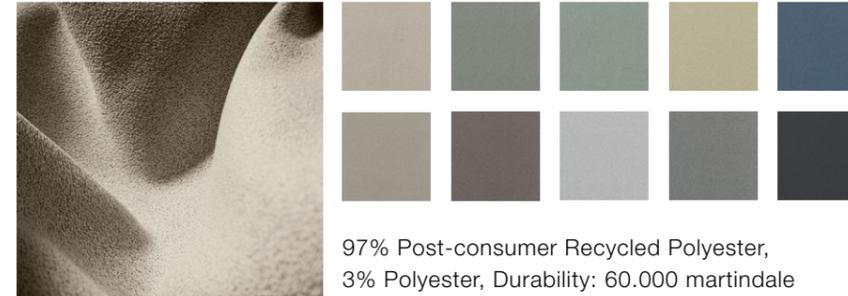
58% New Wool, 25% Viscose, 8% Linen,
5% Nylon, 4% Polyester
Durability: 50.000 martindale

KVADRAT STEELCUT TRIO 3



90% New Wool Worsted, 10% Nylon.
Durability: 100.000 martindale

GABRIEL MICA



97% Post-consumer Recycled Polyester,
3% Polyester, Durability: 60.000 martindale

GABRIEL GAJA CLASSIC



100% New Zealand Wool.
Durability: 50.000 martindale

KVADRAT VIDAR 4



94% New Wool, 6% Nylon
Durability: 100.000 martindale

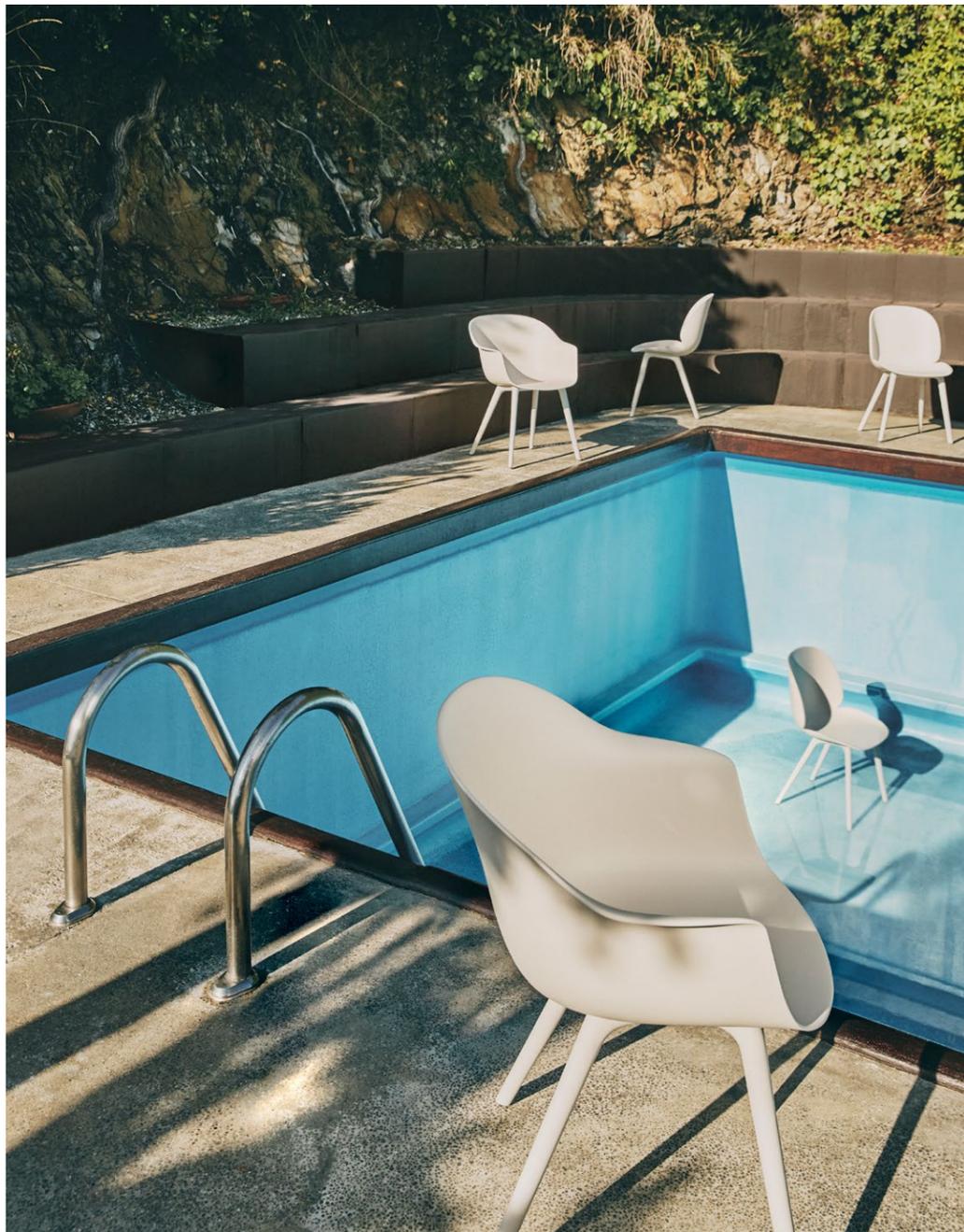
KVADRAT RELATE



100% Trevira CS
Durability: 80.000 martindale

MIX & MATCH WITH THE BAT COLLECTION

The organic shape and gentle curves of the Bat Chair are a three-dimensional reflection of the webbed wings of the animal that inspired it, with the front, arm and backrest forming a single continuous line when viewed from above. With their characteristic expressions and inspiration in nature, the Beetle & Bat are ideal to mix and match for dining or meeting settings.

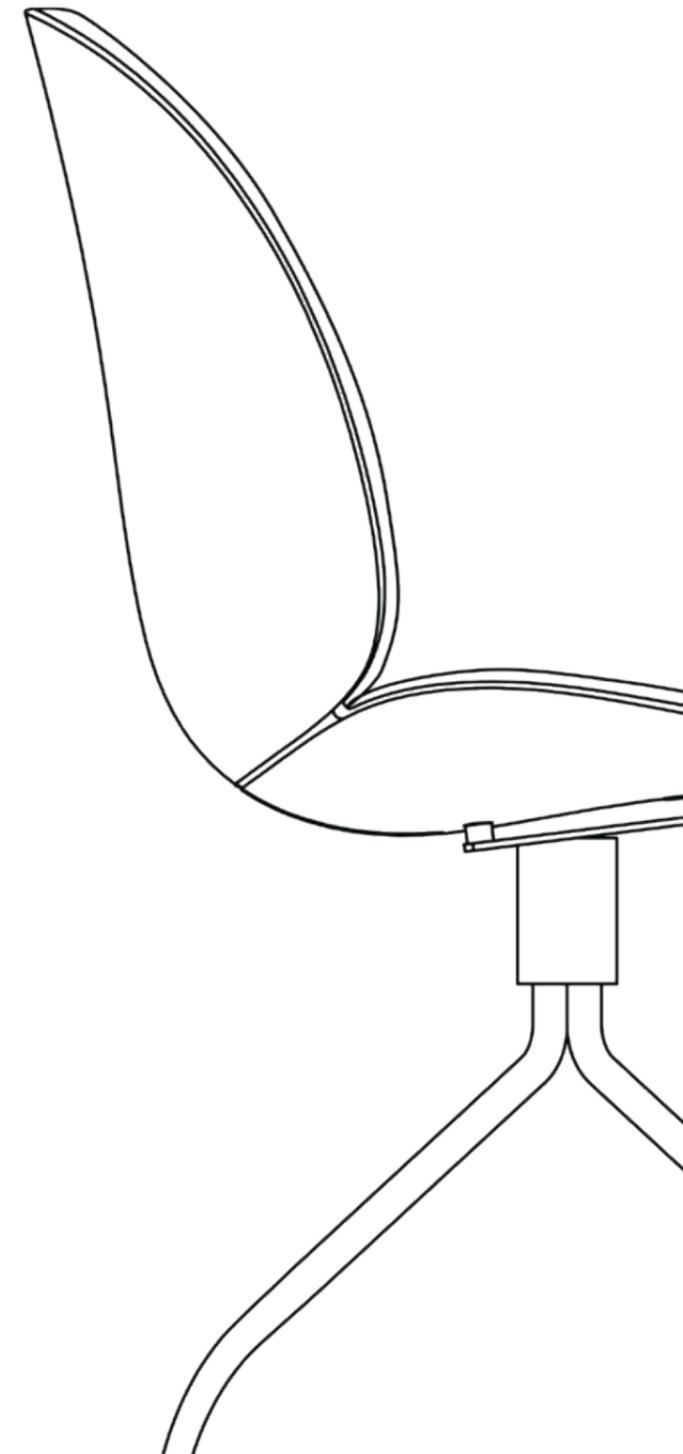


Left & right: Bat Outdoor Dining Chair in Alabaster White,
Beetle Outdoor Dining Chair in Alabaster White

Left to right: Beetle Dining Chair, fully upholstered in Backhausen Aurin,
Beetle Dining Chair, fully upholstered in Dedar Melville,
Bat Dining Chair, fully upholstered in Gabriel Fame,
Bat Dining Chair, fully upholstered in Chivasso Hot Madison,
Beetle Dining Chair, fully upholstered in Dedar Melville



BEETLE MEETING CHAIR



The Beetle Meeting Chair brings a corporate expression to the classic Beetle and contributes to an elegant design for office spaces and meeting rooms. While the graceful seat ensures a high level of comfort for long meetings and conferences, the castor base embodies clean design with great functionality.



Beetle Meeting Chair with Four-Star Base, fully upholstered in
Hot Madison CH1249/056, CH1249/126 & CH1249/097



Beetle Meeting Chair with Four-Star Castor Base, fully upholstered in Alessandro Bini Shetland G137 0527, Kvadrat Relate 221 & Kvadrat Relate 401

PERSONALIZATION FOR ANY TYPE OF WORKSPACE

FULLY UPHOLSTERED



BEETLE MEETING CHAIR
Fully Upholstered, Swivel base



BEETLE MEETING CHAIR
Fully Upholstered, Four-Star base



BEETLE MEETING CHAIR
Fully Upholstered, Four-star base
w. castors

FRONT UPHOLSTERED



BEETLE MEETING CHAIR
Front Upholstered, Swivel base



BEETLE MEETING CHAIR
Front Upholstered, Four-Star base



BEETLE MEETING CHAIR
Front Upholstered, Four-star base
w. castors

SEAT UPHOLSTERED



BEETLE MEETING CHAIR
Seat Upholstered, Swivel base



BEETLE MEETING CHAIR
Seat Upholstered, Four-Star base



BEETLE MEETING CHAIR
Seat Upholstered, Four-star base
w. castors

IN 3D VENEER



BEETLE MEETING CHAIR IN 3D VENEER
3D Veneer, Swivel base



BEETLE MEETING CHAIR IN 3D VENEER
3D Veneer, Four-Star base



BEETLE MEETING CHAIR IN 3D VENEER
3D Veneer, Four-star base w. castors

UN-UPHOLSTERED



BEETLE MEETING CHAIR
Unupholstered, Swivel base



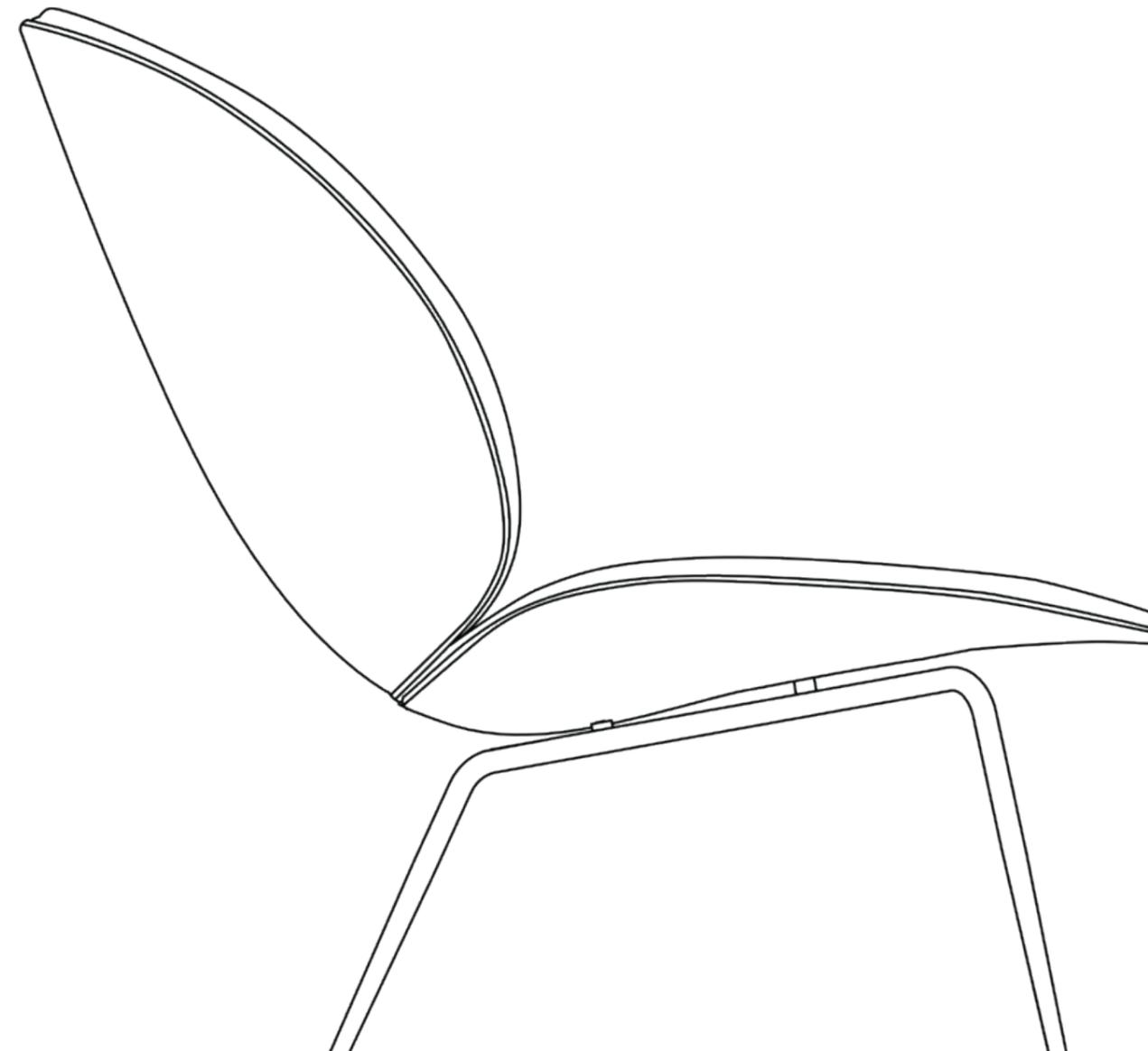
BEETLE MEETING CHAIR
Unupholstered, Four-Star base



BEETLE MEETING CHAIR
Unupholstered, Four-star base
w. castors

BEEBLE LOUNGE CHAIR

The low slung, generously proportioned Beetle Lounge Chair is an ideal suit for lounges and lobbies. Beneath the upholstered surface, the gently flexing shell provides extra comfort, while the low sitting position is ideal for curling up for long stretches of time.



Beetle Lounge Chair with conic base
fully upholstered in Glamour Group Mumble 49

Beetle Dining Chairs with conic base, fully upholstered in Dedar, Sunday 002
Beetle Lounge Chairs with conic base, fully upholstered in Glamour Group 49



Beetle Lounge Chairs with conic base, fully upholstered in
Dedar Chevron 022 & Dedar Sunday 112



WITH OTTOMAN FOR AN EXTRA LEVEL OF COMFORT

FULLY UPHOLSTERED



BEETLE LOUNGE CHAIR
Conic base



BEETLE MEETING CHAIR
4-star base

FULLY UPHOLSTERED



BEETLE OTTOMAN
Conic base

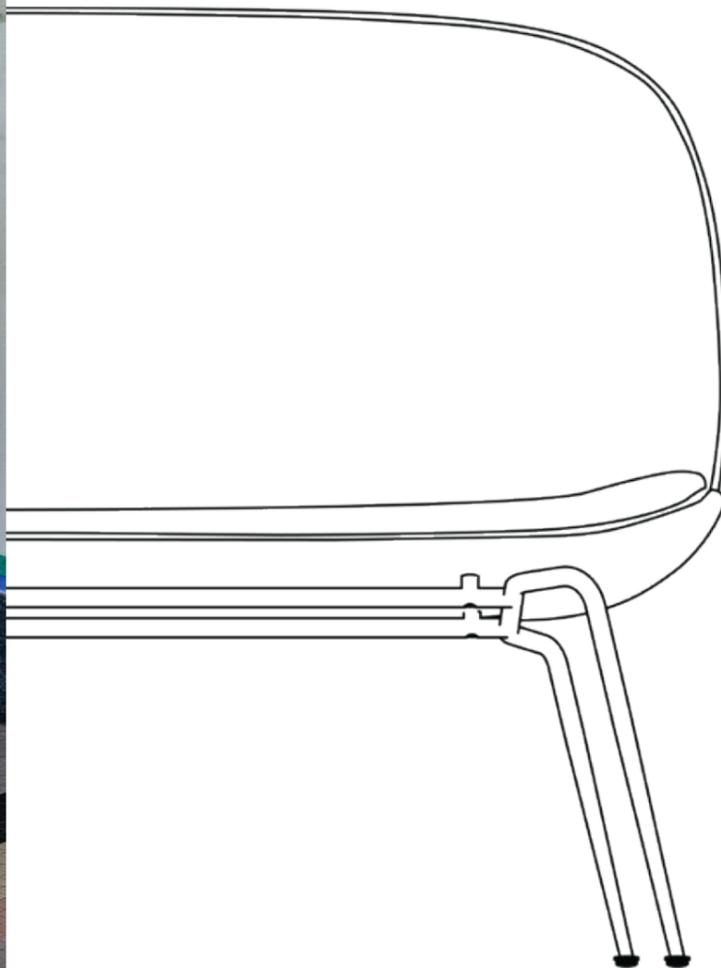


Beetle Lounge Chair with Conic base, fully upholstered in Dedar Sunday 112
Beetle Ottoman, upholstered in Dedar Around Bouclé 032



BEETLE SOFA

Taking its inspiration from the Beetle Lounge Chair, the elongated Beetle Sofa plays with the contrast between the enveloping outer shell and a soft, inviting interior which encourage to be seated. The characteristic look is enhanced by the delicate, slightly conical legs, giving its light expression.



FULLY UPHOLSTERED



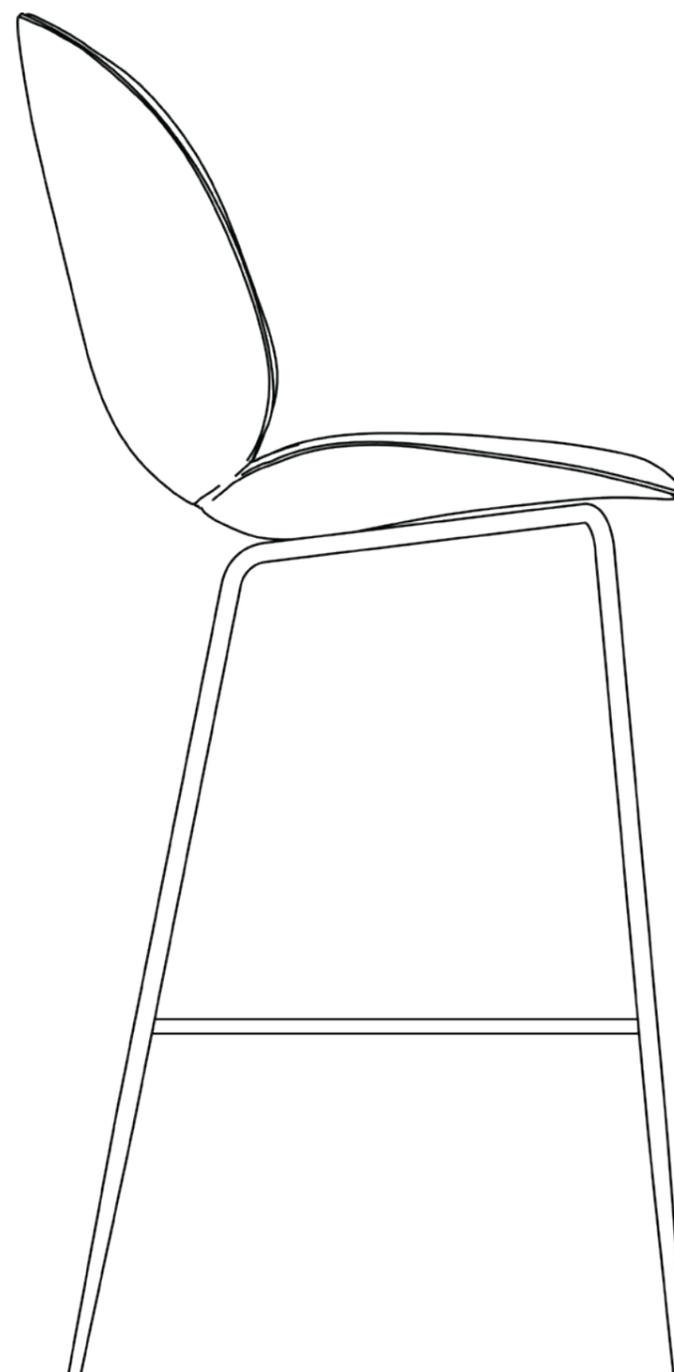
BEETLE SOFA
Two-seater with Conic base

Beetle Bar Chair in 3D Oak Veneer, upholstered in Dedar Sunday 032
Beetle Bar Chair fully upholstered in GUBI Plain 0033



BEEBLE COUNTER & BAR CHAIRS

With supreme comfort above its category and unique customisation possibilities, the Beetle Bar & Counter Chairs are both well received by end-consumers and a favourite for hotel and restaurant interiors around the world.



ALCHEMIST COPENHAGEN

Blending art, drama, gastronomy and spectacular visuals into one all-encompassing multisensory experience, Alchemist restaurant in Copenhagen's industrial Refshaleøen is pushing the boundaries of fine dining. Two years in the making, Alchemist finally opened its massive bronze doors to the public in July 2019 and was awarded two Michelin Stars within just seven months.



RASMUS MUNK

Working closely with Studio Duncalf, chef Rasmus Munk specified the Beetle Bar Chair as a key component of the main dining room:

“We used the Beetle Bar Chair in Alchemist’s first iteration – a much smaller restaurant – and we were so impressed that we wanted to use it again here. It is incredibly comfortable even over long periods of time – crucial when you serve a 50-course taster menu – but it also perfectly balances elegance and character, so it makes a statement even in an imposing space like this one.”





Left: Beetle Bar Chairs, fully upholstered in GUBI Dandy 606 and leather piping
Right: Beetle Lounge Chairs with conic base, upholstered in GUBI Dandy 606

COUNTER & BAR CHAIRS

FULLY UPHOLSTERED



BEETLE COUNTER CHAIR
Fully Upholstered, Conic base



BEETLE BAR CHAIR
Fully Upholstered, Conic base

FRONT UPHOLSTERED

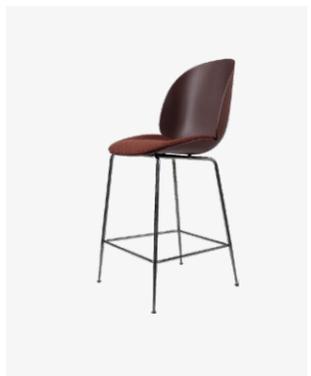


BEETLE COUNTER CHAIR
Front Upholstered, Conic base

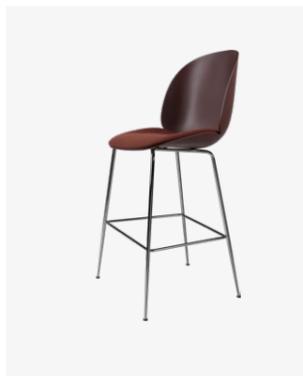


BEETLE BAR CHAIR
Front Upholstered, Conic base

SEAT UPHOLSTERED



BEETLE COUNTER CHAIR
Seat Upholstered, Conic base

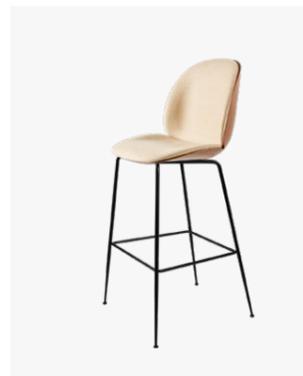


BEETLE BAR CHAIR
Seat Upholstered, Conic base

IN 3D VENEER



BEETLE COUNTER CHAIR IN 3D VENEER
3D Veneer, Conic base



BEETLE MEETING CHAIR IN 3D VENEER
3D Veneer, Conic base

UN-UPHOLSTERED



BEETLE COUNTER CHAIR
Unupholstered, Conic base



BEETLE BAR CHAIR
Unupholstered, Conic base

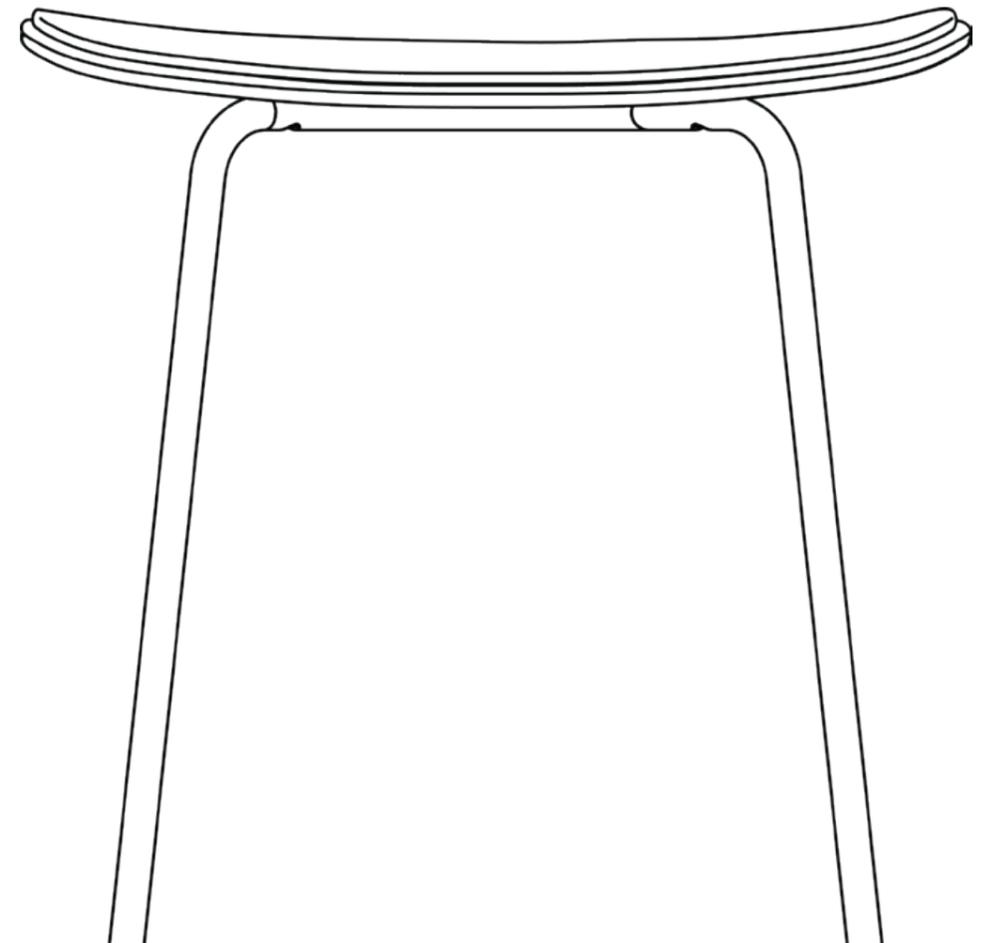


Beetle Bar Chair in 3D Oak Veneer, upholstered in Dedar Sunday 032

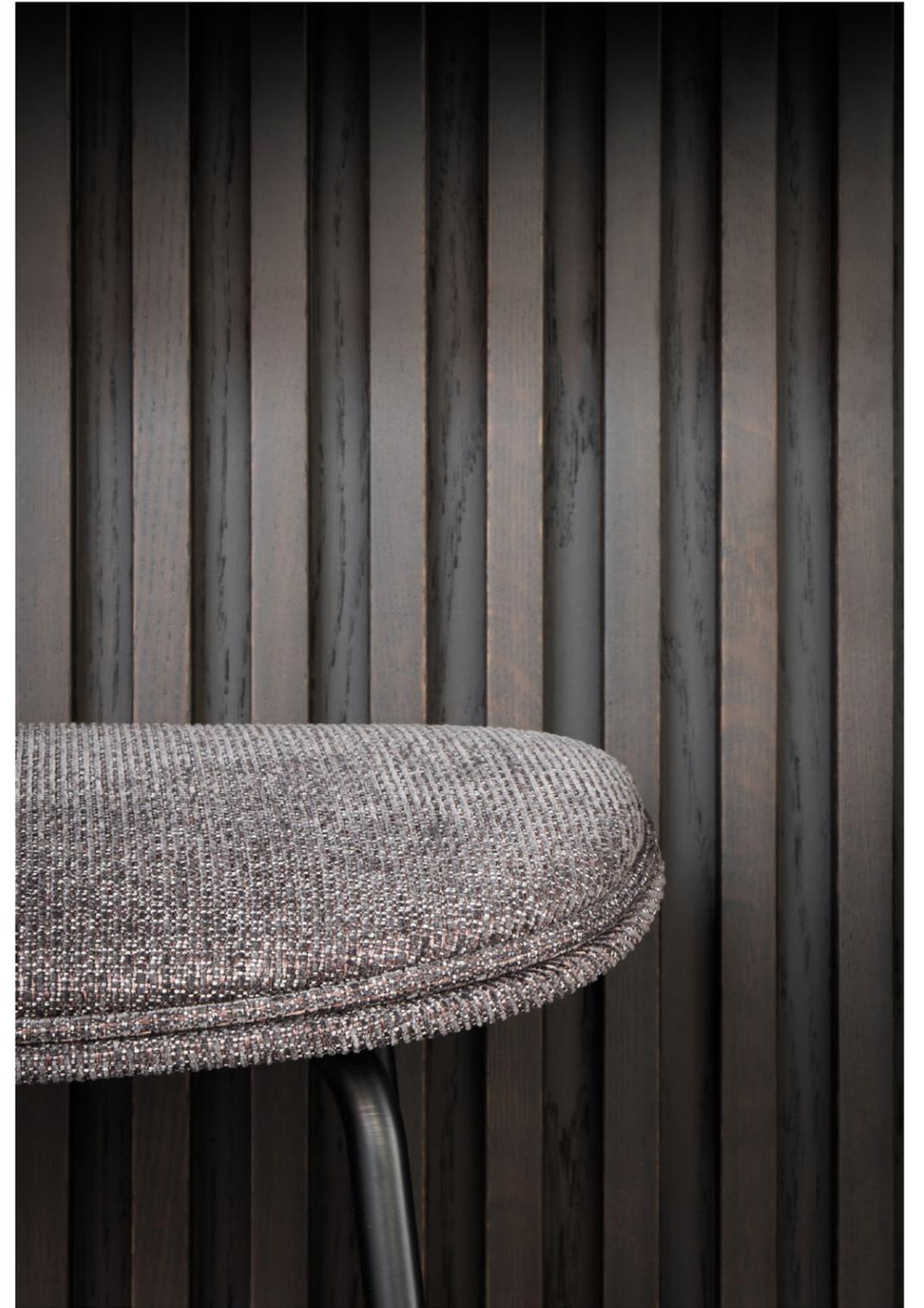


BEETLE STOOLS

The collection of Beetle Stools have a characteristic yet lighter appearance without backrests. Continuing the inspiration from the insect, the stools have a protectively encompassing outer shell that is combined with a rounded and soft interior, providing the ultimate comfort while giving the right support, ideal for use in smaller spaces like kitchens and restaurants.



Beetle Bar Stool, upholstered in Dedar Around Bouclé 023
Beetle Counter Stool, upholstered in Belsuede special FR 016
Beetle Stool, Dedar Eero Special 106



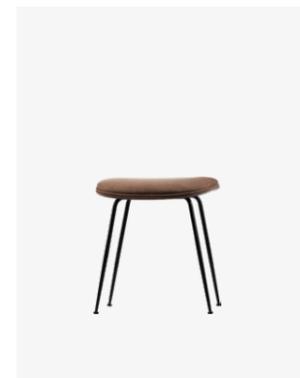
RESTAURANT NÆRVÆR
Beetle Bar Stools upholstered in Gabriel Tempé

Beetle Bar Stool, upholstered in Chamois 1709 Caramel

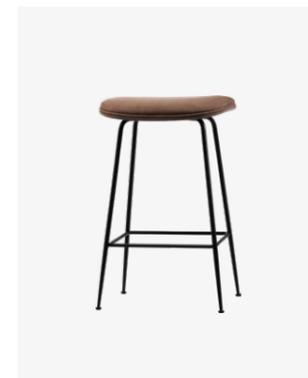


IDEAL FOR SMALLER SPACES

FULLY UPHOLSTERED



BEETLE STOOL
Fully Upholstered, Conic base



BEETLE COUNTER STOOL
Fully Upholstered, Conic base



BEETLE BAR STOOL
Front Upholstered, Conic base



IMAGES



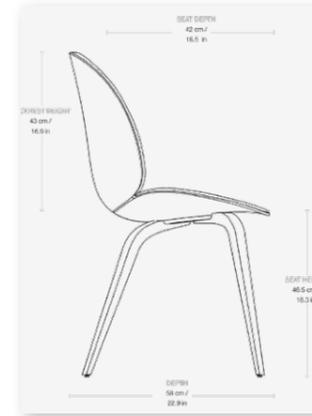
REFERENCE CASES



GUBI UPHOLSTERY



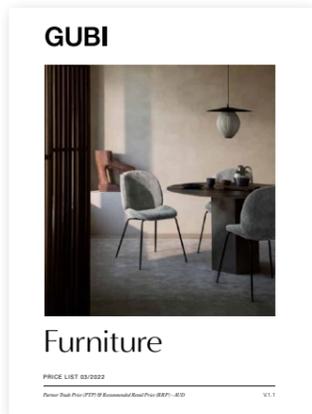
2D & 3D FILES



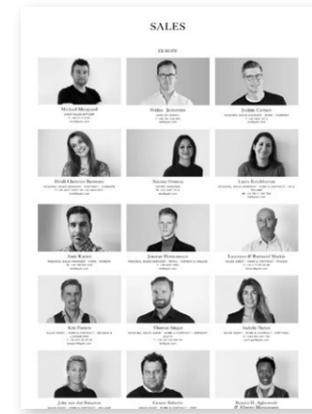
PRODUCT DATA SHEETS



CATALOGUES



PRICELISTS



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ESG REPORT

TOOLS FOR PROFESSIONALS

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