PRESS RELEASE

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Experience design pointing towards a more circular future

The national innovation network, Lifestyle & Design Cluster, opens the doors to *Circular Furniture Days* at Designmuseum Danmark during 3daysofdesign in September, featuring 47 innovative brands gathered under the design museum's iconic roof.

The furniture and design industry is looking into a future focusing on more circular products and a transition to more green production based on what we do best in Denmark - design, quality, cooperation and respect for raw materials and resources.

Danish design is already internationally recognised for its long-lasting approach. But a strained climate, as concluded in the recently published UN climate report, requires even more action. Fortunately danish values are strictly aligned with a green circular transition.

At Circular Furniture Days Lifestyle & Design Cluster presents a curated selection of brave and forward-looking Danish brands that dare take our proud traditions into the future.

CEO at Lifestyle & Design Cluster, Betina Simonsen, has the following to say about the collaboration with the participating furniture and design brands;

“*It is fantastic to see how innovative Danish brands and designers are when it comes to finding solutions that benefit the climate and at the same time focus on high aesthetics. Companies take responsibility and action where they see the greatest potential, or where it makes the most sense for them to start the journey towards* making their business model circular.”

There is no guideline when a company wants to start a green transition. It is a holistic, demanding and value-based journey. That is why it is so inspiring to bring together different brands. It allows companies to inspire others, no matter how far they are on this journey of transition.

"*In Lifestyle & Design Cluster, we are proud to be pioneers in the process of creating and sharing knowledge through networks and collaborations across industries,*" says Betina Simonsen.

As a network under the Ministry of Higher Education and Science and the Ministry of Industry, Business and Financial Affairs, Lifestyle & Design Cluster works to promote

innovation and sustainable growth, primarily in small and medium-sized interior and clothing companies and the creative industries.

"*The furniture industry has successfully taken on the challenge of finding new innovative opportunities in new circular business models, and it is with great pride that we have selected the most distinguished 47 Danish examples for this years’ 3 daysofdesign,*" says Betina Simonsen.

“*3 daysofdesign is an international design hub where the whole world comes to experience Danish design. The purpose of our exhibition is to open a window into the future and to show that Danish brands are already well on their way towards* a fully circular business model*,*” says CEO Betina Simonsen.

**Talks and debates**

During Circular Furniture Days, Lifestyle & Design Cluster focuses on current topics in several debates and talks. Here you can meet and hear about inspiring disruptive companies that point out circular hotspots and a path to solving the challenges. Guided tours will allow the visitors to meet the participating brands and hear them present their circular concept, business, or initiative.

Get an overview of all talks, debates and guided tours [here](https://ldcluster.com/portfolio-item/circular-furniture-days/#1617790787542-6c08a3b8-2c4d) (in Danish)

**The 47 participating design companies:**

[HOUE](https://houe.com/), [Better Weather](https://www.betterweather.dk/), [Kvist Industries A/S](http://www.kvist.com/), [Akuart A/S](https://akuart.com/), [Genfärd](https://www.instagram.com/camillaholmpallesen/?hl=da), [PP Møbler aps](http://www.pp.dk/), [Møbel Copenhagen ApS](https://mobel-copenhagen.com/), [Forbo Flooring A/S](http://www.forbo.dk/), [Anne Mygind ApS](https://www.annemygind.dk/), [CarpEnterCph](https://www.carpenter-cph.dk/), [PUUF](https://puuf.dk/),

[SOFACOMPANY](https://dk.sofacompany.com/), [Nordicbydesign](http://nordicbydesign.eu/), [LETZLEATHER](https://letzleather.dk/), [ferm LIVING](https://fermliving.dk/), [Stelton A/S / RIGTIG](https://www.rig-tig.com/da/circular-economy), [furnipart A/S](https://furnipart.com/), [WallPipe](https://wallpipestore.dk/), [Anne Mygind ApS](https://www.annemygind.dk/), [Bettina Schori](https://schori.dk/da), [TimberNest](https://timbernest.dk/), [Dencon A/S](https://dencon.dk/), [Rosendahl Design Group A/S](https://rosendahl.com/da/), [Fredericia Furniture](https://www.fredericia.com/), [Arvestykke](https://www.ugokumovement.dk/arvestykke-patchworkgardin-patchworkgardiner-tankernebag), [Design Studio Lars Vejen](https://www.larsvejen.dk/), [Design Rocket](https://designrocket.dk/), [Mater A/S](https://materdesign.dk/), [Skovby Møbelfabrik A/S](https://www.skovby.dk/), [Hans Sandgren Jakobsen Design](https://hans-sandgren-jakobsen.com/), [wehlers](https://www.wehlers.com/), [Nina K Ekman](https://www.ninakekman.com/), [Warm Nordic](https://www.warmnordic.com/dk/hjem), [FLID](https://www.flidtools.com/), [Embacco Lighting](https://embacco.dk/), [Ahm&Lund](https://www.instagram.com/ahmlund/?hl=da),

[Randers+Radius](https://www.randersradius.dk/),[ReCollector](https://recollector.dk/), [Mogens Hansen DENMARK A/S](https://mogenshansen.com/), [Scan-Hide A.M.B.A.](https://www.scanhide.dk/en/),

[applicata aps](https://applicata.dk/), [Dansk Wilton A/S](https://danskwilton.com/), [WeDoWood Aps](https://www.wedowood.dk/), [Relife Studio](https://relifestudio.dk/), [Innovation Living](https://www.innovationliving.com/), [The Upcycl](https://theupcycl.com)

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