

GREEN FURNITURE CONCEPT

# Making Places Matter



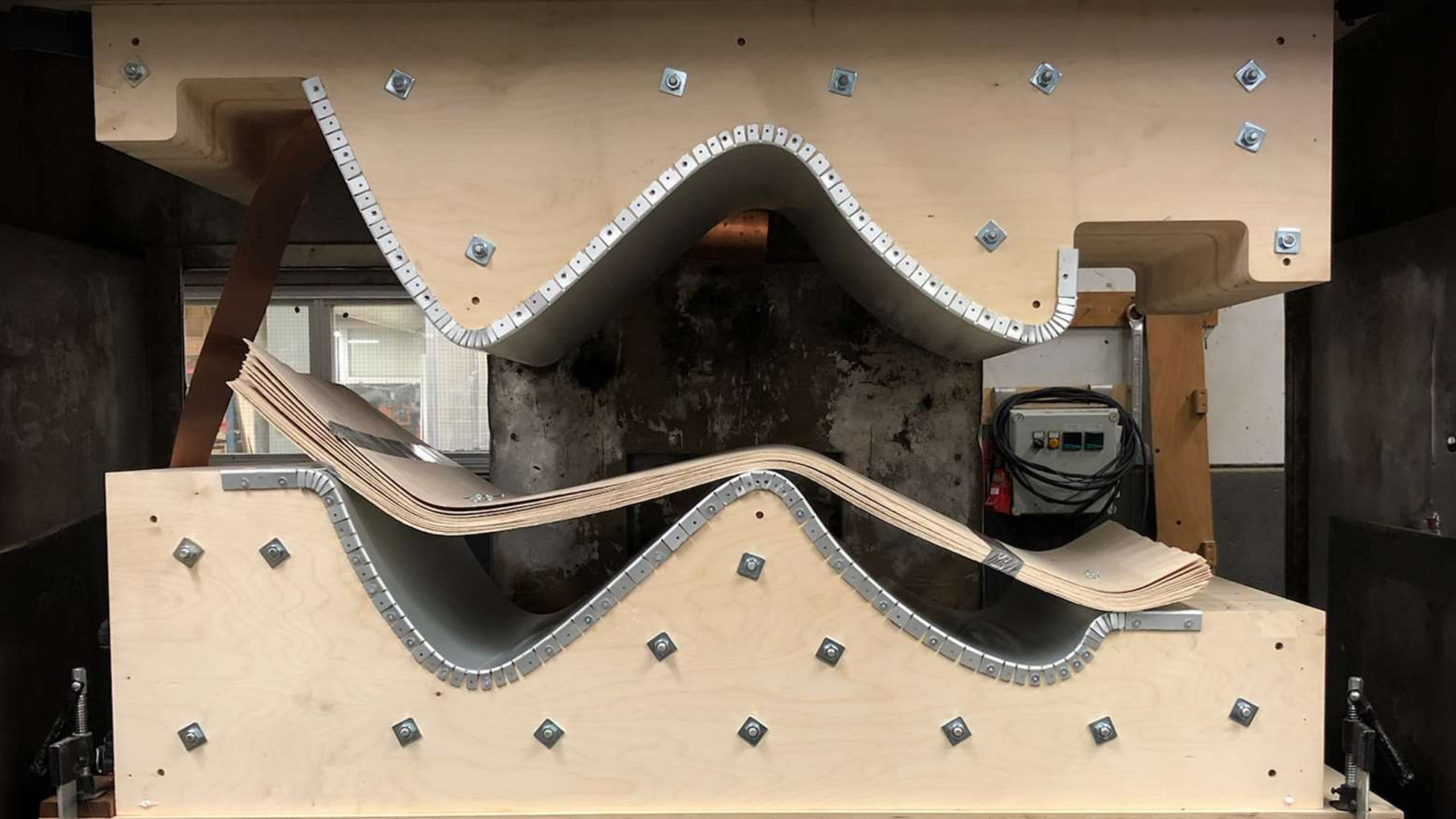
**Green Furniture Concept's purpose is to do good, lead responsibly, and inspire positive change for ourselves and others. Everything we do is driven by our guiding principals of sustainability, design excellence, and addressing authentic human needs.**

**We strive to be a forerunner in sustainable furniture design and development. We recognize the importance of the full life cycle of products and materials, and GFC designs our products to be resources, not waste, at the end of their useful life.**

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**Our designs set new standards for sustainable design and bring the wonder of nature indoors by integrating craft, comfort, and technology—beautifully.**



## Let's Break It Down

- **100% certified** sourced wood from responsible forestry.
- **70%–95% recycled steel. Minimum 75% recycled aluminum.**
- **Wood parts:** Rubio hard wax oil with 0% VOC and zero chemicals on the SIN-list.
- **Metal parts:** powder coating with zero chemicals on the SIN-list.
- **Non-toxic adhesive,** unclassified according to 1272/2008 [CLP/GHS].
- **Each part can be replaced individually** for easy maintenance during the product's life cycle.
- **15-year warranty.**


# Why Wood?

- **Sustainability:** Wood is a renewable resource that's made from the sun, rain, and carbon in the air.
- **Antibacterial:** Wood has natural antibacterial and antimicrobial properties, and studies show that pine and oak are more effective than plastic at fighting bacteria.
- **Durability:** Wood is a durable material that can be used for centuries.
- **Comfort:** Well-designed wood seats can be as comfortable as upholstered seating.
- **Biophilic design:** Wood can add a sense of place and warmth to a space, and is a guiding principle for Green Furniture Concept.
- **Easy to maintain:** Wood furniture is easy to maintain.

**We make places matter by providing modular seating and lighting solutions for public space interiors. We're bringing nature indoors to connect people and places.**

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A modern, bright public space, likely a transit hub or airport lounge. The space is characterized by large glass windows on the right side, offering a view of a train platform with tracks and a train. The interior is furnished with curved, light-colored wooden slat seating arranged in rows. A prominent white cylindrical pillar stands in the center. The floor is a light, polished material. People are seen walking and sitting, creating a sense of activity and comfort. The lighting is warm and natural, coming from the large windows. The overall atmosphere is clean, open, and inviting.

**Placemaking is turning a public space  
from a place you can't wait to get through,  
to one you never want to leave.**

FRED KENT, FOUNDER OF PROJECT FOR PUBLIC SPACES

# **Our Products**

*Modular Seating, Lighting, and Tables*

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# Nova C Series









Lawrence J. Ellison  
Institute for  
Transformative  
Medicine of USC



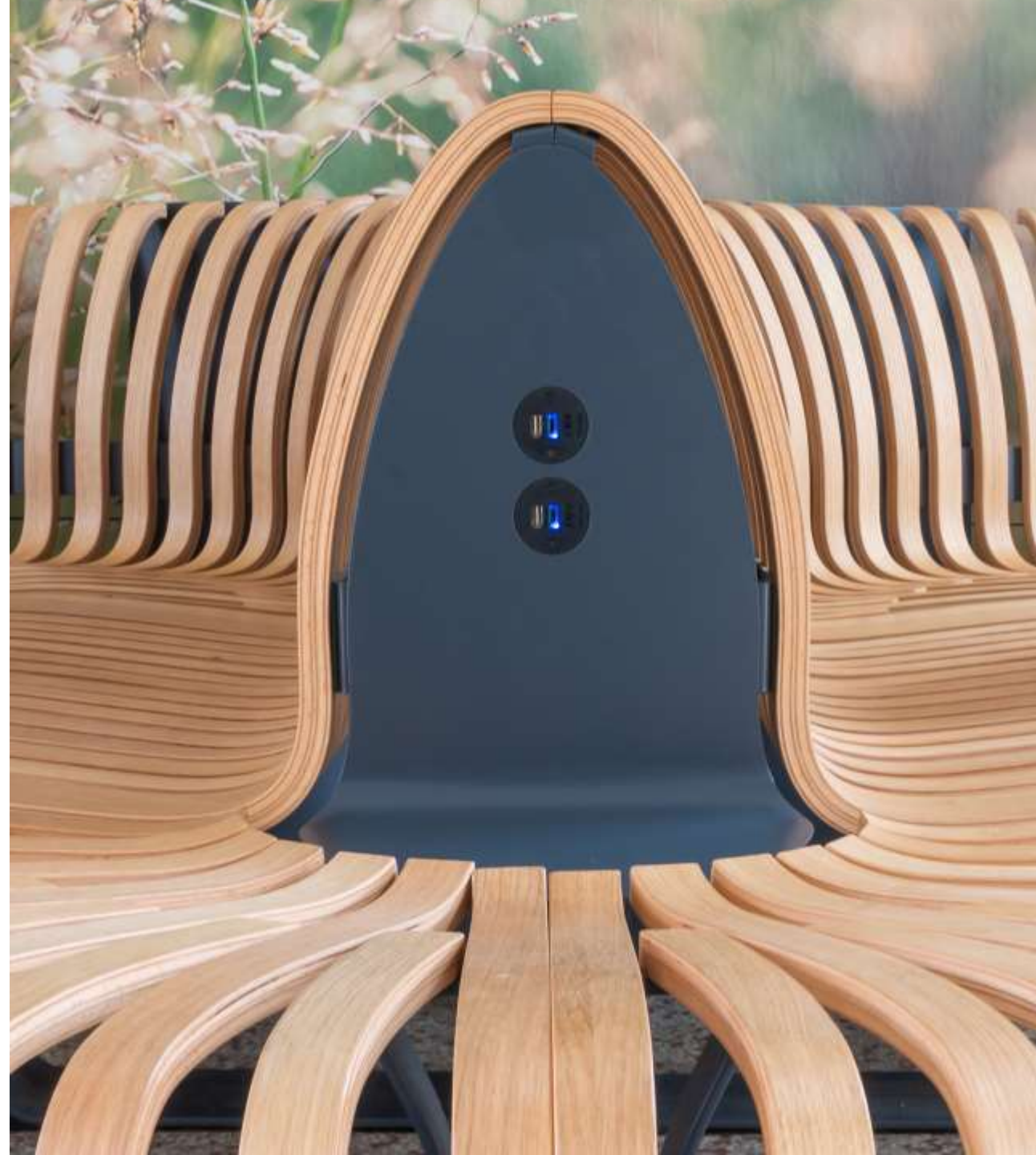


















**Ascent Series**















Gate B2









A large, illuminated metal tree sculpture is the central focus of the image. It features a central vertical trunk that branches out into several smaller stems. Each stem is densely packed with numerous circular, metallic leaves. The leaves are a warm, golden-brown color and are arranged in a way that creates a full, rounded canopy. The sculpture is suspended from the ceiling by thin wires. The background shows a modern interior space with a high ceiling, exposed ductwork, and large windows that let in natural light. The overall atmosphere is bright and contemporary.

# Seamless Table Series & Metal Tree Series











A close-up photograph of a lamp's shade assembly. The lamp features multiple white, leaf-shaped shades of varying sizes and orientations, some circular and some teardrop-shaped. They are attached to a central vertical stem. The background is a warm, golden-brown color with a subtle grid pattern, possibly a wall or a backdrop. The lighting is soft and directional, creating gentle shadows and highlights on the surfaces of the shades.

**Leaf Lamp Series**







Cafe



# Assessories



























GLASS

TRASH

RECYCLE

## Nova C and Ascent Series Standard Wood Colors



CASTLE BROWN



CHARCOAL



CHOCOLATE



DARK OAK



NATURAL



PURE



SKY GREY



SLATE GREY

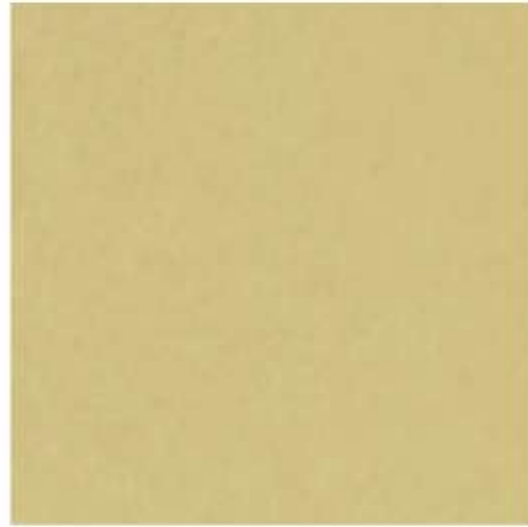


SUPER WHITE

## Link Tree and Leaf Lamp Standard Colors



#93



#13



#41



#14



# Prestigious Awards

**2021 Red Dot Award  
for High Quality  
Design.** Ascent series.



**2019 NeoCon Gold  
Award, Benches.**  
Nova C Perch.



**2019 NeoCon Silver  
Award, Sofas &  
Lounges.**  
Nova C Recliner



**2016 Best of NeoCon  
Award, Innovation in  
Decorative Lighting.**  
Leaf Lamp Series.



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**For every meter of seating sold, we plant one tree at our plantation site in Colombia.**



**“You’ll find Green places all over the world.  
With more than 600 completed projects,  
we know what makes public places thrive.”**

JOHAN BERHIN, FOUNDER & DESIGNER, GREEN FURNITURE CONCEPT

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# Sector Applications

- Transportation
- Education
  - K-12
  - College/Universities
- Libraries
- Corporate
- Museums
- Retail/Food Services
- Sporting Venues
- Healthcare



# What We Offer

## **A More Efficient Use of Space**

With convex and concave shapes, space can be used more efficiently. As a result, 30-50% more seats are available.

## **A Future-Proof Investment**

All of our products are designed to support a longer use cycle. Each part can be replaced individually for easy maintenance and repair.

## **Health and Well-Being**

Organic shapes and natural materials contribute to health and well-being.

## **Solutions as Unique as Your Space**

Modularity provides opportunities to create configurations as unique as your space.

# Services to Assist You

- Layout Planner
- Design & Spec Assist
- Image & Asset Libraries
- Thought Starters



**We aspire to assist you in revitalizing new and existing environments, connecting consumers to their surroundings, and protecting the planet along the way. This is why we are committed to bringing beauty to sustainability and designing furniture that lasts as long as the buildings it serves.**

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**Questions?**

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