

H B F

Summer 2020

BEETLE

MAX MODULAR

JUEKI

CITYSCAPE



## Jonathan Rowell

Jonathan Yoshida Rowell was born in 1984. He graduated from Art Center College of Design in 2009 with a bachelor's degree in product design. After his first job with the design consultancy frog, in San Francisco, he moved to Google, where he spent the next three years developing consumer products, ranging from devices for collaboration, the connected home, to ones with on-device machine intelligence. In 2015 he moved to New York, and is now design director at an innovation lab at Cartier, focused on retail experiences.





## Jueki Stools

Jueki's form and namesake originate from the viscous, sweet sap that flows from a tree. Its four legs appear to pull away from the softly curved seat, without disturbance or force. The effect is highlighted in its underside, in the way the wood grain appears to flow downward. The leg ends round slightly as they meet the floor, like the final drippings of the sap itself. A steel support loop echoes the seat's silhouette and provides an additional level of structural integrity.

- Solid ash construction
- Gently sculpted seat
- Master joinery evokes sensuous form
- Three heights
- Floating metal foot ring on counter and bar stool

### WOOD

Ash

### METAL

Black Powder Coat  
White Powder Coat  
Grey Powder Coat  
Polished Chrome  
Antique Bronze  
Antique Brass

### HEIGHTS

Low - 18"  
Counter - 25"  
Bar - 30"













## Todd Bracher

Todd Bracher is an award winning, critically acclaimed industrial designer and design strategist, based in Brooklyn, New York. Todd Bracher Studio has been instrumental in guiding some of the most prestigious brands around the world to realize strategic differentiation through design. The Studio was founded in 1999 and provides services to both influence its clients' strategies as well as executing product design projects in a way that inspires the marketplace and elevates brand position. Over the past 20 years, Todd Bracher has collaborated with some of the most prestigious brands around the world.





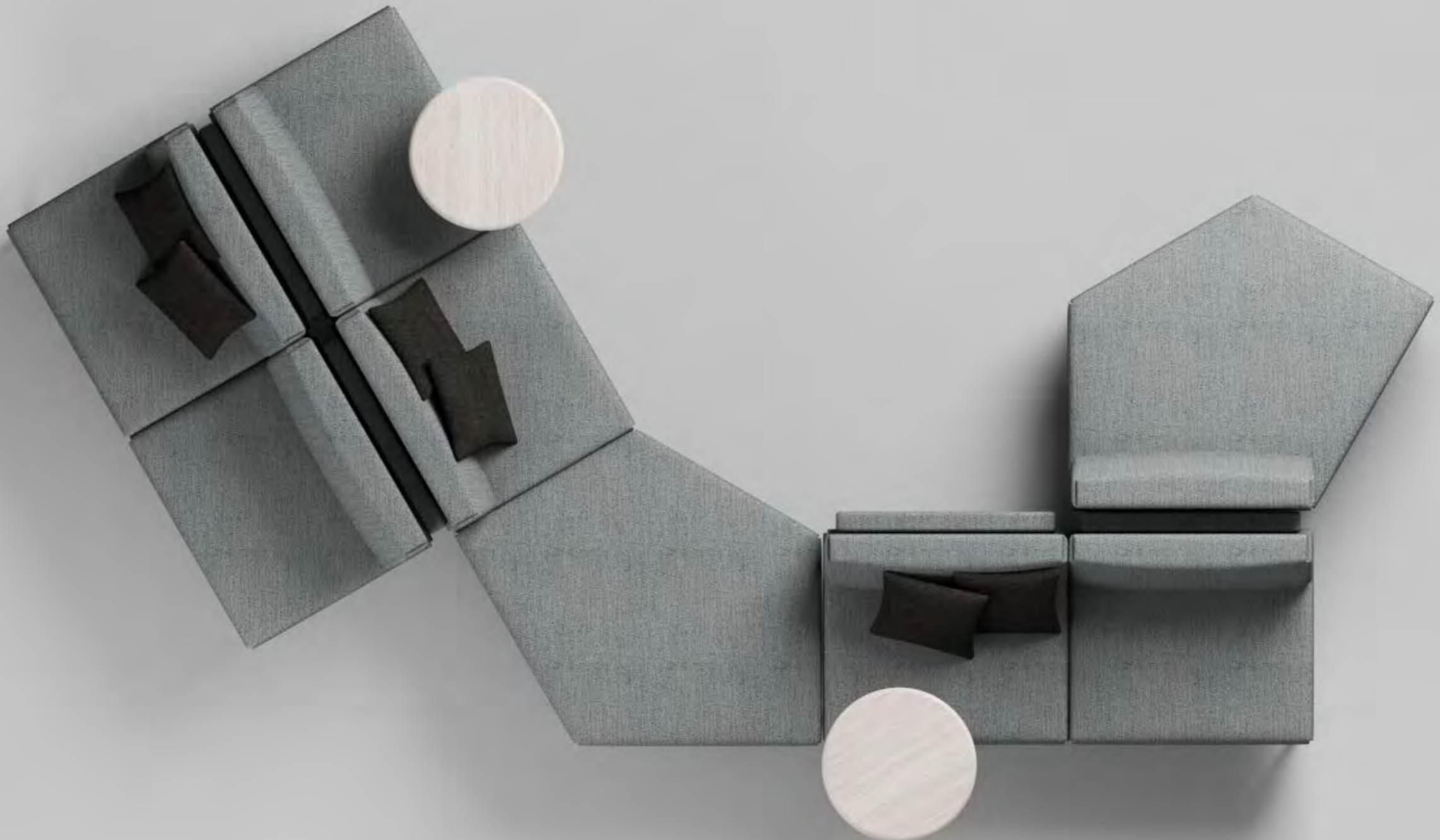
## Cityscape

Cityscape's modular design and soft, gentle curves evoke a comfortable and welcoming personality, conveying the aesthetic so desired in these settings. By replacing organic shapes with carefully measured straight and angled forms, individuals and groups gain a stronger sense of place, and the space they occupy feels more removed from others.

- Subtle contrasting shapes exude visual harmony
- Soft curves and cushions evoke warmth and comfort
- Unique design supports individuals and groups
- Enables side-to-side and back-to-back configurations
- Integrated and freestanding tables provide workspace; storage and delineation

### **METAL BASE**

Polished Chrome  
Black Powder Coat  
Light Grey Powder Coat  
White Powder Coat

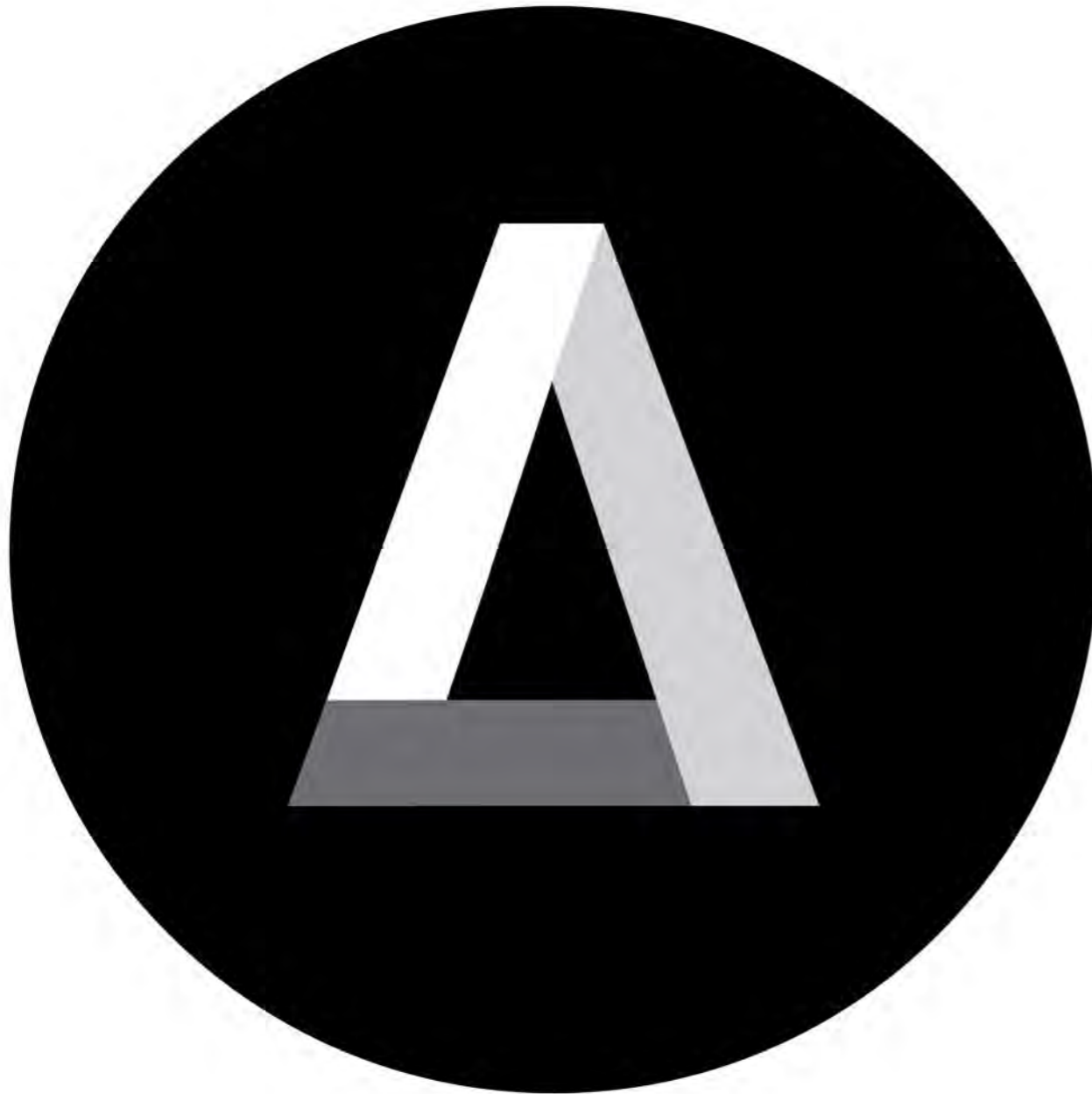


HBF



Cityscape





## **Artis Studio**

Artis Studio, a design and engineering collaborative at HBF, was formed to give our own experts an opportunity to experiment, explore and creatively resolve unique ideas. Our first product, Enpointe, was designed by Dan Chong, President of HBF + HBF Textiles.







## Max Modular

Whether you want to sit back and relax or catch up on work, Max Modular supports you in your environment-wherever that may be. Max Modular boasts an optional down-filled, modernized knife edged back pillow constructed for support and comfortable posture. Finding the right setup for your environment is made simple with Max's 15 connectable sections.

- Fully upholstered with square arms
- Conveys architectural presence yet soft and comfortable
- Slightly lower sit, deep enough to relax but shallow enough for easy standing
- Arm height and width provide a comfortable work surface
- Modular design accommodates individuals and groups
- Metal base for minimal, modern aesthetic
- Taller base accommodates easy cleaning underneath
- With or without back pillow
- Knife-edge pillow down filled for comfort

### METAL BASE

Black Powder Coat  
Light Grey Powder Coat  
White Powder Coat  
Polished Chrome  
Satin Chrome









**Cityscape**



**Max Modular**



**MOD Standard**

List Price (Grade AA)	6965	8100	15580
Matching Lounge		✓	✓
Matching Settee		✓	✓
Matching Sofa		✓	✓
Armless	✓	✓	✓
Power	✓	✓	✓
Optional Back Pillow		✓	
Lead Time	4 - 6 weeks	4 - 6 weeks	4 - 6 weeks
QUICKShip Program			
Curated Finishes			



## Gubi – GamFratesi

Based in Copenhagen, GamFratesi Studio was founded in 2006 by Danish architect Stine Gam and Italian architect Enrico Fratesi. Highly influenced and inspired by their backgrounds and the root of their cultures, GamFratesi creates furniture that respectfully reflects tradition while also featuring uniquely embedded stories, symbols and associations expressed in a minimalistic style. Their design is a balance between the traditional and the surprising, achieved through their experimental approach to chosen materials and techniques. Focused on simplicity and functionalism, GamFratesi furniture illustrates the process and techniques that created it while still evoking a strong emotion to concept, story and contrast.



## Beetle Chair + Stools

Inspired by the anatomy and movement of the beetle, GamFratesi artfully reinterprets the characteristic elements of the beetles' sections: shape, shells, sutures, rigid outside and soft inside in the Beetle Chair + Stool Collection. The result is a comfortable yet dynamic design making this collection suitable for multiple environments whether it is in the home or the workplace.

- Designed by Gubi for distribution by HBF in the US
- Supports up to 225lbs during single shift use
- Newly re-engineered shell
- Available in 7 shell colors
- Priced to sell volume
- Iconic aesthetic
- Not stackable
- Lead Time: 4 weeks
- Warranty: 2 years
- Available on Quick Ship

### SHELL

Plastic  
Upholstered Seat  
Upholstered Seat + Back

### METAL BASE

Black  
Brass

### HEIGHTS

Chair - 20"  
Counter - 25"  
Bar - 30"

















HBF