



CIRCULAR CITY WEEK 2021 DESIGN ROUNDTABLE: Design for Life Design for life – the danish way to circular design is durability and adaptability.

Flexible design extend the lifetime of products by designing with quality and multifunctionality in mind

Practical

Tuesday March 23. at 11.30 AM EST (17.30 CET)

Invite-only industry event

Virtual and live-streamed

Focus

The DNA of Danish fashion and furniture has always been great design and durability. Products you can keep for a lifetime; adapt to different lifestyles, homes, and situations, or pass on for others to use in their life. This durability is the cornerstone for the circular economy, where resources circulate between uses, preferably in the same shape.

With this foundation of durability and adaptability, it is also no surprise that many danish lifestyle brands do very well on the resale market, as high quality is a foundation for many lives in the resale market. Many of the Danish brands showing at Circular City Week New York also offer lifetime guarantee and work with resellers to secure authenticity. They know that telling the story of the product before use AND in the many use phases is an important value adding activity.

In this virtual roundtable we will take a deep dive into the concepts of design for circularity. We will shed light on this from various angles, being either through longevity, durability, modular design, redesign, or repairs. The aim is to provide actionable inspiration and provide insight into the strategies of the frontrunners who are on this journey.

Circular City Week is about bringing people together, sharing solutions, and inspire local action. This event will thus be bringing together Danish brands with American counterparts, and we will use this virtual world to break down the barriers of transatlantic interaction.

Agenda

- 11.30AM Welcome by Tone Søndergaard, Founding Director, Circular City Week and Martine Gram Barbry, Consulate General of Denmark, New York
- 11.35 AM Circular Design: How Danish brands design for circularity
Betina Simonsen, CEO, Lifestyle & Design Cluster Denmark
- 11.45 AM Keynote: Feather
Renting furniture – what gives value for products with multiple life's
- 11.53 AM Keynote: Mater Design – Henrik Marstrand
Designing with waste – aiming for longevity and durability
- 12.02 PM Audience Q&A
- 12.07 PM Interactive Panel Session: How Danish brands design with longevity and circularity in mind.
Opening with 4 min visual presentation by each of the Danish brands:



Moderated session between the Danish brands.

- 12.40 PM Thank you and break out room explanation.
Betina Simonsen, CEO, Lifestyle & Design Cluster Denmark

Each Danish brand gets a breakout room where they can do a 10 min presentation and subsequent interaction with attendees.

- 1.00 PM Event conclusion

The event is for invites only. [Request for invitation](#)