

DAY 1

PROGRAM FOR AUGUST 18-19

COPENHAGEN

PLACE:
NYHAVN + MAGNUS OLESEN
SHOWROOMS, COPENHAGEN
CHR. HAVNS KANAL 4

12:00 - 13:00 WELCOMING LUNCH IN NYHAVN, COPENHAGEN

The metro from Copenhagen Airport stops at Kgs Nytorv,
200 meters from the restaurant (to be decided - we will let you know).

13:00 - 13:30 OVERVIEW OF CIRCULAR ECONOMY PROJECTS AND COMPANY CASES

Henriette Melchiorson, Lifestyle & Design Cluster

13:30 - 14:30 CIRCULAR ECONOMY IN THE DESIGN PHASE

One or two companies explain how the notion of circular economy is incorporated
in the design process right from the beginning, e.g. using the ideas of design for
disassembly and access over ownership.

PRESENTATIONS BY:

- *Magnus Olesen* by Nils Knudsen. Magnus Olesen produce furniture for both the private and public domain (airports, schools, hospitals etc.). They have just developed a new concept for Copenhagen airport with a new business model.

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In the future they will offer furniture with an associated service, which prolongs the life span of the furniture through maintenance, repairs, updating and re-use, which will create added value for both the company and customers. www.magnusolesen.dk

- *3XN Architects/GXN Innovation* by Morten Norman Lund. 3XN Architects is a Copenhagen based studio focused on shaping human behavior through architecture and through GXN Innovation, its internal innovation unit, is pushing the next generation of sustainable buildings. Morten will talk about how they work on circular economy and how it influences the design processes. www.3xn.dk.

Questions and comments from the participants

14:30 - 15:30

WASTE PRODUCTS IN NEW PRODUCTS

One or two companies how they use waste materials from other products in new products or how waste products are turned into new products.

PRESENTATIONS BY:

- *Novopan* by Henning Jensen. Novopan is a company that produces particleboards for furniture, kitchens, construction and the wood industry. They have used recycled materials for several years as inputs for their particleboards. They will talk about the reason for their extensive use of recycled wood and their infrastructure, challenges and opportunities.

Questions and comments from the participants.

15:30 - 16:00

COFFEE BREAK

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16:00 - 17:00 USING SUSTAINABLE RAW MATERIALS

Two companies present how they use certified sustainable raw materials to optimize the use of resources and reduce the footprints they leave on the world.

PRESENTATIONS BY:

- *We Do Wood* by Anders Holme Jensen. We do Wood design furniture in the material moso bamboo and try to reduce the carbon footprint of their products, all the way from the bamboo plantation to the final owner of the product. www.wedowood.dk
- *Gabriel* by Anders Hedegaard Petersen. Gabriel is a company which, in the entire value chain from concept to furniture user, develops, manufactures and sells upholstery fabrics, components, upholstered surfaces and related products and services. They hold numerous certificates like Oeko-Tex, EU Ecolabel and cradle-to-cradle-certificats. www.gabriel.dk

Questions and comments from the participants.

17:00 WRAP-UP AND NETWORKING

19:00 DINNER at a restaurant nearby

DAY 2

PLACE:
THE NORTHMODERN
TRADE SHOW, BELLA CENTER,
COPENHAGEN

9:00 - 9:20 Transport to Northmodern, Bella Center.

9:30 - 11:30

WORKSHOP ABOUT PROMOTING NORDIC FURNITURE DESIGN AT A FOREIGN MARKET

Nordic furniture design share some of the same reference points and in some countries they don't differentiate between Danish, Swedish and Norwegian design. They consider it to be the same style – Scandinavian or Nordic design. Therefore, it would make good sense going to a foreign market together under the same brand.

At the workshop we will discuss the possibility of making a joint effort towards a country outside Scandinavia promoting Nordic furniture design. Where would it make best sense? What are the interests of the companies?

11:30 - 15:00

VISIT AND GUIDED TOUR AT THE NORTHMODERN TRADE SHOW AND MATCHMAKING

Northmodern is Scandinavia's new innovative furniture and lifestyle trade show. Divided into two main segments – Furniture and Interior – northmodern is a trade show presenting a lively mix of highend brands, upcoming designers, new talents, galleries, showrooms and special projects such as Crystal Hall curated by I.G18. The brands presented in Crystal Hall are all responsible and innovative.

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Northmodern takes place from Thursday 18th – Saturday 20th August 2016.
www.northmodern.com

MATCHMAKING: all participants will have the opportunity to meet with potential collaboration partners. Lifestyle & Design Cluster will help organize brief meetings based on your wishes both with other participants and with exhibitors at the Northmodern trade show. Before the event, as part of the registration form, participants will be asked to state what kind of expertise/product etc. you are offering, and what kind of cooperation or knowledge you are looking for. Afterwards you get to propose who you want to meet and what you want to talk about.

AFTERWARDS Going home afterwards is easy. The Bella Center Metro Station is situated next to Bella Center going to Copenhagen Airport (for flights and trains) or back to the city every 2 minutes.