



Twenty years of second lives. **Ten pieces to start the next twenty.**

A small, low-risk test in the 2nd Cycle store in Helsinki: ten pieces carry a live passport for eight weeks. Customers tap a piece and read where it has been. Buyers take its record home.

01 Ten pieces, one passport each
Chosen with the 2nd Cycle team. Each gets its own record, written from what you already know about its origin, owners and repairs.

02 A removable NFC tag
Tap with any phone and the record opens in the browser. No app. Nothing is fixed to the furniture during the pilot.

03 An anniversary stamp
The first tap after purchase stamps the record with the date and time, marking the twentieth year of 2nd Cycle.

A What Artek gives
Ten pieces and their known history. One contact in the 2nd Cycle team. A place for the pieces in the store.

D What Deckhaus does
Writes and designs the ten records, builds the live passports, supplies and programmes the tags, and reports the results.

→ What comes after
If it works: every piece that leaves 2nd Cycle with a passport, and later new pieces whose record starts at the forest.

Taps

PER PIECE, IN STORE

Time

SPENT READING A RECORD

Keepers

BUYERS WHO ACTIVATE IT

WEEKS 1-2

Set-up

Choose the pieces, write the records, programme the tags.

WEEKS 3-10

On the shop floor

Eight weeks in the Helsinki store, measured from day one.

WEEK 11

Results

A short report and a decision on what comes next.