

CIRCULAR FURNITURE DAYS

DESIGNMUSEUM
DENMARK
16th – 18th
of September 2021

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Lifestyle & Design Cluster.



Træfonden

CIRCULAR FURNITURE DAYS

THE FURNITURE INDUSTRY IS ON THE BRINK OF CHANGE, LOOKING INTO A NEW CIRCULAR FUTURE. A FUTURE BASED ON WHAT WE ARE BEST AT IN DENMARK - THE GOOD DESIGN, THE SOLID QUALITY, THE PROPER COOPERATION AND A FOCUS ON REAL PEOPLE.

BUT WHEN THE EARTH, ON WHICH WE ARE SO DEPENDENT FOR OUR EXISTENCE, IS ABOUT TO SUCCUMB, THEN CHANGES ARE NEEDED. FORTUNATELY, THE DANISH VIRTUES GO WELL WITH THE CIRCULAR TRANSITION.

THIS CATALOG SHOWS A SELECTION OF BRAVE AND FORWARD-LOOKING DANISH BRANDS WHO DARE TAKE DRASTIC AND EXPERIMENTAL STEPS TOWARDS CHANGE.

Circular Furniture Days display pioneering Danish brands heading into the future, ready to take the next steps.

Here at Lifestyle & Design Cluster's Circular Furniture Days you will be able to experience the effect that the future and new ways of working has.

The exhibitors at Circular Fashion Days are already moving away from linear to more circular business models, where products are designed, produced or sold with new goals in mind:

- A goal of keeping materials in use
- To use the earth's resources a little better
- For the common good
- For the planet and all of us who live on it

A future where furniture is produced using recycled plastic found in the world's oceans, or where design ensures that the last square centimetre of wood is used in furniture production.

You will be able to experience lots of good examples of this, with the 47+ brands we have chosen to present their bids for more circular solutions.

Experience a colorful diversity of recycling, upcycling, recycling, social responsibility and innovation at the stands, and listen as invited speakers talk about themes such as: Circular Economy, Regenerative Business, Consumer Engagement, Green Financing and Recycled Materials.

Welcome to the exhibition. Welcome to Lifestyle & Design Cluster's Circular Furniture Days. Welcome to a new and more sustainable future.

ABOUT LIFESTYLE & DESIGN CLUSTER

Lifestyle & Design Cluster is a team of dedicated bridge builders. We primarily connect SMEs in the lifestyle industry with knowledge institutions through networking and innovation processes, and we inspire to seek new paths. We create and disseminate knowledge about design and entrepreneurship, the circular economy and digitization with the aim of ensuring sustainable growth.

Lifestyle & Design Cluster supports the companies in the process of getting a circular strategy and translates it into a concrete holistic plan for a green transformation.

ABOUT CIRCULAR ECONOMY

The thinking behind the circular economy is about decoupling economic growth from increasing material consumption. To keep materials and resources in closed circuits for the benefit of the environment and society. The circular conversion has three basic principles which are to design without waste, keep products and materials in use and the restoration of natural systems.

The change opens for new opportunities for trade and job creation, contributes to reducing climate impacts and makes savings in both resources and costs possible.

Betina Simonsen CEO, Lifestyle & Design Cluster

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innovation living

Innovation Living is a Danish furniture company built on the proud Danish tradition of furniture design. We have dedicated ourselves to the design and development of multifunctional sofa beds and we are proud to be called an internationally renowned sofa bed specialist.



HOW THEY WORK ON CIRCULAR ECONOMY

The Revivus is designed with attention to environmentally friendly materials, easy maintenance, durability, and the ability to recycle parts at the end of its life cycle.

Revivus is crafted on a durable metal frame optimized for recirculation and a mattress made from recycled, granulated foam. The mattress and cushions feature simple slip covers which are easily detached and reattached, making it easy to clean. If it is worn out, it is renewable, effectively ensuring you do not have to buy an entirely new sofa, as you can just replace the covers.

Vivus is the name of our OEKO-TEX certified fabric made from recycled bottles. The slip-cover is simple to detach and reattach, making it easy to clean as it is machine washable. If worn out, just renew the cover - not the entire sofa. Fiberfill is made from OEKO-TEX recycled fiberfill. Using a metal frame provides a strong and highly durable base protected by a recycled powder coating.



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CIRCULAR VISIONS

DESIGN FOR CIRCULARITY

- > design for disassembly
- > from 5 years to life warranty

PRODUCTION & DISTRIBUTION

- > flatpack
- > relocated production closer to markets
- > use of 3D & AI to present furniture combinations

USE

- > detachable, washable and changeable fabrics
- > all parts can be replaced

RECYCLING

- > recycle leftover foam

SOURCING MATERIALS

- > OEKO-TEX fabrics from recycled PET bottles





DESIGN FOR CIRCULARITY	PRODUCTION & DISTRIBUTION	USE	RECYCLING & REUSE	SOURCING MATERIALS
Extended life Long-lasting products Design to secure a long-lasting product is a basic measure to minimize resource consumption and CO2 emissions. Longevity is achieved through quality in materials, function and design.	Energy Resource and energy optimization. A systematic approach to minimizing resources and energy needed to produce a product. Includes use of renewable energy, exploiting surplus energy and bi-products and reuse of packaging, process chemicals etc.	Repair Maintenance and repair. If design accordingly, most products could have their use and product life extended substantially via timely maintenance, service and repair.	Take back When a product is taken back by the producer to reuse or recycle the materials the product is made of. The return of used products can be systematized using refund or buy-back schemes offered to the customers.	Recycled Sourcing of recycled materials – used or leftover. Recycled materials help to minimize the use of new virgin materials. By using recycled materials, scarce resources (often including water and energy) are saved.
Personalization When the consumer influences the design of her 'own' product, it can eliminate products never being sold. Tailoring will create a stronger connection between user and product, which increases the product's 'emotional durability'.	Relocation When the company chooses to produce closer to where renewable resources can be sourced or recycled or closer to where their market is in order to save CO2 emissions.	Share or rent Products that are rented out can help to reduce consumption (purchase of new), increase resource efficiency and secure take-back and optimal reuse or recycling of components.	Redesign Redesign helps to renew a product by supplying it with new components or features, thus giving it new value and a prolonged product life. Renewal of existing products avoids the use of new virgin materials.	Renewable Renewable organic materials. Raw materials of organic origin can be produced over and over, if the farming or forestry is run in a sustainable way that does not degrade the soil or over-exploit (local) water resources.
Disassembly Design for disassembly makes it easy to renew and recycle a product and its components. Via design maintenance and repairs. It can also be made easy and cost-effective.	Digitization Digital tools such as 3D renderings and Internet of Things can save resources and enable products being turned into services via sharing or leasing. Virtualization of products can be a catalyst for avoiding overproduction.	Extended life When a product is resold to a new owner / user, product life is extended and the resources normally used to manufacture a new product are saved.	Reuse Reuse of materials and components. Reuse of intact materials and components – e.g. wood from a construction site - in a way that replaces virgin material 1: 1. Existing products can be (re-) designed to enable the use of recycled material.	Traceability Traceability and transparency. Digital technologies make it possible to track and document all used materials, production sites, transport routes, ownership etc. CO2 emissions and other environmental measures can be supported and conveyed via digital tools.

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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. Thank you.

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Blommevej 38 · 8930 Randers NV · mail@inno.dk