



CHI CHOI MAO

CHICHOIMAO. FINE WOOD PRODUCTS. HANDMADE IN HONG KONG

# Press Release

CHICHOIMAO to Debut “Cat at Ease” Philosophy at 3daysofdesign 2026 in Copenhagen

COPENHAGEN, Denmark — June 2026 — CHICHOIMAO, the Hong Kong-based woodworking studio co-founded by one human and two feline “directors,” Kin Kin and Ar Mei, is proud to announce its debut at 3daysofdesign 2026. The studio will present a pop-up exhibition celebrating the intersection of calm living and traditional craftsmanship.

Rooted in the spirit of its Cantonese name “自在貓” (translated as “Cat at Ease”), CHICHOIMAO specializes in handcrafted wooden objects and small furniture produced in super-small batches. Each piece is constructed using traditional joinery and solid wood, balancing functional design with lasting durability and everyday warmth.

For the 2026 edition of 3daysofdesign, the studio will transform an intimate space into a living room installation that embodies its “Cat at Ease” philosophy. In addition to showcasing a curated selection of the brand’s signature collections, the exhibition will feature the global launch of a brand-new handcrafted furniture piece. This new addition invites visitors to slow down, reconnect with tactile materials, and rediscover the serenity found in ordinary moments.

“All my creations are deeply connected to memories and the quiet moments of life,” says the founder Chow Wing Sing. “I believe our most treasured memories deserve to be stored thoughtfully and beautifully. This exhibition is a space to breathe, feel at home, and see how design can hold the stories that matter most.”

CHICHOIMAO’s participation at 3daysofdesign highlights the studio’s growing international presence while staying true to its handmade roots and small-scale production ethos.

## Event Details:

- Event: 3daysofdesign 2026
- Dates: June 10–12, 2026
- Venue: Material Matters--Gammel Dok, Strandgade 27B, 1401 København, Space C3 (first floor)

## About CHICHOIMAO

Founded in 2019 in Hong Kong, CHICHOIMAO is a boutique woodworking studio known for blending minimalist aesthetics with traditional craftsmanship. Drawing inspiration from the curiosity and calm of cats, the studio’s work aims to bring serenity, warmth, and timeless beauty into modern everyday life.

CHICHOIMAO has actively showcased its craftsmanship and designs at various design fairs and exhibitions:

- Muan Muan Market 2025 (Chiang Mai, Thailand | 2025 )
- Popup Asia 2025 (Taipei, Taiwan | 2025 )
- New Energy Osaka 2025 (Osaka, Japan | September 2025)
- London Design Fair 2023 (London, UK | September 2023)
- ND Selects 2023 by New Designers (London, UK | July 2023)
- Home InStyle Fair 2023 (Hong Kong | April 2023)
- Solo exhibitions in Hong Kong and participated in joint exhibitions in Taiwan between 2022 and 2023.

## Awards:

- Wood Review’s Maker of the year Awards 2025 — Highly Commended
- Top 10 Artisans Award 2022 (Hong Kong)

## Selling Platform:

- Designboom Curated online shop
- 1stDibs
- Wescover

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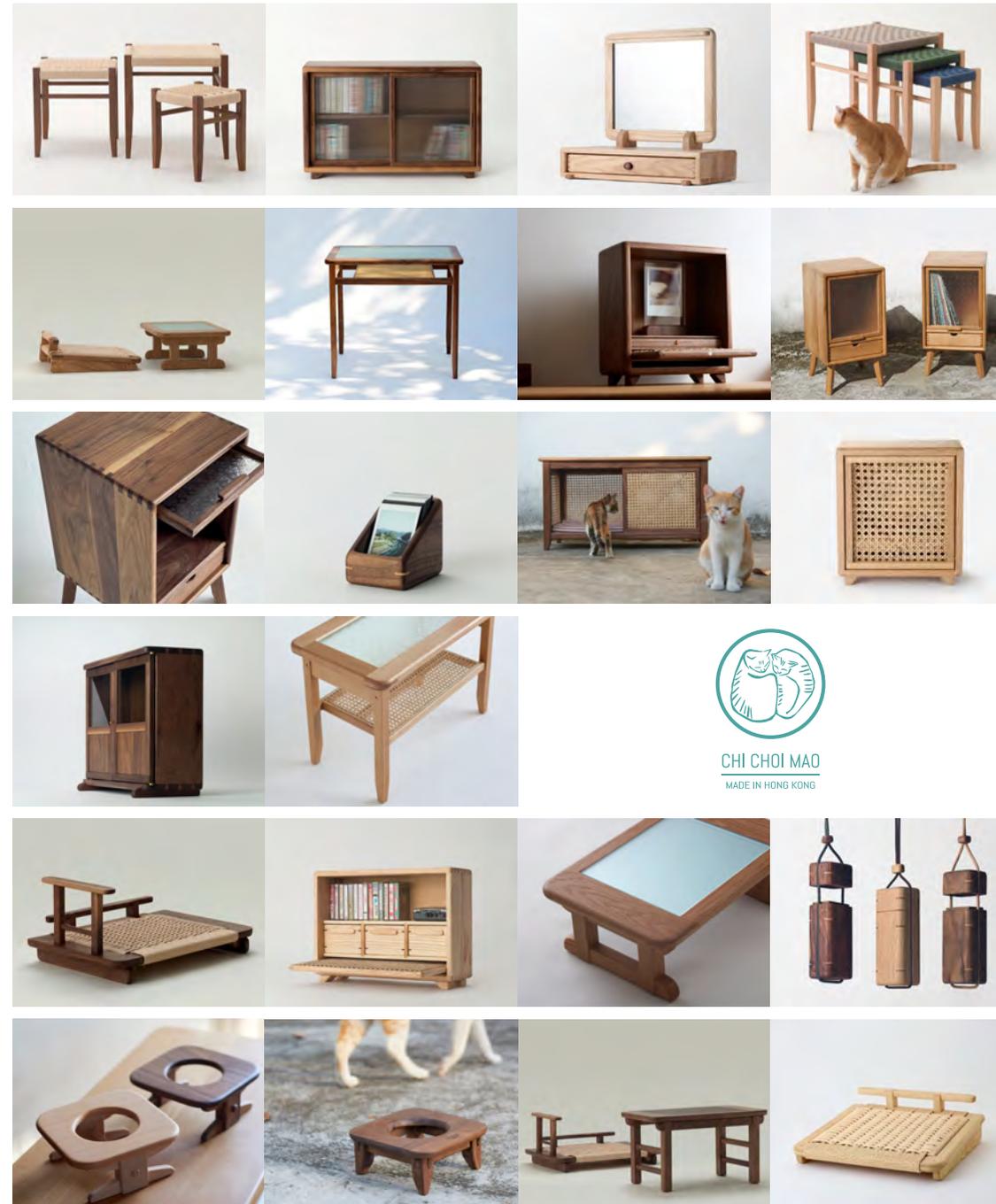
Instagram: [@chichoimao](https://www.instagram.com/chichoimao)



CHICHOIMAO is a small woodworking studio founded in 2019 and based in Hong Kong. Uniquely co-founded by one human and two cats, Kin Kin and Ar Mei, the studio embodies a harmonious blend of creativity and feline inspiration. The name CHICHOIMAO is derived from the Cantonese phrase <自在貓>, which means “free and comfortable cat.” This reflects the studio’s aspiration to create products that foster a calm, harmonious, and relaxing atmosphere, much like the serene lives of its cat founders.

CHICHOIMAO’s product range is divided into two lines, categorized by type of wood and color: <Kin\_>: Crafted from beech, oak, or ash wood. <Mei\_>: Crafted from black walnut.

Focusing on wooden products and small-sized furniture tailored for modern lifestyles, CHICHOIMAO emphasizes handcrafted quality. Each piece is handmade in small batches in Hong Kong using solid wood and traditional joinery techniques.



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<003\_mei> is a hand-crafted mini altar designed to honor beloved pets who have passed away. It can also function simply as an elegant incense holder.



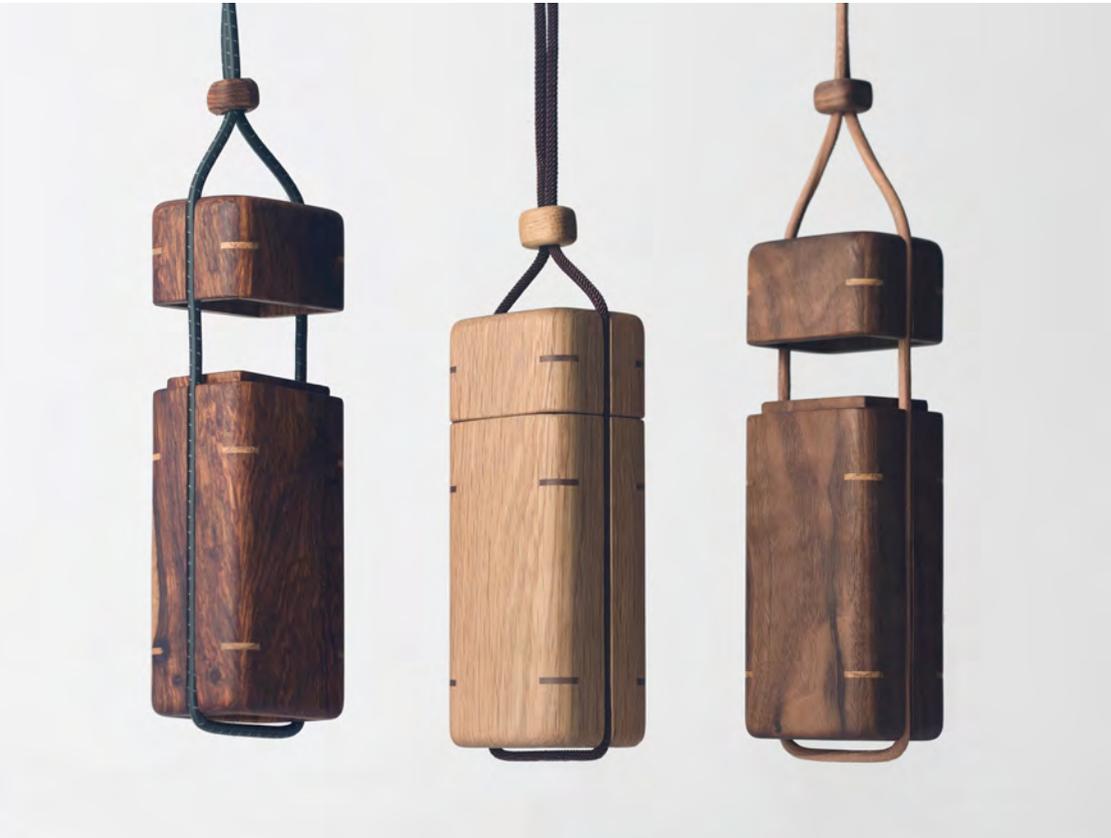


<008\_mei> is a small cabinet designed for storing instant film (Fujifilm Instax Mini). It features five little drawers at the bottom level, each drawer (008\_mini) capable of storing up to 100 films.





<009> is a case for storing glasses or pen. The design is inspired by Japanese INRO, a traditional Japanese case for holding small objects, suspended from the obi (sash) worn around the waist when wearing a kimono. The structure has been simplified to create a more minimal and functional piece that suits modern needs.







@CHICHOIMAO

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