

# FÓLK



*Reykjavik August, 14th 2019*

## **Reykjavik born brand FÓLK introduces new designs focused on circularity of materials**

At Maison & Objet this year the Reykjavik brand FÓLK will introduce new designs from circular materials. FÓLK is an emerging brand from North Europe, creating designs inspired by impressions from Nordic and Arctic living. The brand's goal is to encourage and support a more sustainable and circular economy through design thinking and product development.

In collaboration with upcoming designers, FÓLK introduces new collections from natural, recycled or upcycled materials, such as stone, recycled steel, upcycled textiles and certified wood. The collaboration of FÓLK and three talented designers from Iceland, is driven by a development of, natural or upcycled materials, supporting the transformation to a circular economy.

Four new FÓLK products, by three designers, made and inspired by modern sustainable living, are premiered at Maison et Objet (see next page):

### ***Upcycled square lamp***

Designer: Theodóra Alfreðsdóttir for FÓLK

Materials: Upcycled textile

Upcycled textile comes from used or leftover cotton from the production of Danish textile company Kvadrat. Upcycled textile boards which are made by Really CPH is an attempt to reduce the amounts of textiles that end up in landfills each year or are burned and increase the circularity of materials.



### ***Composition light***

Designer: Theodora Alfreðsdóttir for FÓLK

Materials: Marble, lathed aluminium and LED.



Playing with basic forms and pure materials, the Composition light is a simple narrative of light, structures and textures.

### ***Upcycled side table***

Designer: Jón Helgi Hólmgeirsson for FÓLK

Materials: Upcycled textile boards from wool, recycled steel and FSC certified solid ash. It is assembled with 2 screws only.

Upcycled textile comes from the production of Danish textile company Kvadrat. Upcycled textile boards which are made by Really CPH is an attempt to reduce the amounts of textiles that end up in landfills each year or are burned and increase the circularity of materials.



### ***Urban Nomad Console table***

Designer: Jón Helgi Hólmgeirsson for FÓLK

Materials: South European FSC certified solid ash and powder coated recycled steel

An elegant console table in two sizes, it comes in a flatpack and is super easy to assemble. Made in Poland and Croatia.



### **ABOUT FÓLK REYKJAVIK**

**FÓLK** is an Icelandic design company founded in 2017 by Ragna Sara Jonsdottir. FÓLK seeks to work with progressive designers on smart homeware, furniture and lifestyle products focused on sustainability, responsibility and transparency around the production process.

**Ragna Sara Jónsdóttir** is the founder and creative director of FÓLK. She holds a BA degree in anthropology and a Masters' degree in International Business from Copenhagen Business School. She founded FÓLK in 2017 to drive an agenda of sustainability and circularity in product design and to increase the opportunities of young designers working in Iceland.

**Jón Helgi Hólmgeirsson** is a product and interaction designer from Icelandic Academy of the Arts and Malmö University. He is the designer of FÓLKs popular multi-functional wall shelves; the Urban Nomad collection and has designed for the Swedish giant IKEA.

**Ólína Rögnudóttir** is a product designer from KEA (Copenhagen School of Design & Technology). She is the designer of FÓLKs Living Objects Collection, out by FÓLK in fall 2018. Olina focuses on sustainability in all her designs.

**Theodóra Alfreðsdóttir** is an Icelandic product designer based in London. She holds a bachelor's degree in product design from the Iceland Academy of the Arts and a master's degree in Design Products from the Royal College of Art in London.

**For more information please contact:**

Ragna Sara Jónsdóttir

Founder & creative director

+(354) 849 2122

sara@folkreykjavik.com

[www.folkreykjavik.com](http://www.folkreykjavik.com)

@folkreykjavik (Instagram, LinkedIn, Twitter)

#folkreykjavik