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mindó Redefines Outdoor Living with Sustainable Design Rooted in Presence and Purpose

Founded in 2019, mindó is a Danish outdoor design furniture brand committed to setting new standards for outdoor living. By integrating environmentally conscious practices into every stage of its design and production processes, mindó combines responsible manufacturing with a deep human approach to outdoor life.

At its core, mindó designs outdoor furniture for real life. Not for display or performance, but for the moments when time slows and people stay longer than planned. The brand believes the outdoors is not an escape from everyday life - it is where everyday life becomes whole again.

As modern life accelerates and becomes increasingly digital, many people spend their days indoors and in front of screens. The outdoors offers something fundamentally different: slower rhythms, tactile materials, and space for genuine connection. This is where mindó positions itself - creating furniture that supports presence, comfort, and togetherness.

“Our ambition is to create beautiful, functional furniture while remaining mindful of our environmental impact,” says Thomas Overby Andersen, CEO of mindó. “We aim to offer relevant products that meet the needs of the conscious consumer without compromising on quality, durability, or design.”

A Holistic Approach to Outdoor Furniture

Mindó's concept is built on selecting functional designs, high-quality materials, and superior production processes to ensure longevity and relevance. The company prioritizes recyclable and durable materials, minimizing its carbon footprint while maintaining a refined Scandinavian aesthetic.

Key elements of mindó's approach include:

Eco-Conscious Materials

mindó predominantly uses recyclable and long-lasting materials chosen for durability and responsible lifecycle performance. Materials are selected not only for their environmental credentials but also for their ability to age with dignity.

Controlled, Sustainable Production

With its own production facilities equipped with automated manufacturing and assembly processes, mindó maintains strict quality control while reducing waste and optimizing resource efficiency.

Timeless Scandinavian Design

Calm forms, tactile surfaces, and carefully considered proportions define mindó's collections. The designs invite the body to relax and conversations to unfold - creating furniture that does not demand attention but rewards time.

Outdoor Furniture as Infrastructure for Presence

Mindó is built on the belief that nature, connection, and care are inseparable. When people sit well, they listen better. When they feel supported, they open up. Outdoor furniture becomes more than an object - it becomes infrastructure for presence.

Each piece is designed to support long evenings, shared meals, quiet reflection, and spontaneous laughter. The brand's collections are an invitation to slow down, step outside, and create spaces where nothing needs to be optimized - where being is enough.

With a high level of ambition and a clear agenda, mindó continues to strengthen its eco-conscious profile while responding to the growing demand for responsible outdoor design. The company remains dedicated to contributing positively to the global effort to reduce carbon footprints while redefining what outdoor living can feel like.

For more information, please visit www.mindo.com or contact:

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