

GUBI

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BY GRETA MAGNUSSON GROSSMAN



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The Gräshoppa Floor Lamp is one of the most well-known designs by pioneering Swedish furniture designer, interior designer and architect, Greta Magnusson Grossman (1906–1999). With a tubular steel tripod base on a backward diagonal slant, its unmistakable silhouette gives the impression of a grasshopper clinging to a blade of grass. Part of a collection designed in 1947, the floor lamp has an organic dynamism that was a breath of fresh air within the gravitas of mid-century modernism. The collection also includes the Gräshoppa Table Lamp; the rotating shade and brass ball joint of which echoes the floor lamp's ability to direct light where needed. Completing the collection, the Gräshoppa Pendant inverts the same elongated conical shade design, bringing a modernist style and classic elegance to any kitchen counter or dining table.

Born Greta Magnusson, Grossman was an innovator in the male-dominated worlds of mid-century industrial and interior design and architecture, gaining international recognition for her work. She was born and educated in Sweden, setting up Studio – her first combined store and workshop – in Stockholm the same year she married musician Billy Grossman. With the onset of the Second World War, the pair emigrated to California where she worked as an architect, designing 14 'Case Study' style homes in Los Angeles and opening her second furniture and lighting store, on Beverly Hills' Rodeo Drive, this time calling it 'Grossman's'. She was among the first to bring the Scandinavian modern aesthetic to southern California's

burgeoning modernist scene and soon counted Greta Garbo, Ingrid Bergman, Joan Fontaine, Gracie Allen and Frank Sinatra among her clients. She is, however, best known for her lighting designs – the Gräshoppa being among her most iconic pieces.

The powder-coated steel from which the Gräshoppa Floor Lamp is manufactured, enables a range of 10 colors, from the classic and timeless Black and White to a mid-century inspired palette of Andorra Red, Anthracite Gray, Aspen Yellow, Dusty Blue, Oyster White, Warm Gray, Vintage Red – and now Olive Brown – all of which work equally well in combination with furniture from the era, or as part of modern-day interior schemes. The Gräshoppa Table Lamp and Pendant both pair powder-coated shades from the same color palette with elegant brass and brass-effect details.

The Gräshoppa Table and Floor Lamp work well as stand-alone statement pieces, adding character and a touch of gentle humor to residential interiors, hospitality spaces and workplaces alike, while the Gräshoppa Pendant can be hung alone, in twos or threes, or in dramatic clusters for maximum impact.

GUBI has been working with the Grossman archive since rediscovering her work at a Stockholm retrospective in 2011. GUBI has relaunched a number of her designs, including the iconic Gräshoppa and Cobra Lamps, sparking new interest from around the world – and her original works are now highly sought after by design collectors.



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