

FÓLK



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FÓLK Reykjavík

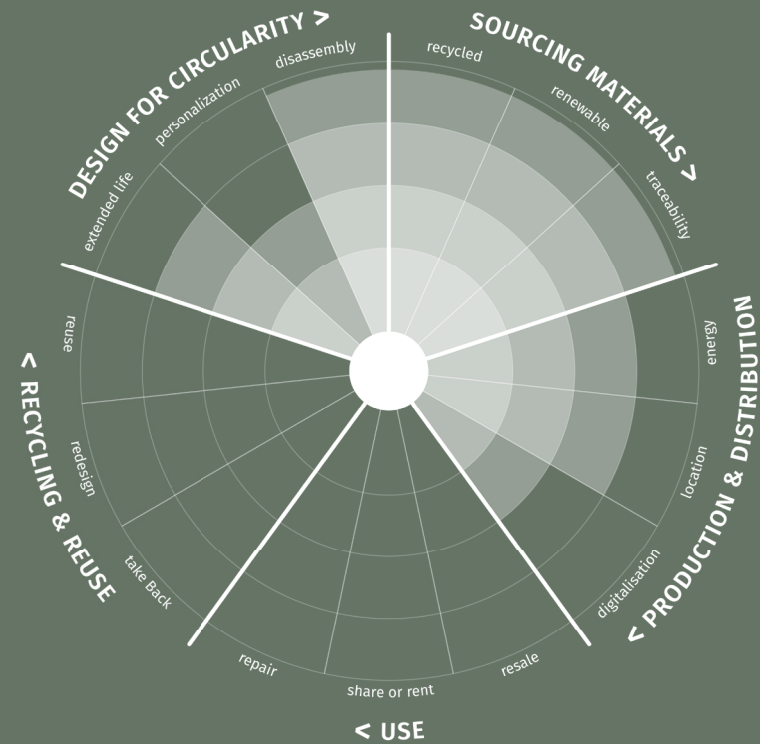
FÓLK is an emerging Nordic interior and lifestyle brand. The brand vision is to enable and inspire people to live a more sustainable lifestyle. FÓLK drives the change from linear to a circular economy by designing for circularity and focusing on using upcycled, recycled and natural materials.



How they work on circular economy

The brand works with different sources of leftover materials. For example, their existing collection consists of leftover stone from local digging grounds in Reykjavik, teamed up with car part dealers to create products from their leftover materials, such as the Airbag Collection and the Platform Tray.

The brand also worked with Kvadrat Really to put back into use upcycled textiles but in another context. FÓLK addresses the issue of local waste, long life and recyclable materials in its designs: "When we allow the material to lead and the design to follow, we create a channel for a sustainable and circular progression and the story behind each product becomes as interesting as the product itself", FÓLK Reykjavík.



DESIGN FOR CIRCULARITY

- > Products designed and made to last from durable natural materials
- > Customization offered for special projects
- > Products can be disassembled and each material reused / recycled

SOURCING MATERIALS

- > Recycled and leftover materials used for products
- > Solid or laminated wood used in several products
- > FSC certified wood

PRODUCTION & DISTRIBUTION

- > Main production in Europe
- > Materials close to production sites are prioritized
- > Augmented reality used for customer adaptation

USE

- > Information about how to extend the life of the product