

Green Furniture Concept becomes Circalle

The Malmö-based design company takes a new name that reflects how it works: circular solutions for shared environments. The transition takes effect in September 2026.

MALMÖ, Sweden, July 2026. Green Furniture Concept will become Circalle this September. The new name follows a shift the company has seen in its own work over many years, from furniture producer to design partner working with whole spaces and the people within them. Ownership, portfolio, partnerships and people remain unchanged.

The company was founded in Malmö in 2007 with an ambition to push the furniture industry in a more circular direction. That thinking runs through the whole practice, from a circular design checklist in the early design phase to materials chosen to withstand decades of use. What started with a single modular seating series grew into more product categories, a broader way of thinking and an in-house spatial design team that supports every project. Circalle works on projects across airports, transit hubs, healthcare, education, retail and workplaces worldwide.

"Green Furniture Concept described what we made. Circalle describes how we think," says CEO Per Lindsjö. *"Our approach has evolved over the years into something larger than producing furniture. We take part in shaping how people perceive a shared space. The name change is the natural next step."*

The name joins two ideas. *Circ* speaks of circles: circular materials, life cycles and design processes, circulation of people through a space, connections between people. *Alle*, meaning *all*, represents a commitment to the whole cycle and to spaces made for everyone. Together they describe a practice where every piece is designed with a long life cycle, and where each environment is composed around the people who move through it.

The transition takes effect in September 2026. Existing agreements, warranties, contacts and projects continue without change. The company's website will move to circalle.com.

About Circalle

Circalle is the new name of *Green Furniture Concept*, taking effect in September 2026. The Malmö-based design company, founded in 2007, creates circular solutions for shared environments, combining its product portfolio with design expertise to shape functional and coherent spatial experiences.

The company works as a design partner to architects, developers and operators worldwide, shaping spaces where people gather, connect and thrive through decades of everyday life.

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Press images available on request.