



3daysofdesign

Contact info

3daysofdesign
Frederiksgade 1
1265 Copenhagen K

Press

Laura Engstrøm
+ 45 61340094
press@3daysofdesign.dk

3daysofdesign.dk

About 3daysofdesign

3daysofdesign is Denmark's annual design event. An international hub of innovation showcasing inspiring concepts in lifestyle, lighting, furniture, and interior designs from some of the major players on the Danish design scene.

It's an exclusive event open to the public. Everyone is invited to visit the vast array of showrooms, exhibitions, pop-up events, workshops, and design talks with previews and upcoming trends on the horizon. At the same time, it's your opportunity to experience Copenhagen's vibrant pulse and personality.

Between 16 - 18 September 2021, you will have unique access to more than 200 showrooms and exhibitions in Copenhagen.



1/2

PRESS RELEASE

See you at 3daysofdesign

From 16.-18. September, Copenhagen will pay tribute to what Denmark also stands for: Design. But this year, it is happening with a different mindset. More than ever, we have become aware of what interior design means for our well-being.

In the days to come, we meet with a different mindset at Denmark's largest design festival, 3daysofdesign. Months of lockdown have not only made us eager to see each other again but has also made us aware of how much our surroundings mean for our well-being.

Whether it is the chair that tells the back how well it is designed, or the color on the wall with its indirect way of signaling well-being - we are more aware than ever what good design does to us.

"During the pandemic, external factors forced us to stay at home. Here, we found out how important it is to surround ourselves with furniture and colors we like. Never have we been painting and decorating as much as we have during this period. But we also found out that things must mean something to us," director of 3daysofdesign, Signe Byrdal Terenziani says.

For that reason, this year's festival will focus on presence and contemplation.

"This year is about closeness and reflection. The themes are creativity, empathy, and good craftsmanship - as illustrated by designer Ilse Crawford, who created this year's logo. We celebrate the humane design and objects that give us value," Signe Byrdal Terenziani continues.

More than 200 exhibitors

This year, more than 200 design companies participate. It's the highest number to date. They are helping transform Copenhagen into a vibrant backdrop for design, where we welcome everyone to get an insight into what is happening on the Danish design scene right now. 3daysofdesign is the event, where you hear about the designers' creative processes at the many talks and pop-up events. It's where you can enrich the senses by letting your hand slide over the processed wood, or you can see how the designers give new life to old materials.

Expanded digital platform

3daysofdesign has further expanded its digital platform in 2021 for those who do not have the opportunity to physically participate in the event. It is thus possible to live-stream several of the interesting talks that will be during the festival. And do not miss 3daysofdesign's podcast.

**We look forward to seeing you
next week - physically or virtually!**



3daysofdesign

Contact info

3daysofdesign
Frederiksgade 1
1265 Copenhagen K

Press

Laura Engstrøm
+ 45 61340094
press@3daysofdesign.dk

3daysofdesign.dk

A unique chance to meet international stars in an intimate setting

During 3daysofdesign, the Argentine-Swiss designer Alfredo Häberli, the British trend guru Ilse Crawford and the Indian architect Anupama Kundoo will be among the speakers in the conversation series 'Heart to Heart', arranged by 3daysofdesign in collaboration with the interior magazine Bo Bedre. In addition, you can hear what the Danish designers Anne Bojsen, Rikke Frost and Kasper Salto and program manager in Velux, Lone Feifer have to say about design today. It all happens in an intimate setting at Hotel SKT. Annæ.



Alfredo Häberli



Ilse Crawford



Anapuma Kundoo

See the program and buy tickets here:

3daysofdesign.dk



Check out the app - and get inspired

Go to the 3daysofdesigns app and see what the singer **Oh Land**, the artist **Marco Evaristti** and the design duo **Baum und Pferdgarten** recommend at this year's 3daysofdesign. Here you can also read what, editor-in-chief Morten Grønberg and Louise Örnfeldt from Wonderful Copenhagen, are looking forward to seeing at 3daysofdesign.

**Vi glæder os til at ses
i næste uge – fysisk
eller virtuelt!**