

GUCCI

BEETLE COLLECTION



CONTENTS

02	GAMFRATESI
04	FROM BEETLE TO BEETLE
06	THE MAKING OF AN ICON
20	BEETLE IN 3D VENEER
28	EVERY MOMENT HAS A BEETLE
48	AT THE ALCHEMIST
56	MEET THE FAMILY





DESIGNED 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 Collection.

FROM BEETLE

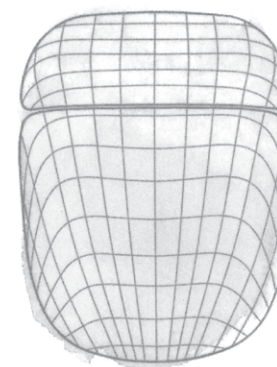
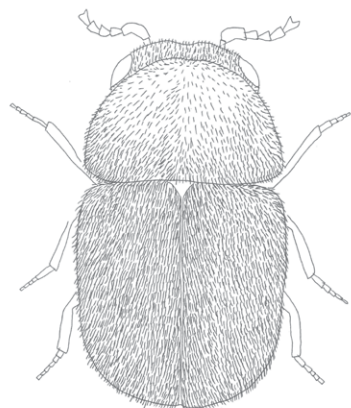
TO BEETLE

Plants and animals have adapted over millennia to respond to evolutionary niches and perhaps none more so than the humble beetle. 300,000 species live across the globe in almost every environment on land or in water. Their sheer diversity and adaptability have seen them inform and inspire everything from ancient cultural myths to twentieth-century cars and British pop bands.

The discipline of biomimicry proposes that the ingenuity of nature can be translated into contemporary product and furniture design, in order to seek smarter solutions that are good for our mental and physical health as well as the planet.

“The perfection, honesty and harmony found in nature can suggest technical resolutions and aesthetic forms,” say designers Stine Gam and Enrico Fratesi of GamFratesi.

“By mimicking the finer details of nature with form, function, proportion or pattern, we can recreate biophilic human connections and healthy responses to the natural environment.”



For the Beetle Chair, GamFratesi became captivated by the idea of translating the form of a beetle into a product for the home. The pair drew on the form and function of an archetypal beetle to create an iconic and ergonomic chair with a hard, yet supple, two-part outer shell with a comfortable inner surface

“The kind and protective anatomy of the beetle fascinated us,” they explain. *“The Beetle’s outline is so harmonious; we immediately felt the desire to reinterpret it.”*

The structure of a beetle’s articulated shell comprises solid plates connected by flexible sutures, which allow the beetle to move, while maintaining protection and form.

“It looks solid and impenetrable and yet, in places, it is sinuous and flexible, and this seeming contradiction is what enables it to move freely,” say the designers. *“All these elements are linked and work together in a fascinating way. One of the many reasons we studied beetles was their ability to carry out technical movements while keeping their parts rigid and defined.”*

In 2013, GUBI and GamFratesi introduced the Beetle Chair to the world, and a modern design classic was born.

THE MAKING OF AN *ICON*

Strikingly simple in form but full of personality, GamFratesi's design combined crafted details and advanced manufacturing technologies to produce something truly original: a highly versatile, extremely comfortable, and beautifully expressive chair inspired by the forms of nature.





*Craft meets
technology*

The Beetle Chair's unique success as a design is rooted in its distinctive fusion of artisanal craftsmanship and technologically advanced production techniques. Like the insect that inspired it, the chair combines an almost mechanical exactitude of form with an organic, contoured softness – a duality that mirrors the man-meets-machine story of its making.



MOLDED FOR *MOVEMENT*



One of the distinctive features of GamFratesi's inspiration, the beetle insect, is its ability to make complex movements while keeping its constituent parts rigid and defined. Echoing this, the chair's elegant 10-millimeter, single-curved outer shell, had to be capable of flexing in response to the body's micro-movements in such a way as to ensure high ergonomic performance while maintaining a strong silhouette.

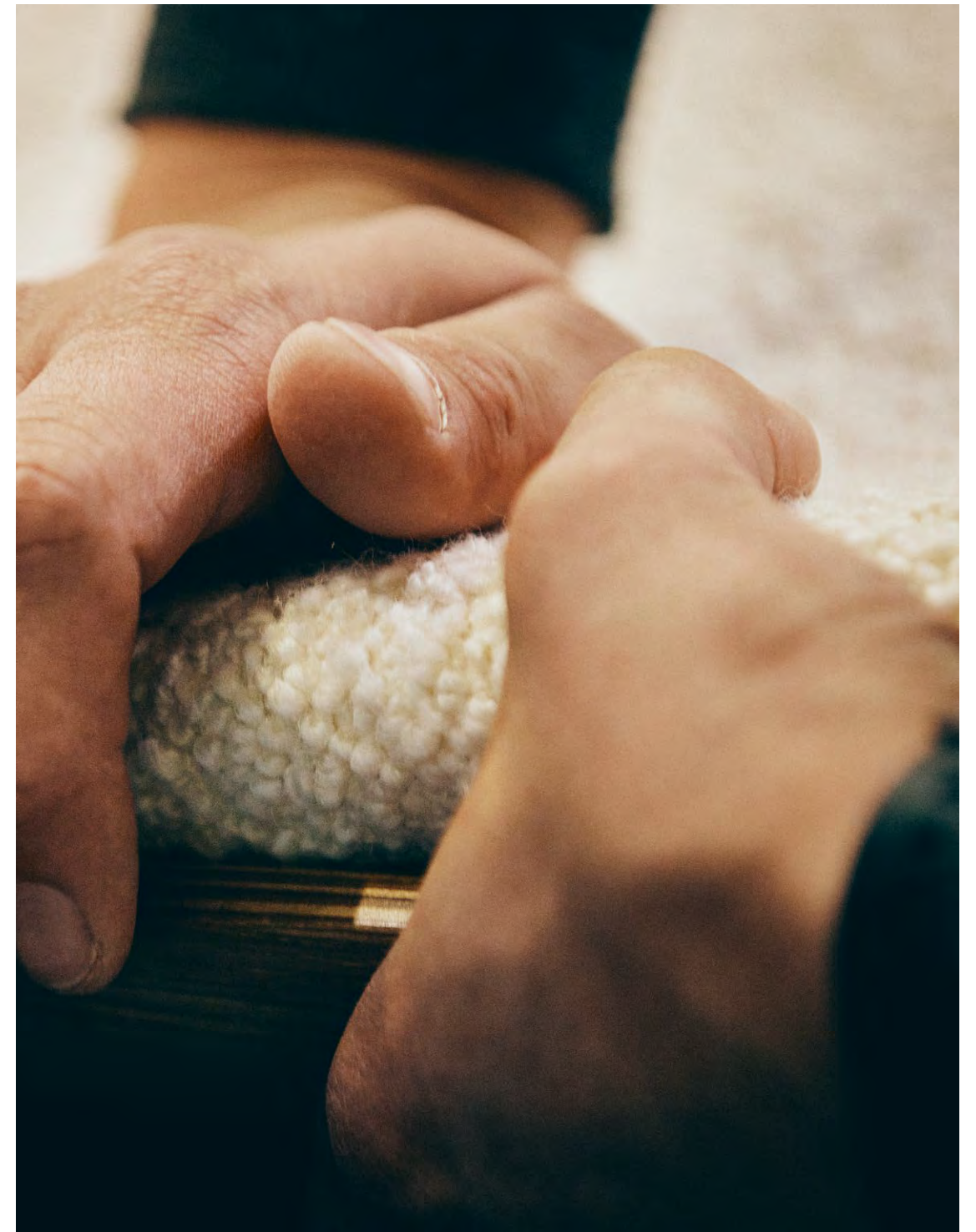
The manufacturing process used to achieve this pushes thermo-plastic technology to its limits, creating a shell with a continuous curved form that is robust and firm, while retaining flexibility. The high-pressure 3D injection-molded plastic of the Beetle Chair's outer shell exhibits a slight bend, just like a technical office chair but – thanks to variations in thickness of the shell at certain points – maintains the graceful, domestic aesthetic that so many design fans have fallen in love with over the last decade.





CRAFTED FOR *COMFORT*

The unique flex of the Beetle Chair's shell allows it to offer movement-responsive support for long periods of time, enabling effortless switching between different sitting positions. This level of comfort is enhanced further in the chair's upholstered variants, which feature dual layers of high-performance foam. The lower, firmer layer is configured to maximize comfort during long periods of sitting, whereas the softer upper layer that covers it provides a feeling of indulgence and relaxation from the instant you sit down. Precision-cut to fit the shell, the foam layers perfectly cover the Beetle's hard edges, giving the upholstered chair the comfort for which the chair is celebrated.





HANDMADE DETAILS

While cutting-edge technology and production techniques deliver the high degree of accuracy needed to create the Beetle's extraordinary shape, the final touches that underpin its crafted identity are performed manually. After the shell has been molded, excess plastic is carefully cut away by hand to refine the chair's soft contours and edges. Upholstery fabrics and leathers are individually checked and quality-tested for any imperfections, and individually inspected to ensure they are evenly stretched across the curved shell. Where the front and back panels meet, a special piping technique adds an aesthetic finish, with the final stitching completed by hand.





The Beetle's lightness of expression is partly down to the finessed form of its legs. Tapering down from the frame below the seat to the floor, the legs have a conic shape that elevates the seat and contributes to the delicacy and refinement of the chair's silhouette. Visually softening the steel frame in this way presents a significant technical challenge, requiring that the steel be heated and shaped to the finest degree in order to balance the legs' organic, beetle-like elegance with the engineered sturdiness of the frame.

After shaping, the legs are treated to obtain different finishes in variations of black, chrome and brass, each requiring a unique surface application to achieve flawless results. For the antique brass variant, hand-polishing delivers the distinctive vintage look.

ORGANIC GEOMETRY



Beetle Dining Chair in 3D Oak Veneer, upholstered in Dedar Karakorum 001



Beetle Dining Chair, fully upholstered in Glamour Group Mumble 02

BEETLE *in* 3D VENEER



“The design language of the Beetle Chair lends itself to be rendered in wood, which underscores the Beetle’s ‘inspired by nature’ story. Wood is a fantastic, warm, and natural material and the Beetle in 3D veneer manages to express the best of these aesthetic characteristics. The shell has always been a design feature; the shape of the Beetle is graceful, perfectly curved. Veneer is the ideal material to mold into this organic form – the three-dimensional shape enhances its grain and color.”

– Stine Gam and Enrico Fratesi





Beetle Dining Chair in 3D Walnut Veneer, upholstered in GUBI Soft Leather Army

A decade since GamFratesi introduced the Beetle Chair to the world, the studio has reimagined their landmark design concept in 3D veneer – giving the Beetle a bold new natural expression and further emphasizing its status as an archetypal design, open to interpretation in any number of materials.

The veneer edition 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.

The shell of this new iteration comprises two separate pieces. The backrest and seat are connected by internal spring-steel brackets that are invisible from the outside. Each piece is 3D-molded using a bending press – a method of shaping veneer pioneered by mid-century designers.

3D technology enables designers to produce organic shapes that were once impossible to create. This molding technique is uniquely able to create the Beetle's distinct curvature using veneer, while maximizing its comfort and flexibility. This required an extensive process of experimentation to perfect. Transforming the veneer from flat surface to three-dimensional form also introduces depth and texture to the material, emphasizing the vertical grain and color of the wood, and giving the chair a premium appearance and a natural character.





Left: Beetle Dining Chair in 3D Walnut Veneer, upholstered in GUBI Soft Leather Army
Right: Beetle Dining Chair in 3D Oak Veneer, upholstered in Dedar Karakorum 001

Despite the Beetle’s transition to a new material, GamFratesi’s original inspiration – and the design’s namesake – is still evident in the veneer edition’s form, perhaps even more so. The sinuous seat and back are visual echoes of the segmented parts of a beetle’s body; the hard outer shell mirrors the insect’s protective exoskeleton; and the upholstered seat and backrest reference the soft body inside. The addition of wood veneer only emphasizes the design’s connection to the natural world and the forms of nature that inspired it.

The Beetle involves a high degree of skill to produce, but with the veneer edition, GamFratesi has introduced an even greater level of craft. The meeting point of the two shells, as

well as the junction between the wood and the upholstery, underline the craftsmanship that has gone into the chair, as well as emphasizing its precise detailing and graceful form. The thickness of the shell varies: wider at the points of connection, to allow for greater strength, but thinner at the edges to preserve the iconic silhouette.

Light and dark wood veneers are available in oak and American walnut. Together with the wide range of upholstery options, this means the chair can be matched with interiors of any style or color palette, and can be deployed equally effectively in the home or in hospitality settings, where it makes a striking and peerlessly comfortable seat.





Left & Right: Beetle Dining Chair in 3D Walnut Veneer, upholstered in Dedar Flair Special FR 134
Right: Beetle Dining Chair in 3D Walnut Veneer, upholstered in GUBI Soft Leather Army
 Beetle Dining Chair in 3D Oak Veneer, upholstered in GUBI Soft Leather Gray

*EVERY
MOMENT*



*HAS
a BEETLE*





Beetle Dining Chair in 3D Walnut Veneer, upholstered in Dedar Flair Special FR 134
Beetle Dining Chair in 3D Walnut Veneer, upholstered in Leder Reihardt Brescia 2476
Beetle Dining Chair, fully upholstered in Dedar Around Bouclé 033
Beetle Dining Chair, fully upholstered in Dedar Belsuade Special FR 133
Beetle Dining Chair, fully upholstered in Dedar Sunday 133



Left: Beetle Dining Chair in 3D Walnut Veneer, upholstered in Leder Reihardt Brescia 2476
 Right: Beetle Dining Chair in 3D Walnut Veneer, upholstered in Flair special FR 134
 Beetle Dining Chair, fully upholstered in Dedar Belsuede Special FR 133 & Dedar Around Bouclé 003



Beetle Bar Chair in 3D Walnut Veneer, upholstered in GUBI Plain 0033
Beetle Bar Chair, fully upholstered in GUBI Plain 0033



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



Beetle Dining Chair in 3D Walnut Veneer, upholstered in Dedar Flair Special FR 134 & Leder Reinhardt Brescia 2476
Beetle Dining Chair in 3D Oak Veneer, upholstered in Dedar Sunday 112 & Dedar Karakorum 001



Beetle Bar Stool, upholstered in Dedar Around Boucle 023
Beetle Counter Stool, upholstered in Dedar Belsuede Special FR 016
Beetle Stool, upholstered in Dedar Eero Special FR 016





Left: Beetle Lounge Chair, upholstered in Glamour Group Mumble 49
 Right: Beetle Lounge Chair, upholstered in Dedar Sunday 112
 Beetle Lounge Chair, upholstered in Dedar Chevron Special Outdoor 022





Left & right: Beetle Dining Chair, un-upholstered in Amber Brown, New Beige, Sweet Pink, Pebble Brown, Pastel Green & Alabaster White



*Left: Bat Outdoor Dining Chair in Alabaster White & New Beige
Right: Beetle Outdoor Dining Chair in Alabaster White / Bat Outdoor Dining Chair in Alabaster White*

Left & Right: Beetle Outdoor Dining Chair in Alabaster White
Bat Outdoor Dining Chair in Alabaster White





BEETLE AT THE
ALCHE MIST

Blending art, drama, gastronomy and spectacular visuals into one all-encompassing multisensory experience, the 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.



Right: Beetle Lounge Chairs, fully upholstered in GUBI Dandy 606

Beetle Lounge Chairs, fully upholstered in GUBI Dandy 606



Alchemist is the brainchild of chef Rasmus Munk, who is determined to take diners on a journey of body. With a laser-like focus on every detail from the art and aesthetics to the technology, Munk worked closely with Studio Duncalf to specify the Beetle Collection as a key component of the interior at Alchemist.

"We used the Beetle 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."

Guests enter the 22,000-squarefoot warehouse building – once a boat-builders workshop and then the space in which the Royal Danish Theatre designed, made and stored stage sets – through ominous three-meter-high hand-sculpted bronze doors. Once inside, a partition wall slides up to reveal a lavish bar beyond, furnished with four meter-long brass pendant lamps and Beetle Lounge Chairs in navy-blue velvet paired with Bat Lounge Chairs in taupe, all overlooking a towering, 13-meter wine cellar on one side and a futuristic test-kitchen on the other.



Beetle Lounge Chairs, fully upholstered in GUBI Dandy 606

Beetle Bar Chairs, fully upholstered in GUBI Dandy 606



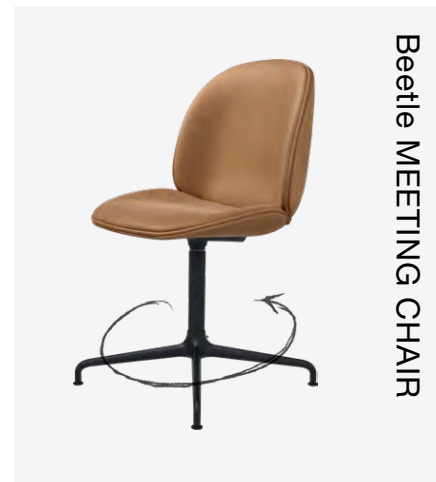
A dramatic staircase leads to the main restaurant in which dark blue Beetle Bar Chairs are arranged along a winding dining bar beneath a staggering 18-meter-wide dome. 12 mapping projectors supply dinner guests with a 360-degree visual experience that might feature the anything from the aurora borealis to a bloom of jellyfish interspersed with plastic bags – part of Munk’s attempt to use his platform to bring about positive social change.

An elevator takes diners up to an intimate and cozy final room, complete with fire pit and tea ceremony bar, in which dessert is served. Munk explains: *“I want our guests to feel like they’ve left reality behind and embarked on a parallel journey through a series of unique physical spaces as well as through their own five senses.”*

MEET the FAMILY



Beetle DINING CHAIR



Beetle MEETING CHAIR



Beetle SOFA



Beetle COUNTER CHAIR



Beetle BAR CHAIR



Beetle STOOL



Beetle COUNTER STOOL



Beetle BAR STOOL



Beetle OTTOMAN



Beetle LOUNGE CHAIR


In nature, the beetle is highly versatile and adaptable. Likewise, GamFratesi's design has proven extraordinarily versatile, allowing the creation of an expansive and ever-growing furniture family. Thanks to the adaptability of its original design language, the Beetle Collection has grown to include chairs for every function, comprising the Beetle Dining Chair, Lounge Chair, Sofa, Stools, Ottoman, Counter and Bar Chairs 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.

“Beetles are dynamic insects so we wanted to create variants of the Beetle Chair adding new functionality each time, while carefully proportioning the form to maintain their distinctive aesthetic.”

– Stine Gam and Enrico Fratesi

CURATE YOUR OWN 



In addition to the breadth of the collection, the Beetle Chair's shell can be customized in any one of a vast array of fabrics and materials, further echoing the versatility of its insect namesake.

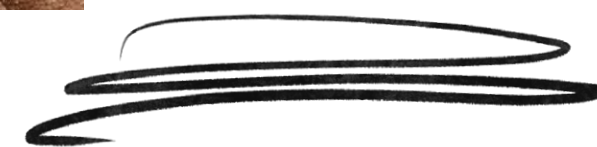
the DISTINCTIVE
SILHOUETTE
ENABLES
the BEETLE *to*
CARRY *BOLD*
 COLORS

with TACTILE
EXPRESSIONS



— or

UPHOLSTERY
CAN BE COLOR
MATCHED to

THE SHELL
for a MORE
UNDERSTATED
 *FINISH*



Similarly, bases are available in a range of carefully considered finishes, with wood, swivel and castor versions adding further functionality and versatile aesthetics. The collection doesn't quite match the 300,000 species of beetle, but there's enough to ensure the *perfect fit*.

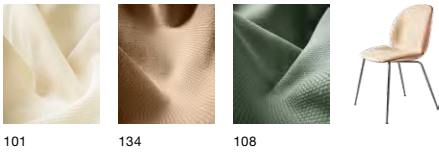
EXPLORE *ENDLESS* POSSIBILITIES

gubi SOFT LEATHER 4 variants



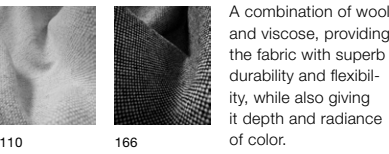
Soft Leather offers a timeless appeal and practicality which makes it ideal for use on dining chairs for private and public spaces.

dedar FLAIR SPECIAL FR 4 variants



This unique panama fabric uses a special weave of linen and viscose, giving it the look and feel of raw silk.

kadrat HALLINGDAL 65 5 variants



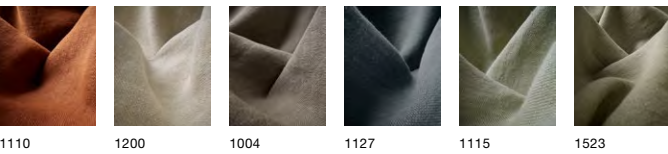
A combination of wool and viscose, providing the fabric with superb durability and flexibility, while also giving it depth and radiance of color.

glamour group MUMBLE 7 variants



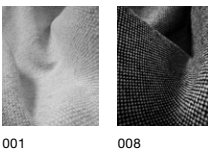
Mumble's textile expression brings a calm and natural ambience to contemporary interiors, as well as referencing a cool 70's vibe.

glamour group DRIVE 7 variants



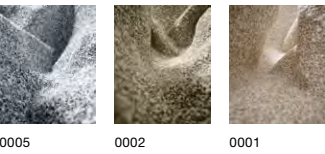
Drive is comprised of virgin and recycled linen that forms a high quality fabric suitable for the conscious home.

gubi LIGHT BOUCLÉ 3 variants



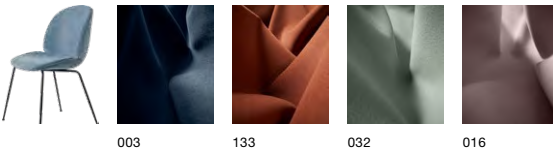
Light Bouclé is a nature-inspired fabric that brings elegance while offering a cozy and comfortable feeling to any space.

kadrat ZERO 4 variants



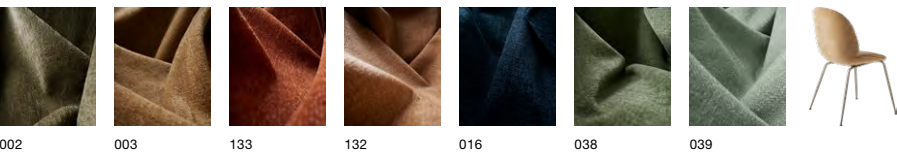
With its inspiration stemming from Parisian haute couture, the overall appearance is one of classic, understated elegance.

dedar SUNDAY 14 variants



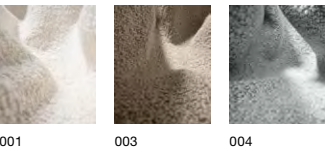
Sunday's unique color palette is designed for a wide range of interior expressions – from a cooler, more minimal look, to classic warmer tones.

dedar BELSUEDE SPECIAL FR 10 variants



A luxurious chenille which combines a velvety finish with a complex linen-infused weave. Gently echoes the ambience of a sophisticated 70's lounge.

dedar KARAKORUM 3 variants



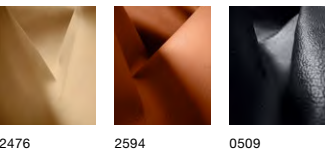
The texture of loops and curls makes Karakorum ideal for curvaceous sofas and chairs, and is designed to handle intensive daily use with ease.

dedar CHEVRON OUTDOOR FR 4 variants



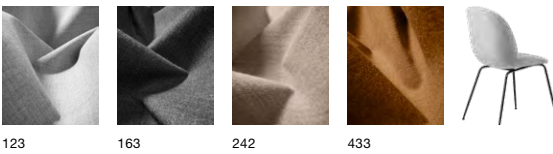
Sophisticated and high performing, Chevron Outdoor FR is Dedar's distinctive 100% recycled fabric developed together with GUBI.

leder Reinhardt BRESCIA 3 variants



With a smooth finish that retains many of the skin's natural characteristics, each piece of furniture will gain its own distinct character.

kadrat REMIX 3 8 variants



The dual nature of Remix is achieved by tightly weaving a combination of two contrasting yarns, each of which contains up to three hues.



Fully upholstered: Dedar, Around Bouclé 023
Plastic Base: Black



Front upholstered: Dedar Belsuede Special FR 132
Shell: 3D Walnut Veneer
Conic Base: Antique Brass



Plastic Shell: Alabaster White
Wood base: Oak Semi Matt Lacquered



Front upholstered: GUBI Light Bouclé 004
Shell: New Beige
Wood base: Smoked Oak Matt Lacquered

On *GUBI.com*, you can explore all 270 suitable options from the *GUBI Upholstery Collection*.



Beetle Dining Chair in 3D Walnut Veneer, upholstered in Dedar Belsuede Special FR 132



*the creation
of a modern classic*

GUBI.COM/BEETLE



GUBI.COM