

20-22 MAY 2025

CLERKENWELL DESIGN WEEK 2025

# DESIGNING FOR SUSTAINABILITY BY DENMARK

PAXTON LOCHER HOUSE

PAXTON LOCHER HOUSE, 8 CLERKENWELL GREEN LONDON EC1 0DE

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SMEdenmark



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FOREIGN AFFAIRS  
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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 Locher House in Clerkenwell which has been transformed into a curated space with 7 Danish design companies organised by SMEdenmark and the Royal Danish Embassy in London.

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,  
8 Clerkenwell Green London EC1 0DE

# THE VENUE AT CLERKENWELL DESIGN WEEK

Paxton Locher 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



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MEET THEM AT PAXTON LOCHER HOUSE

# READ ABOUT OUR DANISH BRANDS



**LE FEU / RO COLLECTION /  
BOCONCEPT TRADE & CONTRACT /  
LUUPS / NICHBA / COLOR & CO /  
ROSENDAHL DESIGN GROUP /**



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# LE FEU

Le Feu by Lauritsen – Sustainable design through reduction

At Le Feu, sustainability is not an afterthought – it is embedded in the very concept of our products. Le Feu is the story of a vision, genuine passion and craftsmanship, reminding us that sustainability, innovation, thoughtfulness, simplicity and Danish design have a justified place in an ever-changing world.

Our eco-conscious fireplaces reflect both modern needs and ancient traditions, where fire played a central role as both a resource and a place of connection.

Sustainability and CO<sub>2</sub> reduction are a natural part of our daily lives. With a growing consumer focus on environmentally friendly secondary heat sources, Le Feu bioethanol fireplaces offer a responsible alternative — significantly reducing the climate footprint and polluting emissions from the home by eliminating the need for chimneys and external ventilation. The heat is retained within the home, maximizing energy efficiency and minimizing waste.



By using high-quality bioethanol, Le Feu fireplaces ensure long burning times, minimal odour, no smoke and vibrant, beautiful flames — all of which guarantee an outstanding and eco-friendly experience.

Every home deserves a warm heart.

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# BOCONCEPT TRADE & CONTRACT

BoConcept Trade & Contract is the B2B division of the internationally recognised brand BoConcept, delivering furniture solutions across the residential, commercial and hospitality sectors.

They design, produce and sell our own range of contemporary Danish design furniture, accessories and lighting for the living room, dining room, bedroom, office and communal, public and outdoor spaces. Our products are derived from the minds of some of the world's finest furniture designers.

For over 70 years, BoConcept has created distinctive furniture that reflects the evolving ways people live, work and interact — grounded in Danish creativity and craftsmanship.

We are committed to reducing our environmental impact and continuously improving how we produce and deliver our products. A large portion of our sales are made to order, which reduces waste and avoids overproduction. Our focus on quality ensures durable products that support long-term use and resource efficiency. To reduce waste from seasonal trends, our Product Team is developing solutions that emphasise timeless materials and colours, especially within our accessories line.

Moreover, to minimise unsold inventory waste, we've spent the past five years distributing discontinued items through our own and third-party outlet channels — ensuring more products find a home instead of going to waste.

BoConcept®



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# COLOR & CO

Color & Co is a family run business by two Danish sisters, who take pride in providing Scandinavian designed fabrics and specialise in roller blinds made with all natural materials for minimal impact on the environment.

The bespoke blinds are made locally in the workshops in Copenhagen and London and can be customised with either a cord or chain pull system. The fabrics are designed by Sofie and Rikke in Denmark and made from bamboo, paper or jute plants. All the fabrics are woven in Asia under ethical and caring working conditions, while the bamboo is harvested from bamboo plantations based in Anji County, China. The paper fabrics are made of FSC-certified wood and manufactured and woven in a small factory in Taiwan where sustainability is key. The jute is also woven here while the fibres for the jute thread are harvested in Bangladesh.

Sofie and Rikke have developed a personal relationship with the factories to ensure that the products are contributing to a more environmentally friendly world.

It is also a key focus of the business to print and use recycled paper, embrace digital strategies and reuse the packaging materials as stuffing. Any excess materials are reused as samples and older products can be repaired to ensure the product lifespan is more circular.



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# NICHBA

NICHBA – Danish Minimalism with Industrial Strength

A modern Danish design brand that brings together clean aesthetics, skilled craftsmanship, and robust functionality. Founded in Aalborg, Denmark. NICHBA specializes in furniture and interior accessories crafted from powder-coated steel — a material chosen for its durability, elegance, and timeless character.

All NICHBA products are designed and manufactured locally in the EU, with great attention to detail and sustainability. The high quality of materials and production makes the products not only suitable for private homes, but also ideal for public and commercial spaces where durability is essential.

At the heart of NICHBA is Nichlas Bjørn, one of the company's co-owners and lead designers. In 2024, Nichlas gained national recognition by winning Danmarks næste klassiker, a Danish design competition that celebrates Denmark's most promising design talents. His vision reflects the core values of NICHBA: minimalist expression, practical use, and long-lasting design.

From sleek wall-mounted shelves to functional bathroom accessories and custom solutions, NICHBA offers a cohesive collection that balances industrial strength with refined simplicity. Every product is designed to integrate seamlessly into modern architecture and interiors, reflecting the best of contemporary Scandinavian design. With a strong local production ethos and a growing international presence, NICHBA continues to redefine how steel can shape everyday living.

# NICHBA



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# LUUPS

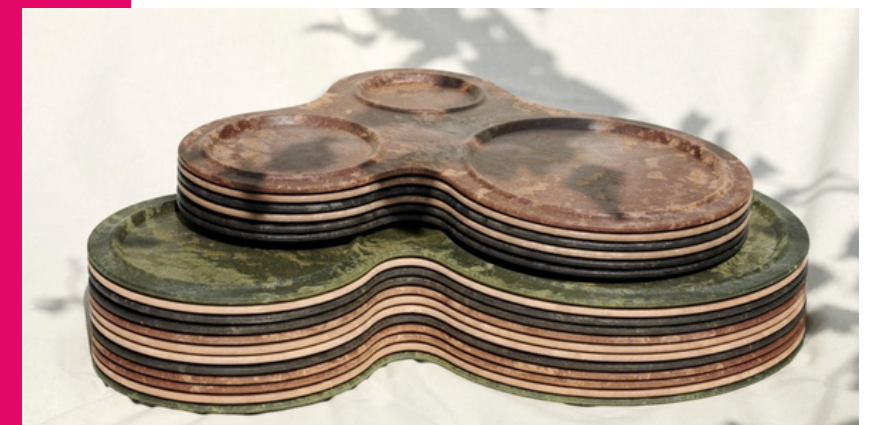
This is Luups: Circular Tableware for Professional Foodservice

Luups designs and produces reusable trays, bowls, dishes, and plates for professional foodservice. Our products are developed for use in large-scale kitchens, canteens, hotels, and cruise ships, where durability, hygiene, and handling efficiency are essential. Made from a food-safe plastic composite, they are significantly lighter than traditional alternatives — an important advantage in professional kitchens, where staff handle and transport large volumes of tableware every day.

Our design is rooted in circular economy principles. We reduce the need for new materials and energy by producing long-lasting products through efficient manufacturing. Each Luups item is built for repeated reuse and can remain in circulation for years, helping to reduce waste and daily resource consumption in high-traffic kitchen environments.

Our long-term vision is to establish a take-back system where worn-out products are returned and remanufactured into new items that do not require food-contact approval. In doing so, we minimise the use of virgin raw materials and extend the lifespan of the material itself — an important step toward greater material circularity and resource recovery.

Luups makes it easy for professional kitchens to take responsible action every day — with tableware solutions that are functional, durable, and designed to meet the realities of modern kitchen logistics without compromising on quality or aesthetics.



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# RO COLLECTION

ro'

COLLECTION  
DENMARK

Ro Collection showcases Danish design intersected with conscious materials, choice and premium craftsmanship.

Ro Collection is a design brand embracing a novel approach to Danish design traditions, deeply rooted in the love of craftsmanship, functionality and tranquillity.

Ro is Danish for serenity, calmness and peace of mind.

Together with talented designers and artisans, Ro Collection brings elegant furniture and accessories to life through carefully selected materials, crafted with passion and purpose.

Last year, Ro Collection's furniture branch grew with the launch of Star Table. Designed by renowned architect and furniture designer, Claus C. Simonsen, Star Table is a versatile table with a robust steel frame and stunning tabletop available in a mesmerising star pattern in oak wood veneer, laminate or linoleum. Designed to accommodate the future and the sustainable furniture industry, Star Table can be single part repaired and disassembled for repair or reconstruction.



"It was my wish to create a unique and elegant table, which, with minimal means, could adjust itself to a plethora of spaces, interior designs concepts and occasions," Claus C. Simonsen says.

"The Star Table is designed from the classic principles of Function, Durability and Beauty."

[READ MORE](#)

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# ROSENDAHL DESIGN GROUP

Rosendahl Design Group is a multi brand house that brings together iconic Danish brands:

**Kay Bojesen Denmark, Rosendahl, Kähler, Holmegaard, Lyngby Porcelæn, Arne Jacobsen Clocks, Bjørn Wiinblad and JUNA.**

Our design philosophy is deeply rooted in the principles of functionality, aesthetics and responsibility. We take pride in making beautiful and durable quality products that can be passed down through generations. We strive to make products that not only enrich your surroundings but also carry the design heritage of quality design responsibly into the future.

We strive to uncover and minimize our carbon footprint in all our activities. However, our footprint on the world is about much more than the materials we use, and so our commitment includes both responsible business conduct, environmental responsibility and a value-creating workplace for our employees – both our own and everyone in our value chain.

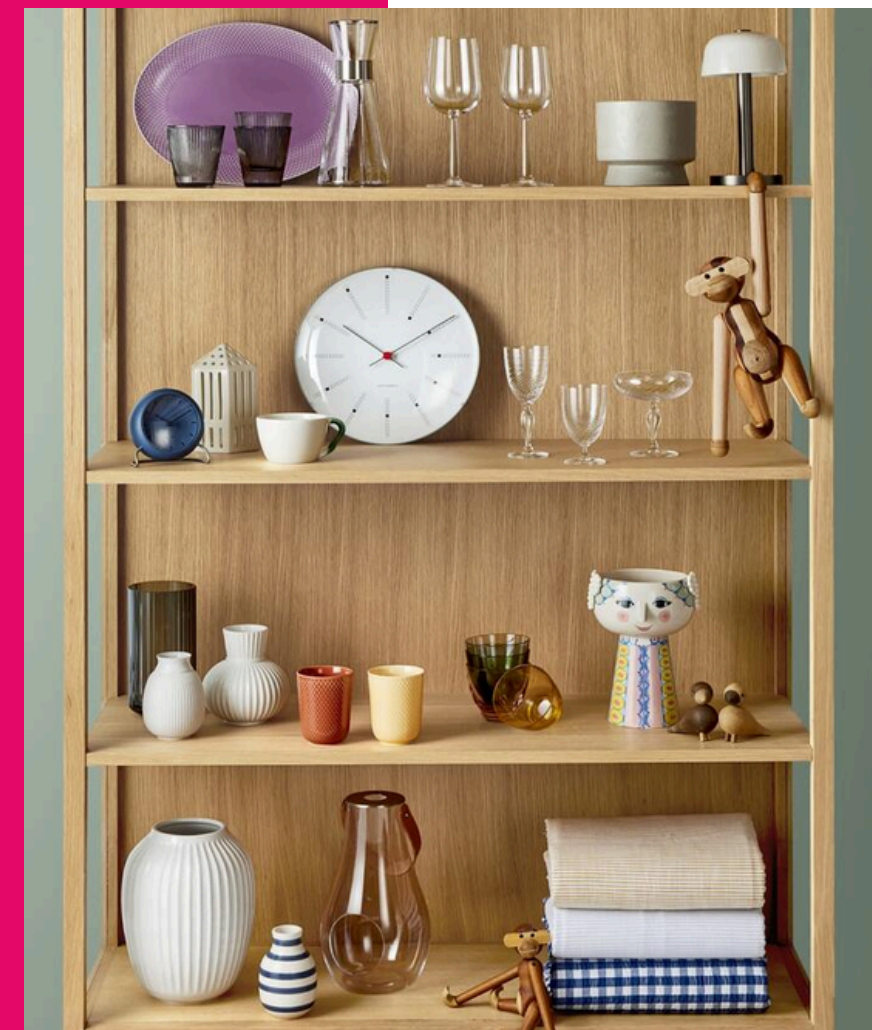
We produce textiles and plastic products in GRS certified recycled materials as well as cutlery in recycled steel to reduce the resources used in production. Our largest footprint in the world comes from production and material sourcing. By changing from virgin to circular recycled materials we aim to lower our environmental footprint.

[READ MORE](#)

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ROSENDAHL  
DESIGN GROUP



# DANISH DESIGN HOUSE - 8 ICONIC BRANDS

## **Rosendahl - timeless Danish design that lasts - since 1984**

Timeless Danish design for everyday use since 1984. High-quality products that are accessible, enduring and relevant across time.

## **Kay Bojesen - original stories made of wood - since 1932**

Original wooden stories since 1932. Iconic, imaginative figurines crafted from FSC-certified or upcycled wood with respect for tradition and sustainability.

## **Holmegaard - glass production - since 1825**

Danish glass design since 1825. A world of curiosity and craftsmanship expressed through elegant mouth- and machine-blown glass.

## **Kähler - Handmade design traditions - since 1839**

Handmade ceramic design since 1839. Rooted in cultural heritage and artistic collaboration, spanning from iconic vases to functional tableware.



ROSENDAHL



KAY  
BOJESEN  
DENMARK

ARNE JACOBSEN  
CLOCKS



HOLME  
GAARD  
EST. 1825

*Bjørn Wiinblad*

JUNA



## **Bjørn Wiinblad - Brings joy to every home - since 1945**

A world of wonder since 1945. Joyful, colourful designs inspired by art, theatre and storytelling filled with imagination and personality.

## **Lyngby Porcelæn - Handmade design - since 1936**

Handmade Danish porcelain since 1936. Known for minimalist perfection and timeless elegance grounded in Scandinavian craftsmanship.

## **ARNE JACOBSEN Clocks - Time passes, design lasts**

Timeless design icons. Minimalistic, functional clocks created with precision and purpose — still as relevant today as ever.

## **JUNA - Natural and sustainable Scandinavian design - since 1972**

Sustainable Scandinavian textiles since 1972. Natural materials and playful designs rooted in comfort, quality and Nordic heritage.



— Est. 1936 —  
LYNGBY PORCELÆN  
THE DANISH

KÄHLER  
DANISH DESIGN SINCE 1839