(nohr-madha)

TRANSITIVE VERB

1. (general) Nordic Madness Armada

A peoples movement of nordic origin that challenges the perception of convetional wisdom in search for cultural disruptive impact at any cost.

#### Open Source Furniture

# normada

12/13/2021 Johanna.vesterberg@normada.se +46 70 622 36 39 normada.se

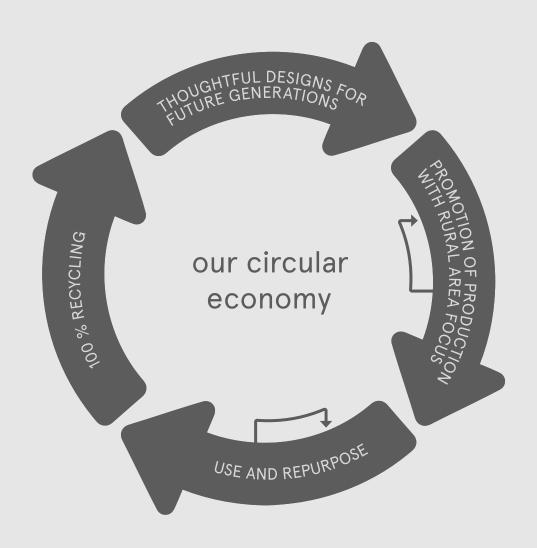


Open Source Furniture

#### The Problem.

Each year, millions of tons of furniture are thrown away world wide.

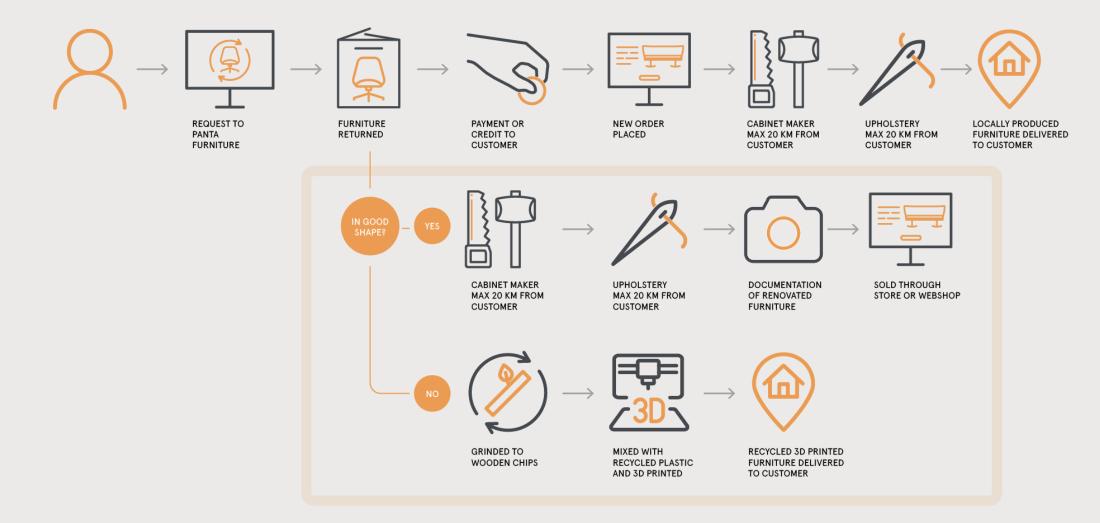
Less than 30% are recycled.



## This is How. Globally oriented. Locally aware.

Our goal is to make 100% circular furniture that are locally produced, with local material, in the country where the customer lives.

12/13/2021 3 Johanna.vesterberg@normada.se +46 70 622 36 39 normada.se



12/13/2021 4 johanna@normada.se +46 70 622 36 39 normada.se



### Do you want it handicrafted or 3D printed?

Our vision is to change the way furniture manufacturing works worldwide.

12/13/2021 5 Johanna.vesterberg@normada.se +46 70 622 36 39 normada.se







#### 3D printed furniture today.

The New Raw

Reform Design Lab

Print your city - Amsterdam

12/13/2021 6 johanna@normada.se +46 70 622 36 39 normada.se

## The Original Rocking Sofa.

Normada Originals collection

material Swedish pine woodfabric 70% recycled wool



## The 3D Rocking Sofa.

Normada Originals collection

material 80% Biocomposite from pinefabric 70% recycled wool







12/13/2021 johanna@normada.se +46 70 622 36 39 normada.se

### We are looking for collaborations.

Such as schools, designers, interior decorators, 3Dprint engineers and others who want to join our journey.



(nohr-madha)

TRANSITIVE VERB

1. (general) Nordic Madness Armada

A peoples movement of nordic origin that challenges the perception of convetional wisdom in search for cultural disruptive impact at any cost.

Johanna Vesterberg

+46 70 622 36 39

johanna.vesterberg@normada.se

Luleå, Sweden

#### Open Source Furniture

# normada

12/13/2021 Johanna.vesterberg@normada.se +46 70 622 36 39 normada.se