



3daysofdesign

Contact info

3daysofdesign
Frederiksgade 1
1265 Copenhagen K

Press

+ 45 2242 3317
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.

PRESS RELEASE

3daysofdesign is becoming one of the world's most important design festivals

This year, over 200 exhibitors and 10,000 visitors have contributed to making this the biggest 3daysofdesign festival to date. In fact, 3daysofdesign is also becoming one of the world's most important design festivals, according to the Editor-in-Chief at Denmark's most popular interior design magazine.

In its 8th edition, 3daysofdesign 2021 was bigger than ever with a record number of guests. Boasting over 200 exhibitors, 10,000 visitors, 200 international design journalists and hundreds of international interior designers and architects, it was not only the most massive to date. It also made its mark in the industry – and the media.

"3daysofdesign is rapidly becoming one of the world's most important design events, where national and international companies meet with leading professionals," notes Erik Rimmer, Editor-in-Chief at BoBedre, Denmark's preeminent lifestyle and interior design magazine. *"Danish and Scandinavian design is at the heart of 3daysofdesign. Consumers have noticed the festival and are also attending the event. When you add the international perspective, it gets truly interesting."*

New hub

The talks by BoBedre and 3daysofdesign were held at Hotel SKT. Annæ, which also hosted an information centre about the festival – something new we introduced in 2021.

For 3daysofdesign Director Signe Byrdal Terenziani, *"it was brilliant to designate a hub where people could meet. A place to find out more about all the events, talks and exhibitions going on in Copenhagen during these three days. It's something we will definitely do in years to come."*

Hotel SKT. Annæ was pleased to provide the focal point for design lovers from all over the world. *"It has been a great pleasure for us to host the inspiring design talks and events during this year's 3daysofdesign,"* adds Marketing Manager at Hotel SKT. Annæ, Anna Piilgaard. *"The greatest joy has, without a doubt, been to offer a base for design enthusiasts, who have finally been able to gather together and be inspired by the fantastic design we have in Denmark."*

Design is about wellbeing

3daysofdesign was held in September this year due to the pandemic. Next year, it will most likely return to May as the usual month when we hold the event.

"We're already busy preparing and organising next year's festival," says Terenziani. *"The pandemic actually forced us to reflect upon our surroundings and the importance of wellbeing. We hope people bear that in mind in the coming years. Design is ultimately here to enhance our lives. To connect with us as humans, allowing us to truly connect with each other."*

Intriguing design talks

As our media partner, Bo Bedre hosted one interesting talk after the other. The talks included celebrated names in the industry, such as design guru Ilse Crawford, designer Alfredo Häberli and architect Anupama Kundoo.

Zurich-based, Swiss-Argentinian product designer Alfredo Häberli sums up his personal impressions of his visit to Copenhagen and the event: *"People and encounters, design and knowledge are the content of the conversations that characterise the informal atmosphere of 3daysofdesign. And all this in a dream city."*