

Missing teeth and flying china dogs: TAKT salutes sustainable habits in new short Bacon's Bine Bach directs eco furniture brand's 'thank you' to younger generation



Still from TAKT's new short directed by Bine Bach with production by Danish studio Bacon.

Offbeat, outlandish and playfully surreal – not the usual adjectives you'd apply to a sustainability campaign. But then, the Danish furniture brand TAKT has never been what you'd call conventional.

One of the first certified B-Corps in the design sector, TAKT is pioneering radical transparency in the furniture industry. Selling directly to customers, the company publishes full carbon footprints for every piece it produces, and provides clear and open pricing break-downs for each repairable, component-based, flat-packed product.

The transition to a sustainable future requires a conscious change in our daily habits. Recognising that climate action and behaviour change is driven by the younger generation, the TAKT team decided to express their gratitude on screen – with a concept devised and delivered by emerging talents drawn from the generation in question.

“When it comes to sustainable lifestyles we can look towards youth. They are quicker to adapt and they show the way. Let’s learn from them and let’s thank them.”

– Jens Jermiin, Chief Marketing Officer and co-founder of TAKT



TAKT's 'Thank You' short is a refreshingly playful take on sustainability messaging.

TAKT turned to the students of the Reklamelinjen media school in Copenhagen, asking them to explore ideas around everyday sustainability and to devise a potential communication concept. The creative idea they generated was then developed into a film concept by the Copenhagen arm of production company Bacon and brought to life via the vision of award-nominated young Danish director Bine Bach.

An alumna of Wieden + Kennedy New York, Bine Bach has won international attention for her distinctive vision and gift for deadpan comedy – both of which she brings to TAKT’s film. Colourful, quirky, and laced with drily anarchic humour, the resultant short manages to convey TAKT’s message in a highly unexpected way, weaving together a series of memorable, whimsy-fuelled vignettes with a voiceover expressing thanks to those who are making the lifestyle changes needed to help address climate change. Telling the story in under 90 seconds, there’s an ill-fated china dog with wings, a bed-bound popcorn muncher, a flying cyclist and a dentally unfortunate encounter with a carrot hot dog – as well as a selection of eco furniture pieces from TAKT’s collection.

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In addition to reflecting TAKT's commitment to sustainability, the film aims to demonstrate that it's possible to communicate sustainability messaging with humour and creativity instead of the more usual scare-mongering or po-faced earnestness.

"Just because sustainability is a serious issue doesn't mean you can't have fun with it, and that is what we have tried to prove with this film. It was unbelievably freeing to work with a team that encouraged us to really push our creativity in exploring this idea. TAKT wants to say thank you, but I want to thank them (and my Bacon fam) for being an absolute blast to work with."
– Bine Bach, director

TAKT's 'Thank you for living sustainably' campaign launches on 19 January, when the film will be available to watch at taktcph.com/thankyou.

Meanwhile on Instagram, TAKT ([@taktcph](https://www.instagram.com/taktcph)) is inviting followers to join the carbon removal race by thanking those who have inspired them to make a positive difference in their daily lives. Until 28 February, simply tag a friend who has inspired you to live more sustainably in the comments on TAKT's post. TAKT will reduce 1kg of CO2 through Puro – the Finnish-based marketplace for verified carbon-removal projects – for every unique tag.

#TAKTsaysthankyou



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Notes to editors

For more information about TAKT, contact takt@zetteler.co.uk.

TAKT: 'Thank you for living sustainably'

Production: Bacon
Director: Bine Bach
Executive Producer: Mette Jermiin
Producer: Oliver Kornberg Sand
DOP: Jonas Blond
Production manager: Nana Rothenborg
Focus puller: Asger Borberg
Gaffer: Jens Lund @ Gaffers
Electrician: Martin Dahl Andersen
Set designer: Rikke Tvillum
Props master: Frederikke Jermiin
Stylist: Melissa Orndorff
Runner: Felix Bjerre
Post Producer: Louise Ryge
Editor: Jasmin Falk-Jensen
Composer: Mads Bergland
Sound designer: Mads Bergland
Colorist: Hannibal Lang / BaconX
Composite: Kai Hauswirth / BaconX
Voice-over: Vigga Svensson

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TAKT is the furniture company rethinking the way to design, build and sell furniture for the mutual benefit of people and planet. Launched in Copenhagen in 2019, TAKT aims to reinvent the Danish design tradition for the modern day. Sustainable materials and production methods are at the heart of its mission to provide high-quality design at accessible prices – while minimising negative impact on the planet.

Reflecting its commitment to sustainability and social responsibility – not just in its individual products, but in its entire business approach – TAKT has become one of few European design brands to be designated a B-Corps, and consistently has every

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one of its products certified with the EU Ecolabel – the ‘flower mark’ used to certify that all stages of the production cycle meet the highest environmental standards.

Danish in character, global in scope, TAKT has developed a digital value chain that enables it to sidestep the intermediary stages of conventional furniture brands, allowing it to maintain a uniquely appealing balance of cost, craft and carbon reduction.

taktph.com

[@taktph](https://twitter.com/taktph)



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