

Press release, April 2026

Vipp x mesura

From guesthouse to playhouse: mesura collaborates with Vipp for 3daysofdesign

A guesthouse is typically a place of retreat. Here, it becomes something else. At Vipp's Copenhagen campus, Barcelona-based architecture and design studio mesura presents their vibrant take on the Vipp guesthouse.

Rooted in the celebratory atmosphere of Danish Midsummer, the ephemeral guesthouse unfolds across Vipp's courtyard and garage as a spatial playhouse - an immersive installation inspired by the simple act of a picnic, where a vibrant plaid fabric is draped across the space and over Vipp's furniture, shaping a shared landscape for rest, conversation, and play. In doing so, it transforms the guesthouse from a secluded retreat into a more communal, social environment - from guesthouse to playhouse.

Founded in Barcelona, mesura is a multidisciplinary studio working across architecture, interiors and urban design. Known for a material-driven approach, the studio's work focuses on how spaces are used and experienced in everyday life.

At Vipp, a growing portfolio of guesthouses spans across continents, each shaped by a distinct architectural language. Following last year's collaboration with Studio KO, Vipp continues its exploration of the guesthouse typology with mesura.

"For mesura, it is a true privilege to be asked to collaborate with a brand like Vipp, not only to participate in 3daysofdesign, but to open the doors to its creative world," says Benjamin Iborra, Partner Architect at mesura. *"It is a universe that resonates with our own philosophy, where creativity is driven by curiosity and a constant openness to new challenges."*

The installation explores what defines a home away from home. For mesura, the answer is simple: *"A guesthouse is a space where a sense of home can be created. And home, in essence, is expressed as a shared experience. It is a place designed to bring people together,"* says Benjamin.

This idea draws on the Danish notion of 'hygge'. Not as a visual reference, but as a social one. The installation approaches the guesthouse not as a static interior, but as a setting shaped by presence, comfort, and connection.

The guesthouse as playground

Inside the Vipp Garage, misura's installation unfolds as a fully immersive environment. A single textile pattern spans walls, floors, and furniture, creating a unified visual field, while a mirrored ceiling amplifies the experience, reflecting both the space and its visitors.

At the centre of the installation, a raised lounge area framed in metal appears to float within the room. Built from sections of Vipp's modular Loft sofa, it forms a communal landscape inviting visitors to gather and relax. Encircling the lounge area, a continuous stainless-steel surface surrounds the space, functioning as a table and lined with a special edition of the Vipp Swivel chair. In the atrium of the Vipp Garage, the Swivel chair is reinterpreted as a seesaw, inviting interaction, while inside it appears as a lifeguard's highchair, developed especially for the occasion.

The space is anchored by the new Vipp V4 kitchen. Presented as an elongated wall module in stainless steel with a polished worktop, it reinforces the industrial clarity at the heart of Vipp's design language.

Softness meets steel

As a nod to Vipp's heritage in metalwork, the entire installation is built around a visible steel construction. In contrast, every surface is wrapped in textile, from floor to ceiling, introducing a tactile softness that offsets the rigid framework.

The installation begins before entering the space. The same textile extends across furniture and into the courtyard, where outdoor pieces hint at what lies inside. A freestanding kiosk, echoing the installation's material language, presents the *Vipp Journal* alongside postcards picturing the array of Vipp guesthouse destinations, merchandise, and cold refreshments - serving as both a meeting point and a display during the event.

An evolving guesthouse

With each guesthouse project, Vipp explores how architecture can frame its design universe in new ways. From remote natural landscapes to urban settings, each iteration offers a distinct experience of place.

"With our guesthouses, we aim to create more than just a setting for our products," says Kasper Egelund, CEO and third-generation Vipp owner. *"They are invitations into our design philosophy. By collaborating with studios like misura, we can challenge our own framework and explore new interpretations of what a Vipp guesthouse can be."*

Through misura's playful intervention, the guesthouse is transformed into something else entirely – a place of exploration where retreat gives way to interaction, and where visitors are invited to relax, engage, and inhabit the space in a more open and informal way.

3daysofdesign

Vipp x misura

Vipp Campus Snorresgade 22, 2300 Copenhagen, June 10-12, 2026.

Public hours: 10-18

<https://www.3daysofdesign.dk/>

Note: the exhibition is an interpretation of a guesthouse and is not bookable.

About misura

misura is a team of architects, designers, and creative thinkers who believe that architecture is not just about shaping spaces - it's about telling stories. Founded in 2010 by five partners, the studio emerged following their win of the prestigious European urban planning award for the Dubrovnik city transformation project.

For misura, every project is a journey of exploration - an opportunity to untangle complexities and uncover the essence of a space. The studio approaches each project as a dialogue between history, context, and vision, ensuring that the final design is not only functional but meaningful.

Driven by a deep curiosity and a continuous desire to experiment, misura challenges conventions and rethinks the built environment. This approach is rooted in a pursuit of knowledge and innovation that shapes designs engaging with their surroundings. It extends across residential, cultural, hospitality, retail, and office sectors, as well as into strategic and innovation consulting.

About Vipp

Vipp is a Danish, 3rd generation family-owned company. Founded by metalsmith Holger Nielsen in the small town of Randers, Denmark in 1939, his entrepreneurial debut was a practical waste bin initially crafted for his wife's hair salon. When Holger passes away in the beginning of the nineties, his daughter Jette inherits the bin and a metal workshop in the backyard of her childhood home in Randers. Joined by her children, Kasper and Sofie, they set out to transform the bin into a brand.

Today, with its steadfast commitment to product engineering and design, Vipp equals a full-blown design universe of furniture, lighting, accessories, kitchens, and guesthouses.

Vipp Guesthouses

Vipp aspires to meaningful product encounters by framing them in architectural settings, creating a holistic and aesthetic experience. Since the creation of the Vipp Shelter in 2014, Vipp has been quietly growing a portfolio of one-room-wonders, each unveiling a locally rooted architectural archetype. Embracing a different kind of hospitality, guests are invited to take their time – time to explore the solitude of being the only guest, time to be inspired by the sensory dialogue symbiotically shaped between object and space.

Vipp Shelter, Immeln, Sweden (2014)
Vipp Loft, Copenhagen, Denmark (2017)
Vipp Chimney House, Copenhagen, Denmark (2019)
Vipp Farmhouse, Lolland, Denmark (2021)
Vipp Pencil Case, Copenhagen, Denmark (2022)
Casa Vipp, Andorra (2023)
Villa Vipp, Puglia, Italy (2023)
Vipp Cold Hawaii, Thy, Denmark (2024)
Vipp Salaca River, Latvia (2024)
Vipp Todos Santos, Mexico (2024)
Vipp Tunnel, Tasmania (2025)
Vipp Lofoten, Norway (2025)
Vipp Montafon Haus, Austria (2026)
Vipp Pavilion, Upstate New York (2026)

More destinations to come.

Press contact

Europe and other Olivia Rej | olr@vipp.com | +45 25 13 12 68

North America and United Kingdom Irene Kopitov | irene@irenekopitov.com | +1 646 740 1887