



Genfärd

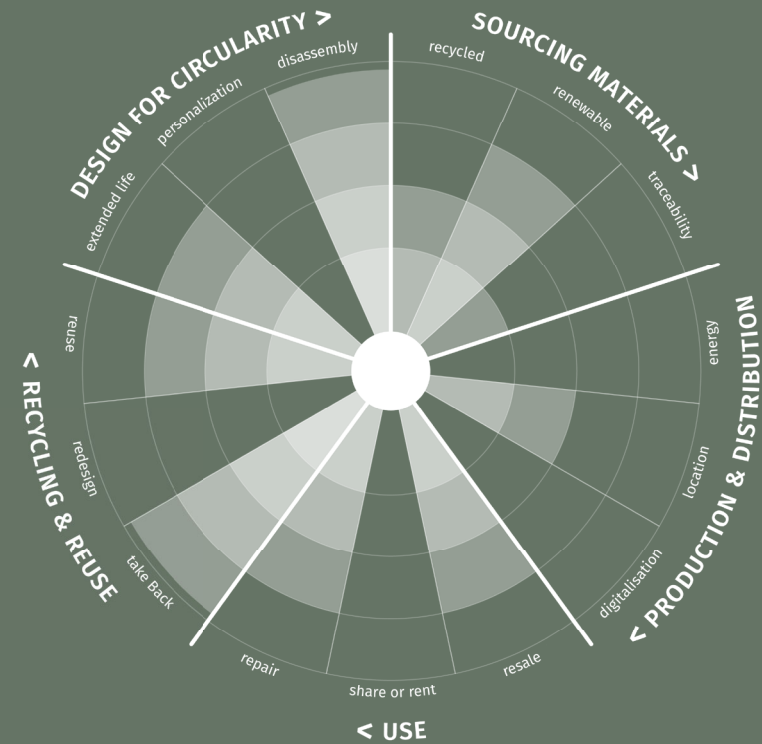
Genfärd strives to tell unique stories through design and choice of materials. Circularity and sustainability are naturally integrated parts of the design process in order to create furniture capable of entering a circular business model.



How they work on circular economy

Genfärd strives to support the act of returning old products in a sustainable cycle. To do so, the products are designed to enter a take-back system, encouraging people to return their products for repair, resale or recycling.

The name "Bugt" refers to the inspiration of the Danish coastline. Bugt Lounge Chair is upholstered using loose eelgrass harvested in Denmark. Eelgrass stimulates the human senses and imbues the chair with warmth and tactility. It is a biodegradable, CO2-storing material. The design focuses on longevity in aesthetics, materials, and construction, allowing the chair to disassemble.



DESIGN FOR CIRCULARITY

- > High quality in craftsmanship and materials, renewable components
- > Products designed for disassembly with replaceable parts

SOURCING MATERIALS

- > Leftover and recycled materials
- > Eelgrass and recycled leather
- > Product history applied to resold products

PRODUCTION & DISTRIBUTION

- > Local sourcing and production

USE

- > Products easy to repair and renew
- > Take back and resale offered

RECYCLING & REUSE

- > Take back and history on all products
- > Returned parts reused in new products
- > Used products and components integrated in new products