

21-23 MAY 2024

CLERKENWELL DESIGN WEEK 2024

DESIGNING FOR SUSTAINABILITY BY DENMARK

PAXTON LOCHER HOUSE

CURATED BY NASTASJA JAEGER



CreativeDenmark



SMEdenmark



MINISTRY OF
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DESIGNING FOR SUSTAINABILITY BY DENMARK

As an industry, Danish design stands on the shoulders of giants. The 'Danish Modern' and 'Danish Design' concepts are world-famous for their craftsmanship, timelessness, quality, functionality, and not least design for human needs. These ideals are finding new relevance today as a focus on sustainability and circularity motivates both designers and consumers.

Conscious choices to be creative with repurposed materials are an explicit ambition for Danish creatives as well as a crucial step towards sustainability. Upcycling and responsible innovations make Danish designs international frontrunners to widespread acclaim.

"Designing for Sustainability by Denmark" is a Danish design collaborative at Paxton Locker House in Clerkenwell which has been transformed into a curated space with 11 Danish design companies organised by SMEdenmark and the Royal Danish Embassy in London and curated by Nastaja Jaeger.

The brands have been carefully selected with sustainability in mind to illustrate the 6 R's of sustainability for manufacturing; Reduce, Reuse, Recycle, Recovery, Redesign and Remanufacture.



PAXTON LOCHER HOUSE

THE VENUE AT CLERKENWELL DESIGN WEEK

Paxton Locker House is a unique modern courtyard house making brilliant use of a restricted site. A retractable glass roof gives wonderful natural light and opens the house to the sky in dry weather. The house is situated in the heart of Clerkenwell and is normally only accessible during Open House Festival.

This unique open space building, with its split level floors, is an architectural gem. With no actual windows, the architect instead created a space flooded with natural light by adding skylights and a large retractable glass ceiling over the central atrium. This transforms into a beautiful open internal courtyard and with its minimalistic structure and style, fits perfectly for showcasing the best of Danish Design within the space.

ABOUT CLERKENWELL DESIGN WEEK





MEET THEM AT PAXTON LOCHER HOUSE

READ ABOUT OUR DANISH BRANDS



**SIKA / BIRDIE / MORSØ / LUUPS
BOCONCEPT / COLOR & CO. / KUMA
RO COLLECTION / LIGHT BY JUUL
LINIE DESIGN / THORS DESIGN**



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CURATED BY NASTASJA JAEGER

BIRDIE

birdie®

Birdie was founded by two childhood friends in Hellebæk North of Copenhagen, with a clever solution to solve poor indoor air quality.

On average, people spend 90% of their lives indoors which is why a healthy indoor climate is essential. Experts suggests that one of the best ways to improve indoor air quality is by ventilating frequently. This is a huge but invisible problem, calling for a visible solution hence the creation of 'the canary in the coal mine' – Birdie.

Unlike other air quality monitors, this patent-pending solution will let you know when to ventilate without the use of light, sound, or phone notifications. When the air quality is poor Birdie will drop down, until you open the window to bring it back to life. Birdie has several design awards and strive to be a beautiful product to hang on the walls. Birdie stands out by using storytelling and gamification as nudging mechanisms to encourage the consumer to act and change behaviour.



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Birdie is designed to use a limited amount of power as it doesn't need to power light, sound, display or internet of things (IoT) elements. It is made from 100% recycled plastic and the packaging is made from recycled paper.

Contact: Andreas Kofoed Sørensen
Role: Co-founder & Cuckoo Director
E-mail: hans@birdie.design
T: +45 22 41 79 76

BOCONCEPT

For more than 70 years, BoConcept have created unique furniture that improves the new ways in which people live, work and play through Danish creativity and craftsmanship.

At BoConcept, it is our ambition to manufacture products with as little impact on the environment as possible. Hence, we continuously strive to make environmental improvements in the production of our products and the logistics of delivering BoConcept products to customers.

In practical terms, it has been our ambition since 2020 to meet our SBTi target of a 25% reduction of our Scope 1 & 2 CO2 emissions by 2030. During the past year, we have moved our production facility away from natural gas to central heating supporting a much greener source and thus a reduction of our CO2 footprint.

Additionally, the majority of our sales are made to order, minimizing production waste and avoiding overproduction. Prioritizing high-quality standards is integral to our commitment, not only to satisfy our customers but also to promote longevity and resource conservation, enabling our products to last for decades to come. To support waste reduction resulting from seasonal trends, our Product Team has been exploring various models and solutions focusing on timeless colours and materials for our accessories range. Over the past five years, to avoid waste of unsold products, BoConcept has sold discontinued products via both its own and external outlet channels.

BoConcept®



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Contact: Rasmus Granobles Kallerup
Role: Key Account Manager
E-mail: rgrk@boconcept.com

COLOR & CO

Launching in 2014, we wanted to re-create the cosy mood in our own homes, and unable to find natural roller blinds in Denmark, we started our own business.

Color & Co creates natural blinds designed in Denmark and locally made in London specifically for the UK market. Color & Co's blinds are all made from the natural materials bamboo, paper, and jute plants. They are woven in Asia under ethical and caring working conditions, while the bamboo is harvested from bamboo plantations based in Anji County, China. Our paper fabrics are made of FSC-certified wood and manufactured and woven in a small factory in Taiwan. The jute is also woven there while the fibers for the jute thread are harvested in Bangladesh. We have personally visited the factories to make sure they also focus on sustainability.

We always use recycled paper for printing print and embraced being more digital to limit the use of paper. When it comes to our packaging materials, we reuse this as stuffing and any excess bits of fabric from production is used for customer samples or as pelmets. It is important to produce blinds that are of a high quality so they can last longer, and we encourage consumers to reuse blinds when moving house to create a more circular life for our products and we offer adjustments to our products to again encourage consumers keep their existing products for longer. We also always fix the products if anything happens to them including cord, chains, or brackets before replacing it.



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Contact: Sofie Flachs Melson
Role: Director and partner
E-mail: sofie@colorco.dk

KUMA

KUMA is a leading manufacturer and exporter company of high quality bathroom concepts, with production in Denmark and Romania with more than 40 years of experience in this industry.

KUMA composite washbasins were awarded with BES 6001, and they are made from natural materials and some categories from recycled materials. The washbasins are engineered for longevity, making them a more environmentally sustainable option compared to ceramic washbasins. In an age where sustainability is paramount, composite washbasins stand as a beacon of environmental responsibility.

Composite washbasins minimize environmental impact while maximizing longevity, offering a sustainable solution for eco-conscious consumers by reducing waste. KUMA Basic LESS concept not only delivers a high-quality design and functionality for our clients but also underlines our commitment to sustainability through the thoughtful reduction in material consumption. By choosing the 15 mm thickness, clients actively contribute to environmental sustainability. The decreased CO2 footprint aligns with eco-friendly building practices, reflecting a commitment to responsible and conscientious design.

KUMA produces fully casted sinks and worktops for bathrooms and kitchens, as well as solve special tasks as a subcontractor for some of the world's leading companies within e.g. the speaker industry, the furniture industry, prefabricated bathrooms and the cruise ship industry.

KUMA®



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Contact: Camelia Olesen
Role: Executive Director
E-mail: camelia.olesen@kumaromania.ro

LIGHT BY JUUL

Light By Juul is known for bringing beautiful light to homes and gardens. Our focus has been on creating innovative outdoor lighting solutions that combine aesthetics and functionality in a unique way.

Our range of outdoor lights has evolved over time to meet different needs and styles, from modern to more traditional designs. We always strive to use quality materials and advanced technology to ensure durability and energy efficiency in our products.

Our new brand: Light By Juul Professionel represents our commitment to providing luxury quality lighting for larger buildings and outdoor spaces where quality and design are essential. With Light By Juul Professionel, we will continue to raise the bar for outdoor lighting in commercial settings with a passion for sharing our vision for light with even more customers.

Together we can change the world, if we all make a small difference. This is why all of our stones with lighting are made based on a sustainable vision. The products are designed and produced sustainably in Denmark by hand and are very energy efficient. The designs, which are patented, use just 0.6 Watt, and if you leave them on 24 hours a day all year round, you can expect a total consumption of approx. £2. If in constant use, the LED bulbs only need to be replaced after 5 years and 8 months.



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Contact: Annette Jørrgensen
Role: Co-founder
E-mail: aj@lightbyjuul.dk
T: +45 21642220

LINIE DESIGN

Linie Design was founded in 1980, with the mission to create handwoven rugs that would merge Danish design with traditional Indian craftsmanship, while staying true to the Nordic design traditions of innovation, uncompromising quality and uncluttered aesthetics.

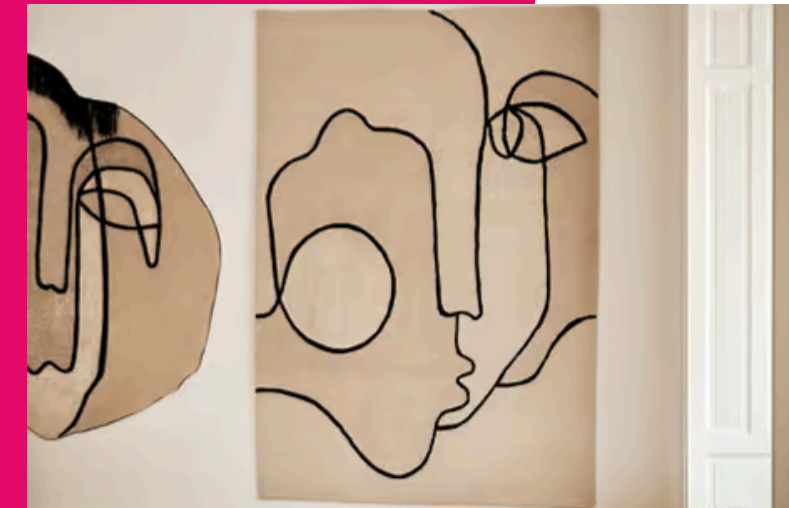
Linie Design predominantly uses natural textiles in handcrafted rugs. We want to make sure that natural materials like wool and cotton are grown, harvested, produced and sourced in a socially responsible way. We are continually striving to increase the amount of organic cotton, replacing regular cotton in our rugs wherever possible. As part of Linie Design's efforts to reduce plastic pollution, we are working to minimise our use of unnecessary plastic and we use recycled materials as much as possible in all our packaging. Another way Linie Design minimises its carbon footprint is the use of solar panels. This is why we have now added solar panels to the Linie Design school in India and several of our factories - saving energy and costs.

The new hand-knotted rugs from the Axiom collection can with proper care last a lifetime. Our overall approach is 'working to improve the lifetime of products - better qualities in focus'. The hand-knotted rugs are produced by hand, which is a production method that results in durable rugs. In addition, it is also a design that lasts. The materials used are natural materials, such as wool, mohair and silk - depending on the design, so they are natural materials that are degradable.



LINIE DESIGN

HANDMADE RUGS



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Contact: Jesper Christiansen
Role: Sales Director / Partner
E-mail: jc@liniedesign.dk

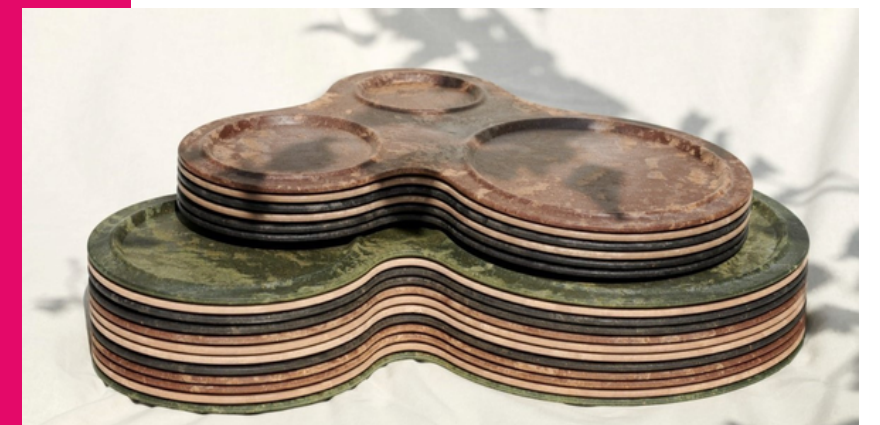
LUUPS

The Luups Tray was created in 2020 with the purpose of supporting a new and better way of serving and transporting food.

Our goal is to reduce overeating and food waste in a new way. Canteens and the restaurant industry have particularly demanded a tool that helps to optimize activity around buffets in relation to reducing food waste and limiting physical contact. The tray was developed in collaboration with experts from the restaurant industry and students from Denmark's Technical University to challenge the conventional tray and create a design that combines the behavioural regulation with the aesthetic. The Luups Tray is shaped like a cloud with special formations for plates, bowls and glasses. It inspires both conscious choices and different uses to what an ordinary tray can do. Today the Luups Family consists of trays, plates, bowls and dishes, all designed with the same vision.

Luups trays can be easily carried with one hand and motivates us to think about what and how much we put on the tray. We naturally use recyclable materials - so you can carry the tray out into the world with a clear conscience. The Luups tray is designed in several colours, and the possibilities of use are countless. We will continue to develop new products for the Luups family and help create new solutions - for the benefit of creativity, a healthier lifestyle and a more sustainable everyday life.

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Contact: Maj Toppenberg
Role: CEO
E-mail: mgt@luups.io
T: +45 27222010

MORSØ

Since 1853, Morsø and cast iron have been inseparable – with the ability to retain heat and with an aesthetic expression.

Morsø's woodburners meet some of the world's strictest environmental standards. This first and foremost applies to Standards Norway NS 3058/3059 which has severe requirements to the reduction of particle emissions. But to further underline our environmental focus, most of the Morsø woodburners have been further certified according to the Danish Swan Label. Here, it is not just a matter of reducing the woodburner's environmental impact in use, as it is also about focusing on environment in the manufacturing and in the choice of packaging etc. In addition, our woodburners are also tested for particles in USA, England and Germany. All our woodburners are CE labelled.

Wood is a unique raw material and a tremendous source of energy. In an age with the global debate being focused on CO2 emission, it is important to remember that, during growth, trees will absorb and store large amounts of CO2. Stored in the tree's xylem, the CO2 will not be released to the atmosphere before we burn the wood – or leave it to rot on the forest floor. When lighting a fire in your woodburning stove, it will emit CO2. But you will, however, contribute to the climate balance if your firewood stems from sustainably operated forests where, on an ongoing basis, there will be planted more trees than are cut down.



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Contact: Phil McMaster
Role: UK Outdoor Sales Manager
E-mail: phm@morsoe.com
T: +44 07939904803

RO COLLECTION

ro

COLLECTION

DENMARK

Ro Collection is a Danish design company founded in 2013 with a deep foundation in the love of craftsmanship, quality and timeless aesthetics.

At Ro Collection, we are passionate about developing elegant furniture and accessories by using nature's own resources. By exclusively using premium, long-lasting raw materials, we not only ensure our products' durability, but we also reduce our environmental impact. We choose to collaborate exclusively with skilled craftsmen based in Europe. We maintain a close relationship with our manufacturers, whom we make sure to visit regularly, in order to verify that they meet the sustainability requirements defined by EU law.

We strive to steer all conditions and aspects in the design process in a more sustainable direction. For instance, if a new design contains mixed materials, we aim for the possibility of end-of-life disassembly, as this allows all materials to be recycled. We use recycled cardboard for all our giftboxes, beautiful enough to be on display.



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Ro is the Danish word for peace of mind. Which is why mental sustainability is another cornerstone of our philosophy. By embracing a 4-day work week, we create a caring and supportive environment that safeguards our long-term well-being—mirroring ourselves in our products.

Designed to live. Designed to last.

Contact: Yane Christensen

Role: Business Development | UK, Ireland & Benelux

E-mail: yane@designcollection.dk

T: +44 7939038797

SIKA-DESIGN

Sika-Design is a Danish family company from 1942. With a passion for rattan and great craftsmanship, we manufacture timeless furniture in both our own designs, and designs by some of the world's greatest designers and architects.

Consideration for the environment affects which items are put into production, choice of materials, and how they are processed, packaged and transported. Collections and products have been retired when they could not meet our new sustainability standard. We are dedicated to these ideals and have worked systematically with them since 2013, and we were the first furniture company in Denmark to obtain an ISO14001 certification (together with our sister company). Our priority is to manufacture quality furniture that can last for generations and eliminate the need for frequent replacements. The materials used in the production of every item are therefore required to be durable and strong. We focus on using recycled materials, and to make sure that the furniture we produce can be sorted into clean recyclable materials.

We produce all our furniture in Indonesia, as 80% of the world's rattan resources grow in the Indonesian rainforest. Our Indonesian partners have always taken great pride in recycling every possible scrap or residue from the production. For all facilities, we have the same demands: they must be run in an environmentally and socially responsible manner. We do not utilise or partner with factories that cannot meet this standard.

Sika-Design[®]
HANDMADE FURNITURE



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Contact: Mette Sofie Gervig Kastrup
Role: PR & Marketing Manager
E-mail: msg@sika-design.com

THORS DESIGN

At Thors Design, we specialise in upcycling harbour wood, in to rustic furniture and interiors with the utmost respect for the wood's history.

For over fifty years, the hardy African azobe timber has stood strong in Danish harbours, weathering saltwater and maritime traffic. At Thors Design, we celebrate its resilience, transforming the weathered wood from the now retired harbours into exquisite rustic furniture.

Our commitment to sustainability is woven into every aspect of our process. We work actively to disconnect economic growth from environmental decline by upcycling obsolete quality materials into unique furniture. We salvage timber from disused Danish harbours, crafting rustic, Nordic-inspired furniture certified by FSC® Recycled and validated by the Danish Technological Institute to contain only natural oils.

We have an ambition to create furniture that can last for a life time. We do this by creating robust designs that are incredibly durable and virtually maintenance-free. This is due to the dense porosity of the azobe wood, which makes it virtually impervious to moisture and very long-lasting.

Our passion for unique solutions ensures each piece is tailored to our customers' preferences, with timeless design that remains relevant for decades., with flexibility to modify our furniture, ensuring its suitability for future generations.



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Contact: Lisa Plasmann
Role: Responsible for sales, planning
E-mail: lisa@thors-design.dk