



FOR IMMEDIATE RELEASE



### **HBF Reinvents Classic Design With Gubi Beetle Chair**

*- Enduring and Elegant Design Define HBF & Gubi's Beetle Chair -*

**Hickory, NC – June 2017** – HBF has partnered with acclaimed Danish manufacturer Gubi to create an updated, exclusive version of the iconic Beetle chair.

The Beetle chair was an instant classic on its first release, and HBF's exclusive options make it even more applicable for commercial interiors. This revised design of the Gubi Beetle has removed welts on the upholstery to create a more streamlined, minimalist silhouette, aiding in the Beetle's modernity and chic shape.

HBF President Dan Chong notes, "HBF and Gubi share a common culture of the importance of artistic design and its influence on the way we live and work. In partnership with Gubi, HBF seeks to bring uncommon comfort, sophistication, and elegance to the commercial world."

The Gubi Beetle chair was inspired by the shape, shell, and structure of the eponymous insect. Designers GamFratesi found the anatomy of the beetle captivating, the thin and sculptural outer shell providing structure, form, and protection. The design of the chair reinterprets the elements of the beetle's body: rigid on the outside, soft within. The fluidity of the seat and back accentuate the graceful harmony of the beetle, while also maximizing comfort and strength. By partnering with Gubi, HBF seeks to bring uncommon comfort, sophistication, and elegance to the commercial category.

Gubi & HBF uniquely blended durability and design with the Beetle chair. The Beetle is not only a perfect solution for commercial spaces to use as additional light seating - but also its rich range of

versatile finishes and signature shape holds its own, whether for guests on the other side of an executive's desk, in the cafeteria, or used as its stool variant. Its shape is immediately recognizable and distinct, elevating any space.

HBF's Gubi Beetle Chair will be on display at NeoCon 2017 at the Merchandise Mart in Chicago, IL from June 12-14 in Showroom 3-387.

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#### **About HBF**

HBF reveals the intentionality of design in everything we make through attention to detail and impeccable service. Our expertise comes from understanding how furniture creates relationships between people, environments, and objects — a holistic perspective for living and working. Part of a two-hundred year legacy of furniture manufacturing within North Carolina, HBF produces many of our products locally in Hickory N.C. HBF is recognized for its innovative design and craftsmanship; we collaborate with leading designers to produce furniture with an emphasis on craft, comfort and sustainability. For more information visit: [www.hbf.com](http://www.hbf.com).

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