

## **Press Release – 3daysofdesign 2026**

Geberit presents “Visible Hidden Innovation” – an immersive installation exploring water, technology, and aesthetics

For 3daysofdesign 2026, Geberit invites visitors into a unique exhibition that makes the invisible visible. As part of this year’s festival, we are creating a specially designed installation where Geberit’s technical solutions—usually hidden behind walls—are revealed in a new, experiential way.

At the heart of the exhibition is a series of custom-designed transparent “ice” cubes containing Geberit products cut in half. The installation highlights both the essential role of water and the ingenious engineering that defines Geberit’s iconic solutions.

The exhibition features:

- An artistic, spatial experience guiding visitors through a sensory universe designed to spark curiosity and leave lasting impressions.
- Custom-developed ice cubes and additional installations, including a potential wall artwork composed of touchless controllers.
- A minimalist product gallery, presenting Geberit’s portfolio in a clean, architectural setting.
- Complete spatial and lighting design, including any necessary adjustments to the existing venue and optional video or sound installations.
- City-placed artifacts, designed to capture attention and guide visitors toward the exhibition.

The exhibition takes place at:

Store Kongensgade 124, 1264 Copenhagen

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“Visible Hidden Innovation” runs from 10–12 June 2026 during 3daysofdesign and welcomes everyone interested in design, architecture, technology, and the aesthetics of water to explore what normally remains unseen.