



OCHRE & 3DAYSOFDESIGN

OCHRE at 3daysofdesign

June 10–12, 2026

Copenhagen, Denmark



During its first participation at 3daysofdesign, OCHRE will present *The Grains*, its most recent collection, released in December 2025, in dialogue with *Prelude*, one of its earliest collections. Presented together, the two bodies of work trace the evolution of the practice through material, form, and collaboration.

The Grains is a collection of textile and ceramic objects developed by artist Anush Ghukasyan in collaboration with textile artisan Maral Shohmahlian. Rooted in the centuries-old Armenian Ourfa embroidery technique, the project emerged from a shared process of observation, practice, and reflection, engaging with both the craft itself and the histories it carries.

Prelude was developed in collaboration with artist Aleksey Manukyan, who has spent most of his life in Gyumri, in Armenia's Shirak region. His artistic practice is closely connected to the city's urban and natural landscapes. The collection includes five blankets woven in natural shades of beige and dark brown wool. The lines woven into their surfaces follow drawings made by the artist in 2010. Each piece is handwoven using pure Armenian wool and finished with hand embroidery.



Design Approach

OCHRE's approach to design is rooted in Armenian material culture. Its legacy is diverse, yet this diversity is not the result of consistent, linear development, but rather of repeated ruptures. It has been shaped through numerous histories of displacement and uprooting.

The discontinuity and fragmentation have instilled a deep awareness of the fragility of materiality — a sensibility that guides how objects are conceived and made. The practice is grounded in respect for diverse forms of savoir-faire, for gestures of the hand and embodied knowledge that, at times, were the only things that could be carried across borders.

Rather than preserving traditions intact, OCHRE seeks to rearticulate them. Continuity is understood not as repetition of the past, but as an active artistic act of shaping, in which inherited knowledge is absorbed, distilled, and given new material life.

Presentation at 3daysofdesign

Presented together in a space carefully curated by architect Arsen Karapetyan, the works will form a unified spatial narrative. Conceived as an open framework, the installation will invite dialogue, exchange, and reflection, allowing the objects to evolve through their encounter with an international audience.





About OCHRE

Founded in 2020 in Armenia as a creative social enterprise, OCHRE merges artistic ideas with artisanal expertise to craft objects for everyday life. Each creation carries an intimate gesture, revealing the artist's vision and tracing the movement of the artisan's hand.

At the heart of OCHRE's practice is wool, a material that serves as both a physical foundation and a space for reflection. Yet wool remains a starting point rather than a fixed destination. The practice extends toward materials and disciplines intrinsic to the artists involved, allowing each collaboration to unfold according to its own logic. In recent years, this has included embroidery, ceramics, graphic expression, and other craft traditions preserved within Armenian communities.

We are committed to creating objects that enrich everyday life, shaping how space is experienced and fostering more attentive ways of relating to materials, histories and one another. Beyond our design practice, we support research dedicated to preserving artisanal legacies within Armenian communities. One such project is our collaboration with École des Arts Décoratifs-PSL in Paris, which explores the displaced heritage of Ourfa embroidery.

OCHRE's participation in 3daysofdesign in Copenhagen is also a way to pay tribute to Karen Jeppe, Maria Jacobsen, and the Danish missionaries who rescued Armenian orphans in the early twentieth century, helping ensure that many lives - along with their artisanal traditions and cultural lineages - could continue.

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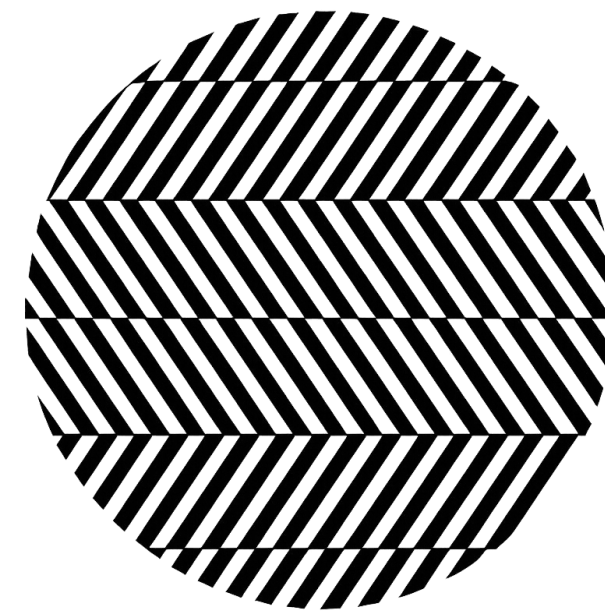
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Access the press kit and high-resolution images [here](#).

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