



Benjamin Hubert

Benjamin Hubert is an award-winning British design entrepreneur, and founder of creative agency, LAYER. LAYER is focused on experience-driven design for both the physical and digital worlds. Led by Benjamin and a growing creative team, LAYER is partnering with forward-thinking brands – including Nike, Pepsi, BMW, Samsung, Braun, Fritz Hansen and Herman Miller – to create products that will help define the way we live, work and communicate in the future, from A.I to smart wearables and furniture systems, to the next generation of media devices and mobile communication tools.

LAYER

LAYER launched at the London Design Festival in September 2015, with a focus on creating meaningful experiences based on extensive research and human behaviors. The holistic design practice incorporates a diverse creative toolbox, including industrial design, UI/UX design, mechanical and electrical engineering, user experience design, user interaction design, branding, and human-centered research.

The growing studio is currently working on projects with leading global brands – including Pepsi, Samsung, Nike, Braun, Aesop, BMW, Herman Miller and Fritz Hansen – that will help to shape how we live in the future. Aware of how design can be used as a powerful tool for positive change, Benjamin is also engaged with not-for-profit charity projects, including a collaboration with UK cancer charity, Maggie's.

Having found success at an early age, Benjamin is a keen supporter of young design talent and the forward thinking perspective of the next generation. LAYER comprises a growing team of twenty designers from around the world, who are mentored by Benjamin to use design as a powerful tool to create meaningful products with a global perspective.

The studio has received a number of awards, including the Red Dot Design Best of the Best Award, iF Design Award, and London Design Museum's Designs of the Year. Benjamin has also judged a number of prestigious awards programmes, including the BraunPrize 2015 and is the jury president for the D&AD Product Design Award in 2018.

Benjamin has also been widely profiled in global print, online and broadcast media on a regular basis as a thought leader for design including Time, Wallpaper, Guardian, WIRED, Economist, Fast Company, Elle Decoration, Huffington post, BBC, CNN, SKY, FT How to spend it, The Independent, South China Morning Post etc. He has delivered a number of keynote speeches at global design conferences including; Design Indaba, London Design Festival, PD+I, ICFF and Tokyo Design week.



Formative years

Benjamin graduated from Industrial Design & Technology at Loughborough University in 2006, and began his career at DCA Design, the largest design consultancy in the UK. He moved to London in 2007 to work for internationally renowned design consultancy Seymour Powell as senior industrial designer on a variety of prestigious projects, including Eurostar interiors. He then joined Tangerine, the agency at which Jonathan Ive worked prior to Apple.

Benjamin Hubert Ltd.

In October 2010, at the age of 26, Benjamin founded Benjamin Hubert Ltd. with the aim of creating long-lasting products that would truly connect with people and become new heirlooms.

It was during this period that Benjamin became a leading voice in the global design industry, representing a new generation of designers. Challenging the traditional royalty-based model of the lifestyle design industry, Benjamin created both a service and a retail platform for Benjamin Hubert Ltd.

At the forefront of the design world, Benjamin collaborated with globally renowned brands including Moroso, Cappellini, Poltrona Frau and Ligne Roset, and presented his work at leading events around the world, including London Design Festival, Milan Salone del Mobile, ICFF, and Tokyo Design Week.

Following five successful years of growth working with the world's foremost interior product, luxury and consumer goods brands, Benjamin established LAYER as a platform to fully represent the studio's multi-layered approach to design and its growing roster of creative partners.