

GUBI

HORNBÆK PORTABLE LAMP BY GUBI DESIGN STUDIO



IN-STORE AVAILABILITY & EMBARGO DATE: MAY 7 2026

SUMMER 2026



THE SPIRIT OF HORNBÆK

Along Denmark’s northern coastline lies the seaside town of Hornbæk, long known for its luminous skies, maritime heritage, and relaxed rhythm of life. Designed for CORI Hornbæk Hotel, a five-star seaside destination, the Hornbæk Portable Lamp captures the quiet poetry of life by the water: shifting coastal light, long evenings outdoors, and the simple pleasure of carrying a warm glow from one place to another.

The full Marketing Launch Package for the Hornbæk Portable Lamp is available in the GUBI Library. To maintain exclusivity and ensure embargo dates are kept, a login is required to view the assets packs.

[FIND THE LAUNCH PACKAGE HERE](#)





SHAPED BY THE COAST

At the heart of the design is a contemporary reinterpretation of the familiar lampshade. Two oversized, gently folded canvas shades transform a classic typology into something more sculptural and expressive. Their form draws on the maritime setting of Hornbæk: the shades recall sails catching the wind, while the portable format evokes the lanterns once carried aboard ships and around the harbor. A slim ring with an antique brass finish gathers the shades at the top and serves as a handle, inviting the lamp to be lifted, moved, and carried.

A LANTERN AS EVENING FALLS

The Hornbæk Portable Lamp was designed to live naturally within the hotel – from guest rooms and spa areas to the restaurant, terraces, and outdoor lounge areas. When illuminated, the canvas diffuses the light into a warm, gentle glow reminiscent of lanterns guiding sailors along the coast or the quiet glow of houses along the shore after sunset. A sculptural object by day, it becomes a warm lantern as evening falls – a small beacon of light that moves easily through the spaces of the hotel.





HORNBÆK PORTABLE LAMP

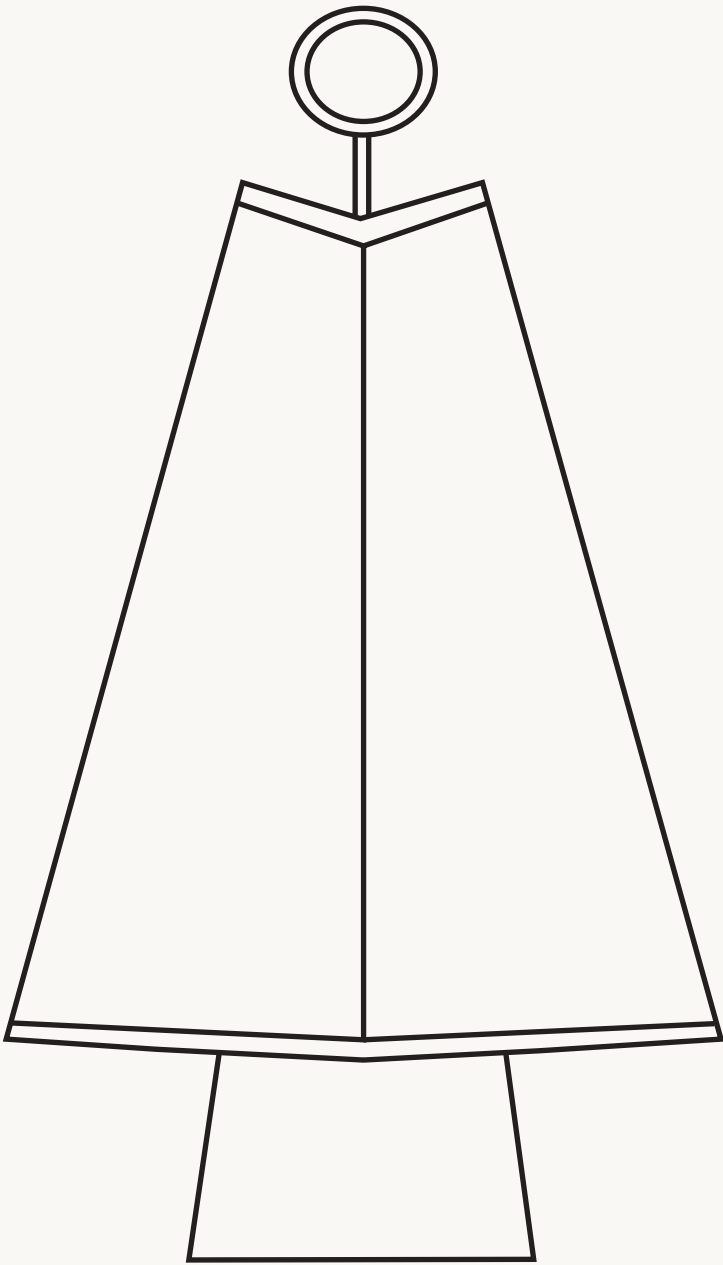
Width: 27 cm / 10.6 in
Depth: 19 cm / 7.5 in
Height: 38 cm / 15 in
Lamp Stand, Height: 10 cm / 4 in
Lamp Stand, diamater: 9 cm / 3.5 in
Shade Height: 29 cm /11.5 in
Cord Lenght: 180 cm / 71 in



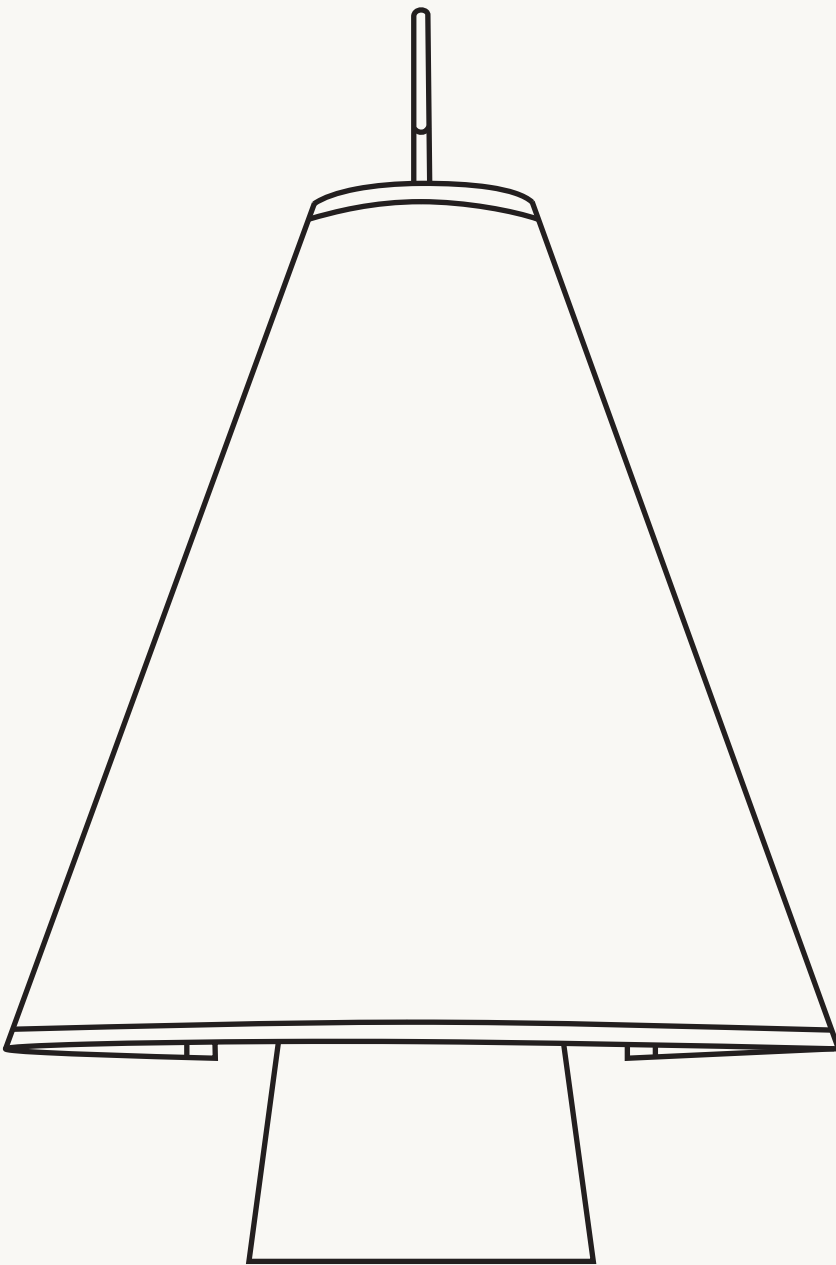
DIMENSIONS

[FIND THE DATASHEETS HERE](#)

Height:
38 cm /
15 in



Width:
27 cm / 10.6 in



Depth:
19 cm / 7.5 in



HORNBÆK PORTABLE LAMP

Recommended Retail Prices:
From: € 349 / \$ 579 / DKK 2,499

Colorway:
Poppy Yellow

Materials:
Ceramic Base
Brass Plated Stainless Steel
Canvas Shade

HORNBÆK PORTABLE LAMP



PRODUCT INFORMATION

IN STORES

Available from May 7 2026

RECOMMENDED RETAIL PRICES

2,499 DKK / 3,799 SEK / 4,099 NOK / 349 GBP

349 EUR / 699 AUD / 579 USD

MATERIALS

Ceramic base with glossy glaze, brass-plated stainless-steel frame, canvas woven linen shade with linen trims, ABS plastic base, integrated dimmable LED system, and high-capacity lithium battery.

COLORWAYS

Poppy Yellow

DIMENSIONS

Lamp height: 38 cm / 15 in

Lamp width: 27 cm / 10.6 in

Lamp depth: 19 cm / 7.5 in

Lamp stand, height: 10 cm / 4 in

Lamp stand, diameter: 9 cm / 3.5 in

Shade height: 29 cm / 11.5 in

Cord length: 180 cm / 71 in

TOTAL WEIGHT

0.8 kg

TEST & CERTIFICATIONS



Isolation Class: III

IP Classification: 44

DIMMING / CHARGING

Dimmer Switch positions:

- Off
- Light at 100% (200 Lumens)
- Light at 50% (100 Lumens)
- Light at 20% (25 Lumens)

Full charge from 0-100% takes approx. 8 hours.

The lamp can be used while charging, which may extend the charging time.

Battery life varies depending on brightness:

- 20% Brightness: Up to 80 hrs
- 50% Brightness: Up to 18 hrs
- 100% Brightness: Up to 9 hrs

ELECTRICAL SPECIFICATIONS

Bulb: LED - 3,6 W - 250 lm - 2700K - Replaceable

Switch: Touch on/off, and Dimmable on base

Voltage: 5V - 1000 mAh

Bulb Included: Yes

Plug Type: USB-C / USB 2.0 - Charging Base

PACKAGING

Flatpacked for optimized logistics.

PRODUCT SUMMARY

Designed for the CORI Hornbæk Hotel, a five-star seaside destination, the Hornbæk Portable Lamp translates the atmosphere of Denmark’s northern coastline into a sculptural portable light. Inspired by sails catching the wind and lanterns guiding sailors along the shore, the design combines folded canvas shades with a hand-glazed ceramic base and a refined antique brass finish handle. Created to move naturally through interiors and terraces alike, the lamp brings a warm, atmospheric glow to both indoor and outdoor settings.

USPs

- **A light shaped by the coast:** Inspired by the maritime landscape of Hornbæk, the Danish seaside town, the lamp’s softly folded canvas shades recall sails catching the wind, translating the atmosphere of Denmark’s northern coastline into a sculptural portable light.
- **A sculptural lampshade:** Two oversized, gently folded canvas shades transform the lampshade into a sculptural form, introducing rhythm, movement, and soft volume while diffusing light into a warm, atmospheric glow.
- **Material contrast and craftsmanship:** The combination of textured canvas, a hand-glazed ceramic base, and a refined antique brass finish handle creates a tactile balance between lightness and weight, softness and structure.
- **Designed to move with life:** With a flat-pack construction, intuitive assembly, and a portable form suited for both indoor and outdoor settings, the Hornbæk Portable Lamp brings a warm, ambient light wherever it travels. When not in use, it should be stored and recharged indoors.

SOFT PACK



LIFESTYLE



CONCEPT



LAUNCH PACKAGE

INSTAGRAM POSTS



CAMPAIGN VIDEO



CAROUSEL



CAROUSEL



INSTAGRAM STORIES



CONCEPT VIDEO



NEWSLETTER

GUBI



HORNBÆK PORTABLE LAMP



Designed for the COPENHAGEN HOTEL, a five-star seaside destination, the Hornbæk Portable Lamp translates the atmosphere of Denmark's northern coastline into a sculptural portable light.



Explore More

A series of design solutions to our daring, delicate, and ever-evolving collection. Curiosity, energy, and mobility.



UNSUBSCRIBE | PRIVACY POLICY | TERMS OF CONDITIONS

ORIENTALIS 20-20 | COPENHAGEN, DENMARK

+45 33 44 44 44 | COPENHAGEN

View in German

This email is sent from GUBI A/S

Copyright © 2025. All rights reserved.

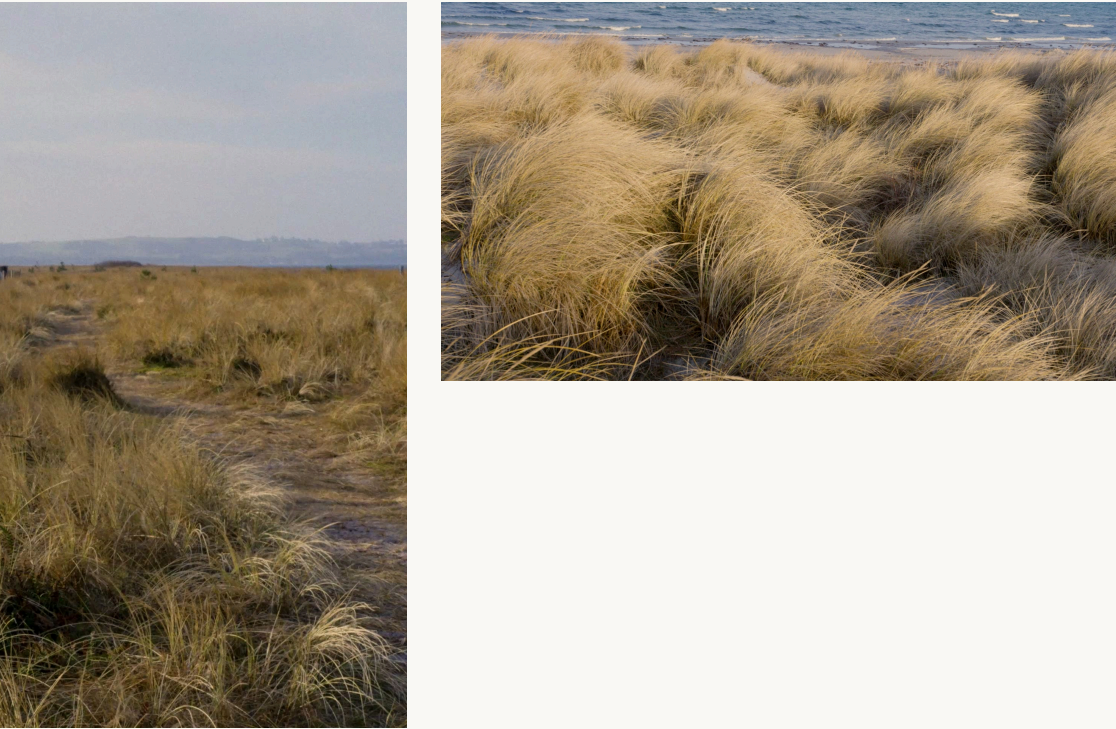
LAUNCH PACKAGE

HORNBÆK PORTABLE LAMP - IMAGERY OVERVIEW

CONCEPT



CAMPAIGN FILM



SOFT PACKS



LIFESTYLE



LAUNCH PACKAGE

LAUNCH CALENDAR SUMMER 2026

MAY



HORNBÆK PORTABLE LAMP

By GUBI Design Studio
Embargo Date: May 7



MOON BAR AND COUNTER TABLES

By Space Copenhagen
Open to Orders: April 8
Embargo Date: May 7



F300 LOUNGE CHAIR IN MOLÉ

By Pierre Paulin
Embargo Date: May 21



FLANEUR REVISITED

By GamFratesi
Open to Orders: April 8
Embargo Date: May 21



STAY IN SLIPCOVER

By Space Copenhagen
Open to Orders: April 8
Embargo Date: June 11



MODERN LINE MODULAR SOFA

By Greta M. Grossman
Open to Orders: April 23
Embargo Date: June 11

AUGUST



GRAVITY IN NEW STONE

By Space Copenhagen
Embargo Date: August 20

The full Marketing Launch Package for the Summer 2026 Collection is available in the GUBI Library. To maintain exclusivity and ensure embargo dates are kept, a login is required to view the assets packs.

[SUMMER 2026 COLLECTION](#)

GUBI ACTIVATION CALENDAR SUMMER 2026

MAY			JUNE			JULY			AUGUST		
Portable Lighting			3daysofdesign			Alfresco Living & Mirrors			Lighting & Lounge		
W19	HORNBÆK PORTABLE LAMP May 7		W23	3DAYSOFDDESIGN		W28	HORNBÆK PORTABLE LAMP Reactivation		W32	P3 INDOOR COLLECTION	
W20	MOON BAR & COUNTER TABLES May 14		W24	3DAYSOFDDESIGN		W29	AL FRESCO COLLECTION		W33	MULTI-LITE COLLECTION	
W21	F300 LOUNGE CHAIR IN MOLÉ May 21		W25	STAY IN SLIPCOVER June 18		W30	MIRRORS F.A.33, Adnet, Vanity		W34	GRAVITY IN NEW STONE August 20	
W22	FLANEUR REVISITED May 28		W26	MODERN LINE MODULAR SOFA June 25		W31	MIRRORS F.A.33, Adnet, Vanity		W35	ELOGIO COLLECTION	
			W27	P3 OUTDOOR COLLECTION							

PRODUCT LAUNCH

REACTIVATION OF EXISTING COLLECTION

EVENTS



GUBI



HORNBÆK PORTABLE LAMP COMMERCIAL CAMPAIGN

Sell-in offer one:

Buy minimum 30 pieces of the Hornbæk Portable Lamp and get 10% extra off your standard purchase prices

Sell-in offer two:

Buy minimum 30 pieces of the Hornbæk Portable Lamp and include additional 50 pieces across the full GUBI portable lighting series (ML Portable, Obello, Bagdad) and get 15% extra off your standard purchase prices on the total order

Recommended B2C campaign*:

We suggest that you offer your customers a 15% discount across the GUBI portable collection in the period from June to August 2026. GUBI will support with extra 10% discount on your standard purchase prices in this period.

Campaign Period

All orders must be placed before end of August 2026

** Please note that the B2C campaigns are recommendations only. They are to be used as guiding and the retailer is solely responsible for setting the RRP's.*