

GUBI

The Howard Collection

BY SPACE COPENHAGEN

Consumer availability from September 2021



THE DESIGNERS

Space Copenhagen

Established in 2005 by Signe Bindslev Henriksen and Peter Bundgaard Rützou, Space Copenhagen is a design studio working across multiple disciplines from furniture, lighting and refined objects, to art installations, art direction and interior design for private homes, hotels and restaurants all over the world. Space Copenhagen has created lauded furniture pieces for some of the world's leading manufacturers and continuously substantiates their roster of high-end interiors at an international level, following, among others, their award-winning design for 11 Howard hotel in New York and acclaimed destination restaurants Geranium and Noma in Copenhagen.





THE INSPIRATION

A celebration of New York's material palette



When Space Copenhagen was commissioned to design the interior for the 221-room Howard 11 hotel in Manhattan's SoHo district, co-founders Signe Bindslev Henriksen and Peter Bundgaard Rützou wanted to create bespoke lighting that would not only withstand the heavy traffic of a hotel environment but would also develop a richer patina over time. Dominated by dark metals and industrial aesthetics, the character of the metropolis has become globally iconic, and the Howard Collection is Space Copenhagen's tribute to it.





Scandinavian simplicity meets the materiality of Manhattan

The Howard Collection of lighting is a celebration of New York's materiality as seen through Scandinavian eyes. Named after the hotel at the corner of Howard and Lafayette Streets for which their design concept was initially developed, the lamps by Space Copenhagen reference the urban typology, materiality and colors that surround 11 Howard. The collection emphasizes industrial functionality, sculptural silhouettes and the enduring patina of age.





Subtle, industrial elegance

With subtle references to the industrial atmosphere of New York City, the Howard lamps incorporate refined and elegant detailing to each articulate their own functional purpose. GUBI and Space Copenhagen's shared commitment to the human experience has ensured the lights create a warm, welcoming ambience, making them equally appropriate for public and private spaces – and it is in their subtle and understated design that the Howard Collection's greatness is found.



THE COLLECTION

A grand chandelier

A first for GUBI, The Howard Chandelier is the result of an extensive collaboration between GUBI and Space Copenhagen as well as the use of the latest prototyping technology to ensure optimal design. A piece of engineering ingenuity featuring either four or six 'octopus' arms, the result is a grand gesture with a modern, sophisticated and strong expression – ideal to place above a dining table in a private residence, in the board room of an office, or as a statement piece in a restaurant or hotel lobby.



THE COLLECTION

Three sculptural pendants

The Howard Pendant's carefully crafted spun brass shade with a gunmetal finish and brushed brass interior adds warmth to the light it casts. The bone china shade (Ø16 only) creates a diffused glow, balancing the industrial aesthetic with a softer silhouette. Three size options of the brass shade allow the pendant to be featured in spaces of every scale and deployed in different combinations to create a sculptural effect.



THE COLLECTION

An ambient wall lamp

The Howard Wall Lamp creates a sense of magic, especially when used in repetition, while still meeting the stringent maintenance, durability and safety requirements for the communal areas of the hotel that inspired it. The Howard Wall Lamp works well as an ambient 'mood lamp' for the home where indirect light is required, for example in the kitchen, hall or living room, where its elongated semi-spherical form, made from deep-drawn gunmetal brass, is at once elegant and understated.





A choice of two warm, organic colors

GUBI and Space Copenhagen's passion for warm, organic materials is seen across the collection. The choice of finishes affects both functionality and atmosphere; One option consists of a brass exterior with a gunmetal surface treatment and a brushed brass interior to create a beautiful, warm, tactile feel, while the solid shade encloses and directs the light, projecting an industrial and functional aesthetic. In contrast, the option of bone china makes the shade glow, creating a softer, gentler aesthetic and casting the light in a more ambient manner.



Functionality and atmosphere

GUBI and Space Copenhagen's passion for warm, organic materials is seen across the collection. The choice of finishes affects both functionality and atmosphere.

A COHERENT COLLECTION



WARM MATERIALS



AMBIENT GLOW





A coherent collection

The Howard Collection provides a full range of different applications within a single coherent design language, enabling a unified aesthetic to be deployed across a restaurant, hotel or residential lighting scheme. Demonstrating the flexibility of a collection that can be dressed up or down, each one has a strong, sophisticated and individual character, while also working well in combination with the other pieces, as part of a family.



Warm Materials

The inner surface of the lamps – the reflectors – can be finished in brass, casting a warm, directional and yet soft light that provides relaxed task lighting for homes, hotels and restaurants.



Ambient Glow

The small (Ø16) pendants and all the chandeliers are available in bone china which creates a cooler effect, making the whole shade glow, dispersing light in all directions and resulting in an even softer ambient effect.



A charismatic design language

I loved the design concept that Space Copenhagen designed for 11 Howard, so I encouraged them to expand it to include a chandelier and pendants. The resulting collection is typical of Space Copenhagen – a calm but charismatic design language and a great emphasis on tactile materiality, so the mood of the products is warm and sensual.”

Jacob Gubi, Owner and Creative Director
of GUBI.



The Howard Collection

A first for GUBI, the addition of a chandelier to the collection provides both functional lighting and a sculptural offering for residential and hospitality spaces creating a statement piece.

PRODUCTS



Howard Pendant
Small · Ø16cm



Howard Pendant
Medium · Ø25cm
**Only in Gunmetal*



Howard Pendant
Large · Ø34cm
**Only in Gunmetal*



Howard Wall Lamp
H25 cm
**Only in Gunmetal*



Howard Chandelier
Four arms, short
4x Ø16 cm, full width 66 cm



Howard Chandelier
Four arms, long
4x Ø16 cm, full width 133 cm



Howard Chandelier
Six arms
6x Ø16 cm, full width 133 cm

MATERIALS

Shade

Bone China

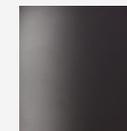


Gunmetal Brass



Tubes and lamp Arms

Gunmetal Brass



Howard Collection

DETAILS

Key dates

July 1st 2021:
Announcement Newsletter,
Virtual Partner Kick-off and Launch
Package Uploaded

Early September 2021:
Last Orders from Partners for Launch
(Europe)

Late September 2021:
In-Store availability, Howard Pendants
and Wall Lamp

Late October 2021
In-store availability, Howard
Chandeliers

Sales samples

Gunmetal Ø16 Pendant variant is
allocated for all salespeople,
but will not be available until after
July 1st.

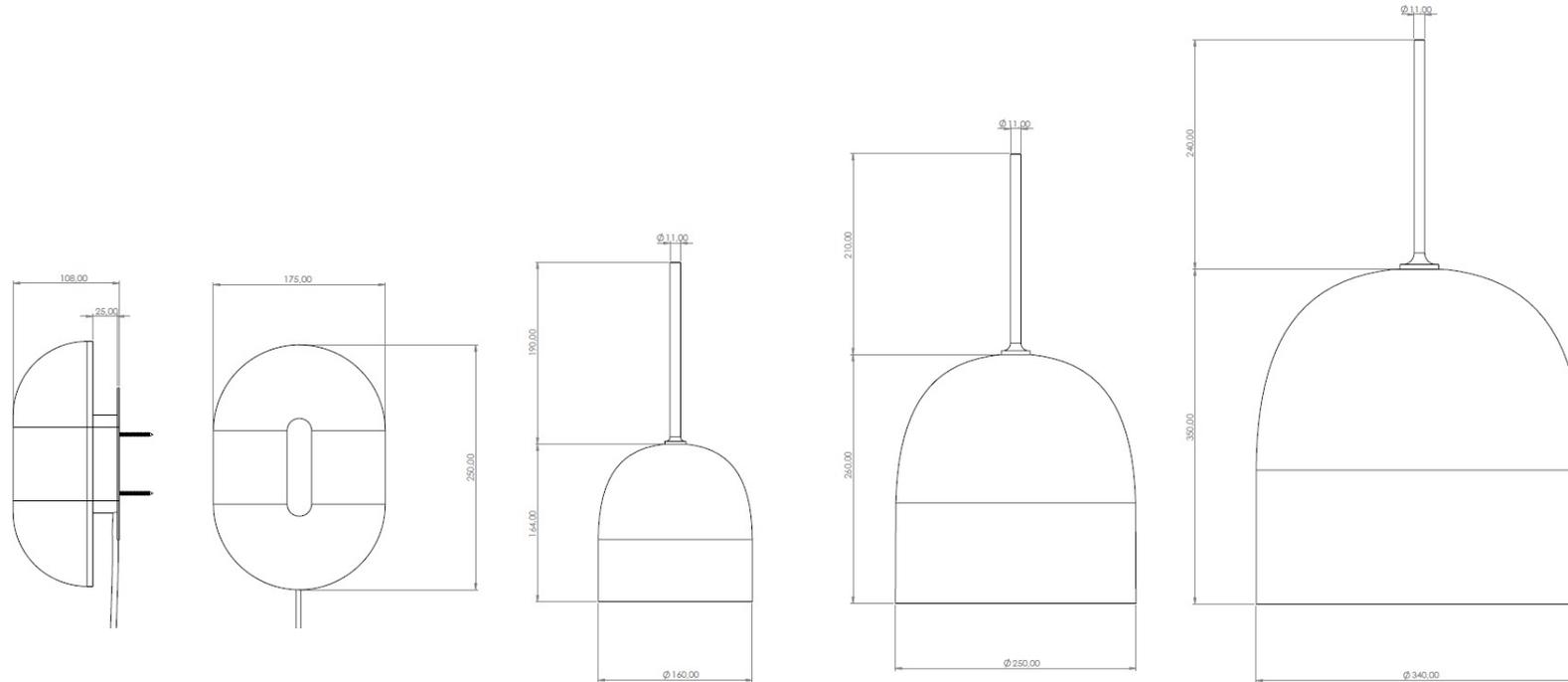
Other details

Only CE-certified for
foreseeable future



Howard Wall Lamp & Pendants

PRICES & DIMENSIONS



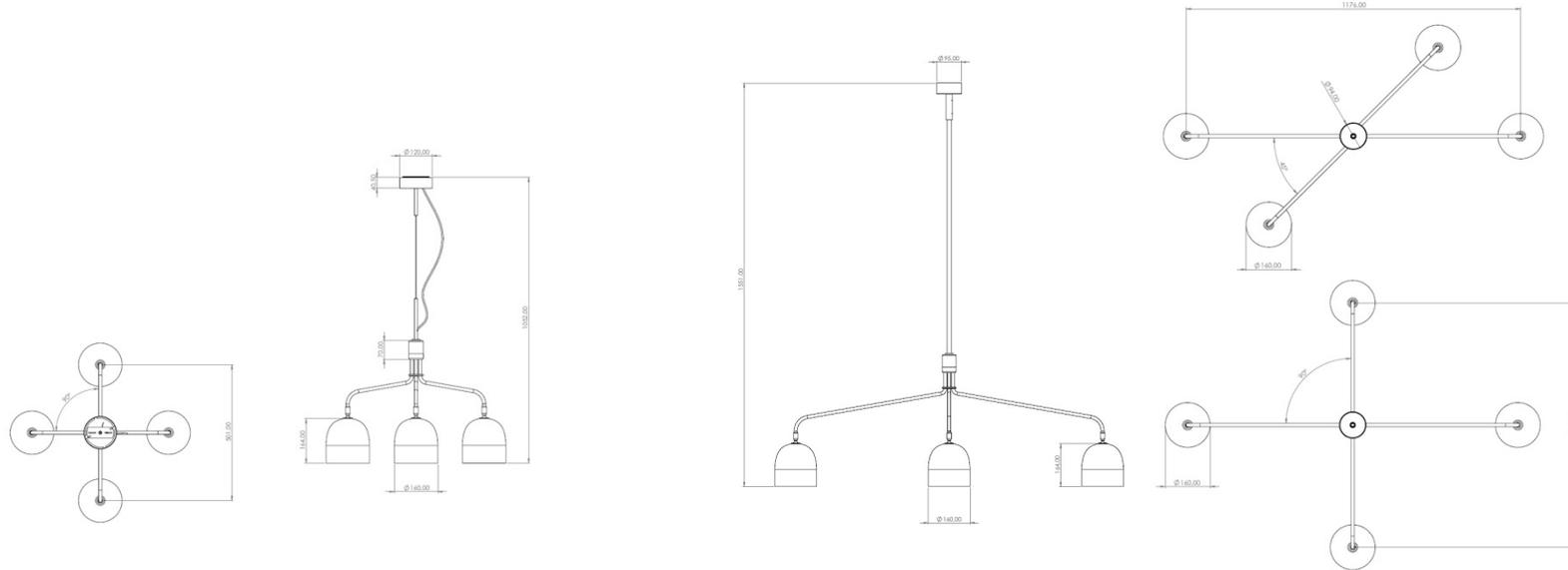
RRPs	EUR Incl. VAT	DKK Incl. VAT
Wall Lamp - Gunmetal	319	2.295
Ø16 Pendant - Gunmetal	259	1.795
Ø16 Pendant - Bone China	279	1.995
Ø25 Pendant - Gunmetal	419	2.995
Ø34 Pendant - Gunmetal	629	4.495

Wall Lamp: Weight – 1,05 kg; W – 17,5 cm, D – 8,3 cm, H – 25 cm
 Ø16 Pendant – Gunmetal: Weight – 1 kg; Ø – 16 cm, H – 35,4 cm
 Ø16 Pendant – Bone China: Weight – 1,35 kg; Ø – 16 cm, H – 35,4 cm
 Ø25 Pendant – Gunmetal: Weight – 2 kg; Ø – 25 cm, H – 47 cm
 Ø34 Pendant – Gunmetal: Weight – 3,5 kg; Ø – 34 cm, H – 59 cm



Howard Chandeliers, Four Arms

PRICES & DIMENSIONS



Four Arms, Short
 Gunmetal Weight: 3,9 kg
 Bone China Weight: 4,9 kg
 W&D – 66,1 cm, H – 105,2 cm

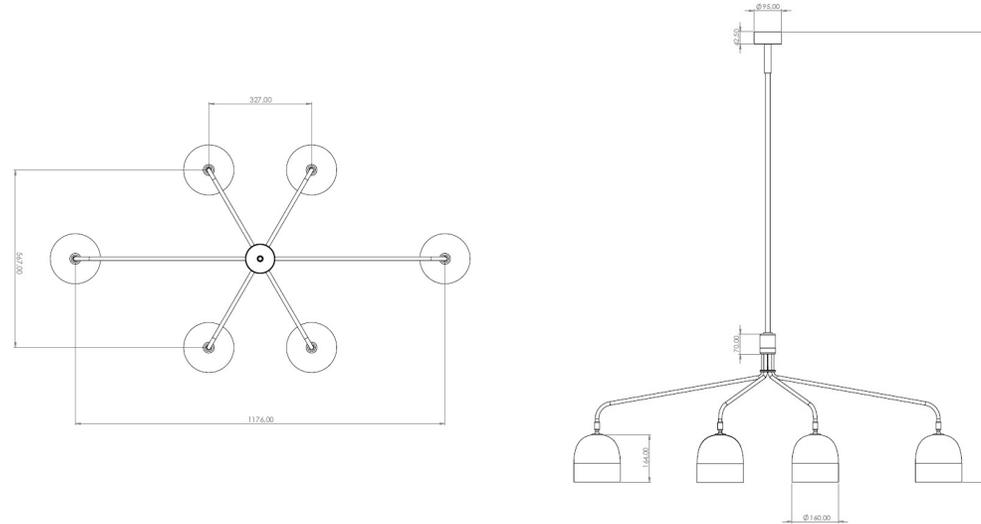
Four Arms, Long
 Gunmetal Weight: 4,6 kg
 Bone China Weight: 5,5 kg
 W – 133,6 cm, D – 77,6-103,1 cm, H – 155,1 cm

RRPs	EUR Incl. VAT		DKK Incl. VAT	
	Gunmetal	Bone China	Gunmetal	Bone China
Four Arms, Short	1.229	1.259	8.795	8.995
Four Arms, Long	1.369	1.399	9.795	9.995



Howard Chandelier, Six Arms

PRICES & DIMENSIONS



Six Arms

Gunmetal Weight: 6 kg Bone China Weight: 7,4 kg
W – 133,6 cm, D – 72,7 cm, H – 155,7 cm

RRPs	EUR Incl. VAT		DKK Incl. VAT	
	Gunmetal	Bone China	Gunmetal	Bone China
Six Arms	1.789	1.819	12.795	12.995



Marketing package



Core story



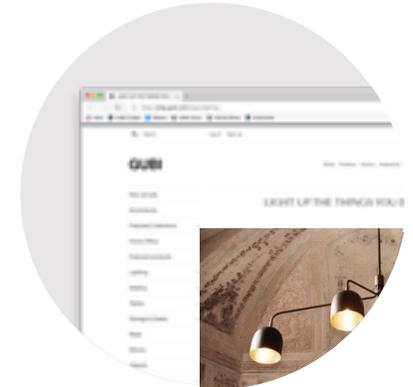
Packshots & lifestyle images



Content



Digital activation Plan



Landing page on GUBI.com



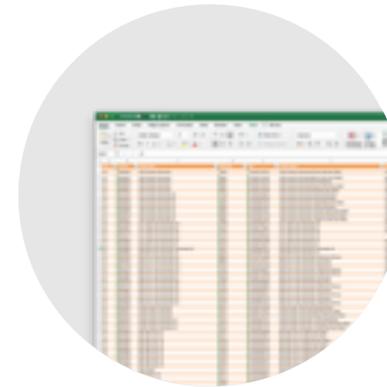
Press Kit



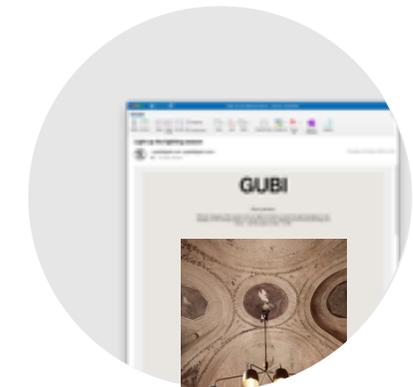
GTM & Sell-in presentation



Samples



Product Master Data



Newsletter



GUBI

