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**Flokk**

**Stockholm Furniture Fair 2019 | DNA: A journey through sustainable design**

**Flokk’s stand at Stockholm Furniture fair was one of 4 nominee’s for the ‘**[**Editors’ Choice – Best Stand Award**](https://www.stockholmfurniturelightfair.se/news/editorschoiceaward2019?sc_lang=en)**’**

***DNA;*** *noun: the fundamental and distinctive characteristics or qualities of someone or something, especially when regarded as unchangeable.*

**With an ever-growing house of brands, Flokk stripped their extensive portfolio right back to the core. Introducing DNA, a concept for Stockholm Furniture Fair, offered visitors the chance to experience the thoughts, challenges and passions of a design team committed to sustainable innovation.**

Christian Eide Lodgaard, SVP Products and Brands says; *“Sustainable design is very much part of Flokk’s DNA. This DNA is unchangeable, it’s a key element with which we start when thinking about a new concept. It runs through everything we do no matter what product or brand the focus may be on.”*

Flokk´s strong position on sustainable design goes back to the early nineties and is founded on strong quality control to ensure that no harmful substances are used, and that the furniture still achieves the adequate strength required by the users.

He continues; *“We must ask, not only how can we make a functional and visually pleasing product but what material can we use that reduces our impact on the world around us? Or in fact which material can we reuse that has already lived as another product and is ready for a new life?*

*As our portfolio continues to grow so does our commitment to looking after our planet. Designers have a responsibility to set the agenda for a sustainable future. We have the ability to visualise why sustainable design is important so we wanted to open the doors to our design process and invite our customers in to see what is usually hidden behind the scenes.”*

By focusing on some of the key sustainable materials, Flokk enabled design enthusiasts to see the extensive journey their products go through, right from conception to the furniture being used by millions all around the world.

Hunting & Narud, a Norwegian-born, London based design studio who are currently involved in new product development with Flokk’s design team, were invited to collaborate with Flokk for Stockholm Furniture Fair. The brief was to come up with a concept that really showcased how they perceive Flokk’s approach to design.

Amy Hunting said, “*We’ve had the pleasure of working with Flokk for a few years now and have gained a lot of insights into their values and methods. There are a lot of untold stories within Flokk and we wanted to turn some of them into physical concepts for this year’s fair.*

*What are these chairs made of? Where do the materials come from? What is the basic DNA of the company? We didn’t set off wanting to create a concept based on the environment and sustainability, but the answers to our questions quickly took us there.*

*Their products are so refined that it’s easy to forget they are made from basic raw materials such as wood, Norwegian wool and recycled plastics, aluminium and steel. We’ve taken these five beautiful raw materials which will hopefully start conversations about our resources and how we use them*.”

In keeping with the sustainable concept, the materials used to build the stand will be given a new life in a partnership with the students at Beckmans College of Design, Stockholm, taking place in summer 2019.

**Contact:**

For more info, interviews or imagery please contact:

Stacey Turner | [stacey.turner@flokk.com](mailto:stacey.turner@flokk.com) | +44 7415 936 740

**Flokk**

Flokk is the market leader in the design, development and production of workplace furniture in Europe. We are the proud owner of product brands HÅG, RH, Giroflex, BMA, Offecct, RBM, Profim and Malmstolen. About 2500 employees work together to realize the vision of our company: Inspire great work.

Our head office is in Oslo, Norway. We have production units in Røros (Norway); in Zwolle (the Netherlands); in Koblenz (Switzerland), in Turek (Poland) and in Tibro, Nässjö and Hunnebostrand (Sweden). In addition, we keep sales offices in Norway, Sweden, Denmark, Germany, Belgium, the Netherlands, UK, France, Switzerland, Singapore, USA, China and Australia. Flokk products are sold in more than 50 countries. In 2017, we achieved a turnover of approximately NOK 3 billion.

**Hunting and Narud**

Hunting & Narud consist of Norwegian-born, London-based designers Amy Hunting and Oscar Narud. They design objects and spaces and are passionate about creating purpusful concepts that have a strong spatial impact. With a passion for materials and processes, the design studio creates objects in a broad range sometimes resulting in studio works in small editions.

Their work has been exhibited internationally and has attracted clients and collaborators such as Tate Modern, Gallery Libby Sellers, Fendi, the Design Museum London and the Norwegian National Museum of Art, Architecture and Design.

Amy is a graduate of the Department of Furniture and Spatial Design at the Royal Danish Academy of Fine Arts, where she graduated in 2008, while Oscar attended the Royal College of Art, London, and graduated in 2006 with an MA in Design Products.

The design studio is based in London and is part of the design collective; OKAY Studios.

**Additional information & quick facts:**

* Flokk have their own sustainability design concept called 5-III (five-three), established already in 1993 – still valid today. You can see our movie on that here: <https://www.youtube.com/watch?v=PSadNnaNhjc&t=7s>
* Flokk first turned their attention to recycled plastics back in 1995, transforming used bottle caps into chair parts, long before the rest of the world caught on. Since then they have continually increased the amount of post-consumer recycled PP from househould waste streams used during production across all products, and have added recycled steel and aluminium into production lines.
* In 2004, Flokk brand HÅG became the first office chair manufacturer in the world to declare its products with EPD – Environmental Product Declaration, acknowledging that HÅG have some of the lowest CO2 emissions and highest share of recycled materials in the furniture industry. Now all Flokk brands have EPDs across their product ranges, providing a transparent view on our product development process.
* In 2010, Flokk’s best seller and design icon HÅG Capisco was the first office chair to be awarded the Nordic Swan Ecolabel.
* Flokk used over 600 tonnes recycled plastic this past year, saving more than 500 tonnes of greenhouse gas emission.