

2022



THE
**EVER
GREEN**
CONCEPT

Circular Together – **THE EVERGREEN CONCEPT.**
For generations to come and work environments to last.

Introduction

Every year, millions of tons of furniture are discarded by consumers and businesses. Under current models of consumption, one single workspace can represent between 300 - 700 pounds of potential waste - leading to 19M tons of office furniture wasted every year in the US and EU alone.

Today's workplace planning and design are still widely defined by linear business models and the challenge of the future is to turn our office environments from **MAKE - TAKE - WASTE to LAST**. To design the workplace of the future, we will not only have to expand upon the innovation that has been dedicated to bettering these spaces for people but fundamentally reimagine their foundation, so they can be better for our planet.

At smartvillage, we're following the idea that there is so much between preserving furniture and throwing it away. Our colorful and sometimes "imperfect-perfect" design is the result of a constant process of reusing materials, upcycling furniture, or buying old stock that would have been thrown away. So, perhaps we all need to move away from the manifested image of "perfect design" if that prevents us

from conserving resources and avoiding waste through creative solutions.

With **THE EVERGREEN CONCEPT**, we have created a new sustainable design approach together with strong partners, but with this in mind, we hope to expand our circular approach into a collective discussion. About the way we design our spaces, about how we do business and how humans work together.

This is just the beginning. Welcome to **THE EVERGREEN CONCEPT**. Welcome to smartvillage's way of thinking, and hopefully, welcome on board!

*Gerd Krohn und
Thomas Rumann*





Structure

1. ABOUT SMARTVILLAGE
2. THE EVERGREEN CONCEPT
3. WELCOME TO BERGHAIN -
PROJECT ZERO
4. OUR PARTNERS ON BOARD
5. JOIN OUR NEW PROJECT

About smartvillage

FACTSHEET COMPANY:

Name: smartvillage GmbH

Foundation Date: 2018

Founder: Gerd Krohn, Lukas Koppitz

Current Manager: Thomas Rumann, Gerd Krohn

Business focus: Meetings, Workshops und Events, New-Work Consulting

Company's vision: smartvillage is THE ecosystem to empower people and businesses. We set the bar when it comes to collaboration.

Webseite: www.smart-village.com



Founded in 2018, smartvillage is a workshop and meeting campus in the heart of Munich that has become a hotspot of agile meeting culture for corporates, startups, and medium-sized companies with more than 35,000 annual visitors and 2,500 successful events. With its unconventional room designs, years of event expertise, and a focus on hospitality service, smartvillage has turned its back on the traditional event industry. Under the motto “Welcome to your playground!”, smartvillage not only offers working spaces for workshops and events but also acts as a “New-Work enabler” for companies of various sizes and industries. With a grown ecosystem of partners, suppliers, and New-Work specialists, smartvillage creates tomorrow’s working worlds - from design planning and implementation to coaching in the field of New-Work.

The smart way of going round in circles

smartvillage is climate-neutral and our sustainability task team is working every day on reaching the goal to make smartvillage a greener company and developing projects that have a positive impact on employees, our environment, society, and our customers.



“

smartvillage’s vision for the workplace of the future is simple: integrate circularity into everything we do and demonstrate how it can benefit people, businesses, and the environment.”

Gerd Krohn, CEO & Founder

“

Bold color combinations, overpainted scratches, or individual items that have come into disrepair - we might need to define “perfect design” differently to find new creative solutions in order to avoid waste production and short product lifecycles.”

Steffi Raab, Marketing Manager



THE
**EVER
GREEN**
CONCEPT

THE EVERGREEN CONCEPT is a sustainable new design approach following the mission to turn from a linear economy to a circular one. Together with our partners, we have created one of the first agile workspaces in Germany that's made of 100% recycled or upcycled products and is therefore a lighthouse project in terms of circularity. With this project, we'll start a new era in the design of working environments by extending the lifetime of products, using as many natural materials as possible and turning plastic waste into beautiful design elements. Eventually, we're dispelling the idea - once and for all - that sustainability requires compromises in aesthetics and functionality.

Because the opposite is true. It inspires people to innovate and widen their horizons. At the same time, it helps us to stay rooted by stimulating our senses and strengthening the bonds between humans and nature. Something we need desperately in our fast-paced and digital working world.

IT ALL BEGINS WITH THE INDIVIDUAL ITEMS...

To ensure that we build workspaces that positively influence the planet, we have put longevity as the top priority in our product range. All our products are either:



Recyclable



Remanufactured



Old stock or
prototypes
(saved from the bin)



Made from natural
materials

...AND STANDS AND FALLS WITH THE RIGHT PARTNERS.

ORGANOD
NATURAL SURFACES

VANK

HAWORTH

**OBJECT
CARPET**

styleGreen
100% NATUR. 0% PFLEGE.

Welcome to project zero.

Room Berghain, Munich

 65

 97m²



Equipment:



Wi-Fi



Projector Screen



Projector Screen



Whiteboard

Setup Options:



Theatre style (65p)



Conference style (30p)



U-Shape (36p)

A ROOM FOR ALL SENSES.

Berghain is one of our bigger workspaces and as such ideal for larger audiences. Using extraordinary segmentation, a certain unconstrained atmosphere is achieved. Berghain has the flexibility to match its looks and can be used for several smaller groups or bigger conferences as well. Through its special design following the EVERGREEN CONCEPT, it became a room that can be experienced with all senses.

The icing on the cake? At Berghain, you have direct access to the sun terrace, where you can work in the fresh air on a good day.



Our partners on board

HAWORTH

FACTSHEET COMPANY

Company's name: Haworth GmbH

Foundation date: 1948

Name of the founders/ current managers:

Founder: G.W. Haworth

Current Manager: Henning Figge (Haworth International)

Business focus: Workspace furniture & interior solutions

Company's vision: We believe space matters and positively impacts the quality of work and life. Haworth and our brand partners create effective and inspirational environments that reflect our commitment to innovation, heritage, and our customers.

Website: www.haworth.com

ABOUT HAWORTH

Globally, Haworth improves workspaces with award-winning furniture, interior architecture, and technology solutions. Founded in 1948, Haworth remains family-owned and has evolved into one of the largest furniture manufacturers in the world, serving markets in more than 120 countries through a global network of 650 dealers and more than 7.000 employees.

Why sustainability matters to them

As they strive to be a sustainable organization, they've set ambitious sustainability goals for 2025: Designing new products using circular design principles, following a clear ZERO WASTE approach, and relying on 100% sustainable wood resources as well as 100% renewable energy.

Why they have joined THE EVERGREEN CONCEPT

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THE EVERGREEN CONCEPT is a wonderful opportunity to support a more circular business model, pursue second life options and make it easier for customers to utilize alternatives and use recycled furniture.”

Saved from the bin.

PLANES FLIP TOP TABLE

FACTSHEET PRODUCT:

Product's name: Planes Flip Top Table

Product Launch Date: 2006

Main Purpose: Flexible Table System



Me - Lively Guest - and my patchwork family of other chairs and tables provide sophisticated ergonomic solutions and well-being for people in seminars, meetings, conferences, or event locations like smartvillage. Together with “Planes Flip Flop Tables” – our partners in crime - we are not just pieces of conference furniture, but a complete conference system. Since my whole family of chairs has been made from long-lasting, high-quality materials (~90% is steel and durable plastics), I’m quite optimistic that we’ll have a long life expectancy. Did you know that my recyclability is up to 84%? By using recyclable materials and reducing energy consumption for transport, “Planes” also bears testimony to Haworth’s dedication to the environment. It was produced in a zero-landfill manufacturing site in Germany and can be easily disassembled at the end of their useful life. Planes tables contain 59% recycled materials and are certified for their contribution to a healthy indoor air environment.



Saved from the bin

My colorful family of chairs and tables were part of Haworth’s showroom furniture a few years ago, and were then, despite a few quirks, handed over to smartvillage to extend their lifecycles. Since we’re the result of a furniture rescue operation, it’s not surprising that we don’t fit together perfectly. Anyway, we add character, don’t we? ;)

LIVELY GUEST

FACTSHEET PRODUCT:

Product's name: Lively Guest

Product Launch Date: 2012

Main Purpose: Seating



OBJECT CARPET

FACTSHEET COMPANY:

Company's name: OBJECT CARPET GmbH

Foundation date: 1972

Name of the founders/ current managers: Founder Roland Butz, current General Managers: Daniel Butz, Lars Engelke, Oliver Loskant, Marc Kaminski

Business focus: Textile Flooring – carpets for office, hotel and living

Company's vision: DESIGNED FOR ENDLESS LIFE - FOREVER YOUNG. The best carpet in the world!

Website: www.object-carpet.com

ABOUT OBJECT CARPET

Carpets have been the passion of OBJECT CARPET for 50 years. Made in Germany, uncompromising quality is paired with a special design. The entire range of OBJECT CARPET's flooring stands for longevity and robustness. All carpets allow architects, companies, and private clients to add crisp and vibrant accents in specific zones of a building. Converting zones of sale, public areas, or meeting locations into aesthetic spaces that offer something beyond their function.

How sustainability matters to them

Did you know that OBJECT CARPET has decided to bring only circular products to the market by 2024? This means 100% recyclable design carpets with no ecological footprint. Unwind your sensuality, take a deep breath and rely on sustainability. smartvillage and OBJECT CARPET launched their official partnership and we're on a common path towards sustainability and extraordinary interior designs for future workplaces.

Why have you joined
THE EVERGREEN CONCEPT?

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“Joining THE EVERGREEN CONCEPT and therefore contributing to a sustainable and future-proof workplace design is a great milestone for OBJECT CARPET. Circular thinking is the common ground for all project partners and for OBJECT CARPET a long-term mindset.”

Save the seas.

FACTSHEET PRODUCT:

Product's name: AMY, Structured Loop

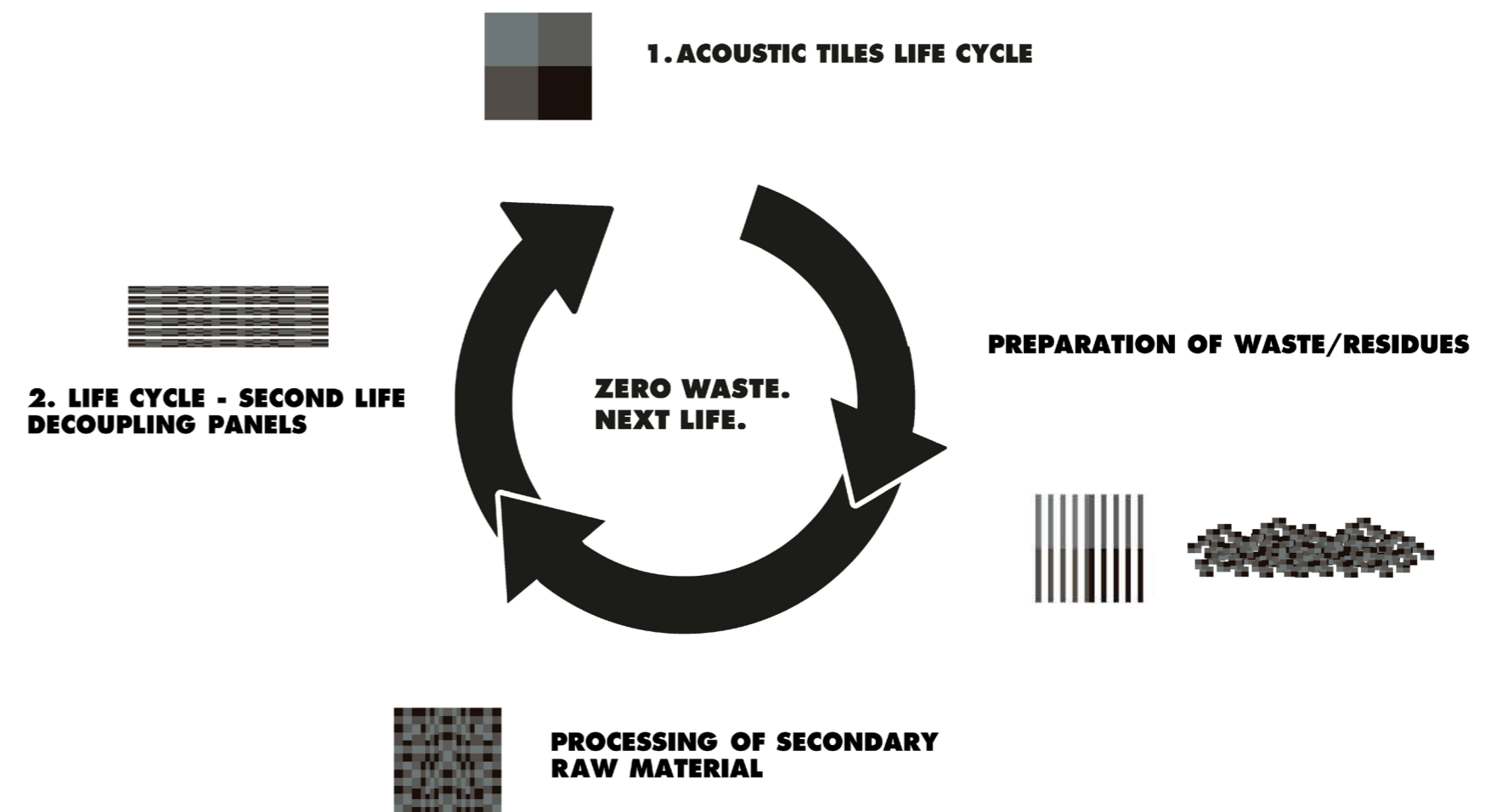
Product Launch Date: 11/2019

Main Purpose: Textile flooring for office and hotel

Other important facts: Design carpet with the highest acoustic effectiveness



Hi, I'm AMY! I bring a lively ambiance and a feel-good atmosphere to workspaces through textile flooring. Through a suave mix of material and patterns as well as daring color combinations, my design becomes the stage for the unusual. My superpower? The highest acoustic effectiveness. Unlike conventional carpets, I'm quite sensitive and allergic to many things. Therefore, I was created with 100% recycled ECONYL® yarn from AQUAFIL and my WELLTEX® backing is free from PVC, Latex, and Bitumen. Did you know that my yarn is largely generated from discarded fishing nets from our oceans? Compared to conventional yarn, the production of ECONYL® reduces water consumption by 15% - and greenhouse gas emissions by up to 80%. You see, the magic sometimes lies in the unseen. ;)



VANK

FACTSHEET COMPANY:

Company's name: VANK

Foundation date: 1994

Name of the founders/ current managers: Marcus Vonhausen, Anna Vonhausen

Business focus: manufacturing sustainable modern furniture for offices, public spaces, and homes

Website: www.vank.pl/de

ABOUT VANK

VANK is a team of architects, engineers, and craftsmen. They design and produce original furniture, modern chairs, and tables, whose aesthetics and functionality go hand in hand with an expressive line. Their current challenge? Technologically advanced acoustic solutions. Following the motto "Art everywhere", their core design rejects imitation, regression, and outdated forms.

Why sustainability matters to them

VANK fights for an environment free of toxins and pollution and aims for climate neutrality. By controlling the entire production process, VANK optimizes its resources and reduces the amount of waste - ensuring to meet the needs of the generation of today without limiting the opportunities for future generations to benefit from the same resources.

Why they have joined THE EVERGREEN CONCEPT

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Joining THE EVERGREEN CONCEPT for VANK means, that we're setting the initial spark of a whole industry transformation together with other amazing partners on board.”

Turning plastic waste into design.

FACTSHEET PRODUCT:

Product's name: rPET and BIO panels

Product Launch Date: 2021/2022

Main Purpose: Acoustic solutions – used in acoustic pods, screens

FACTSHEET PRODUCT:

Product's name: RING

Product Launch Date: 2022

Main Purpose: Seating - visitor, lounge chairs, and tables



Guess who has been nominated for the German Sustainability Design Award 2022 and made it to the finals? That's us! **We're VANK's 100% recyclable rPET and BIO panels**, constantly following the mission to provide the perfect sound absorption on walls or in beautifully designed phone booths. In our manufacturing process, conventional oil-based polyurethane foam was replaced through a resource produced in line with the principles of the circular economy. One of the innovative resources is the so-called rPET – made of recycled PET bottles. Super cool, isn't it?

Including prototypes in the workplace

It is rumored that we are historically significant. We – the prototypes of the RING collection – can be found at smartvillage. So, we may not be the optimized product, but we are still far too good to not be used or even be thrown away. With us, VANK created another collection completely in line with the Cradle-to-Cradle principle. Chapeau!



styleGreen

100% NATUR. 0% PFLEGE.

FACTSHEET COMPANY

Company's name: styleGREEN by FlowerArt GmbH

Foundation date: 2012

Name of the founders/ current managers:

Founders: Lukas Dinger & Niklas Guggenberger

Current CEO: Simon Krämer

Business focus: Handmade moss & plant pictures from real and preserved greenery

Company's vision: Bringing nature into everyone's life

Website: www.stylegreen.de

ABOUT STYLEGREEN

Since 2012, styleGREEN has been producing vertical design objects made of real, naturally preserved plants and mosses. styleGREEN is an internationally established brand that creates a modern biophilic design and sets industry standards by laying great emphasis on the highest quality, passion, and attention to detail in their work.

100% nature, 0% care!

styleGREEN only uses natural materials for its moss & plant products and helps architects, designers, companies and private individuals create extraordinary spaces all over the world - all with the help of truly sustainable products.

Why they have joined THE EVERGREEN CONCEPT

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We decided to participate in THE EVERGREEN CONCEPT because our work is based on the Biophilic Design concept, which is rooted in the fact that human beings need nature in their lives in order to feel good. And the best place to start is where we spend most of our time - indoors!”

100% nature, 0% care.

FACTSHEET PRODUCT:

Product's name: styleGREEN moss letters and plant pictures

Design Inspiration: Biophilic Design Concept

Main Purpose: Wall Decoration & Acoustic Protection

Other important facts: styleGREEN products have been proven to promote relaxation, reduce stress levels and increase recovery potential. These properties were investigated and confirmed in a joint study with the Fraunhofer Institute for Building Physics.



Hi there! We are real pieces of nature that don't require a green thumb. We can be used as a stylish wall decoration and acoustic protection for crowded workspaces like smartvillage. Our 100% real mosses and plants are cultivated on certified farms in Europe and harvested by hand. To have a bit more grip, our partners in crime - FSC certified wood fiber frames - support us during our long lifetime. Would you believe that we don't need any care? No water, no soil, no gardener, no nothing. Our naturalness is retained for many years although the usage of chemicals in the preservation process is strictly avoided. Environmentally packaged and arranged by hand, we're happy to have found our final destination for spending the rest of our lives: smartvillage.





NATURAL SURFACES

FACTSHEET COMPANY

Company's name: ORGANOID TECHNOLOGIES GMBH

Foundation date: 2012

Name of the founders/ current managers:

Founders: Mag. Christoph Egger & Martin Jehart

Current CEO: Mag. Christoph Egger & Florian Föger

Business focus: Producer of sustainable materials for natural interior design

Company's vision: The present time is increasingly technological and fast-moving and unpredictable. We want people to have a chance to get back to nature and strengthen this important connection. This happens in natural surroundings, and now it can also happen indoors when our natural surfaces are used with your design.

Website: www.organoids.com

ABOUT ORGANOID

Organoid® is an innovative company that processes real Alpine hay, blossoms and leaves into wonderful scented, natural surfaces for biophilic interior design. The natural properties of the untreated raw materials improve the room climate and the feel-good atmosphere. The Organoid® sustainable surfaces are produced climate neutrally in Tyrol, Austria.

Why they matter about sustainability

All sustainable surfaces are produced climate neutrally in Tyrol, Austria. But that's not all. Their electricity is generated entirely from hydropower and their Alpine hay is received at fair prices exclusively from local farmers. By using Organoid® products, you reduce emissions: 1 kg of hay binds around 0.45 kg of CO². Organoid® uses raw materials that can no longer be processed in conventional production processes. Therefore, leftover materials such as coffee powder, moss or spelt husks find an innovative application in interior design: upcycling.

Why they have joined
THE EVERGREEN CONCEPT?

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“Together with our customers and partners, we want to bring sustainable interior design closer to people. Nature should be integrated into the architecture of the room in a simple and meaningful way. With THE EVERGREEN CONCEPT, we will move into a greener future together.”

Pure nature indoors.

FACTSHEET PRODUCT:

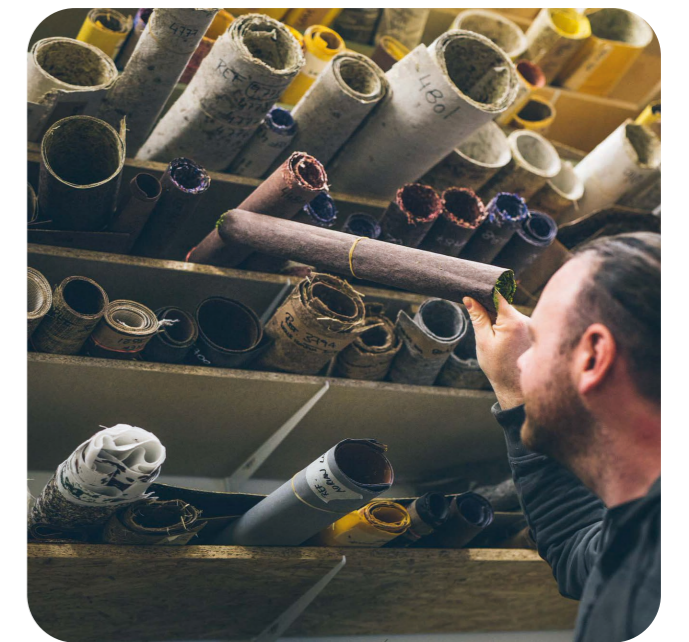
Product's name: Organoid® ALMWIESN on natural flax backing

Design Inspiration: totally inspired by nature - Tyrolean Alpine meadow

Main Purpose: Interior Design, Indoors, wallpaper, panels, acoustics panels, further processing to equipment and furniture; also available with self-adhesive backing.

If you want to bond with nature on a stressful working day, you'll be happy to meet me! My name is ALMWIESN and I'm made of real hand-cut and lovely processed Tyrolean Alpine hay. My mission? Bringing real nature indoors without maintenance and with added value for a more pleasant and healthier room climate. Through raw, fragrant and natural surfaces, I'm helping people to connect with their senses again – especially in a fast-paced and digital working world.

The scent of my naturally fragrant stems from a combination of colorful petals including arnica, cornflower, heather, rose, and marguerites. Coming from local farmers, these fine herbs and grasses grow at an altitude of over 1,700 m. They are only mowed once a year and not fertilized. The backing material is a breathable wallpaper, that's free from ecological or other health concerns - manufactured climate-neutral. I'm produced with care so all natural properties such as scent, color and haptic of my ingredients are preserved.




YOU WANT TO JOIN?



This year, smartvillage will bring THE EVERGREEN CONCEPT to the next level. ARE YOU IN?

 stefanie@smart-village.com

 +49 176 1000 3530

 www.smart-village.com

 <https://www.linkedin.com/company/smartvillage/>

We're constantly looking for people to join our mission to make our future workplaces more sustainable. **This October, we will open our second New Work location in Munich.** Following **THE EVERGREEN CONCEPT**, we will transform 3.500 m² into a sustainable creative hub for collaboration and unforgettable team meetings.

By watching our **project video**, you can even get more inspired! We're looking forward to your questions and comments and are grateful for any further ideas.

Here's to a green future with all of you.

Cheers,

The smartvillage team

Stefanie *Nina* *Caio*
Thomas *Gerd* *Moana* *Laura*
Carlo *Pia* *Robert*