

# GUBI



Beetle - For Life

Create & Combine Your Beetle - For Life

## BEETLE - FOR LIFE

*Designed by GamFratesi*

The Beetle Collection by GamFratesi has bloomed into a series of unlimited possibilities. Endless combinations in terms of seating shells, bases, colours and fabrics are possible to create a unique and personalised chair. With the introduction of the unupholstered Beetle with seat and front upholstery, the chair collection has developed into a modular concept. It is possible to add partial or full upholstery over time as well as change and upgrade legs and upholstery. Let the Beetle follow you through all stages in life.

The inspiration of the Beetle collection was found in the insect world as GamFratesi looked closely at the anatomy and movement of the beetle. The design of the collection reinterprets the characteristic elements of the beetle's sections: shape, shells, sutures, rigid outside and soft inside. The result is a collection that cunningly interprets the shell of this four-legged creature.





## CREATE & COMBINE

The Beetle Chair can fulfil your dreams of a personalised chair, specifically made for your needs and interior style. In three steps, you can design a unique chair manufactured by GUBI just for you.

### 1. Shell Options



*Unupholstered Shell*



*Seat Upholstered Shell*



*Front Upholstered Shell*



*Fully Upholstered Shell*

### 2. Base Options

The conic base is available in black, black chrome and brass. The wood base is available in oak, smoked oak finish and black stained beech.



*Brass Base*



*Oak Base*

### 3. Fabrics & Colours

Choose between seven harmonious colours. For upholstered versions, unlimited possibilities of fabric and leather are available.



*Black / Smoked Oak Finish*



*Blue Grey / Smoked Oak Finish*



*Dark Pink /  
Smoked Oak Finish*



*Sweet Pink /  
Smoked Oak Finish*



*New Beige /  
Smoked Oak Finish*



*Green / Smoked Oak Finish*



*White / Smoked Oak Finish*

# GUBI

GUBI is a design company dedicated to celebrating the luxury of living life.

Designs that combine the past and the present for the new to evolve.

Designs that stimulate the senses, beautiful yet usable.

Pursuing perfection with passion and courage.

Evolution is our essence.



Learn more about the Beetle Collection  
at [GUBI.COM](http://GUBI.COM)