

Iconic 70s Design Relunched in Innovative Circular Material



Press Release
09.06.2026

F O L K
REYKJAVÍK

*3*days*of*design

FOLK launches a special edition of the iconic Lina99 design remixed by Martin Kechayas at 3daysofdesign



“The best remixes don’t erase the original. They reveal something new inside it.”

— Martin Kechayas

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.

At 3daysofdesign FÓLK launches, Gunnar Magnússon’s iconic Lina 99 shelving system from 1972, the first furniture from a waste stream from European rice production.

Rice husks are abundant in Spain and with a new technology they are transformed into composite boards available in several natural color variations in partnership with innovative material producer Birdmind. By exploring alternatives to using wood in furniture, FOLK attempts to reduce its dependency on heavy harvested virgin materials such as wood.

FÓLK has in the last two years transformed 17,5 tonnes of waste into design products. That is 17,5 tonnes of material that has been classified as offcuts, waste or no good for production, saved from landfill or incineration.



GUNNAR REMIXED

by MARTIN KECHAYAS

Based on a shared curiosity for material experimentation and contemporary Nordic furniture culture FÓLK and danish designer Martin Kechayas join hands in creating a special moment at this years 3daysofdesign. For the Remixing Collaboration, Martin Kechayas has reinterpreted Gunnar Magnússon's iconic Lina 99 shelving system from 1972 through colour and composition, creating a new visual identity while respecting the architectural clarity of the original design.

The project explores how an established furniture object can gain new character through material transformation and artistic intervention. Traditionally produced in solid wood, the shelving system is here presented in a new and innovative material made from European agricultural waste, namely rice husks.

The result is a dialogue between Icelandic design heritage, contemporary circular thinking and a more playful, expressive approach to furniture. The remix highlights both the timelessness of Gunnar Magnússon's original system and Folk Reykjavík's ambition to push Nordic furniture production into new material territories. The design will be revealed at FOLKs 3daysofdesign exhibition at Store Kongensgade 108.



Martin Kechayas

Martin Kechayas is a Copenhagen based furniture and interior designer working at the intersection of material experimentation, architecture and contemporary furniture culture. Educated at the Royal Danish Academy of Design, he has spent more than 25 years working across furniture design, interiors and creative direction.

His work is rooted in the Scandinavian design tradition, often explored through unexpected materials, strong character and a reduced architectural language. Sustainability and material intelligence play a central role in his practice, frequently working with recycled or overlooked materials while exploring how furniture can be rethought through contemporary production methods. Martin recently participated in the Danish television program Danmarks Næste Klassiker 2026, where his work gained attention for its sculptural simplicity and strong material identity.

Today, he works independently through his studio and brand KECHAYAS, focusing on furniture, collectible design and collaborations across design, architecture and manufacturing.



Gunnar Magnusson

ICELANDIC DESIGN ICON

Gunnar Magnússon is one of the great names in Icelandic design history.

His work attracted significant attention both in Iceland and Europe, and he collaborated with some of Denmark's foremost designers, including Børge Mogensen, while also achieving strong results in international design competitions.

In his early life, he lived and worked in Denmark until in 1965 when he moved to Iceland, where he worked independently for four decades on numerous projects for both private households and companies. FÓLK has worked with several of his designs, including the Inka sofas and chair, the Inka tables and the LINA 99 shelf.



From Consumption to Circularity

ABOUT THE BRAND

Founded in 2017 by Ragna Sara Jónsdóttir, FÓLK is a rising Icelandic / Danish interior and lifestyle brand driven by the belief that design can be a catalyst for the green transition. Our mission is to inspire and empower people to embrace a more sustainable lifestyle, offering designs that fit seamlessly into modern, eco-conscious living.

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.

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.



LINA 99 Circular

BIODEGRADABLE FURNITURE FROM FOOD PRODUCTION LEFTOVERS

FÓLK presents LINA99, a classic design transformed by circular and innovative thinking. Originally designed by Gunnar Magnússon in 1972, the LINA99 shelf returns in a new material where rice husks – a byproduct of European agriculture – are turned into a tactile material, enabling a new generation of furniture.



LINA 99 Circular Remixed

“COLOUR CAN CHANGE THE MOOD OF AN OBJECT WITHOUT CHANGING ITS SOUL.”

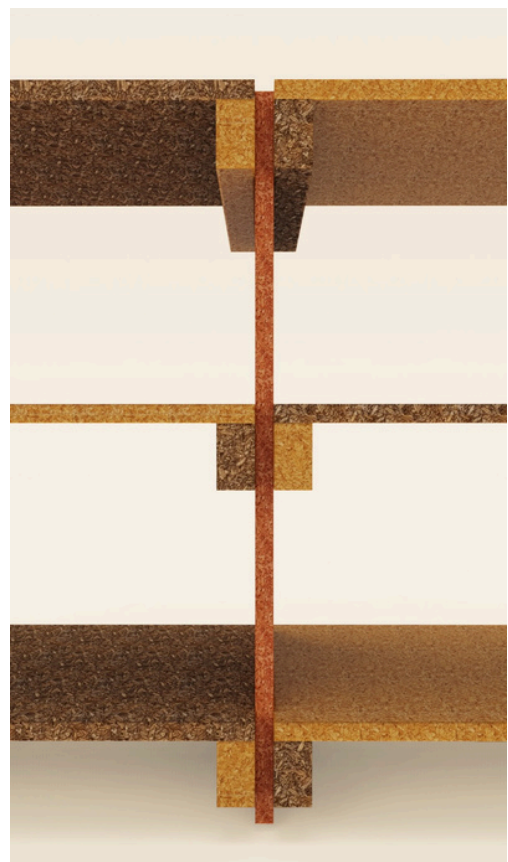
— MARTIN KECHAYAS

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Revisiting Gunnar Magnússon's Lina 99 through colour, material and new perspectives together with Folk Reykjavík.



LINA 99 Natural 2026

MODULAR, CONTEMPORARY AND TIMELESS DESIGN

The LINA 99 design is a true design classic. Designed in 1972 by award winning designer Gunnar Magnússon, LINA is a strong, elegant shelving system, made to last and to be passed down through generations.

The elegant lines of the design are not only pleasing to the eye – the shelves are also highly practical. A modular system that you can build and customize as the years go by.

All parts of this piece of furniture can be separated and taken apart. Made from solid FSC Certified wood (oak, ash, pine) or ricehusk composite a byproduct of the European agricultural sector.



Contact us

FOR MORE INFORMATION AND PRICES CONTACT

Ragna Sara Jonsdottir
Founder and Creative Director
sara@folkreykjavik.com
+45 53 84 03 73

FÓLK 2026 CATALOGUE

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OPEN 10-18

F Æ L K

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For more info contact:
Ragna Sara Jonsdottir
Founder and Creative Director
sara@folkreykjavik.com
+45 53 84 03 73

Ryesgade 19,
2200 Copenhagen N