

# CIRCULAR ECONOMY

PAKHUS 11  
FURNITURE  
& INTERIOR

EXHIBITION & TALKS  
3rd - 5th  
of September 2020

@LDCLUSTER

A circular economy is a system aimed at eliminating waste and the continual use of resources.

27 brands / designers + 11 artists working with circular furniture and interior design.

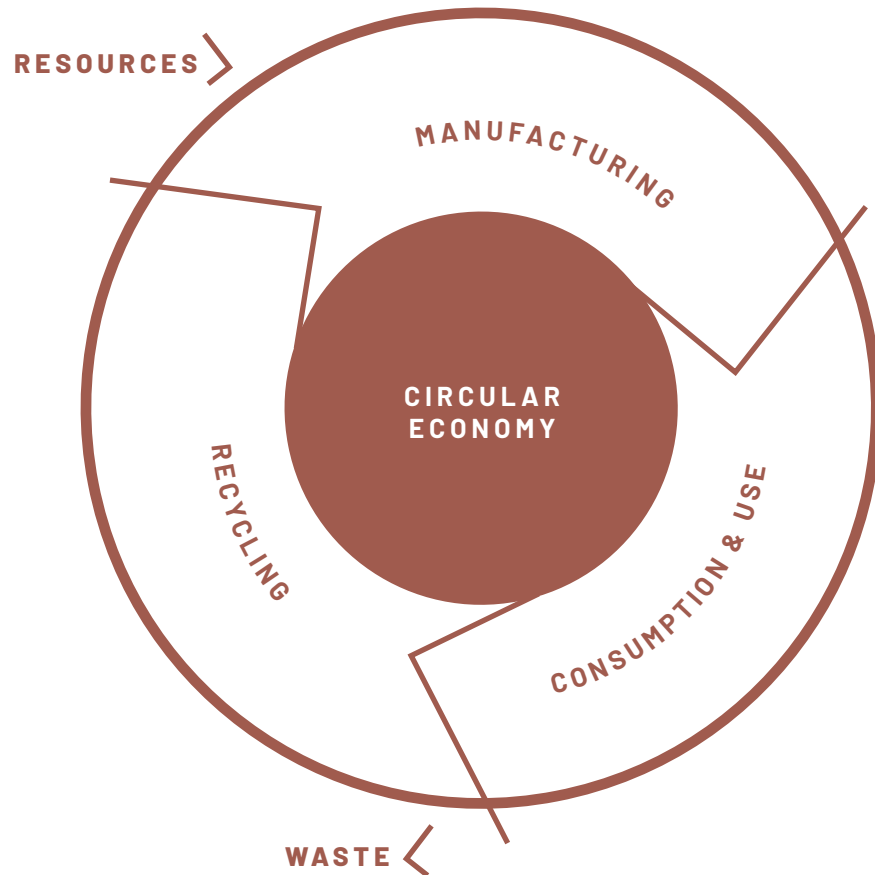


Lifestyle & Design Cluster.

# CIRCULARITY IN FURNITURE & INTERIOR

THE EXHIBITION RAISES THE FOLLOWING QUESTION: HOW CAN DANISH DESIGN GO HAND IN HAND WITH THE CHALLENGES WE FACE REGARDING THE CLIMATE AND SCARCE RESOURCES?

THE EXHIBITION WILL SHOWCASE 27 DIFFERENT BRANDS / DESIGNERS AND 11 ARTISTS WORKING WITH CIRCULAR FURNITURE DESIGN.



## Products made with a circular mindset

In contrast to the 'take-make-waste' linear model, a circular economy is regenerative by design and aims to gradually decouple growth from the consumption of finite resources. In the future, the linear model should be replaced with a circular business model, where materials can be reused continuously.

The circular economy is becoming an increasingly competitive parameter for organizations within the furniture industry. Therefore, the exhibition seeks to support the brands who work in a circular manner and to draw more attention to new techniques, technologies, materials, certifications, and business models.

*"We want Denmark to be world-famous in the future for not only good design but also sustainable, green design and circular solutions"*

- Betina Simonsen, CEO, Lifestyle & Design Cluster

## The circular front runners

Many Danish brands are currently investing in and working with circular business models in one or more product lines. Lifestyle & Design Cluster wants to endorse this development and make it a business potential for the Danish brands that they have invested in green conversion to great inspiration for home and abroad.

In addition to the 27 selected brands and designers, a group of artists will showcase their take on the matter using deadstock materials in designing high value products. All the exhibitors are working with circular economy and/or sustainability in one way or another. As you will discover, it is a big and rather diverse world, that both include sustainable business plans, reused materials, and products made of things you couldn't imagine being used in that way. That's the beauty of circular economy. And it's already creating the furniture and interior design of tomorrow.



## a circular design studio

INTERIOR01 TRAY  
MARBLED TRAY  
POINT11 BENCH  
TILES



'A Circular Design Studio' is a small design and environmental company that creates unique products out of waste materials – mostly recycled plastic grinded to granulate. They design for disassembly and produce in a unique way, which allows them to create very small quantities of customised products, making the sustainable choice available for everyone, not just the high-end customers.

**HOW THEY WORK ON CIRCULAR ECONOMY:** The studio uses mainly recycled materials and design and produce in a way that allows them to recycle the materials afterwards. They are currently developing a leasing option, which allows companies to rent interior products, instead of buying them. This ensures that all products are returned, to be recycled as much as possible into new products, as well as it ensure close to zero waste.



## bolia

LOMI SOFA



Bolia was born in Denmark, and since then our collections have been inspired by the vivid Nordic nature that surrounds us. All captured, tailored and perfected by hand and turned into beautiful timeless designs. And born with a sustainable outset. All to create something long-lasting with a timeless feel and imprint. For Bolia, sustainable quality is crafting something that will outlive fleeting tendencies and will last for generations and maybe even longer.

**HOW THEY WORK ON CIRCULAR ECONOMY:** The Lomi sofa is GS certified which means it has passed vigorous tests against the highest industry standards. Our leather is 100% traceable, and this means that we can ensure the quality and know the journey all the way from the producer's hand right to your living room. All our leather is a surplus product from the food industry and transformed into a high-quality product with long lifespan.





**click'n tile**  
TILES



Click'n Tile is a Danish company established in 2017. In 2019, they launched a new Danish patented tile design product that allows you to be creative and change the look of your tiles whenever you want – without the help of a craftsman. The tiles are mounted on a specially designed mounting plate with no need to add grout. The tiles can be mixed in various colours and can even go in the dishwasher.

**HOW THEY WORK ON CIRCULAR ECONOMY:** Click'n Tile work in accordance with the concept of "Reduce, Reuse, Recycle". The tiles require less energy to produce. Click'n Tiles tiles are between 4-10 times lighter than other tiles which has a positive effect on CO2 emissions during transportation. The tiles can be used repeatedly, and the customer can easily return the used Click'n Tile tiles and receive 0,1 Euro credit per tile.



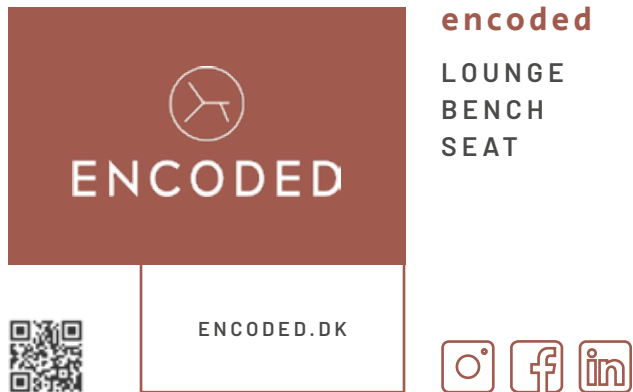
**dansk wilton**  
COLORTEC ORIGIN



Dansk Wilton manufactures custom designed carpets for the international hospitality industry – hotels and cruise ships worldwide. They rely on years of experience, innovative thinking, relationships, and highly skilled Danish craftsmanship. They work strategically with sustainability on a daily basis and are determined to contribute to the development of environment-friendly solutions in the hospitality industry.

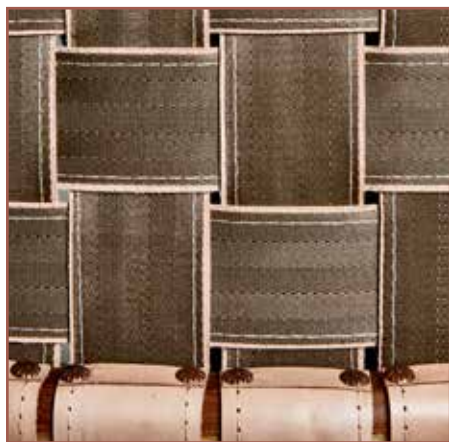
**HOW THEY WORK ON CIRCULAR ECONOMY:** Dansk Wilton's sustainable business development is based on the Cradle to Cradle philosophy and certification program. Embracing: CO2 neutral production through 100% wind energy and offset, material health mapping and sustainable material choices with undyed wool as a natural, rapidly renewable resource and a backside including 80% recycled PET. Furthermore, Dansk Wilton is engaged in a pilot project aiming at recycling used carpets.





Encoded is a Danish designed furniture and interior brand that embraces natural aesthetics. They create a uniquely designed collection that is shaped and crafted by hand. Encoded combines the sleek lines of Danish furniture design with the workmanship of skilled Balinese craftsmen to create a furniture collection made of braided cow leather, recycled safety belts and certified untreated teakwood.

**HOW THEY WORK ON CIRCULAR ECONOMY:** Sustainability is a part of their production and the story of every piece they make. All furniture is handmade with recycled safety belts used from old cars. Underneath each leather strap you will see the safety belts which are securing the furniture stability and flexibility.



Furniture ought to make room for people. That has been the philosophy since 1942, when FDB Møbler was founded, with architect Børge Mogensen heading up the studio. Many new designers have since then entered the fold, but the foundational principles remain the same: To create beautiful, functional and exceptionally crafted furniture that makes room for everyday living at home. FDB Møbler was and still is internationally known as a frontrunner of Danish design.

**HOW THEY WORK ON CIRCULAR ECONOMY:** FDB Møbler is committed to being Denmark's most responsible furniture company. For example, all the wood used is FSC certified, and all textiles have OEKO-TEX certification. The next goal is that, by 2025, all FDB Møbler products will bear the Nordic Swan Ecolabel – the most ambitious environmental certification on the market.







## form & refine

### LEAF SHELF

Form & Refine is a Danish design brand that praises materials, form and sustainability equally. By carefully selecting pure materials from around the world and having these crafted nearby using skilled traditions, they form collections of Nordic design that will refine as the years progress.

**HOW THEY WORK ON CIRCULAR ECONOMY:** Form & Refine aim to find ways of how to minimize the impact on the environment with the industries they collaborate with. The collection 'OffCuts' is made of manufactured leftovers and discarded materials from the wood and the textile industry. The purpose with OffCuts is to create upcycled and circular products that unlock the full usage of the very valuable materials that are just too good to go to waste.



## fritz hansen

### N02 TM RECYCLE

Fritz Hansen is an international, exclusive design brand, founded in Denmark in 1872 with a mission to create timeless design. Fritz Hansen's collection consists of internationally renowned furniture classics as well as modern furniture, lighting, and home accessories.

**HOW THEY WORK ON CIRCULAR ECONOMY:** The chair is made from recycled plastic waste. The plastic is polypropylene and it is collected and processed in Central Europe, to reduce transport to the place of production. The chair is also easy to disassemble, so the materials can be recycled.  
Design by: Nendo





**habiwe**  
HABICAVE

HabiWe is a brand new company, established in 2020 by Anne Mygind Hjorth. The mission is to create furnitures for microliving in macroliving enviroments – based on value for the user, by increasing wellness and comfort. HabiWe want to take care of our surroundings and make a sustainable story. Focus is on the sustainability throughout the entire life cycle by using upcycled materiales and incorporate multifunctional applications of the furnitures.

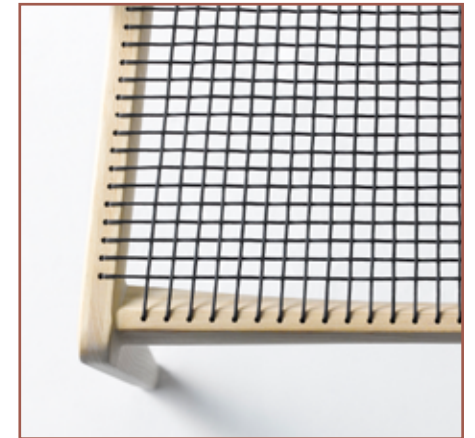
**HOW THEY WORK ON CIRCULAR ECONOMY:** HabiWe develop furniture from upcycled materials. It is a goal to produce in the local markets, which offers “production on demand”. All products are developed with a focus on solid constructions, color and materials, and a design that ensures a long lifetime for the customer. The furniture's are constructed by individual parts, so each part can be replaced and recycled afterwards.



**hans sandgren jakobsen**  
ELEGANCE DINING CHAIR

Based on the Scandinavian design tradition, internationally known Hans Sandgren Jakobsen Design explores the potential of the materials and challenges the technology behind the production to develop furniture that adds new angles to the individual furniture type. Hans Sandgren Jakobsen, who is both a trained carpenter and designer, works in the intersection of sketching, 3D and modeling workshop, to constantly optimize the final shape and to ensure optimal function

**HOW THEY WORK ON CIRCULAR ECONOMY:** Innovative thinking and aesthetics are equal values and the goal is always to end up with a product that stands out in its own right. Following is a checklist for how the furniture is to be designed and produced: As far as possible use of local materials, use of certified wood, use of separable and recyclable materials and design for reassembly & design long-life furniture.



# RUNDKANT



CARGOCOLLECTIVE.  
COM/RUNDKANT

## rundkant

STOCKING SKINS  
BOOKCASE  
SPATIAL SEQUENCE  
RESIDUE  
ACT  
MUSEUM DAYBED/BENCH  
TONES OF PINK, BLUE & YELLOW



**Rundkant** is an artistic group of female designers who question norms and experiment with new alternative approaches to furniture design. As a design laboratory, Rundkant explores materials, approaches and form in a free space, where the goal is innovative furniture types with a special artistic and non-commercial character.

**10 designers** present six projects made from waste material. The exhibition aims to rethink sustainable and circular development, production and application. The works are based on waste material from the Danish production companies Dinesen and mp Denmark. Dinesen produces planks for floors and ceilings, where Rundkant has received short cut end pieces from the production of planks. mp Denmark produces socks, from which Rundkant has received waste material in the form of thread and stocking clips.

By experimenting, the design community Rundkant wants to come up with new ideas for the utilization of unused resources. The group is interested in how designer and manufacturer work together to solve the challenges of the waste that is in industrial production. The exhibition therefore focuses on waste materials as a resource by coming up with inspiring suggestions on how they can be included in art and design objects.

The exhibition shows actual proposals for furniture and interiors: A daybed, a bookcase, textile skins, room dividers and wall decorations. Rundkant also presents a visual expression of a study of colors, materials and aesthetics as a result of experiments with organic binding agents.

## artistic collective by:

Charlotte Bodil Hermansen – [charlottebodilstudio.com](http://charlottebodilstudio.com)  
Anne Brandhøj – [annebrandhoej.dk](http://annebrandhoej.dk)  
Anette Byberg – [anettebyberg.com](http://anettebyberg.com)  
Christina Overby Hansen – [@christina\\_overby](https://www.instagram.com/christina_overby)  
Kitt Dusia – [dusia.dk](http://dusia.dk) / Stine Weigelt – [stineweigelt.com](http://stineweigelt.com)  
Camilla Monsrud – [camillamonsrud.com](http://camillamonsrud.com) / Sara Terp – [casc8sac.com](http://casc8sac.com)  
Anne Louise Bahn / Kitt Stuart Schwenn – [@anlou\\_kitt](https://www.instagram.com/anlou_kitt)







**hoppekids**  
PREMIUM MID-HIGH BED  
ECO LUXURY MATTRESS

Hoppekids is a Danish furniture company whose overall vision is to create a better future for our children by supplying the safest and most sustainable children's furniture in the world. They promote good sleep, playful living, and creative learning. Hoppekids have as the first and still the only company in the world been awarded the Nordic Swan Ecolabel for their modular bed systems.

**HOW THEY WORK ON CIRCULAR ECONOMY:** Hoppekids design their products in modular systems which enables growth with the development of the child. In addition, they offer a lifetime guarantee on their Premium system and embrace and encourage secondhand sales of their products and support it with part sales to the second-hand owner. Hoppekids are engaged in a renting and recycle platform for children's furniture in China.



**houe**  
FALK

HOUE is a Danish design house founded in 2007. They combine great comfort and design in their work and put a lot of effort into product development striving to meet a high standard of craftsmanship. HOUE is driven by affordable luxury as a philosophy, when choosing the right materials and solutions as well as they draw from a proud heritage of Scandinavian design and craftsmanship with mass appeal.

**HOW THEY WORK ON CIRCULAR ECONOMY:** HOUE is determined to ensure right steps are taken in creating responsible furniture, considering both social and environmental impact. Consequently, they base their decisions on facts and thorough documentation. As a natural consequence FALK has been EU Ecolabel certified. The EU Ecolabel evaluates the entire product lifecycle and the environmental problems that arise along the way – for the benefit of the environment, climate, humans and of the earth.



LÜBECH LIVING

**lübech living**

SAHARA COLLECTION  
TOKYO COLLECTION  
AYA VASE



LUBECHLIVING.DK



The company began creating their sustainable products back in 2009 where they started producing handmade paper pots made from recycled paper. Today their sustainable universe consists of a constant flow of inventive recycled materials such as recycled plastic, recycled glass, recycled labels, ceramics burned by the use of solar energy etc.

**HOW THEY WORK ON CIRCULAR ECONOMY:** Lübeck Living design timeless and functional products produced from recycled, sustainable and environmentally friendly materials. They have a strong focus on craftsmanship – primarily from less privileged families with whom they produce products with a unique story, lots of soul and with a social and environmentally friendly purpose.



MOGENS  
HANSEN

**mogens hansen**

CLOUD CHAIR  
GRASP SOFA



MOGENSHANSEN.DK



At Mogens Hansen DENMARK A/S factory just outside Aarhus (DK), the passionate and dedicated craftsmen meticulously produce high quality, sustainable furniture. For them all details of the production of each high-quality piece of furniture is important. This is how they create furniture for generations. All this effort is put into the new pieces of furniture shown in the exhibition at 3daysofdesign.

**HOW THEY WORK ON CIRCULAR ECONOMY:** In order to extend product life we offer the service to take back and repair any defect on the frame of the furniture. This is a part of your 25 years of warranty on our frame. If possible we offer our customer to refurbish their furniture with new cushions, covers for cushions or legs.



Cloud Chair designed by Generous Design



Grasp Sofa designed by Oliver & Lukas WeissKrogh



**rug solid**

SIMPLE RUG  
COTTON RUG  
LEATHER RUG  
FOREST RUG  
LANDSCAPE RUG



RUGSOLID.COM





Rug Solid was founded in 2009, by founder Tina Steneman who wanted it to be attractive and convenient to have sustainable design in your home, designed to be beautiful, long-lasting and made with purely sustainable materials – something not that normal back in those days. Now 11 years after Rug Solid want to inspire and show others that responsibility without compromising on design and quality is possible.

**HOW THEY WORK ON CIRCULAR ECONOMY:** The backbone of every design from Rug Solid is sustainability. When they create a design, they have a meticulous selection process of finding the right material, which has to be sustainable. If they do not have the right sustainable material available to make the design, they simply do not make it.





DENMARK

**skagerak**

DRACHMANN BENCH  
RIVIERA SUNBED



SKAGERAK.DK





Skagerak is a family-owned company established in 1976 in Denmark. Their primary focus has always been on producing quality furniture, designed to last for generations. As a Danish business, they are deeply rooted in the Scandinavian heritage and craftsmanship balancing the contrasts between classical virtues and modern daily life. They believe in sustainable and straightforward beauty and work with skilled international designers .

**HOW THEY WORK ON CIRCULAR ECONOMY:** Skageraks has been member of the UN Global Compact Act since 2010, B Corp since 2017 and FSC-certified since 2001. They also take responsibility by advising other workshops to become certified, and they are constantly in search of new ways to work with sustainability. Skagerak has launched two new sustainable concepts that help clients act responsibly. Both concepts are circular as the furniture re-enters the orbit of use and re-use – making them last longer.



# SMALLrevolution

## smallrevolution

MABEL STOOL  
ANNIE SEAT  
ANNIE TABLE



SMALL  
REVOLUTION.DK



SMALLrevolution is a Copenhagen based production- and design company that pushes boundaries. They show how circular production is the key to future design by making furniture in 100 % recycled and recyclable plastic. The supply chain is local and all products are made from Danish plastic waste. In addition, all SMALLrevolution designs are inspired by women and explore femininity in various ways.

**HOW THEY WORK ON CIRCULAR ECONOMY:** SMALLupcycle is SMALLrevolutions production method for recycling plastic. The production uses 100% recycled and recyclable local Poly-ethylen plastic waste and is a way to avoid incineration and CO2 emissions. All designs are 100% reusable and can be remolded into new valuable products again and again which can give the plastic waste up to 8 new lives instead of burning it or dropping it on a landfill.



# SQ UA RE LY

## squarely

GROWON  
GROWWIDE  
GROWBIG



SQUARELY.DK



SQUARELY is a sustainable, design brand creating products for adding greenery to people's spaces. SQUARELY combines the simplicity of Danish Design, quality hardwoods and smart technology through self-watering systems. The brand was designed from start to finish to be respectful of the environment and have the most minimal impact on our planet.

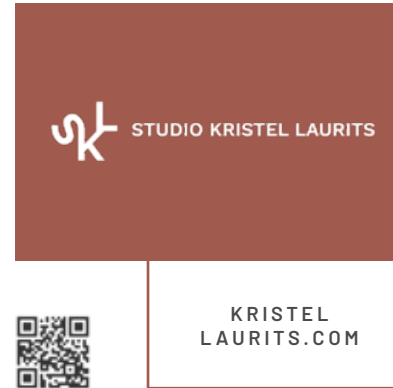
**HOW THEY WORK ON CIRCULAR ECONOMY:** SQUARELY aim to contribute to a cleaner environment by using re-cycled plastic from post food-industry and excess wood from other wood productions for their designs, and by introducing products that support more greenery in outdoor and build environments. The wood is treated with pigmented and chemical-free oils, all to make SQUARELYs durable for many years. All products are sustainably assembled by hand in Copenhagen.





*"We want Denmark to be world-famous in the future for not only good design but also sustainable, green design and circular solutions"*

Betina Simonsen, CEO, Lifestyle & Design Cluster



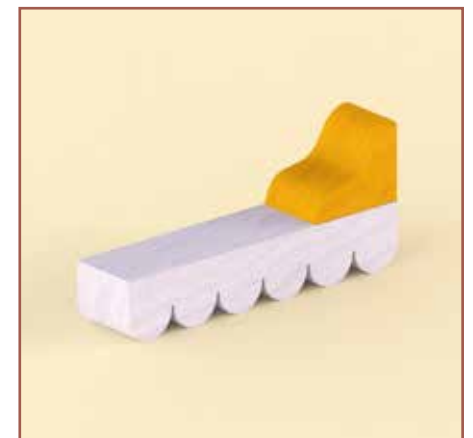
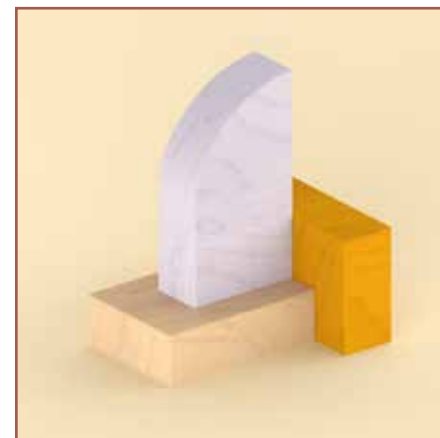
**studio kristel laurits**

WAVE SIDE TABLE  
WAVE TOTEM NO.1  
WAVE TOTEM NO.3



Studio Kristel Laurits is a multidisciplinary design studio, working in the intersection of art, design and architecture. Their design aesthetics strives to find answers and propose new methods and visions of how colours and materiality can create a sense of well-being. Studio Kristel Laurits makes conscious decisions on choosing healthy materials and developing circular concepts, and look upon circular economy is a holistic mindset, where research, materiality and conscious choices are in the spotlight.

**HOW THEY WORK ON CIRCULAR ECONOMY:** The collection consists of 4 different elements of a side table and bookend totems, made from repurposed wood and died using natural colouring. The physical products are made in collaboration with Sydhavn Recycling Centre – a Centre where start-ups have focus on recycling and bringing closer the big goal of Copenhagen Climate neutrality by 2025.





takt

CROSS CHAIR



TAKTCPH.COM



TAKT is a furniture company rethinking the way to design, build and sell furniture. TAKT believes in bringing high-quality design to more people in revolutionary, sustainable and transparent ways. TAKT looks to the future with our sights set far beyond furniture. Because society needs new ideas about how to make quality goods accessible for more people, and we need to do it in a sensible way that doesn't adversely affect life on the planet.

**HOW THEY WORK ON CIRCULAR ECONOMY:** With a rigorous design-led approach TAKT seeks to impact all stages in the products lifecycle with a radical and positive disruption. TAKT designs solely for circular loops - rethinking the use of resources and the furniture system on several levels. Besides, FSC-certification, TAKT is also the first Eco-labelled design brand with all its products being EU-Flower certified.



thors design

SIF HIGH TABLE  
GAMMA BENCH  
AVII PARK BENCH  
GAIA TABLE



THORS-DESIGN.DK



Thors Design make sustainable furniture and interior projects by hand from maritime patinated harbour wood, which is reclaimed from decommissioned Danish harbours. Their Danish designs are unique and so is every piece of the reclaimed wood that they use. This makes a perfect combination for unique pieces like no others. Every single design is made to order, so it fits perfectly in the customers home, in a company or public sector area.

**HOW THEY WORK ON CIRCULAR ECONOMY:** For decades, the rustic harbor wood remained strong and stable in the salty waters of Danish harbors. The exceptionally robust African azobé wood has withstood the harsh battering from the many ships that docked and has been partially submerged in the cold sea. Carsten Thor, the owner and founder of Thors was the first in Denmark to experiment with and find new uses for this kind of wood.





upcycling scandinavia

KAROLINE CHAIR



UPCYCLING  
SCANDINAVIA.DK



Upcycling Scandinavia design, manufacture and sell products made from 100% upcycled materials. Their endeavours are based on core values such as sustainability, circular economy, recycling, local cooperation and sharing know-how in general. Upcycling Scandinavia design want to expand the boundaries of what is possible in sustainable manufacturing today and believe that this will benefit the environment and manufacturing methods in the future.

**HOW THEY WORK ON CIRCULAR ECONOMY:** First and foremost, Upcycling Scandinavia is in the business of repurposing materials from the collective waste mountain and turn it into new valuable products. The idea is to elude from using virgin materials, as long as we are able to reuse what is already available and would otherwise have been discarded, buried or burned and by that they also consult other industries and business regarding their upcoming green transition, sharing our know-how regarding upcycling.



VON LINNÉ

von linné studio

CENTERPIECE TAPESTRY  
CIRCULAR CUSHIONS  
CHILLOUT LOUNGE-SET



VONLINNE  
STUDIO.COM



VON LINNÉ studio creates slow luxury decor with handmade one of a kind Flora Danica 2.0 motifs on discarded textiles. In the studio situated in Odense, Denmark circular design principles rule and artistic interior items like wall decor, table decor, cushions etc. are made with a zero-waste mindset. VON LINNÉ celebrates waste & weed - which are normally looked down upon, but simply have so much potential.

**HOW THEY WORK ON CIRCULAR ECONOMY:** VON LINNÉ works entirely with discarded textiles from the Danish industry which means that all materials have been used but whose fate were to end up as waste. Now these textiles are upcycled into interior items by decorating them with unique handmade plant prints and visualizing Nature's biodiversity. This covers for example stains that cannot come off by washing. Most damaged materials are cut to small zero waste pieces or colour samples as a part of the design process.





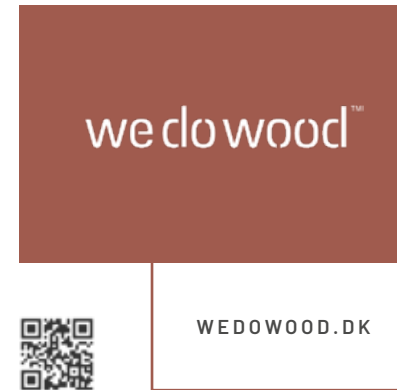
**warm nordic**

DWELL LOUNGE CHAIR  
DWELL SOFA



Warm Nordic is a Danish design brand that cultivates the Nordic sensuality and authenticity across time. Warm Nordic has an all-embracing, playful and welcoming idiom, harking back to the greatest classic designers of the 1950s and 1960s and looking to the future, featuring curated colours and a choice of genuine materials.

**HOW THEY WORK ON CIRCULAR ECONOMY:** With timeless Nordic design as the foundation, Warm Nordic is based on the sustainable idea that great design can be passed down through generations. Warm Nordic combines design visions and Nordic spirit with responsible production and constant awareness of the environment. Warm Nordic has always worked to minimise environmental footprint and continuously focus on creating improvements at all stages – from raw materials and packaging to energy consumption, recycling and transport.



**we do wood**

BUTTON STOOL  
FOURSQUARE  
SCOREBOARD



We Do Wood was founded in Copenhagen in 2011, based on the vision that new Danish design and strict sustainability principles should go hand in hand. They work with Danish furniture manufacturers and have a long tradition of craftsmanship and high quality furniture. Their ambition is to always seek the better alternative and therefore we work on all 3 pillars when it comes to sustainability.

**HOW THEY WORK ON CIRCULAR ECONOMY:** We Do Wood advocate for circular economics or the philosophy that everything that nature creates is recycled. Durability is essential, materials can be recycled, and our products can be absorbed into nature after use without the use of chemicals, etc. In addition, we promote sharing economy and gladly help students get durable furniture through a subscription solution or lease back scheme.







Wehlers is a sustainable design furniture brand for the conscious consumer who refuses to compromise on design and quality. The furniture Wehlers design is all made with recycled or sustainable sourced materials and circular economy is an important part of their design solution. Wehlers is certified "B-Corp." (Benefit Corporation).

**HOW THEY WORK ON CIRCULAR ECONOMY:** Wehlers has designed an intelligent ECO-system where Wehlers helps its designers, suppliers & customers to become more sustainable as well as they insist that their furniture is repaired, reused and recycled during and after "end of life cycle". All furniture has a high content of reused materials. If new materials for a product is required in a product, they in return use as many renewable and local materials as possible.



Ziito is a furniture company based in Fredericia that makes robust and modular furniture. Our initial business model was a traditional linear production and sales model where we sold medium-priced furniture to the private consumers (and small stores). In recent years we have been transforming our business into a circular business.

**HOW THEY WORK ON CIRCULAR ECONOMY:** Over the last three years, Ziito have transitioned from a solely B2C linear model to a B2B circular model, which is now responsible for one-third of their sales. This circular transition has become "the why" in the company that are currently developing ways to fully transform the company into a circular one.



## NINA K EKMAN



NINAKEKMAN.COM

nina k. ekman

PALMA



Nina is a Norwegian visual artist born in 1979, working from Copenhagen. She draws inspiration from life and nature and works mainly on two conceptual axes. An emotional level: bringing awareness to memory, death and loss – and a societal level: dealing with sustainability, circular economy, fast fashion, consumption, nature and next generation. Ekman uses varying techniques such as tufting, painting, and etching.

Many of Nina's pieces investigate the unsustainability of modern lifestyle inviting the observer to reflect upon our linear way of consuming and the consequences for the future of the planet. Also, sustainability and the circular thinking is integrated in the art pieces by the choice of materials where Nina is using both second hand clothes and excess yarn from the textile industry.

## FRIDA JOHS

design studio



FRIDAJOHS.COM

fridajohs

EXHIBITION- AND  
DESIGNKONCEPT



**FRIDAJOHS** is a multidisciplinary design studio focusing on graphics, illustration and design projects. Founded in 2016 by designer Christina Christensen and illustrator/graphic designer Andreas Normann. The studio is based in Odder.

"Our most important task is to always create uniqueness and tailored visual solutions, regardless of the project size. Thorough research and a special awareness of the context has always been a basic ideal in our work process, as well as a 'visual eye' for nordic aesthetics and coherence"

**The design koncept** for this exhibition is made to highlight the important circular values of every participant. All materials used to communicate in the exhibition is chosen within the values of reuse or recycling, without compromising the messages.

'**Poetic comma**' are textile banners made in collaboration with VON LINNÉ studio and Kvadrat. The allover print is handmade by Nathalie / VON LINNÉ studio on deadstock textile 'Air' from Kvadrat. After the exhibition the banners will be available as a part of VON LINNÉ studios collection.

**Carpet offcuts** is a generous contribution from DANSK WILTON. It is Cradle to Cradle certified carpet offcuts, which takes a detour from its value chain to act as the foundation for the artistic exhibition by RUNDKANT.

**Recyclable** cardboard for signs are a generous donation by Honeycomb Cellpack A/S

**This catalogue** is printed on 100% recycled paper – if you decide not to keep the catalogue, please pass it on to others who will love to know more about circular economy – or dispose of it for paper recycling.

A CIRCULAR DESIGN STUDIO  
BOLIA  
CLICK'N TILE  
DANSK WILTON  
ENCODED  
FDB  
FORM & REFINE  
FRITZ HANSEN  
HABIWE  
HANS SANDGREN JAKOBSEN  
HOPPEKIDS  
HOUE  
LÜBECH LIVING  
MOGENS HANSEN  
RUG SOLID  
SKAGERAK  
SMALL REVOLUTION  
SQUARELY  
STUDIO KRISTEL LAURITZ  
TAKT  
THORS DESIGN  
UPCYCLING SCANDINAVIA  
VON LINNÉ STUDIO  
WARM NORDIC  
WE DO WOOD  
WEHLERS  
ZIITO  
  
RUNDKANT  
NINA K EKMAN

THE EXHIBITION IS CREATED IN COOPERATION WITH

3days of design



Lifestyle & Design Cluster

FRIDA JOHS  
design studio



Træfonden