

Birdie® Press Release - 3daysofdesign 2026

FOR IMMEDIATE RELEASE

From Icon to Ecosystem: Birdie® Unveils the Future of Healthy Homes at 3daysofdesign 2026

COPENHAGEN, DENMARK — JUNE 9, 2026 — After conquering more than 70 countries with a single "canary in the coal mine," the Danish design brand **Birdie** marks its evolution from a cult-favorite product to a comprehensive health brand.

During this year's 3daysofdesign, Birdie invites the world inside their Copenhagen Studio to witness the soft-launch of their very first collection of new products.

Since its founding in 2022, Birdie has redefined indoor climate through intuitive storytelling. With a iF-Gold award (2026) and over 60,000 Birdies hanging in homes, offices, and schools, the iconic bird, which drops dead when air quality is poor, has become a global symbol of Scandinavian design and human technology.

Now, Birdie is expanding that vision into a eco-system for air quality in your home. *"It was never the plan to create multiple products within indoor air quality, but after years of having the birds in homes and offices around the world, we acknowledge that opening the windows is just one of the things you can do to improve the air quality"* says **Hans Augustenborg, Co-founder & Designer of Birdie**. *"By moving from a single hero product to an eco-system, we are now able to improve indoor air quality throughout every aspect of the modern home and life."*

The 2026 Collection

The upcoming launch introduces three new pillars to the Birdie universe, each featuring the brand's signature intuitive interaction:

- **The Birdie Air Purifier:** A sculptural approach to active filtration that blends seamlessly into the home.
- **Birdie Pro:** An advanced version of the original icon, redesigned for professional environments and deeper data insights.
- **Smoke-Free Candlelight:** A revolutionary, soot-free LED-candlelight with innovative interactive features, bringing the "hygge" of a candle without the indoor pollution.

Experience the Birdie Studio

During 3daysofdesign, Birdie invites visitors to experience its very first collection of upcoming products at the Birdie Studio in Copenhagen city centre. Following its international success, the brand now introduces new designs that support its mission to improve indoor air quality in homes and offices. The exhibition offers a rare opportunity to step behind the scenes, explore the development process, and meet the team—including Co-founder & Design Director Hans

Augustenborg.

Event Details:

Location: Birdie, Badstuestræde 12, 1209 Copenhagen K

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About Birdie®

Birdie is a Danish brand redefining indoor climate & health through intuitive design and storytelling. Founded in 2022, the brand has experienced exponential international growth with only one product (Birdie) showing a new perspective on Scandinavian design and human technology. Just like the canary in the coal mine, Birdie® will drop dead when the air quality becomes poor, until you open your windows and bring it back to life. Simple as that. Birdie is on a mission to improve indoor air quality in homes, offices and schools around the world. So far, there's +60.000 Birdies hanging in more than 70 countries.

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