

Bent Hansen.

Gumbo Studio.

Gumbo Studio is a design experiment with 100% focus on the product.

Today there is an increasing focus on either the designer or the manufacturer rather than on the product itself.

Gumbo Studio is about experimenting with designing products that can sustain itself without known designers or expensive sales promotion.

The starting point of Gumbo Studio is that all products are presented under the name Gumbo Studio, while keeping the product developers anonymous.

The people behind Gumbo Studio are inspired by the artist "remember my name". He became famous for his art and for being unknown. Gumbo Studio's mission is that the product has to be the main element, all the way from idea to the customer.

Gumbo Studio is originated from the firm Bent Hansen in the autumn 2008, which also was behind the first product from the experiment.

Button-up is the name of the first product and as a part of the experiment, it was presented at the Stockholm Furniture Fair 2009.

In autumn 2010 Gumbo Studio presented the lounge chair Asento.

Asento is a fusion of tight minimalistic Scandinavian design and casual upholstery.

On the outside, the chair is tightly upholstered, which brings lightness to the design. At the same time the inside is upholstered more loosely, with super soft foam in the lower back and a seat with a down top.

The latest product from Gumbo Studio is the hall stand Hang-Up that was presented at the Formland Spring Fair 2011.

Hang-Up is the design world's answer to "Build-A-Bear". The framework is set and the customer can combine colors, materials and compositions.

The trunk of Hang-Up is available in black or white.

The Button-up is available in 30 variants in 5 different fabrics, 3 colors of leather and one in seal fur.

With 5 Button-up on each Hang-Up, there are millions of different variants of Hang-Up.