

2022 Golden Summary



As we enter our tenth year of existence, I am taken back to memories of 2013 when we first opened our doors underneath the Trellick Tower. I used words like “circular economy”, “social enterprise”, and “sustainability” to describe our new business idea. People looked at me blankly. Back then, these concepts were new and unfamiliar to most.

Thankfully, today businesses are talking about ESG, almost every young person I meet is a climate activist and most consumers say they want to make better choices, even if they don't always know how. We are living through the sustainability revolution and I am more energised than ever to show the world that good design can be and should be people and planet positive.

2022 has been a year of tremendous growth for Goldfinger. Growth in the team, growth in our social impact and positive environmental impact, driven by increased demand in our products and services from wonderful people like you who have chosen us as your furniture maker. Thanks to social investment from the People's Postcode Lottery, we grew the team with five new stellar members to help deliver on exciting collaborations with Britain's most renowned department store, Selfridges, collaborate with one of the UK's leading sustainably-minded interior designers, Nicola Harding, and build on our relationships with award-winning architects Holland Harvey Architects and Object Space Place. It has been a joy to collaborate with so many celebrated interior designers, architects, hotels, restaurants and workspaces across the country, and launch new collections and pieces that champion our values of exceptional design and sustainability. More importantly, this year saw the expansion of our Goldfinger Academy, creating career opportunities and boosting wellbeing in our community, especially for young people who have not received the opportunities they deserve. We are especially grateful to Domus Nova, who sponsored our Goldfinger Academy fundraiser and helped us reach our highest amount raised so far.

We are humbled to have seen our work recognised by the Financial Times, The Telegraph, Dezeen, Wallpaper and Elle Decoration, and to have been awarded 'Highly Commended' by Social Enterprise UK for their Place Based Social Enterprise category. But it is your generous support that keeps Goldfinger thriving and I'm so grateful for that. Thank you to all of you who have purchased one of our handcrafted pieces, collaborated with us on a bespoke project, donated reclaimed timber to our workshop, volunteered for our People's Kitchen, or donated to our academy. Lastly, I want to give a special shout out to our amazing Goldfinger team and thank them for their relentless energy, passion and drive for positive change. Without them none of this would be possible.

I'm looking forward to connecting with you in 2023, as we celebrate our ten year anniversary and continue to work together to design a brighter future for people and the planet.



Warmest wishes,
Marie Cudennec Carlisle
CEO and Co-founder

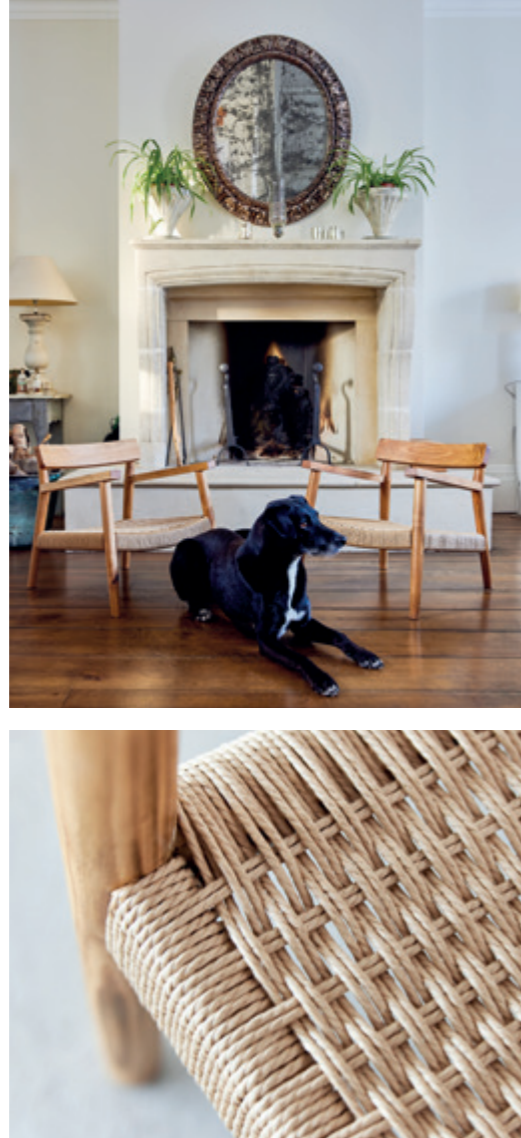


Image courtesy of Jack Hobhouse

2022 was a busy year for our design and making team as we worked on a flurry of bespoke commissions for residential and commercial spaces across the country. We were delighted to collaborate once again with old faces such as GAIL's and Inhabit Hotels, as well as connecting with new clients who share our passion for impact-driven design.



For the home



Willowbrook House (left)

We created this contemporary nested coffee table pair as a centrepiece for our client's living room, in collaboration with Samantha Watkins McRae interior design studio. The tables are designed to interact with one another, seamlessly nested together in a two-tiered pair, or used as separate pieces. The tables are made of Treecycle ash, and feature contemporary A-frame legs and a softly ridged tray top. These pieces are now available to purchase made-to-order as the [Bower coffee table pair](#).

Kildare Terrace (middle)

In 2021, we auctioned the opportunity to work with our team to create a bespoke chair, raising money for the Goldfinger Academy. We worked with the lucky winner to create a timeless lounge chair for her living room, giving new life to a cherry tree that had fallen on her land in Devon, paired with a seat handwoven from Danish cord. The client was so happy with the result that she quickly ordered another. This piece is now available to purchase as part of our made-to-order collection as the [Vale lounge chair](#).

For business

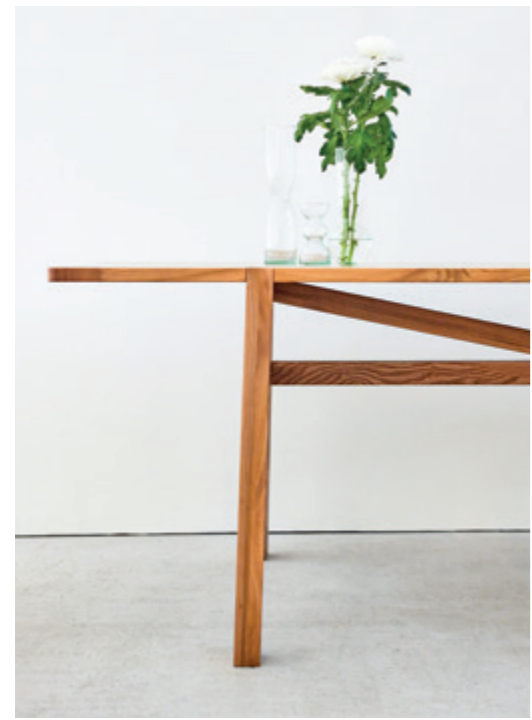


Sumi Restaurant (left)

Local Japanese restaurant Sumi commissioned us to create a set of stools for their sushi bar. The result marries modern forms with traditional craftsmanship, featuring hand-turned cylindrical backrests, rounded dowel frames, and seats finely woven from Danish cord. These stools are now available to purchase as part of our made-to-order collection as the [Canopy bar stool](#).

Panella (middle)

We joined forces with Panella, our on-site Sicilian cafe, to transform their space with a new set of tables. Designing around the needs of the restaurant, we created a set of timeless dining tables, some square and some circular, using sustainably-sourced European Oak.



Type Street (left)

We designed this matching dining table and bench set for a client based in East London. Marrying a rustic, truss-style structure with a lightweight form, the pieces bring a contemporary touch to a classic farmhouse design. The pieces feature gently tapered legs and breadboard ends which run cross-grain to the main panels of the table and bench tops, adding stability and a playful display of grain patterns. These pieces are now available to purchase as part of our made-to-order [Sylvan collection](#).

Strangways Terrace (right)

We created this contemporary coffee table from FSC certified walnut, balancing form and function to perfectly match the needs of the client. The large square table features gently rounded corners, floating tenons, and a rattan shelf for storing books and magazines.

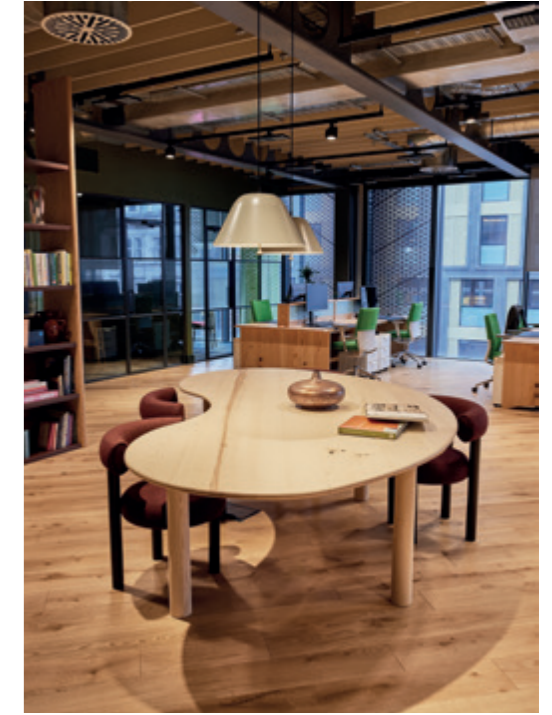


Apricity (middle)

We partnered with interior designers Object Space Place to create a chef's table for Apricity, a new sustainable restaurant in Mayfair led by the award-winning chef Chantelle Nicholson. Crafted from British oak, the table features exposed wedged tenons and is inspired by Japanese design.

Scape for Nicola Harding (right)

We collaborated with interior designers Nicola Harding & Co. to create a package of bespoke furniture for Scape's vibrant London head office. Using FSC-certified Douglas Fir, we crafted desks that are full of character, as well as a pair of co-working tables made with locally-sourced ash.



Retail collaborations

Selfridges (middle)

We were proud to partner with this iconic department store to launch Graze, a range of contemporary serveware available exclusively at Selfridges and Goldfinger. Featuring a variety of serving boards, bowls and cake stands, each piece is made with wood sourced from trees felled in London, and handcrafted in our workshop, just 3,820 metres from Selfridges' flagship Oxford Street store. This tabletop collection combines modern design and traditional craftsmanship, and launched as part of Project Earth, Selfridges' sustainability initiative designed to challenge mindsets and change the way we shop. Selfridges is also now home to our Muse dining table and bench.

Soho Home Studio (top middle)

In January, we launched a pop-up on the King's Road, at Soho Home's flagship store. Visitors could shop a range of our furniture and homeware, browse local wood and table leg samples, learn more about our commissioning process, and take part in a range of in-store events. The pop-up kicked off with a panel discussion, 'Design for good', with Jamila Brown, Head of Soho Home Foundations, Marie Carlisle our CEO and Co-Founder, and Sally Hughes, Founder & CEO at Kair.

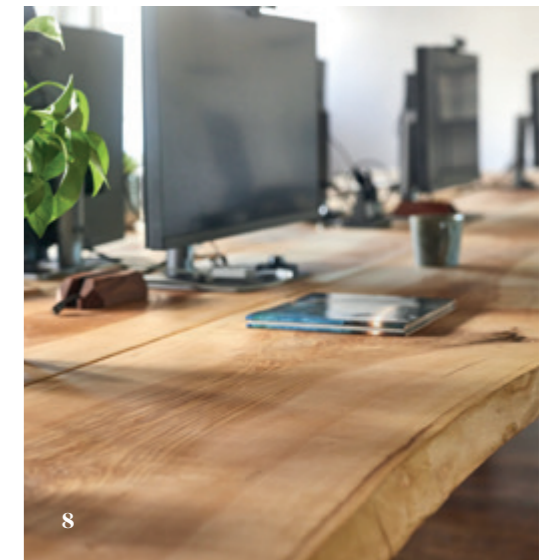
Online platforms

As we continued to expand our product collection, we joined forces with online retail platforms 1stDibs, Curio, Maison Fleaneur, each dedicated to showcasing best-in-class design pieces from across the country and beyond.



Product launches

- 1 — Canopy bar stool
- 2 — Goldfinger x Inhabit oval dining table
- 3 — Bower coffee table pair
- 4 — Goldfinger x Inhabit rectangular dining table
- 5 — Arden dining table
- 6 — Vale lounge chair
- 7 — Sylvan collection
- 8 — Edge co-working desk
- 9 — Graze collection



From tree to table

Did you know that over 90% of hardwoods used in the UK are imported? We're on a mission to change that. We offer our clients a carefully-considered choice of responsibly-sourced timber with the lowest carbon footprint possible. By favouring reclaimed, sustainable, and locally-sourced timber, we can repurpose waste into something beautifully new, and reduce the travel miles between where the tree was grown, and where it finds its home.

Reclaimed wood

When possible, we use reclaimed timber donated by our material partners across London. This minimises our carbon footprint, and often comes with a great history too. We've worked with maple flooring from the Science Museum and teak lab benches from Imperial College London.

Treecycled

5,000 mature trees are felled every year in London due to weather, urban development or disease. Most of these are chipped and burned. We put this wood to good use by giving it a new life as furniture. This saves the tree from being wasted, sequesters carbon, and reduces the need to cut down forests.

Grown in Britain

We also source wood from responsibly-managed British woodlands, who have best-in-class sustainability credentials. Timber that is certified as Grown in Britain is guaranteed to have been grown sustainably with local provenance. Using this wood reduces unnecessary imports, encouraging the sustainable management of our own forests.

FSC and PEFC Certified

If our local supply can't meet a project's needs, from time to time we use FSC or PEFC certified wood from overseas. This timber has been grown in woodlands that are sustainably managed and environmentally responsible. FSC's global standards support biodiversity protection and zero deforestation all over the world, whereas PEFC makes sustainable certification possible for smaller forest owners.



Apricity
British Oak – Stafford



GAIL's Henley
British Oak – Stafford



Graze Collection
Lime – Uxbridge
Sycamore – Christ Church, Friern Barnet
London Plane – Euston
Elm – Gibson Square, Islington
Beech, Ash – Croydon



Kildare Terrace
Louisiana Lush – Devon



Sumi Restaurant
Ash – Sussex



Type Street
Elm – 50.77, 0.29



Scape for Nicola Harding
Ash – Sussex

2022 was a watershed year for the Academy and People's Kitchen. We taught 632 hours of craft and woodworking and launched Future Makers, our programme training young people out of work and education. We also celebrated the milestone of delivering 10,000 meals through our People's Kitchen.

Our 2022 impact



SDG No. 2 — Zero hunger

We've been feeding our community since 2015 with our People's Kitchen initiative, a free monthly meal for vulnerable local residents cooked from surplus food and delivered by volunteers. So far we have shared over 11,000 meals, tackling food shortages in one of the most deprived wards in London.



SDG No. 3 — Good health + well-being

Through our Academy we provide training in sustainable craft to our community free of charge, promoting wellbeing and social connection through the joy of making.



SDG No. 4 — Quality education

We are the official UK delivery partner of Manufacto, run by the Fondation d'Entreprise Hermès, which teaches sustainable design principles and woodworking skills to school children.



SDG No. 8 — Decent work + economic growth

Through our Future Makers initiative, we provide meaningful career guidance, training and work placements for local young people in our community not in education, employment or training as well as for young offenders and at-risk youth.



SDG No. 12 — Responsible consumption + production

We work with locally-sourced, sustainable hardwoods that tread lightly on the planet, including timber grown in responsibly-managed forests, repurposed from material donations, or reclaimed from felled trees.



SDG No. 13 — Climate action

We are protecting the climate by using planet-positive materials with the lowest possible carbon footprint, and combating food waste through our monthly People's Kitchen.





Future Makers

Goldfinger continues to support unemployed or at-risk youth through our career guidance workshops, traineeships and work experience opportunities and aims to inspire young people to become the sustainably-minded designer-makers of the future.

In 2022, we launched Future Makers which includes our revamped traineeship programme, aimed at young local residents not in work or education. This initiative teaches woodworking and design skills, provides hands-on experience in our workshop and with our partners as well as career and portfolio guidance.

In August we welcomed our first group of talented trainees, among them was 16-year-old Theo. He joined us from Construction Youth and gained practical design and craft skills, learning how to design and construct a stool in just a few days.

"My favourite part of the placement was being hands-on in the workshop, side-by-side with professionals, as it's a great way to learn!"

Theo, participant

launches





2022 Academy highlights



Manufacto at Phoenix Academy

From September to December, we led another Manufacto course with Hermès, this time at the Phoenix Academy in White City, taught by experienced craftsman David Leviatin and Goldfinger's Head of Impact Leslie Feeney. At the end of the 12-week programme, students presented their work to the school assembly impressing parents and peers alike with their colourfully-decorated lamps.

Soulcraft activities

We ran a host of Soulcraft workshops throughout the year in collaboration with our community partners, aimed at promoting wellbeing and social connection in our community. Offering free spaces to local residents, the workshops included marquetry, wood marbling and sign making with wood off-cuts, bird box making, bunting making with off-cuts of fabric, and wreath making with locally-foraged greenery.



Circular design collaboration with M.C.Overalls

In June, we partnered with the iconic British workwear brand, M.C.Overalls, to create a bespoke clothes valet from surplus materials. We enlisted Jason, a graduate of the Goldfinger Academy to design and make the piece, using reclaimed cedar leftover from Harvey Nichols' 2019 Christmas windows.



People's Kitchen

celebrates 10,000 meals

In April, we marked the incredible milestone of providing over 10,000 meals to our local community through our People's Kitchen initiative, with a celebration in our showroom with the RBKC Mayor and Deputy Mayor, our volunteers and donors. The People's Kitchen was launched in 2015, to fight food poverty and social isolation in North Kensington, one of London's most deprived wards.

After delivering meals to the doors of our neighbours during Covid, we were overjoyed to restart our in-person service in September. Every third Sunday of the month, we welcome our community to our on-site cafe, Panella for a lively 2-hour event full of chatter and music. The delicious feast is cooked by Panella's chef using surplus and donated food, and is served by our growing legion of volunteers.

Looking ahead, we're thrilled to have been chosen by Hoxton Hotels to be their spring 2023 charity at their new W12 Hotel restaurant. £1 on the bill donations will be donated to the People's Kitchen

The continued success of the People's Kitchen is made possible by the tremendous support of our volunteers, sponsors, donors and chefs.



Our impact in depth

As a triple bottom line business, we measure our success in line with the United Nations' Sustainable Development Goals (SDGs). Purpose is at our core. We believe all businesses have a responsibility to support their local community and have a positive

environmental impact. We identified real problems — material waste, unemployment, social isolation to name a few — and continually use every tool at our disposal to solve them.

Wood use by type (kg)

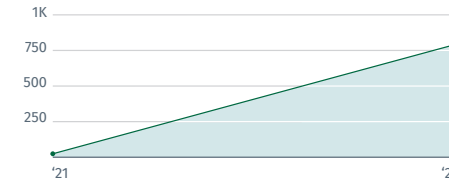
	Reclaimed	Treecycled	Grown in Britain	PEFC / FSC
Q1 Bespoke	48.70	82.69	681.68	115.00
Q1 Retail	22.00	–	–	–
Q1 Total	71.00	82.69	681.68	115.00
Q2 Bespoke	15.00	103.69	686.68	574.39
Q2 Retail	30.00	350.00	–	–
Q2 Total	45.00	453.69	686.68	574.39
Q3 Bespoke	19.00	76.34	686.68	574.39
Q3 Retail	8.00	5.00	–	–
Q3 Total	27.00	81.34	686.68	574.39
Q4 Bespoke	10.00	368.24	7.64	1445.46
Q4 Retail	4.50	5.00	–	–
Q4 Total	14.50	373.24	7.64	1445.46
'22 Total	157 kg	990.96 kg	2063 kg	2709 kg

kg CO₂E generated and saved

	kg CO ₂ E	kg CO ₂ E saved
Q1 Bespoke	249.05	34.04
Q1 Retail	0.85	6.03
Q1 Total	249.90	40.07
Q2 Bespoke	376.22	39.35
Q2 Retail	14.65	104.14
Q2 Total	390.87	143.49
Q3 Bespoke	376.22	39.35
Q3 Retail	1.16	8.22
Q3 Total	377.38	47.57
Q4 Bespoke	572.62	561.04
Q4 Retail	1.16	8.22
Q4 Total	573.78	569.26
'22 Total	1591.93 kg	800.39 kg

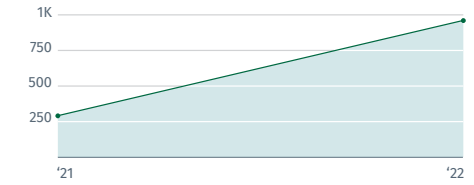


SDG No. 13



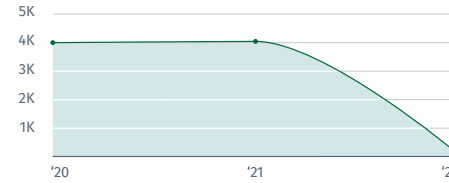
800.39 kg CO₂E saved in 2022
811.66 total kg CO₂E saved since 2019*

SDG No. 12



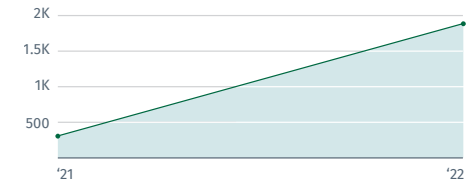
990.96 kg of Treecycled material used in 2022
1,269.96 kg total Treecycled material used since 2021

SDG No. 12



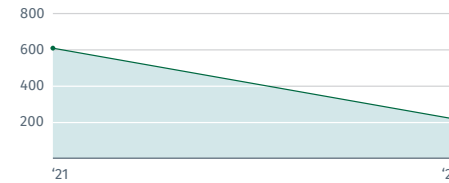
151.7 kg of reclaimed material used in 2022
8,153.7 kg total reclaimed material used since 2020†

SDG No. 8



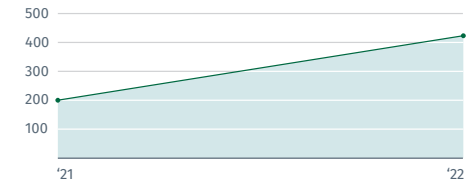
1,942 paid internship hours in 2022
2,230 total paid internship hours since 2021

SDG No. 4



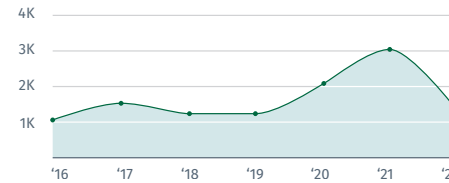
194 in-school teaching hours in 2022
806 total in-school teaching hours since 2021

SDG No. 3



424 training hours in 2022
621 total training hours since 2021

SDG No. 2



1,368 meals in 2022
12,027 total meals since 2016‡

Assumptions and notes

- * Our CO₂E measures have been calculated using DEFRA data conversion units.
- † In 2021, our storage capacity reduced and our supply chain strategy shifted to focus less on sourcing donated reclaimed wood, and to focus more on alternative low carbon sources: Treecycled and Grown in Britain wood.
- ‡ 2018 and 2019 data for the People's Kitchen was calculated together, so the data is represented as an even split across those two years.



Growing our team



Jason Posnot and Mattia Gasparini join as Designer Makers

Jason grew up in Durban, South Africa, instilling in him a love of nature and outdoor sports. A graduate in Sustainable Product Design from Falmouth University, when Jason's away from the workshop, you can find him at the climbing wall or catching waves on his surfboard.

After graduating with an anthropology degree, Mattia decided to change careers and become a cabinetmaker, developing a deep passion for furniture design. Coming from the Italian Alps, Mattia loves nature and all mountain sports.

Effy Harle joins as Community Outreach Programme Officer

Effy is an artist and arts organiser, hailing from Budapest, with a passion for woodwork and community building. She also ran FemTech, a skill-share network for women in the arts to learn carpentry and construction skills.

Alicja Bieniek joins as Retail & Business Development Assistant

Born and raised in London, since graduating with a design degree from UAL, Alicja has enrolled at KLC design school, focusing on bridging the gap between intergenerational equity and high-end design. In her free time she loves travelling, creating ceramics, gardening and designing furniture.

Ismael Benchamcham joins as Product Development Coordinator

Ismael has worked in several diverse roles over the years, ranging from carpentry to sales, and has found that his passions lie in graphic design and video editing. When not working, you can find him in the gym working out or training in either boxing or jiu jitsu.

He joins us thanks to a council-funded scheme aimed at helping get local people into work, Quickstart.

Harry Partridge joins as Design and Production Assistant

Raised in London, Harry's creative education began at home, building things with his Sculptor father in their garden shed. He went on to study Product Design at Bournemouth University, and is now completing a masters in Material Futures at Central Saint Martins.

Harry also joins Goldfinger through the council's local employment initiative, Quickstart.

Abiel Woldu joins as Finance Manager

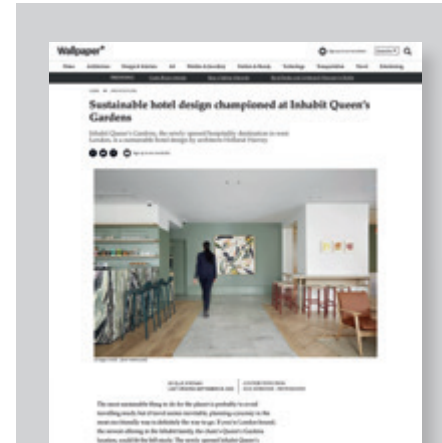
With more than 8 years of experience in accounting, banking and finance, Abiel enjoys helping small businesses achieve their goals through business planning and advisory services. His specialty is in management accounting, but outside of the office Abiel enjoys spicy vegetarian food, football, and listening to Zemen music.

Daniel Gava, Camilla Hammar and Charlotte Williams join our advisory group

Daniel has more than twenty years of professional experience in the design industry with key roles in marketing, PR, sales and on boards of directors in international, high-end furniture manufacturers. He currently works as an independent advisor assisting top companies and designers grow their brand and business.

Charlotte has 12 years of experience working for John Lewis in a variety of consultative roles focused on improving commercial performance, customer experience and strategic planning. Having completed Cambridge University's Business Sustainability Management course, Charlotte decided to shift her career into the sustainability sector.

Camilla is a senior level professional with more than 20 years of experience in Marketing, PR, and Communication for international brands such as Veuve Clicquot Champagne and IKEA. After 15 years with IKEA, Camilla decided to take a sabbatical year to "level-up" and is excited to help Goldfinger on its journey.



Selected press + awards

- Livingetc — March
- Dezeen — April
- Wallpaper — June
- Elle Decoration — July
- Telegraph — August
- Eco London book — August
- Le Point — November
- Elle Decoration — December



1



2



3

Image courtesy of Nobu Tanaka



4



5

SEUK Awards

We were proud to be recognised as ‘Highly commended’ at the UK Social Enterprise Awards 2022 in the Place Based Social Enterprise category, honouring social enterprises that trade for the benefit of their community.



Thought leadership

Becoming one of the country’s leading voices in sustainable design and craftsmanship, we were delighted to take part in several panel discussions and thought leadership events over the course of the year.

- 1 — Pop-up shop and panel discussion ‘Design for Good’ at Soho Home Studio
- 2 — ‘From Tree to Table’ event and panel at Goldfinger for London Craft Week, launching a new low-carbon furniture line

- 3 — Panel at Solus Ceramics for Clerkenwell Design Week, ‘Leading with purpose’
- 4 — Panel at Inhabit Hotels for London Design Festival, ‘Creating Sustainable Spaces’
- 5 — Official social enterprise partner of Planted Cities, the first contemporary design show aimed at reconnecting cities with nature, and panel at Kings Cross for Planted Cities

Goldman Sachs 10KSB

Our CEO Marie was selected as one of 70 small business owners in the country to participate in the highly prestigious Goldman Sachs 10,000 Small Businesses Programme delivering world class business education with Said Business School, University of Oxford and Aston University.



From tree to table Our future depends on trees. Use wood thoughtfully. Your table was once a tree. Some day it could be something else. Make sure your wood hasn't travelled too far. Reuse where possible. Demand that it's sustainably grown. Buy less. Use your hands more. Question how things are made, and what they are made from. Learn how to make something — it's revolutionary. Invest in the traditions of craftsmanship. Good design, made well, lasts longer. Invite others to your table. Enduring beauty is meant to be shared. Create spaces that feed the soul. Let's reset our relationship to the living world. Our everyday choices have power. Choose as if all life depends on it.



Goldfinger

13-15 Golborne Road
London, W10 5NY

www.goldfinger.design
[@goldfinger.design](https://www.instagram.com/goldfinger.design)