

BOB



THINK IT. CLICK IT. LOVE IT.

BOB® is the beautifully hand-crafted magnetic, modular storage and display system that lets you click, twist and rethink your space.

Combining high-quality plywood with a flawlessly clean design, BOB has been crafted with meticulous attention to detail. Each unit is hand-finished to match our exacting standards – and yours too.

The vision of award-winning designer, Paul Kelley, each BOB unit is secured together with a technology-friendly magnetic system, resulting in an effortlessly changeable design that will transform the way you think about storage.

Whether it's used in the office or at home, BOB's versatility lets you create impeccable configurations, completely unique to you.

THINK IT.

When it comes to creating your very own storage solution – if you can think it, BOB can help you create it. BOB's dual-facing nature can adapt to your ever-changing needs – whenever, wherever and however you imagine.



CLICK IT.

Modern-day storage should be smart and simple. Which is why BOB is secured together using a self adjusting, technology-friendly magnetic system; strong enough to click and hold everything together, soft enough to move with a simple twist.





LOVE IT.

In the office or at home, as a room divider or up against a wall; with no self-assembly required, BOB can be used easily and effortlessly - everywhere.



FLEXIBLE, INNOVATIVE DESIGN.

With beautifully exposed edges and finished in classic white, BOB is a stunning addition to your space. Perfect for storage, display and subtle space division.



MAKE IT PERSONAL

With a choice of different small, medium and large kits, BOB will arrive fully assembled, so you can click it into place right away.

You can connect each kit into any configuration you choose, to create a design that perfectly suits your space.

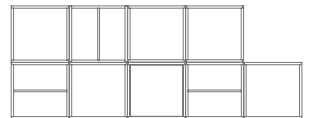
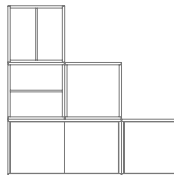
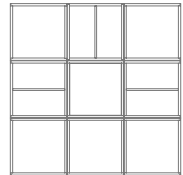
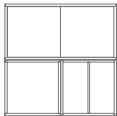
Example small kit



Example medium kit



Example large kit



GROW YOUR BOB

Your BOB can grow as you do. Add any of the seven extra units, available to purchase separately, which will perfectly click into place with your existing design, to suit your ever-changing storage requirements.

