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THE HOWARD COLLECTION

by Space Copenhagen



Sculptural Scandinavian simplicity meets the materiality of Manhattan

The Howard Collection of lighting is a celebration of New York's material palette, as seen through Scandinavian eyes. 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.

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.

When Space Copenhagen was commissioned to design the interior for the 221-room 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. Space Copenhagen reached out to longtime collaborator, GUBI, to develop the concept and create the Howard Collection, which now includes chandeliers, pendants and a sconce. The hotel, which also features GUBI and Space Copenhagen's Stay Collection and Moon Tables, was shortlisted in five categories of the prestigious AHEAD Hospitality Awards and won the 2019 Best Hotel Renovation and Restoration category.

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.

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.

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.

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 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 Howard Sconce 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 Sconce 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.

The kinship between Space Copenhagen and GUBI is defined by a shared philosophy that combines a signature of elegant simplicity with a cosmopolitan international outlook. Prioritizing functionality and personality in design while focusing on a few effective details has resulted in a self-assured design universe that emphasizes a sense of spaciousness and identity paired with a nuanced understanding of materials and craftsmanship.

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