

Design



# the BROWN PAPER MOVEMENT

the Beauty of Brown Paper Simplicity

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Interview:

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Photo:

The Brown Paper Movement

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Founded in Sydney and then moved to Copenhagen, this in-house design studio specializes in small-batch calendars and cards made on beautifully textured & recycled paper. **The Brown Paper Movement** symbolizes the change we, and our planet, very much need – they don't mass produce, they focus on hearing out their community needs and they pride themselves on staying small.

I spoke with **Olivia Chylinski**, the founder & the creative brain behind TBPM about her brand vision and sustainability path. What I love the most about TBPM, besides their fine aesthetics, is that they turn everyday common objects into a mindful ceremony that helps you to pause, take time and reflect on your everyday life, and I am beyond excited to be able to introduce you to this lovely lady and her design.

*\*after reading the interview you can head out to their [website](#) for your monthly dose of phone & desktop wallpapers in those distinctive TBPM colors*



I just love how even The Brown Paper Movement name symbolizes your philosophy and the intention behind your brand – it's a sustainable movement of mindful stationery focused on caring for our planet. I'm curious to know what sparked an idea to create this brand and start making your own stationery?

Creating this brand happened almost by accident, to be honest! I was studying Interior Architecture in Sydney (back home) and I discovered brown paper whilst working at a candle factory. We used to receive beautiful natural beeswax wrapped in the most exquisite, clean brown paper boxes. It was here I fell in love with cardboard. Nicknamed 'the cardboard girl' which I didn't so much mind, as I started to use the cardboard for my studies as a medium to display my creative process and projects at university. At the time I needed a calendar to plan my time, it was March and I couldn't find any minimal, sustainable calendars, so I decided to make my own. I sourced brown paper from a local craft store, knowing the material was typically used as wrapping paper. It has developed a lot since then!

Please tell me more about the paper you use for the stationary and where's it coming from, as well as how you approach the packaging of your orders? Also, I see you offer several colors of paper – what kind of dye are you using?

Our paper comes from Europe. Ought this is one of the most important things to me, that it is sourced locally within the radius of where I live, Copenhagen. We have two types of paper, our grey 90% recycled paper made from post-consumer waste in Germany. We have always stocked a traditional brown or grey paper that must be made of recycled content. The coloured paper is made of cotton pulp, dyed using acid-free colours without brightness additives. This paper we source from France and it comes in three colours, Pistachio, Terracotta, and White.



two thousand and

# february

M T W T F S S

					1	2 Salmon + Beans →
	4 Chicken Schnitzel + mash	5 Lasagne + Spinach →		7 Pad Thai!	8 Spaghetti + garlic bread →	9 Lettovers <sup>10</sup>
	11 Tomato Rice + lamb	12 Date Night ✓	13 Burgers + chips →		15 Away!	16 Away!
	18 Dumplings	19 Taco Night!	20	21 Chicken stir fry	22	23 Rice + 24 Salmon
	25 Pies + apple pie	26	27	28		

the BROWN PAPER MOVEMENT

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the BROWN PAPER

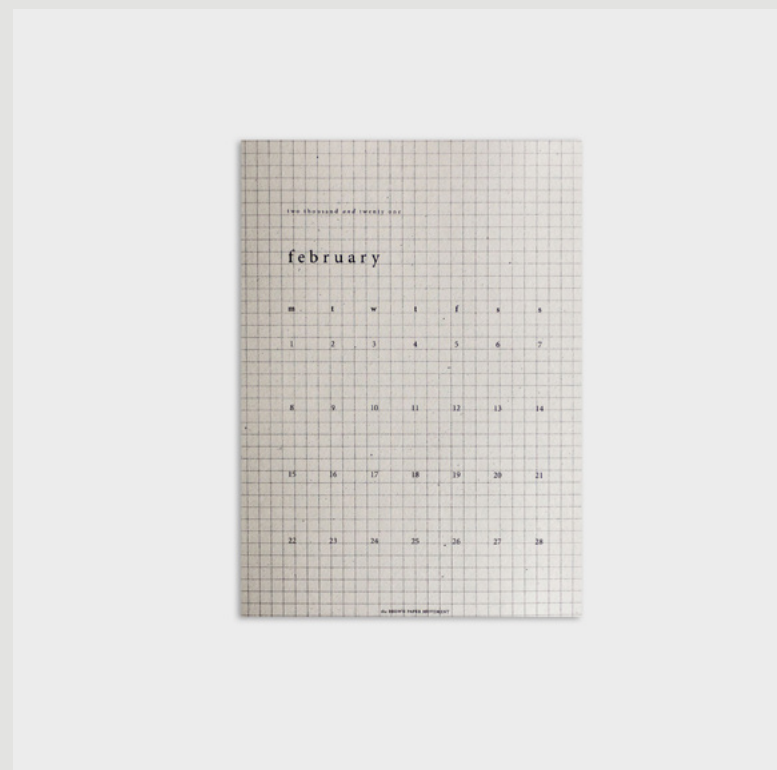
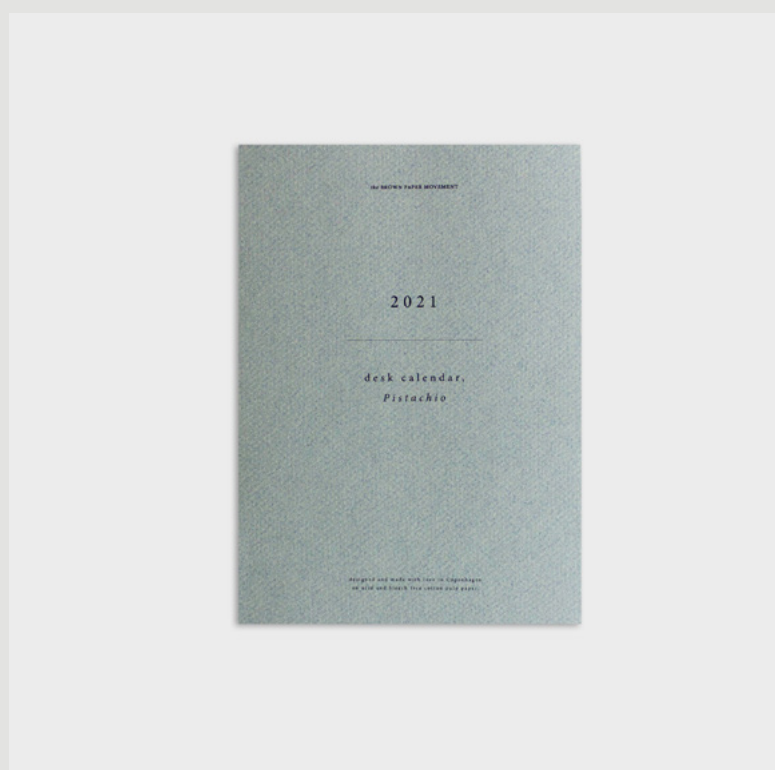
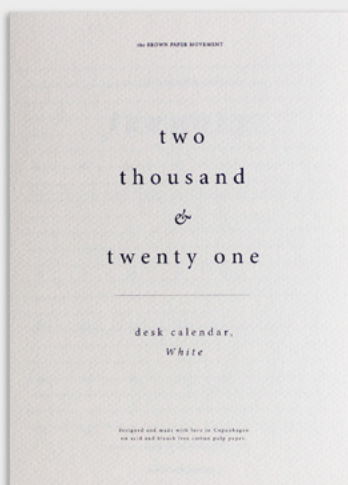
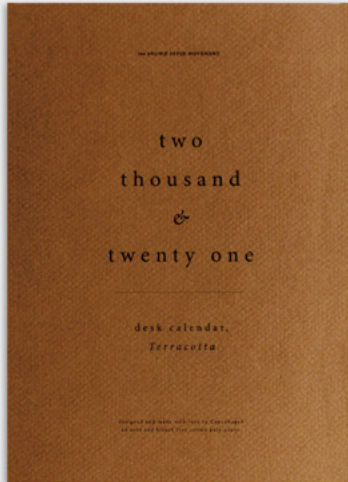
TBPM is produced in-house and you're a one-woman business. Can you talk us through the production process? How long does it take for a calendar to come alive from an idea and a sketch to a finished product?

Since 2014, I have designed all calendars and cards, also expanding the range with curated calendar accessories to match. I have kept one design consistent since opening in 2014 and that would be our all-time favourite, the Grey Hanging Calendar. Changing names over time, but always keeping the original design. It is our classic calendar. Other calendars began out of customer needs and requests. I love to listen to what the customer wants, so the premise of the business has always been to customise our calendars as much as possible. New designs pop up out of research and desire to expand. Around May/June I revisit all our designs and am ready for test printing by August and full production by September. This is all after work hours as I work 5 days a week! This is our first year we are outsourcing the printing of

our calendars to an exceptional, sustainable printer in Copenhagen. We are so excited to finally grow to a size to seek a professional printing company.

I respect the conscious effort you put into your whole brand to make it so sustainable. There are probably people and other brands who are just starting their sustainable path, what can you advise them from your experience so far? What are the small, daily changes each of us can make?

When starting out your sustainable business, think of the end product. How can your product last longer than its typical life? All our calendars have a notepad to the back, encouraging reuse. We tackled recyclability first and then re-using products. We should all learn where to dispose of paper, plastic, glass, metal, etc. the list goes on! Learn how your local community deals with sustainability and begin to make simple swaps, like buying from your greengrocer instead of plastic-packaged produce.





It's notable that TBPM has a very fine aesthetic. You are also an interior architect - where do TBPM and interior architecture intertwine? And also, as someone who absolutely adores Copenhagen and it's design scene, I have to ask you if/how this city, your full-time job, and your daily surroundings are inspiring you & your design?

The business could not exist without me being an Interior Architect, I seek so much of my inspiration from my work. The textures of brick and plaster inspire by translating textures to paper. A favourite pastime of mine is comparing samples for a project and aligning them with my brand, what would a fabric look like if it were paper? The light in Copenhagen is just surreal. Everything feels more sharp here and the seasons are so distinct between one another, it truly is amazing. The light in Sydney, where I am from, is completely different and quite saturated. Being surrounded by so much incredible design, there is somehow a pressure to produce something beautiful that fits within the Danish aesthetic. However, it is a good challenge and one to aspire to.

What new goodies are you preparing for your community in the (near) future, what can we expect to see soon from TBPM workshop? Also, do you plan on making any additional aspects of your brand/production more sustainable?

This year I cleaned up the calendar range and reduced the number of designs in stock, instead opting to keep a core of classic calendars. This is a sustainable move to branch out and offer planners and notepads. It is an exciting step, but taken with so much research into sustainability. This past year has been a deep dive into understanding the sustainable paper, alternative natural resources to make paper, inks/dyes, recyclability, biodegradability, and end life. The business can always be more sustainable! We are seeking new paper tape with cellulose-based adhesives and biodegradable sleeves for our cards. We are so close to making all we produce completely sustainable.



