

3daysofdesign

Be Part of 3daysofdesign

9 — 11 JUNE 2027

About 3daysofdesign

3daysofdesign is Copenhagen Design Week and Denmark's Official Design Festival. Conceived as an immersive, multi-sensory, discovery-driven experience. Held annually, it's a global platform to showcase and celebrate the people defining the creative landscape of tomorrow.

It's a visibility opportunity for emerging and established talents from Denmark and abroad to present their brand, their stories, new product launches and latest collections to an avid audience of industry professionals, design media, and the general public from around the world.

Unique to our festival is an intimate, informal atmosphere that welcomes people to engage with your brand directly. Where visitors and the press can meet you and your team, discover your products, and learn about your particular approach to design.



A woman with long dark hair, wearing a white long-sleeved shirt and a light-colored skirt, is sitting on a light-colored floor. She is looking down at a large, circular, yellow object that is part of a grid pattern on the floor. The object has a dark center. The background is a light-colored wall with a grid pattern of similar yellow circles. The overall scene is dimly lit, with a dark brown vertical bar on the right side of the image.

3daysofdesign

3daysofdesign is an exclusive festival that's inclusive of everyone to attend for free. We are a highly-curated platform that welcomes different people with different perspectives. Passionate creatives who are excited to exhibit an array of concepts—from experimental, cutting-edge ideas to iconic classics.

2026

In June 2026, over 570 Danish and international exhibitors from diverse disciplines within design showcased their work to more than 125.000 guests who attended our festival from over 150 countries across the globe.

+4M

WEBSITE PAGE VIEWS

+125K

VISITORS

13th

EDITION OF 3DAYSOFDESIGN

+900

EVENTS

+176K

INSTAGRAM FOLLOWERS

+42K

APP USERS

+570

EXHIBITORS

+17K

LINKEDIN FOLLOWERS

Audience

DESIGN MEDIA

Editors, journalists, content creators, influencers, and photographers representing the most respected publications and digital platforms worldwide.

INDUSTRY PROFESSIONALS

Designers, international business partners, architects, stylists, buyers, dealers, interior designers, retailers, manufacturers, and other design professionals.

GENERAL PUBLIC

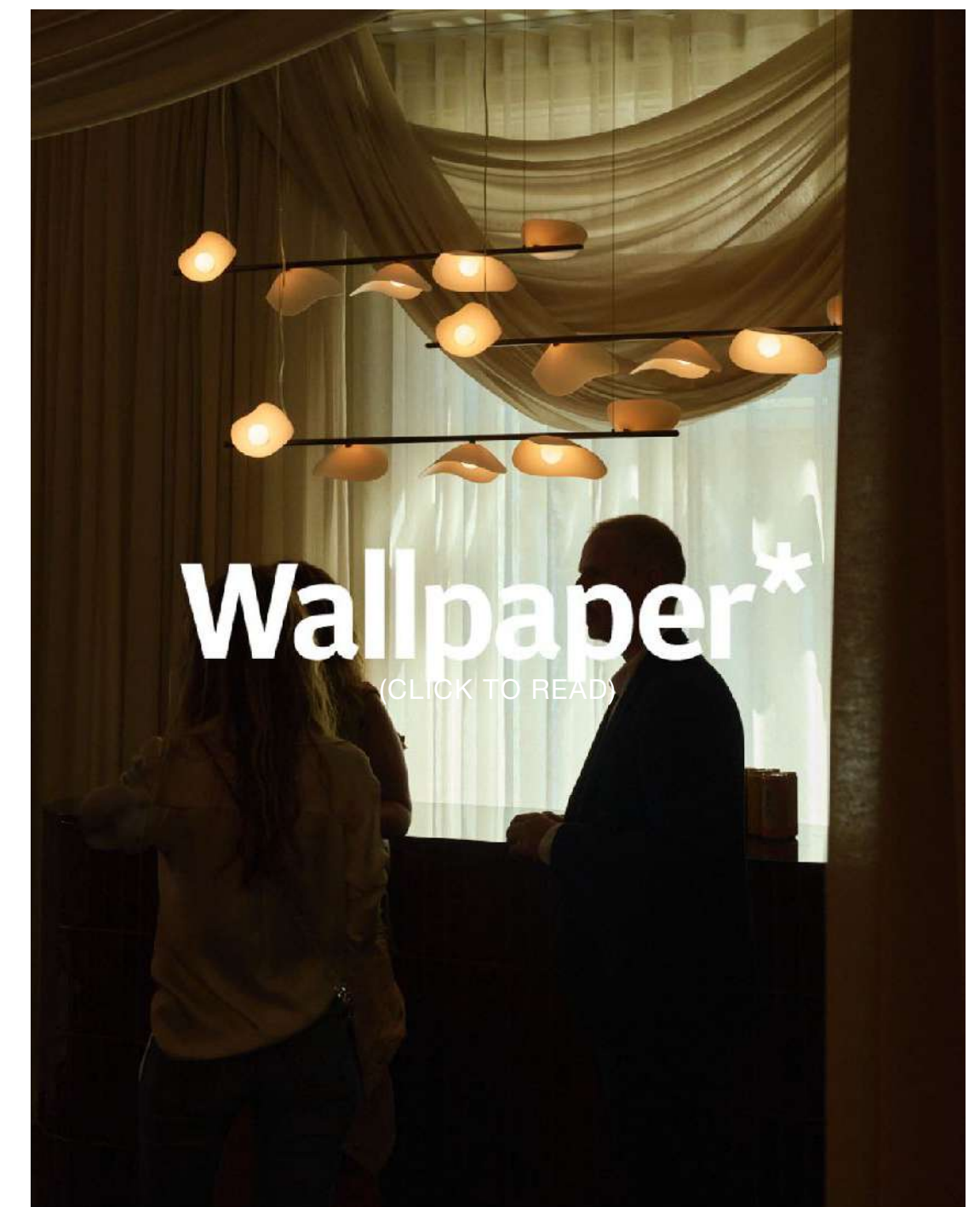
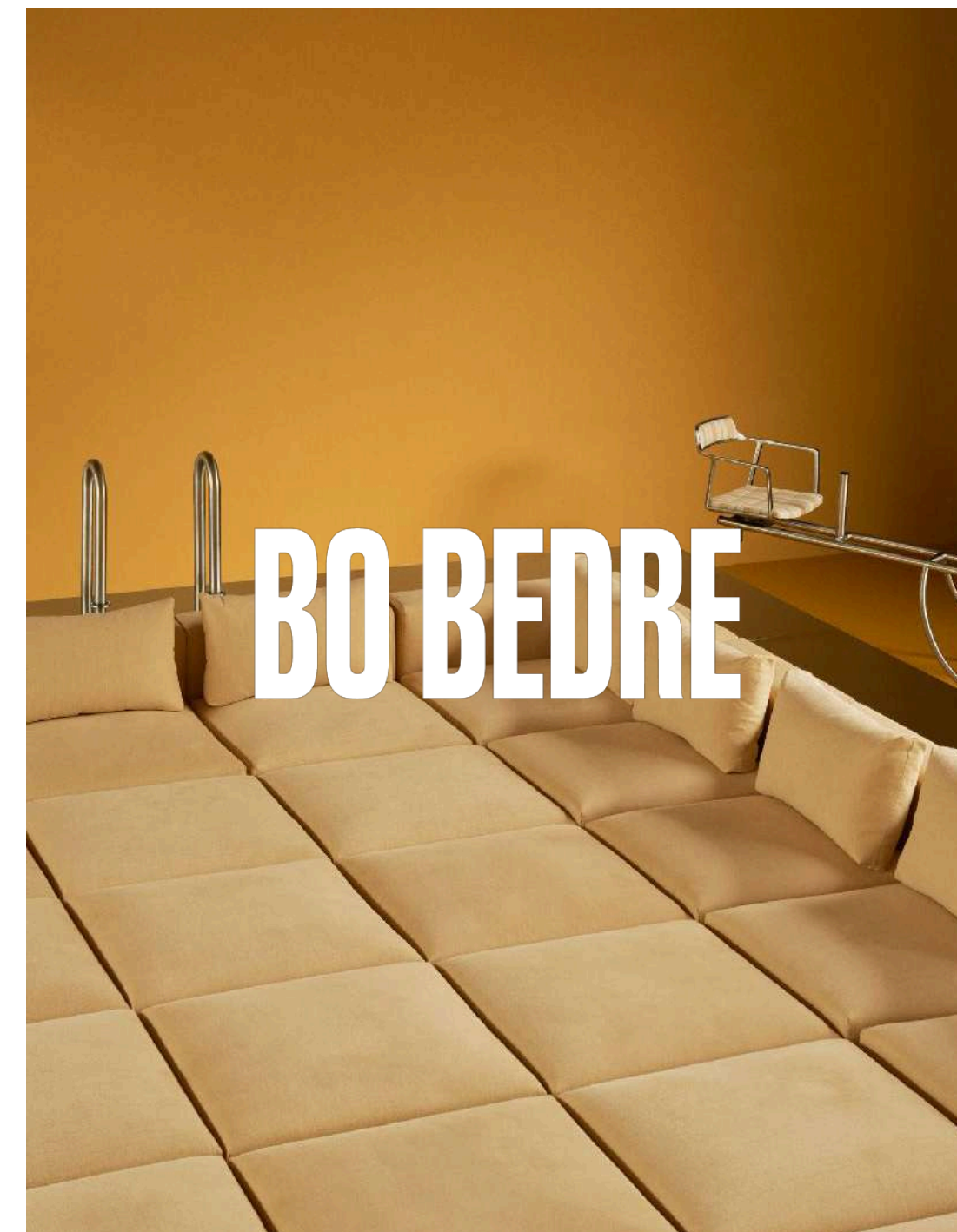
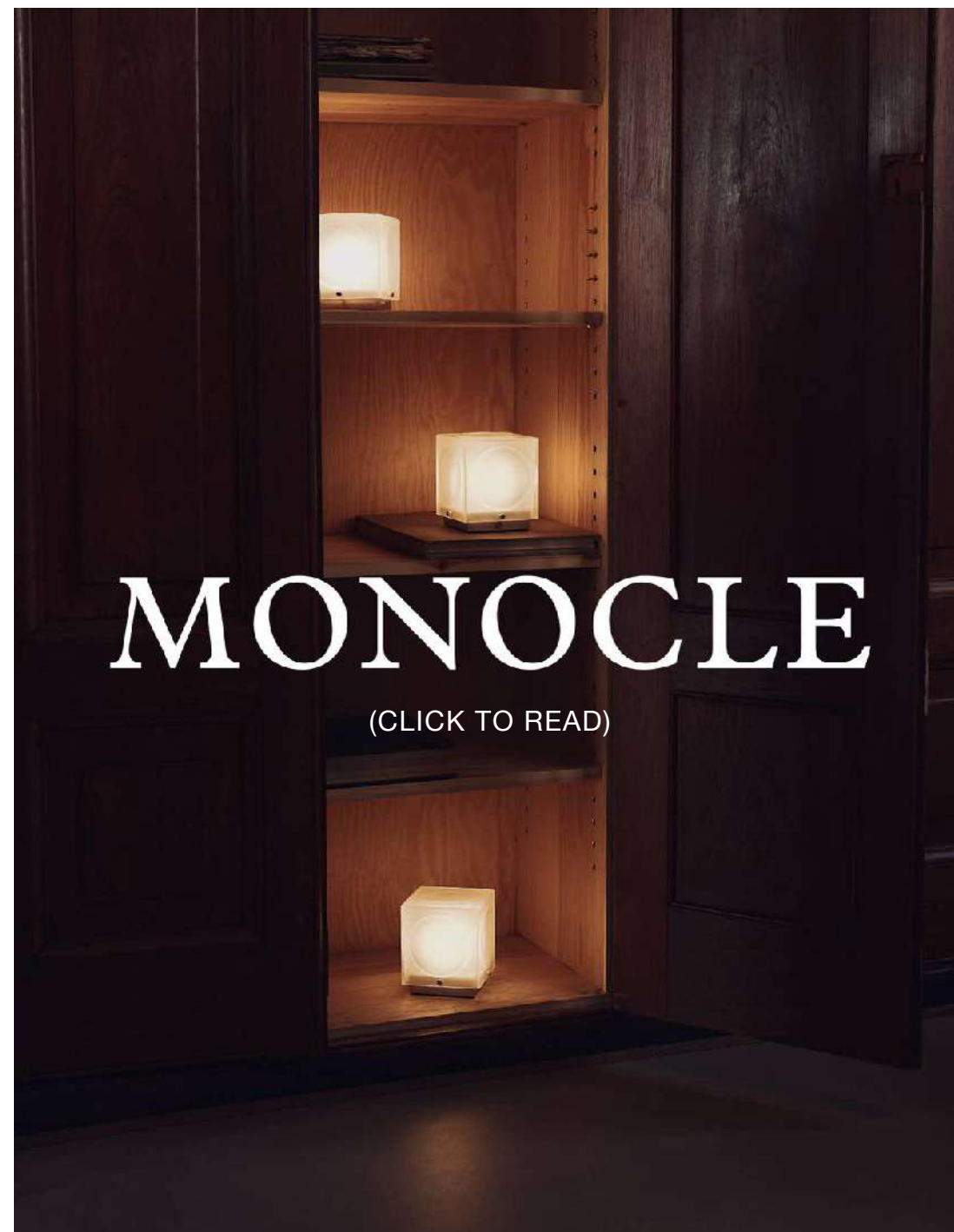
A wide spectrum of enthusiastic guests from over 150 countries around the globe, who all share a profound passion for design, lighting, interiors and lifestyle.

3days of design



Media Coverage

3daysofdesign 2026 received impressive media coverage with mentions in over 500 lifestyle and design publications both online and in print. In addition to the 200 members of the press invited by 3daysofdesign, hundreds more attended, representing leading international publications including AD Italia, Domus, Dezeen, Interni, Elle Decor, Design Milk, Dwell, and many others. Read highlights from our selected press mentions at 3daysofdesign.dk/press/mentions



A Personal Approach

As an exhibitor, you'll receive personal support from the 3daysofdesign team throughout your participation — from registration and finding the right exhibition location to making the most of our communication tools and festival infrastructure. Our team is available online and on the ground to answer questions, provide guidance and help make your participation as smooth as possible.

You'll also be invited to our exclusive Kick-off Exhibitor Event in Copenhagen, bringing exhibitors together ahead of the festival to connect, prepare and get inspired.



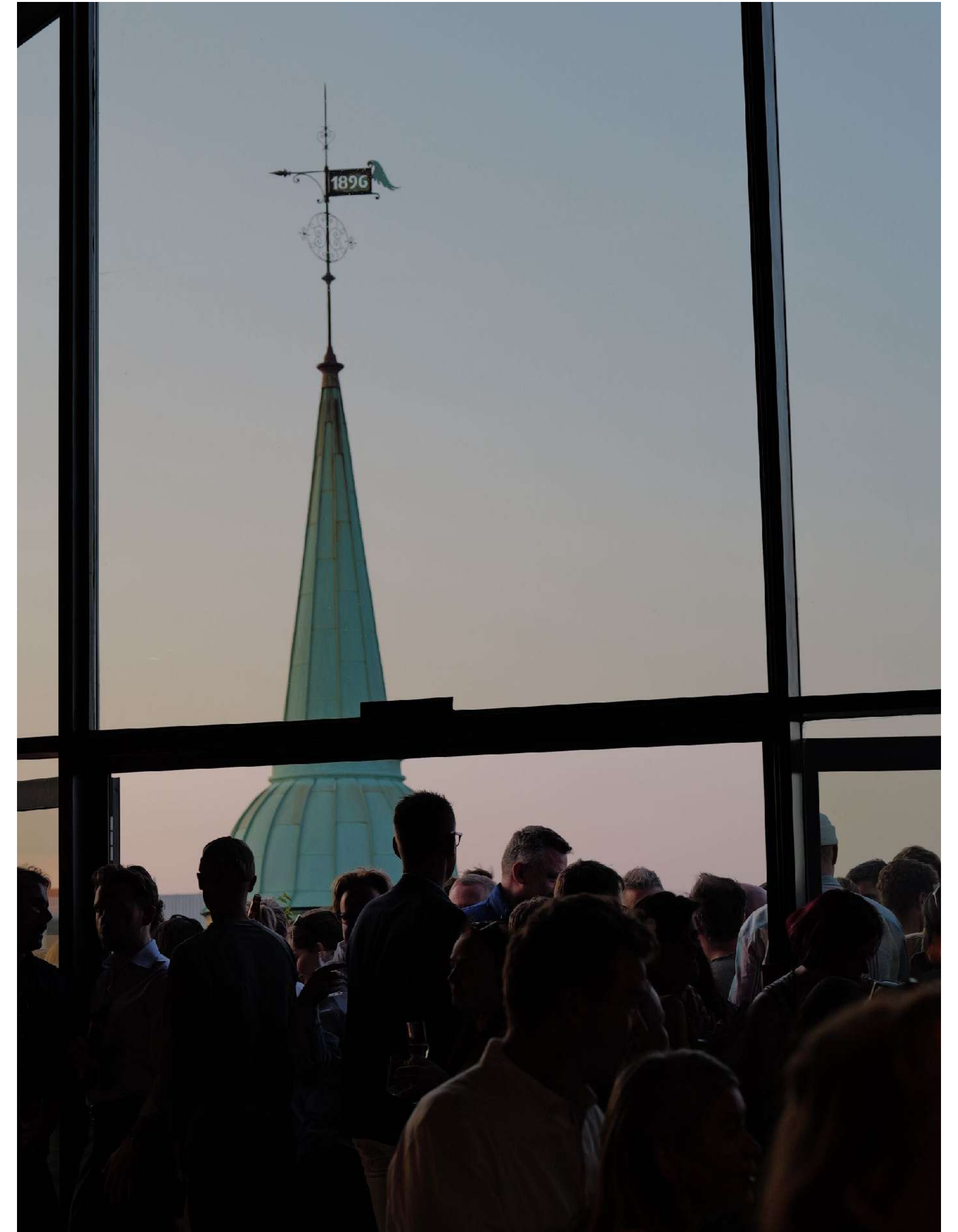
Copenhagen's Creative Pulse

3daysofdesign takes place at various locations all across Copenhagen. We've organised the locations into several designated Design Districts, to make it easy for guests to visit our broad range of exhibitors, featured in design studios, showrooms, galleries, mansions, event venues, public spaces, rooftops and other outdoor arenas.

During the festival, Copenhagen truly comes alive, as a vibrant focal point for outstanding design, award-winning architecture, forward-thinking urban planning, and exceptional cuisine. Replete with pioneering people and game-changing projects.

If you don't have an exhibition space yet, we have an extra location scouting service that matches curated venues throughout the city with your exhibition concept.

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Exhibitor Benefits

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Our aspiration is to arm our creative community with opportunities and exposure. To inspire purpose-led spaces that don't just look beautiful, but that also have an intentional impact on our behaviour, our wellbeing, and society as a whole. We go out of our way to support and promote brands - way beyond balloons. Our efforts encompass initiatives that challenge the current state of our industry, with podcasts, articles, interviews and symposiums to advance the design agenda even further.

A Platform for Visibility

As an exhibitor, your brand becomes part of a critically-acclaimed and globally-recognised movement, with opportunities to amplify your story across our channels, and to connect with a wider international audience of media. You can expect:

- Global visibility on all 3daysofdesign's digital and social media channels, including content highlighting official exhibitors.
- Our media collaborations and extensive international press presence creating opportunities for your brand to be discovered and considered for editorial coverage.
- Exclusive access and rights to use our brand assets to align your brand story with our annual theme, editorial content and wider communication.
- Content, conversations and connections created around the festival, which will continue to generate attention after the event.



Wayfinding Material

As part of your participation, every exhibitor receives wayfinding material which helps direct visitors to your exhibition and marks your brand as part of our community. You'll also receive access to 3daysofdesign's communication tools to support your own marketing efforts:

- Inclusion in our official festival programme and directories
- Visibility on our festival map via our app
- Physical wayfinding materials
- Exhibition and event listings on festival platforms
- Access to selected festival communication assets

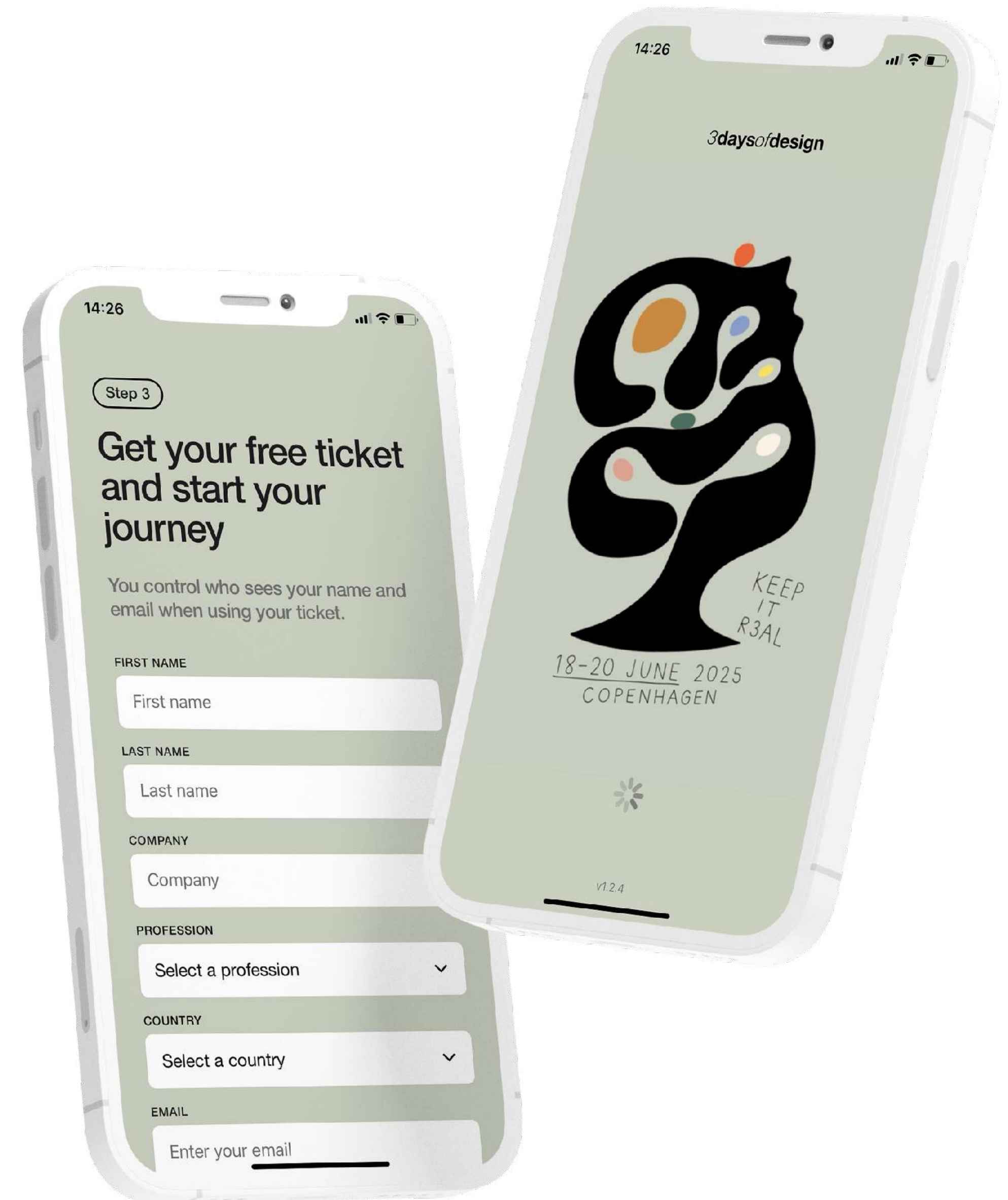
Our wayfinding efforts are designed to increase visibility and access to your brand during our festival. If you need a specialised approach concerning wayfinding, our team is always available to assist.



App Profile

We've developed a unique 3daysofdesign app with two versions, one for visitors and one for exhibitors. Both apps work in harmony via a QR scanner to provide key visitor data to exhibitors, and allow easy access to festival info for visitors, while simultaneously providing key visitor data to exhibitors. Other benefits of the app are:

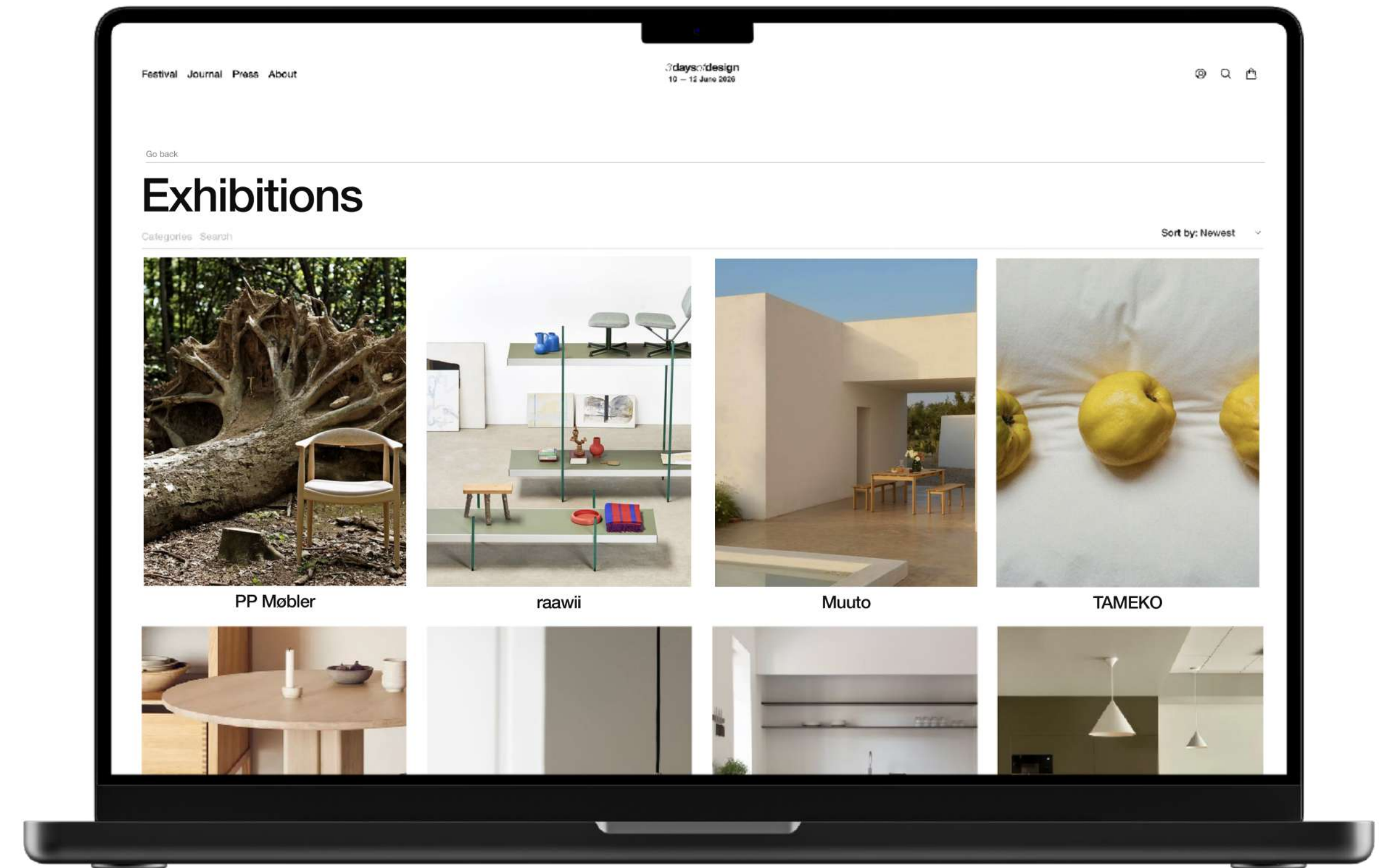
- Your brand is showcased on our official app, with instant access to your brand activities and festival updates.
- Your brand is visible to a global design audience to activate your exhibition and increase networking possibilities.
- Your events can be listed to a wide audience to activate your exhibition and increase networking possibilities.
- Festival map listing all exhibitions to guide our visitors.
- Instant data capture system to collect visitor information.
- Meeting booking system to facilitate matchmaking with specific brands/audience.



Website Profile

Our 3daysofdesign website is the main resource for visitors, press and professionals before, during and after the festival. On your Member's Page, you can upload all key information to your profile. Other benefits are:

- The official list of exhibitors used by the press and visitors.
- Each exhibitor receives a dedicated sub-page with links to your website, social media channels, press release, and image bank.
- Your sub-page is linked to your Member's Page, where key updates, deadlines and announcements are made.



Festival Connections

I-POINTS

Focal points located at each of our Design Districts as a central meeting point for visitors. A place for information, inspiration, and guidance to your exhibition and events.

FESTIVAL STAFF

Our trained staff will be on site available throughout the festival, supporting both exhibitors and visitors to ensure a smooth festival experience for all.

DESIGN AMBASSADORS

We've chosen a select group of creatives from around the world to capture the festival spirit through a partnership with Leica Camera. Their journey is shared after the festival and is accessible to all.

COMMUNITY VISIBILITY

3daysofdesign branding across the city raising awareness of the festival, driving new and returning visitors to your district, venues, exhibition and events.

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Connecting People

DINNERS

Join our dining experience, gathering you, the press and festival guests together around a shared table to connect over good food, and meaningful ideas.

SYMPOSIUM

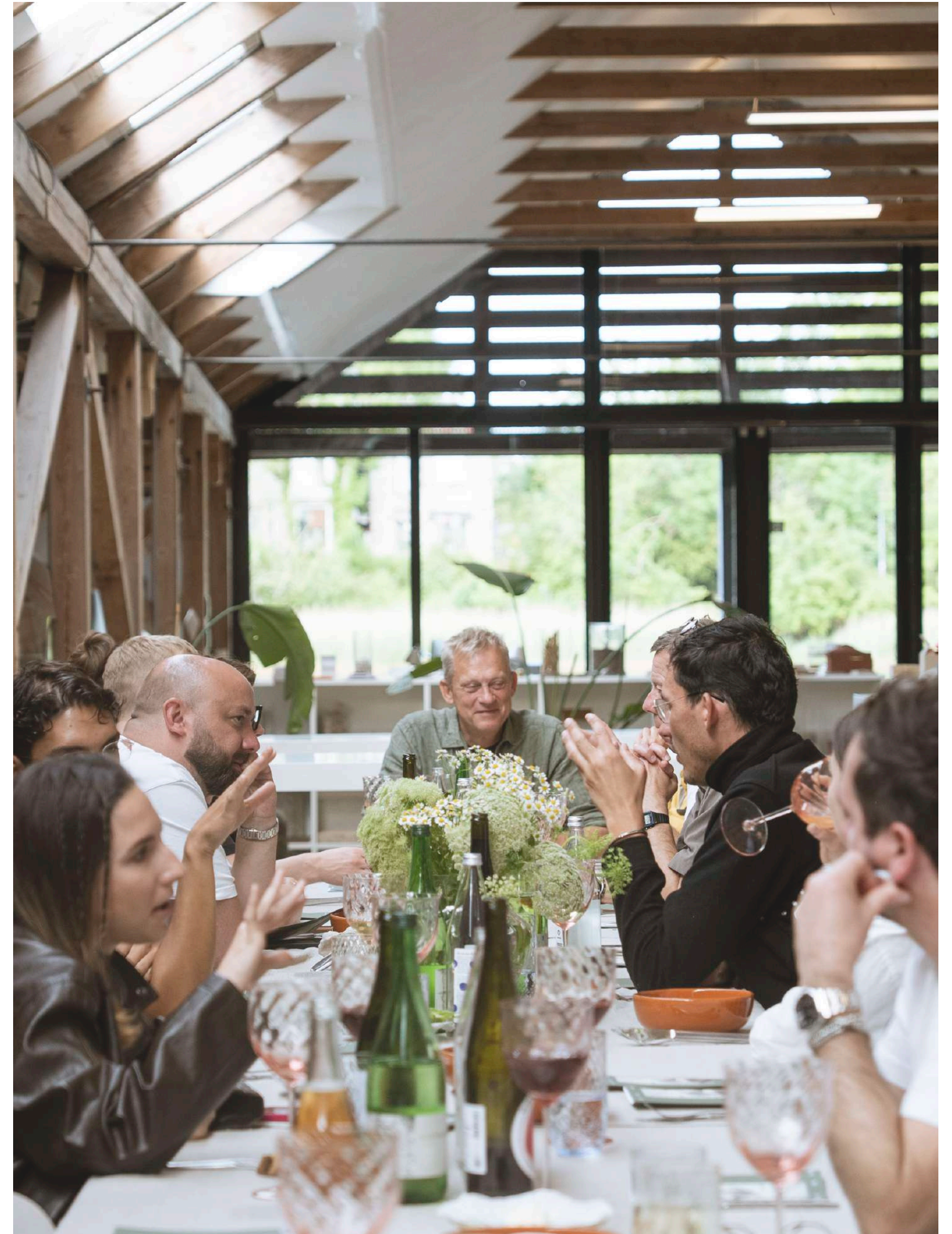
Participate in our curated programme of talks and conversations, featuring leading global voices from design and related fields examining the ideas, challenges and opportunities shaping design and society today.

DESIGN WALKS

Walk with fellow design enthusiasts on guided tours available at each of our Design Districts to discover Copenhagen's vibrant design scene, award-winning architecture, and selected exhibitions.

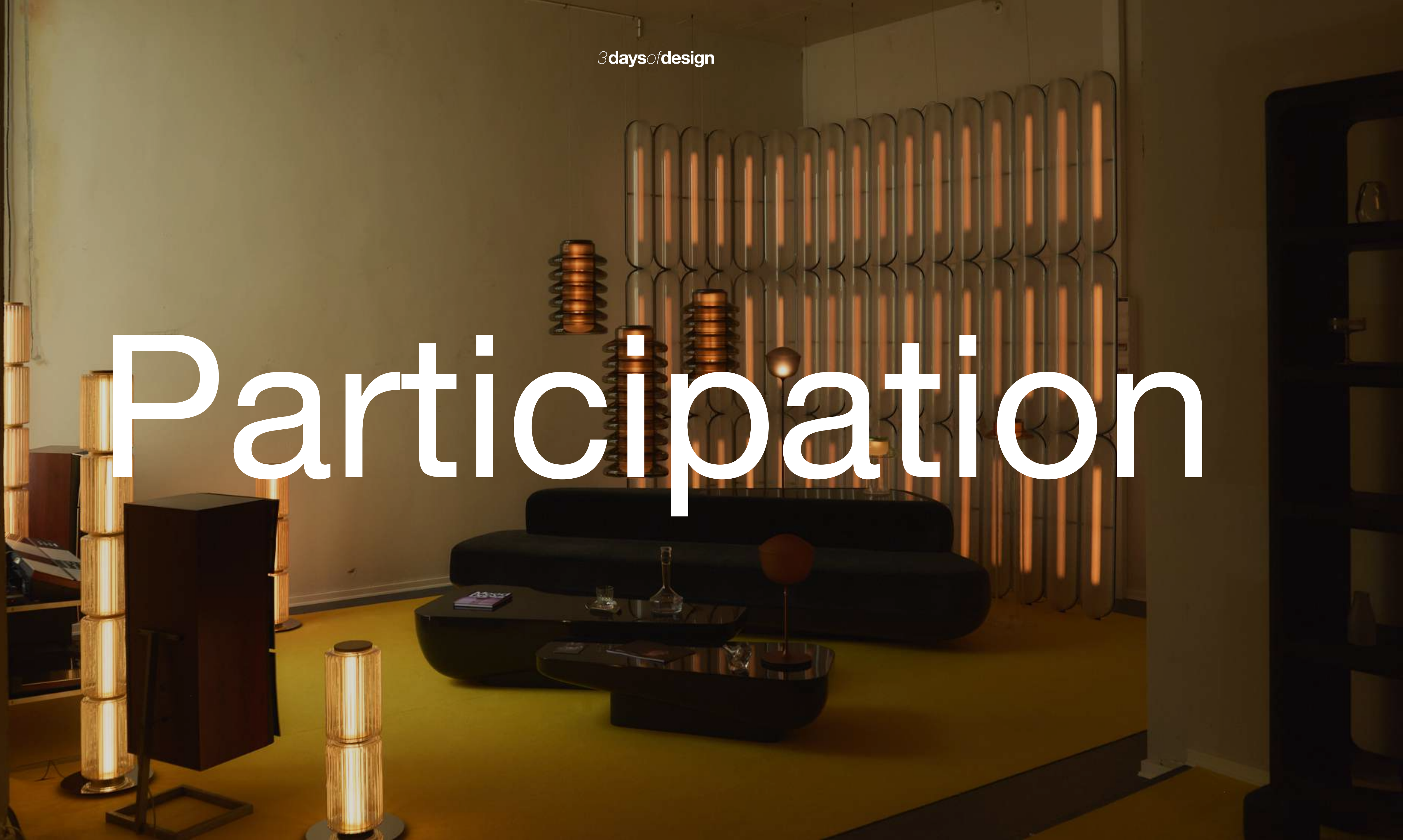
SPECIAL ACCESS

As an official exhibitor, you will receive a 10% discount on the above for you and your guests. Terms and conditions apply.



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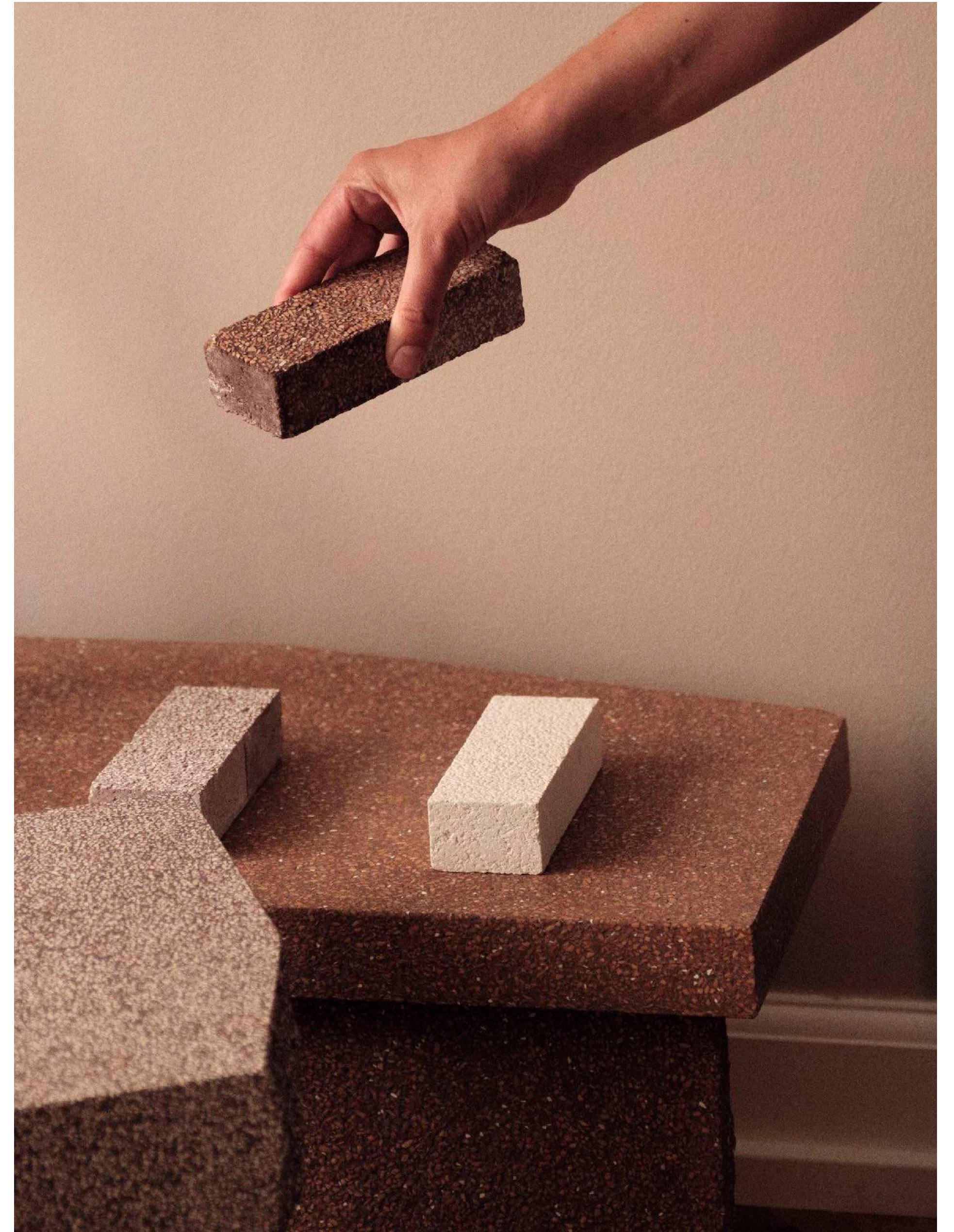
Participation



Participation Criteria

At 3daysofdesign, we take pride in keeping our standards high. We carefully curate participating exhibitors based on your commitment and ability to fulfil these five criteria:

1. Exhibitors must be original
2. Exhibitors must embody social and sustainable design practices
3. Exhibitors must actively participate in 3daysofdesign
4. Exhibitors must be relevant for the interior design industry
5. Exhibitors must embrace our inclusive approach to price participation fees



Participation Fee

3daysofdesign endeavours to be inclusive of a broad spectrum of brands – from emerging talents and small start-ups to established and heritage brands. Our participation fees are based on your company’s gross margin, ensuring that the festival remains accessible to businesses of different sizes. Our registered exhibitors receive the same core festival benefits, communication package and opportunities for exposure, regardless of their participation fee category.

PARTICIPATION FEES ARE SUBJECT TO THE PAYMENT & CANCELLATION TERMS OUTLINED IN THE TERMS AND CONDITIONS. THE AMOUNT IN EUROS WILL BE BASED ON INVOICE-DATE RATE

Category 1	Category 2	Category 3	Category 4	Category 5	Category 6
For companies with a gross margin of less than 0.25 million DKK	For companies with a gross margin between 0.25 – 2 million DKK	For companies with a gross margin between 2 – 4 million DKK	For companies with a gross margin between 4 – 8 million DKK	For companies with a gross margin between 8 – 16 million DKK	For companies with a gross margin of more than 16 million DKK
10.000 DKK	20.000 DKK	30.000 DKK	40.000 DKK	50.000 DKK	60.000 DKK
1.340* EUR	2.680* EUR	4.020* EUR	5.360* EUR	6.700* EUR	8.040* EUR

Add-ons

VIP TOURS

OPTIONAL ADD—ON

To further enhance your brand visibility, you can apply for our 3daysofdesign VIP Tours. A unique opportunity for you to personally meet with the international press and/or professionals from the design community. We carefully select and invite over 120 international press and industry professionals who we host for the duration of the festival.

It's possible to host a VIP tour for lunch or dinner, in which case you would get more time with the group. If you would you like to apply for one of our VIP Tours, make sure to let us know when signing up.

PLEASE NOTE THAT IF YOU SIGN UP FOR VIP TOURS, YOUR EXHIBITION HAS TO BE READY BY 7 JUNE 2027.

VIP Tour - Press

20.000 DKK / 2.680* EUR per visit

Up to **25** Journalists Up to **45** Minutes Visits

Meet journalists, editors, and content creators from international print and digital media working with interior design. Present your news, increase your press coverage and build your network.

3daysofdesign

VIP Tour - Industry Professionals

20.000 DKK / 2.680* EUR per visit

Up to **25** Interior Designers, Buyers & Dealers Up to **45** Minutes Visits

Meet with representatives from the interior design community in person, including international buyers, interior designers, architects and stylists. Present your work, increase your visibility and build your business network.

Location Scouting

OPTIONAL ADD—ON

Location Scouting
7.500 DKK / 1.000* EUR

As part of this service, we will provide you with three to five curated venue suggestions. Our goal is to connect you with venues that align with your brand and exhibition needs, ie. geographical location, size and budget. Please note that while we facilitate the search and connection, we do not guarantee the availability of a final exhibition space. You are responsible for any venue price negotiations, and for entering into a rental agreement directly with the venue provider.

Designed to support your brand in finding the perfect setting for your exhibition, this extra service will help find a space that aligns with your creative vision. With a dedicated team, our deep knowledge of Copenhagen and strong network of venues, galleries, and hidden gems, we'll help find the space to match your concept, setting the stage for an unforgettable experience.

Exhibitors create their own exhibitions in venues that we've curated across the city – from showrooms and galleries, to workshops and warehouses to Rococo mansions. Each venue has shared certain criteria to facilitate our matchmaking process.

Please note: Venue fee is separate from our Participation Fee and based on your agreement with the venue provider.

Deadlines 2027

Please note that once you have been approved as an Exhibitor, you will receive an invoice for your Participation Fee. This must be paid in full and within the timeframe outlined in your invoice payment terms.

Our promotion of your brand as part of 3daysofdesign's communication channels and official programme, and your inclusion in the festival depends on your invoice being paid in full, including add-ons such as VIP Tours and Location Scouting.



Terms & Conditions

These are highlights with key points from our Terms and Conditions.

[Please read our full T&C on our website.](#)

PARTICIPATION

- Participation is subject to application approval and acceptance of 3daysofdesign's participation criteria.
- Participation is confirmed upon acceptance and payment in full.

PAYMENT

- The Participation Fee and selected Add-on services are invoiced together and must be paid in full by the stated due date on the invoice.

CANCELLATION

- There are no refunds if you cancel your participation. Add-on services already delivered or commenced are non-refundable.

VENUE & ADD-ON SERVICES

- Venue rental and related costs, Location Scouting and VIP Tours are separate from and not included in the Participation Fee. Venue fees are to be paid directly to the venue provider. Add-on services already commenced or delivered are non-refundable.

FESTIVAL RESPONSIBILITIES

- If circumstances beyond 3daysofdesign's reasonable control prevent the festival from taking place as planned, arrangements regarding postponement, cancellation, fees and refunds will be communicated to exhibitors as soon as reasonably practicable.

GENERAL

- Exhibitors are responsible for appropriate insurance and any damage caused by their activities.
- Participation may be withdrawn in the event of non-payment or material breach of the terms. Terms & Conditions listed in full on our website.

FAQ

HOW IS MY PARTICIPATION FEE DETERMINED?

The fee is based on your company's gross margin. We review your financial statements and propose a fee that reflects your business scale and capacity.

WHAT IF WE ARE TWO BRANDS THAT SHARE THE SAME ADDRESS?

Each brand must register separately, even if sharing an address. This ensures that both brands are properly promoted across all festival platforms, such as our dedicated website profiles and social media posts.

IS THERE A DISCOUNT IF I REGISTER LATE?

No, late registration will not reduce your fee. It will only affect your exposure and how early you are featured in our festival communication and promotion. We highly recommend that you sign up before the deadline 1 February 2027.

CAN I GET A REFUND?

No refunds will be issued for cancellations. By mutual written agreement, 3daysofdesign may allow participation to be deferred to the following year's festival, subject to availability and applicable terms.

WHAT IS THE DIFFERENCE BETWEEN PARTICIPATION FEE AND VENUE FEE?

Participation Fee is paid to 3daysofdesign and contributes directly to organising the festival. The Venue Fee is paid to the landlord of the space you rent. This is separate from 3daysofdesign and is based on your own agreement with the venue provider.

DO YOU HAVE FAIR STANDS?

No, 3daysofdesign is not a traditional trade fair, but a festival spread across Copenhagen. We don't have a central venue or standard booths—instead, exhibitors create their own exhibitions in venues throughout the city, from museums, cultural centres and design studios, to outdoor arenas and other unique spaces.

HOW DO I FIND AN EXHIBITION SPACE?

You are welcome to contact any venue directly that suits your brand and exhibition concept. If you would like our help finding the right venue and connecting you with the venue provider, we strongly recommend requesting our Location Scouting service early in the process. Our team can help identify suitable venues and support you in securing the right location.

WHAT HAPPENS IF I DON'T UPLOAD MY MATERIALS ON TIME?

Deadlines are essential. You will miss out on crucial digital and printed promotions, if you upload too late.

CAN 3DAYSOFDESIGN PROVIDE STORAGE?

Unfortunately, no. We do not have storage facilities.

CAN I CHANGE MY BILLING DETAILS AFTER I SIGNED UP?

If billing information has to be changed after the invoice has been issued, an administrative fee of 1.500 DKK will apply.

Thank You

New to 3daysofdesign?

Find more information and apply now on our website, 3daysofdesign.dk

Already registered?

Update your existing 3daysofdesign account to be considered for the 2027 edition. Please log in [here](#).

We hope you'll join us at our 14th edition of 3daysofdesign from 9—11 June 2027.

GET IN TOUCH

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