

# FÓLK AT 3 DAYS OF DESIGN



Copenhagen,  
12. 03. 2026

**FÓLK**  
REYKJAVÍK

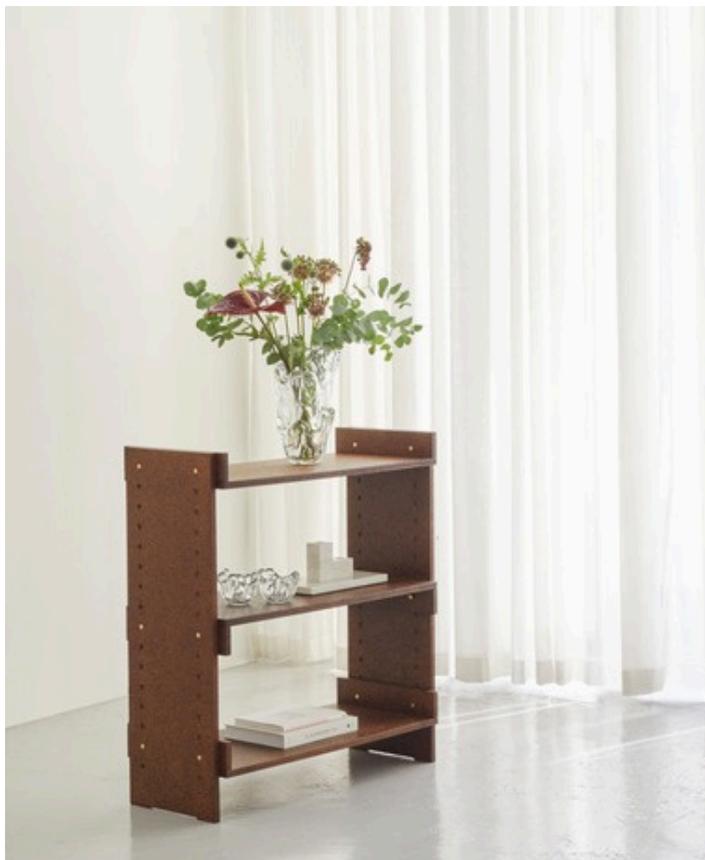
Press release  
FOLK Reykjavik

# Iconic Circular Design

FÓLK REYKJAVÍK AT  
3 DAYS OF DESIGN 2026

With deep respect for design and acknowledging the urgent need for a circular transformation, FÓLK creates objects and furniture that enable the circularity of materials. Some of FÓLKs circular designs – such as The Airbag and The Lava Vase – have already become modern design icons, expressing how one's waste can become another's treasure. FÓLK explores new circular systems and develops designs from materials that are discarded, disregarded or leftover and through that journey aspires to facilitate people and companies to create more responsible interior solutions.

MEET US AT:  
STORE KONGENSGADE 108,  
1264 COPENHAGEN K  
FROM THE 10.06.-12.06  
BETWEEN 9-17



# Waste Material

FÓLK REYKJAVÍK AT  
3 DAYS OF DESIGN 2026

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# About the brand

## 14.5 TONNES OF WASTE TRANSFORMED INTO VALUABLE DESIGN IN 2024

In 2024, the design brand FÓLK transformed 14,552 kg of industrial and post-consumer waste into valuable design products. Vases, wall lights, trays, and cushions were made from leftover stone, glass, and textiles that would otherwise have gone to waste - ending up in landfill or being incinerated with associated environmental costs. All the 14,5 tonnes of products were also sold onwards to customers in 2024.

In recent years, FÓLK has built a design brand based on scalable use of surplus raw materials. The company's goal is to accelerate the green transition through design. FÓLK helps reduce waste by turning leftover industrial materials into high-quality design objects with lower environmental footprint and by working in Europe only.

## RANGE OF CIRCULAR PRODUCTS INCREASING

In 2024, 73% of FÓLK's product range was made from 50% or more recycled materials. The number of SKUs produced by the company grew by 28% in 2024, and all the new products added were made entirely from industrial waste: The Lava Collection and The Offcut Trays.



# From the Founder

“We are extremely pleased with this result. We set out with a circular-materials vision in 2021, and it’s very gratifying to see how successfully we’ve increased the amount of waste we transform each year into high-quality design products. This is largely driven by the interest from companies and individuals in buying products of this kind,”

- *Ragna Sara Jónsdóttir, founder and Creative Director of FÓLK.*

## CIRCULAR PROCESSES

FÓLK has explored, developed and designed products from discarded, disregarded and leftover materials since 2021. We call the outcomes circular designs because they transform a material that was destined for landfill or incineration into contemporary, aesthetically pleasing designs.



# Brand story

## GREEN TRANSITION

With deep respect for design and acknowledgement of the urgent need for a circular transformation, FÓLK creates high design value objects and furniture that enable the circularity of materials.



## APPROACH

At FÓLK, we collaborate with forward-thinking designers to create innovative homeware, furniture, and lifestyle products.

Our focus is on sustainability, responsibility, and transparency throughout the production process.

Part of this approach is searching for circular solutions. For us, the home is a space where stories are gathered through objects, and where design balances aesthetics, functionality, and smart solutions.



## MISSION

Research indicates that 80% of a product's environmental impact is determined in the design phase. We believe that entrepreneurs play a crucial role in developing new methods and redefining production practices. We also recognize that consumers increasingly seek products made from durable, recycled, or upcycled materials.



# Design Principles

## FÓLK'S PRINCIPLES FOR SUSTAINABILITY AND CIRCULARITY

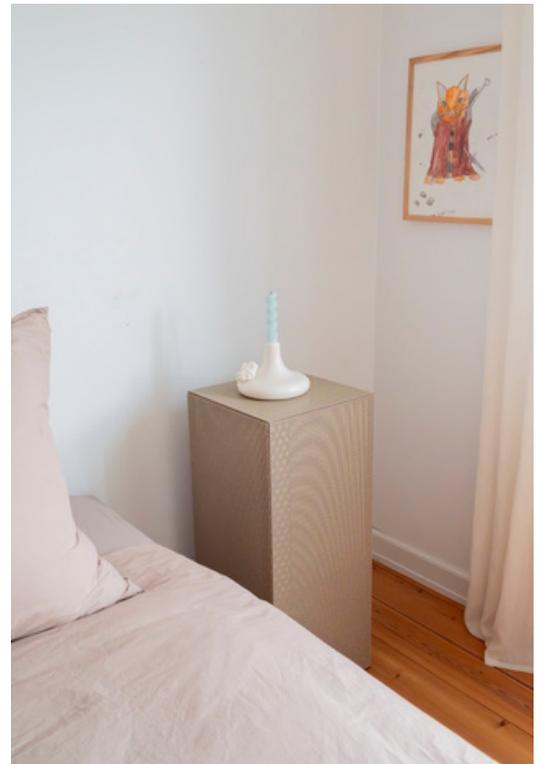
At FÓLK we design and produce products:

- With high durability
- From natural materials
- From recycled, discarded and leftover materials
- That can be easily disassembled so the material can be reused or recycled after use
- In Europe

This is how we support the transition to circularity

Our product range in non-virgin materials is growing and our ambition is that from 2027 and onwards all collections will be available in non-virgin materials.

At FÓLK, we believe that changes in the design process can have a big impact on our shared future. Our goal is to build a community of like-minded individuals passionate about living more sustainably and accelerating positive change.



# Contact and info

## PRESS CONTENT AND INFO

[PRESS IMAGES AND INFO link to Dropbox](#)

[2026 Catalogue](#)

## CONTACT

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