

# GUBI

## GUBI presents new extensions to the Pacha Collection

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The first sketches that Pierre Paulin (1927-2009) drew for what was to become the Pacha Collection were simple pencil outlines that resembled illustrative clouds. One of those sketches went on to become the Pacha Lounge Chair that he designed for Mobilier International (a former French company) in 1975. Reputedly an evolution of his Blublub Collection for Artifort three years previously, the design was the result of extensive research into the notion of comfort.

GUBI faithfully reissued the Pacha Lounge Chair in 2018 and is now expanding the collection to include new designs: the Pacha Lounge Chair with armrests, Pacha Sofas with two to five seats and the Pacha Ottoman – plus the option to create your own modular configurations. Basic modules – the Pacha Lounge Chair center section, the Pacha Lounge Chair with a right or a left armrest only, the ottoman and an optional armrest to go between the modules – enable endless combinations to adapt to changing needs and environments – just as Paulin originally intended. Now you can sit upon a whole cloud formation.

The Lounge Chair with armrests offers more support for the arms, enables leaning to either side, and embraces the lumbar area. The Pacha Sofas are made by linking up multiple modules with an optional, easily removeable, armrest between each one for extra comfort. A swivelling version of the Pacha Lounge Chair provides additional ergonomic flexibility – and at the same height, the Ottoman extends the chair's comfort providing an even more relaxed sitting position, as well as working as an informal seat in its own right.

When the Pacha Collection was designed in 1975, it replaced the austerity of post-war design with a more organic approach, reflecting the changing design style of the time. Utilising new innovations in bent plywood and foam technology, the generously curved forms of the collection were conceived, first and foremost, to serve the human body. Their rounded outlines and perfectly considered proportions offer high levels of comfort.

Named after a high-ranking honorific title within the Ottoman Empire, the Pacha Collection pioneered low-level living; a modern way of sitting that raised the sitter slightly off the floor with a low base instead of traditional chair legs. Paulin managed to bring elegance to the plump form of this new typology by tracing the foam and upholstery with inward-inclined stitching lines that enhance its shape and hint at the craftsmanship required to perfect this seemingly simple form.

However, the French market was not ready for a seating revolution, and the Pacha Lounge Chair was not a commercial success in the 1970s – it was simply ahead of its time. It failed to achieve the iconic status of Paulin's earlier designs, such as the Mushroom (1959), Tongue (1963) and Ribbon (1966) chairs, and the Pacha Collection is rarely mentioned in his biographies. Fortunately, far-sighted design galleries such as Galerie Alexandre Guillemain and Jousse Enterprise in Paris, and New York's Demisch Danant, found the right audience for this innovative piece and it started to gain recognition.

Looking as contemporary today as when it first was conceived while perfectly encapsulating the spirit of the 1970s – an aesthetic currently enjoying somewhat of a renaissance – the Pacha Collection will bring life and character to any interior setting. The collection is available in a wide range of upholstery fabrics and a base in the original pearl gold and matte black.

Shortly before his death in 2009, Paulin's wife Maïa Wodzislawska-Paulin, their son Benjamin, and Benjamin's wife Alice Lemoine created 'Paulin, Paulin, Paulin' – a family enterprise conceived to fulfil his desire to see his unrealized designs put into production. GUBI is working closely with Paulin, Paulin, Paulin to help to realize this ambition and ensure his legacy is assured for generations to come.



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