

GUBI

Theme story
Spring 2026

THE THRILL OF RELEVANCE

Where the beauty of design meets the energy of now

SPRING 2026 COLLECTION



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Where the beauty of design meets the energy of now

At GUBI, design never stands still. Every creation begins with curiosity, a pursuit of connection between craft, culture, and contemporary life. Encounters shape GUBI's world: between people and places, ideas and influences, the timeless and the new. The spirit of exploration drives a design language that composes spaces alive in character and relevance.





DESIGN THAT MOVES THE MOMENT

The world is seeking connection – to nature, to craft, to joy, and to stories that give life meaning. As life accelerates, our homes have become places to slow down, feel, and reconnect. GUBI designs for these moments through creations that stir the senses and shape ambience.

GUBI's vision is playful yet precise: a dialogue between materials, textures, colors, and ideas shaped by designers from across the world. Moving fluidly between cultures, movements, and eras, GUBI weaves global voices into one expressive aesthetic. It is in this curated interplay – where contrasts meet coherence and expression meet refinement – GUBI finds its creative pulse and keeps design in motion.



THE POWER OF RESONANCE

In the Spring Collection, GUBI explores how timeless design moves with the moment. Each piece reflects a world that values authenticity, tactility, and atmosphere - design that feels alive, connects us to our surroundings, and resonates with how we live today.

GUBI turns to materials that bring calm and connection in a fast-moving world. Natural textures, honest forms, and seamless transitions between indoors and out create a sense of harmony – one that feels both grounding yet alive.

The collection unites tactility with innovation. The P3 and P3S by Tito Agnoli, crafted with Bonacina, celebrate the enduring warmth of rattan. The Grace Chair by Tove Kindt-Larsen and Marcel Gascoin's C-Chair extend this dialogue outdoors, merging tradition with durability and ease. Pierre Paulin's sculptural F300 in dark brown HiREK® and Barba Corsini's structured-glass Pedrera Table explore texture, color, and reflection, while Bill Curry's Stemplite and Obello Lamps illuminate spaces with clarity and joy.

Together, these pieces reveal a shared instinct - for beauty that soothes, craft that endures, and design attuned to the freedom and rhythm of modern life.





THE ART OF RATTAN

GUBI joins forces with Bonacina 1889, the legendary Italian house renowned for its mastery of rattan. Founded in the heart of Brianza – Italy’s celebrated center of furniture making – Bonacina has shaped the story of rattan for more than a century, its legacy woven through collaborations with visionaries such as Gio Ponti, Joe Colombo, and Tito Agnoli. Now, GUBI and Bonacina bring this living heritage into the present, united by a shared devotion to rattan as both craft and art form.

The collaboration debuts Tito Agnoli’s P3 Lounge Chair and P3S Chaise Longue – designs that balance sculptural simplicity with tactile warmth. Faithful to Bonacina’s drawings, GUBI revives the rattan editions and introduces a new outdoor version – expanding their relevance for modern life, where the spirit of alfresco living blurs the boundaries between indoors and out.



Across every piece, the collection captures design that lives in the now yet endures through time - a study in relevance, born of craft, shaped by culture, and sustained by curiosity. GUBI designs for the present with beauty that moves through time - always of the moment, never bound by it.



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