

GUBI

The Unbound 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.





A sculptural shift for the lantern archetype

The Unbound Collection fulfils Space Copenhagen's ambition to create a practical but poetic lantern with a distinctive sculptural character that does not impose on the space around it. Instead, the lamps define and celebrate the scale of the room, populating dark corners and gathering the boundaries together.





THE INSPIRATION

A simplified typology

Beginning with concept of the archetypal maritime lantern, Space Copenhagen set out to simplify the typology to its cleanest expression, stripped of all distractions. Bringing the shade down as close to the base as possible encourages the viewer to focus on these two elements alone, creating a silhouette reminiscent of a ship with a billowing sail.

Appearing weightless

The teardrop-shaped gray marble base of the lantern-inspired series acts as an anchor, embodying stillness and weight. A rotating white linen or natural canvas shade with the same shape appears weightless, vibrant and flighty in contrast – aligning perfectly over the base only once in every 360° rotation and embodying asymmetry for the other 359°. Dark antique brass forms an off-center arm that acts as a ‘mast’ – and, together with the echoing forms of the base and shade, brings the composition together into a cohesive whole.



Effortless movement of the shade

The Unbound Lamp was conceived to cast a spacious atmospheric light and create a gentle 'Zen-like' ambience. A carefully engineered ball joint enables effortless movement of the vertically orientated shade with your fingertips, creating a gentle and poetic sense of rotation.



Dimmable light for any type of space

Because the design was driven by the quality of light and movement Space Copenhagen wanted to evoke, rather than a specific function, the lamps bring a glowing warmth and sense of playful intrigue to any interior – from the most convivial restaurant or living space to the most formal workspace – and within the shade, dimmable LEDs all the way around the arm create a softly diffused light without casting internal shadows.



Available in three sizes

The lamp is available in three sizes, meaning it can be used as a standalone table lamp or floor lamp. The smallest of the three brings light to spaces as small as a console or bedside table, making it a functional and flexible piece. The largest lamp makes a bold statement, with the scale to relate to the room as a whole and become a focal point that defines the space. The medium-sized light mediates between the two, enabling dynamic compositions.



Balancing the delicate and the functional

The pared-back take on a traditional Japanese paper lantern balances the ethereal and the functional, while challenging the conventions of the typology in its playful asymmetry.

DISTINCTIVE EXPRESSION



VERSATILE USE



ENERGY EFFICIENT





USP'S

Distinctive expression

The Unbound Collection represents an intriguing new take on the lantern typology with its abstract expression, playful asymmetry, rotating shade, and integrated LED.





USP'S

Versatile use



The Unbound Lamps are visually interesting enough for characterful domestic spaces, while being sufficiently sophisticated for high-end contract projects. In clusters of two or more, the shades can be positioned in unison or at angles to one another, creating an animated sculpture even when switched off.





USP'S

Energy efficient

A step forward in the concept of the “total lamp”, the Unbound Lamp is a fully up-to-date and modern light source that will keep energy consumption low.



A sculptural element with function

*"The ambience of light, the reimagination
of the lantern typology and the movement
in the shades come together to make
Unbound as much a sculptural element in
the room as a functional source of light."*

Jacob Gubi, Owner and Creative Director
of GUBI.



An natural extension to Space Copenhagen's collection of lamps for GUBI

Unbound features similar materials to Space Copenhagen's Gravity Collection, which is also characterized by a large heavy base that gives a sense of weight and grounding, counterbalanced with a lightweight shade. The more abstract and experimental Unbound feels lighter and looser, as though it might float away at any moment, and reflects the studio's ongoing exploration of form.



The Unbound Collection

PRODUCTS



Unbound Table Lamp
H45cm



Unbound Floor Lamp
Medium · H80cm



Unbound Floor Lamp
Large · H120cm

MATERIALS

Shade

White Linen

Natural Canvas



Base

Grey Marble



CERTIFICATIONS

CE only in 2021



Unbound 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

Sales samples

Table lamp variant is allocated for all sales people, but will not be available until after July 1st.

Other details

CE-certified for September launch

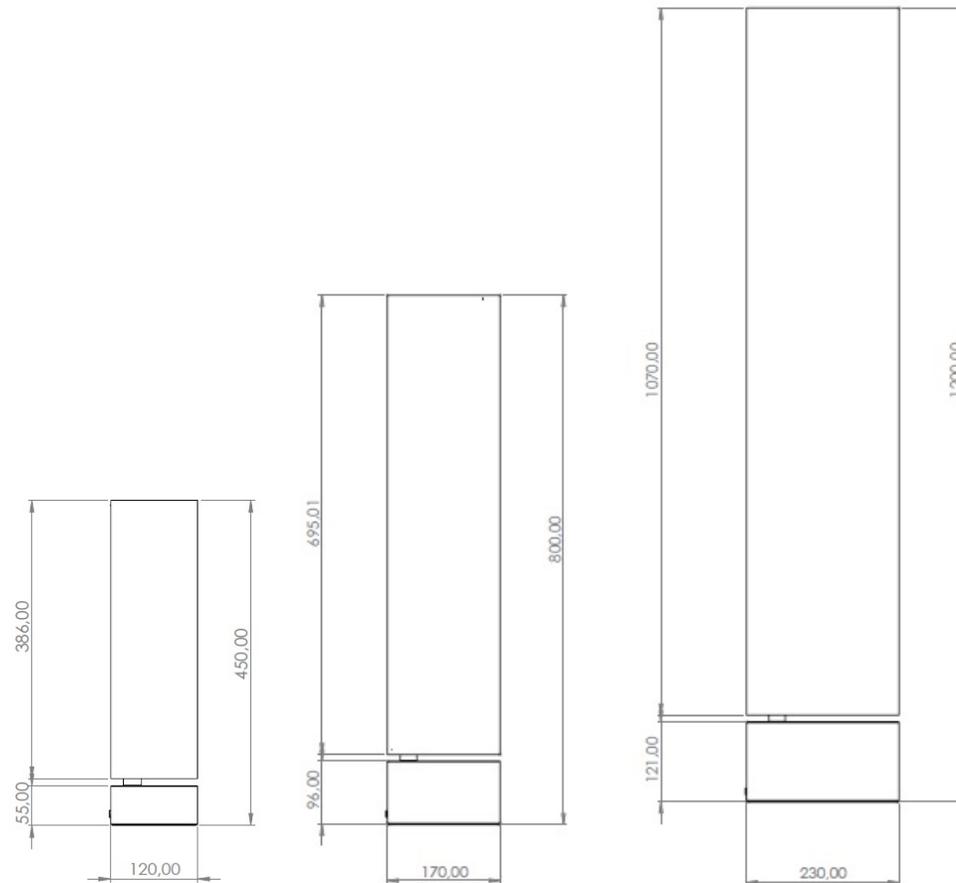


Unbound Collection

PRICES & DIMENSIONS

RRP	Natural Canvas or White Linen Shade	
	EUR Incl. VAT	DKK Incl. VAT
Table Lamp – H45	549	3.895
Floor Lamp – H80	689	4.895
Floor Lamp – H120	969	6.895

Table Lamp: H – 45 cm, W – 12 cm, Weight – 1,6 kg
Floor Lamp: H – 80 cm, W – 17 cm, Weight – 5,3 kg
Floor Lamp: H – 120 cm, W – 23 cm, Weight – 11,5 kg



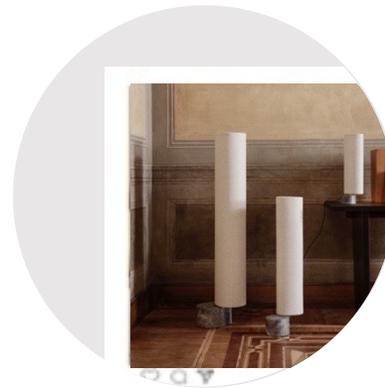
Marketing package



Core story



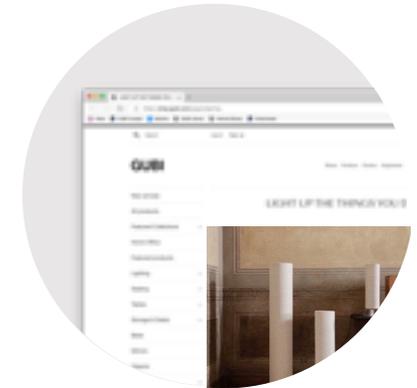
Packshots & lifestyle images



Content



Digital activation Plan



Landing page on GUBI.com



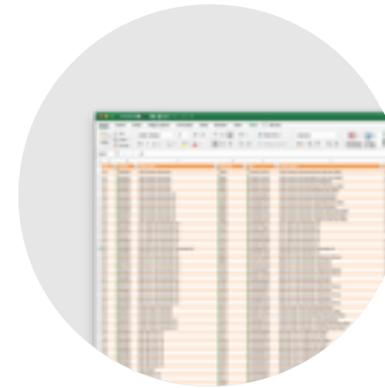
Press Kit



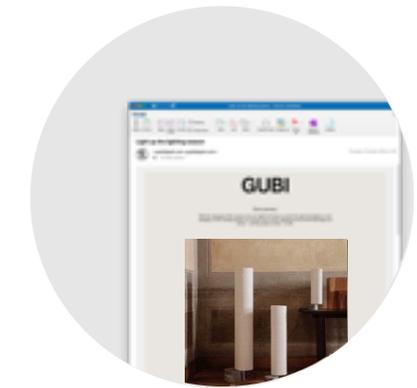
GTM & Sell-in presentation



Samples



Product Master Data



Newsletter



GUBI

