

# BERGS POTTER INVITES VISITORS TO TUNE INTO THE RHYTHM OF NATURE AT 3 DAYS OF DESIGN 2026

During 3 Days of Design, Bergs Potter opens a calm passage in the heart of Copenhagen — a moment within the movement of the city, inviting visitors to pause and breathe. Here, clay, craftsmanship and living plants come together in a calm sensory setting where the beauty of nature can be felt.

Located at Bredgade 28B, the exhibition unfolds within a narrow passage. Earthy-toned pots line the path, while light textiles drift gently overhead. Glass and greenery catch the light. As visitors move through the passage, the pace slows – inviting them to touch the fired clay, breathe in the materials and sense the craftsmanship.




Bergs Potter's installation is a tribute to the beauty of nature – honest materials, careful craftsmanship and the presence of living plants. The installation reflects a quiet respect for the beauty found beyond the flawless, where clay and greenery meet in simple, enduring forms – shaped by hand and defined by subtle variations.

*“Terracotta is a living material. It breathes, it ages and carries the marks of the hands that shaped it. Clay holds the memory of craft, earth and fire – and with this installation we wanted to create a place where people can slow down and experience that quiet beauty up close.”*

CHRISTIAN RICHARD ANDERSEN, CPO, BERGS POTTER

## ABOUT BERGS POTTER

Founded in Copenhagen in 1942, Bergs Potter creates timeless terracotta pots and botanical designs crafted to help plants thrive – all made to live for generations. Produced in collaboration with skilled artisans, each piece reflects a deep respect for natural materials and enduring design, and the belief that plants make people thrive.

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Where life grows

In the spirit of this year's theme Make This Moment Matter, Bergs Potter invites visitors to notice the quiet presence of living plants, the texture of the clay and the slow beauty of craftsmanship shaped over time. Bergs Potter – where life grows.

## PRESS CONTACT

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## EXHIBITION LOCATION

Bredgade 28B · 1260 Copenhagen K · Denmark