

# 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*

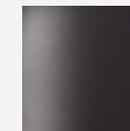


*Gunmetal Brass*



### Tubes and lamp Arms

*Gunmetal Brass*



# Howard Collection

## DETAILS

### Key dates

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**July 1<sup>st</sup> 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

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

### Other details

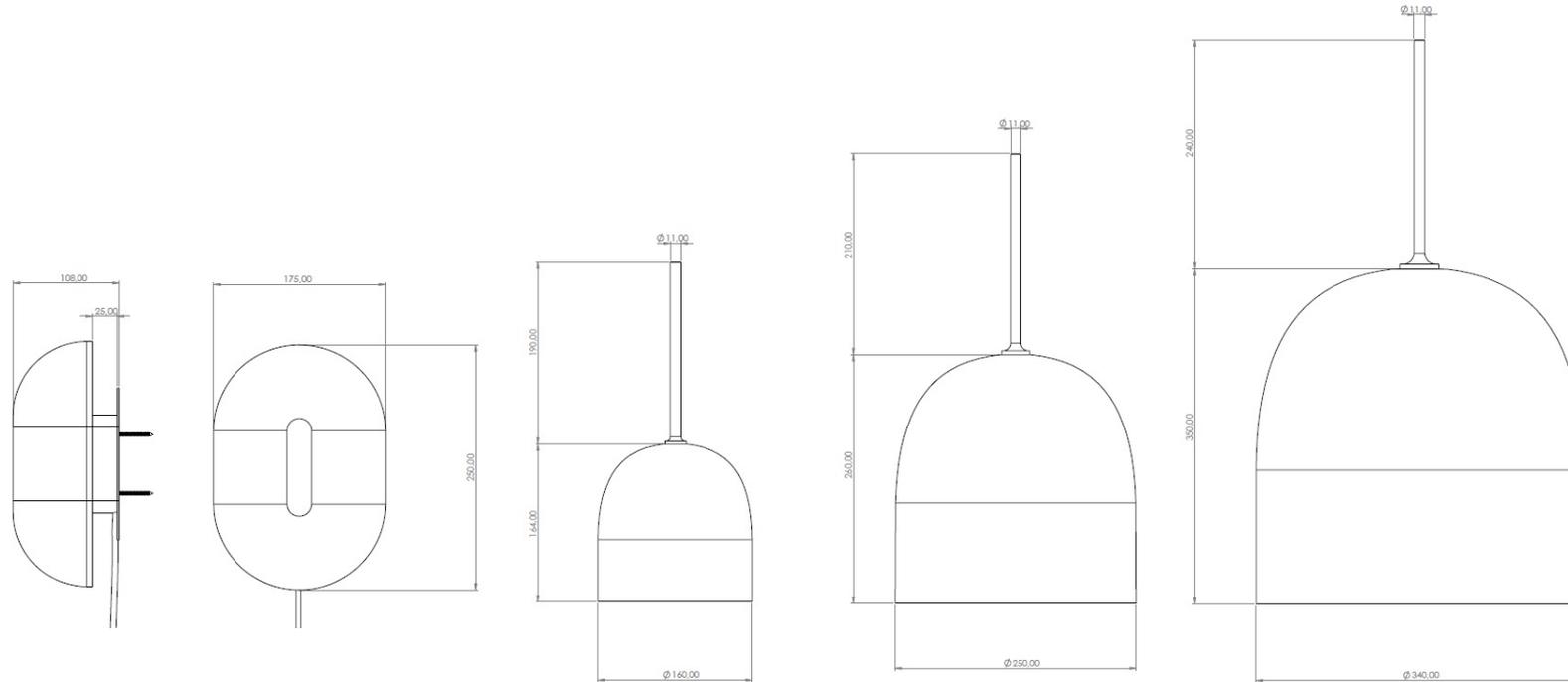
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Only CE-certified for  
foreseeable future



# Howard Wall Lamp & Pendants

## PRICES & DIMENSIONS



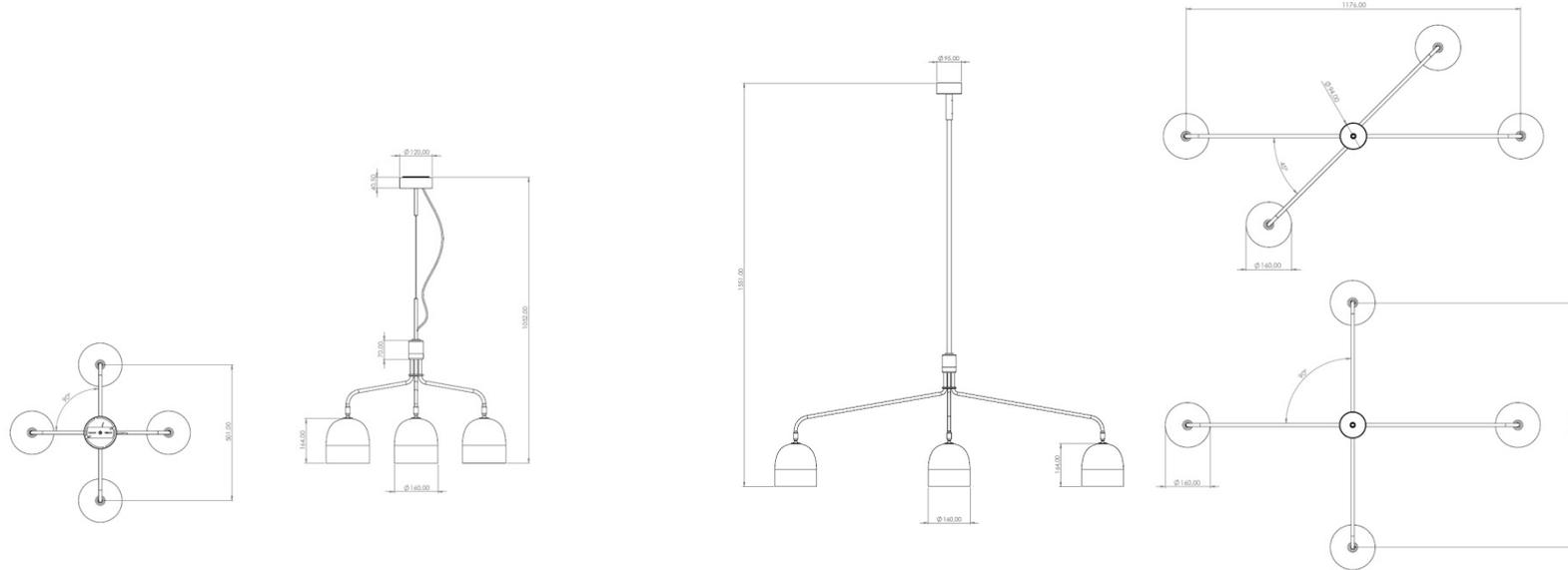
| RRPs                     | EUR Incl. VAT | DKK Incl. VAT |
|--------------------------|---------------|---------------|
| Wall Lamp - Gunmetal     | 319           | 2.295         |
| Ø16 Pendant - Gunmetal   | 259           | 1.795         |
| Ø16 Pendant - Bone China | 279           | 1.995         |
| 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

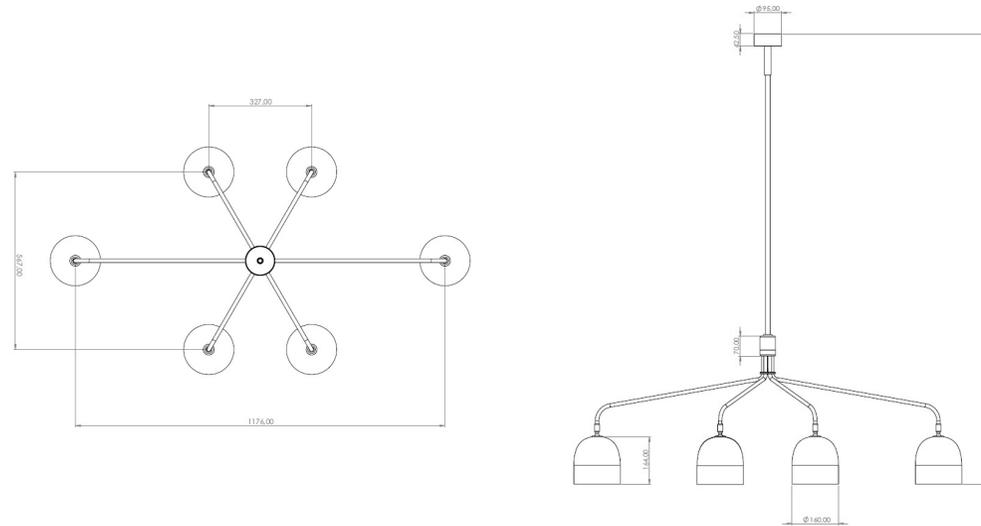
Four Arms, Long  
 Gunmetal Weight: 4,6 kg  
 Bone China Weight: 5,5 kg  
 W – 133,6 cm, D – 77,6-103,1 cm, H – 155,1 cm

| 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



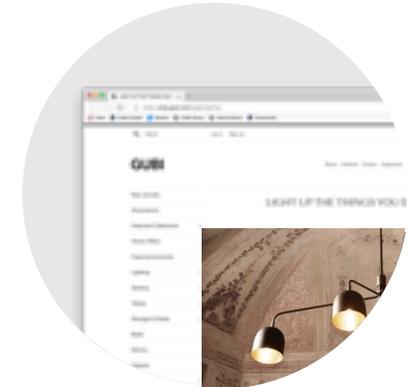
Packshots & lifestyle images



Content



Digital activation Plan



Landing page on GUBI.com



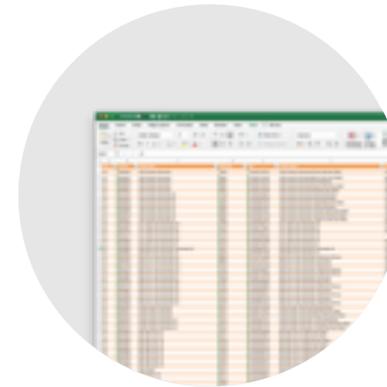
Press Kit



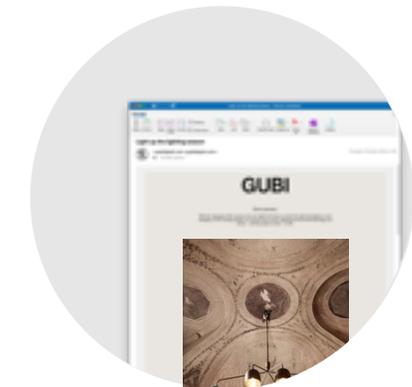
GTM & Sell-in presentation



Samples



Product Master Data



Newsletter



**GUBI**

