



Johanna Gullichsen — Woven to Last 3 Days of Design

At this year's 3 Days of Design, Johanna Gullichsen invites visitors to discover textiles where tradition meets modern living. Since 1989, the Helsinki-based brand has created durable, sustainable fabrics designed to stand the test of time, equally suited to contemporary homes and demanding public interiors.

The Finland-made Normandie collection celebrates local craftsmanship and responsible production, bringing warmth and timeless Nordic character to private spaces. The Project collection, woven in Spain, offers high-performance textiles created for hotels, offices, restaurants, and other high-traffic public environments.

Visitors can explore fabrics by the meter, ready-made pieces, and custom solutions that bring Nordic design seamlessly into both homes and public spaces.

Johanna Gullichsen is part of PLAYROOM, an imaginative exhibition created together with Durat and Finarte. Inspired by the words of Alvar Aalto "Don't forget to play!" the space celebrates experimentation, curiosity, and the joy of discovery that define Finnish design.

PLAYROOM is supported by Finnish Design Info and Helsinki Partners.

Location: Nikolaj Plads 25A, 1067 Copenhagen, Denmark.

Open: 10. - 12.6.2026 at 9.00 - 18.00