



**3daysof design  
PRESS RELEASE  
SLOWING**

**Estonian Design Showcase invites visitors to slow down  
at the new premises of the Estonian Embassy in Copenhagen**



In an age defined by acceleration, the new premises of the Estonian Embassy in Copenhagen presents a design showcase that offers a rare and timely invitation: to slow down. Centred on Estonia's deep connection to nature and tradition, the exhibition explores a cultural longing for a slower tempo of life.

At this year's 3daysofdesign festival in Copenhagen, the Embassy of Estonia presents a curated showcase that explores how slowness, material awareness, and human-scaled thinking can make the present moment more meaningful.

Responding to the festival theme "Make this moment matter," the exhibition positions Estonian design as a quiet counterbalance to accelerated contemporary life. Through finely crafted objects, soft spatial elements, and delicate design, the presentation highlights a design culture shaped by patience, clarity, and long-term value.

Rooted in a strong relationship with nature and inherited making skills, Estonian design emerges from a deliberate dialogue between hand, material, and time. Each work on display reflects this approach, demonstrating how slowness enables precision, sensitivity, and emotional durability—qualities often lost in fast consumption cycles.

Set within the calm architectural framework of the Embassy of Estonia, created by studio ARGUS, the exhibition creates an environment of focus and intimacy. Rather than aiming for immediate visual impact, the works invite sustained engagement. They are objects and environments designed to be lived with—experienced through touch, use, and gradual understanding.

The participating designers and brands illustrate how a small, digitally advanced nation translates adaptability into a design advantage. Estonia's broader cultural narrative—its ability to respond to change—is reflected here through future-ready solutions that remain gentle, understated, and human. Technology is present, but discreet; materials are honest and tactile; forms are clean and restrained.

Embassies are often the first physical experience of a country—spaces where diplomacy unfolds and national identity is communicated quietly but powerfully. That is why the Ministry of Foreign Affairs has collaborated with Estonian interior designers when renovating or establishing embassy spaces.

The new premises of the Estonian Embassy in Copenhagen were created by architect Grete Liis Nagelmann at studio ARGUS, led by architect Margit Argus, whose work can be found in multiple Estonian embassies. The interior concept in Copenhagen, created by architect Grete Liis Nagelmann at studio ARGUS, is rooted in the beauty of Estonian nature and cultural heritage: every room interprets different elements and colours from the landscape to create an authentic atmosphere for guests. Drawing on Nordic aesthetics, Studio ARGUS combines a contemporary vision with a strong sense of continuity and place.

Together, the exhibition presents Estonian design as a lived experience rather than a statement: generous spatial thinking, authentic materials, and design that quietly supports daily life. In doing so, it offers a simple proposition aligned with the spirit of 3daysofdesign—making the moment matter not by speeding it up, but by slowing it down.

### **Participating Brands & Designers**

- **AERIS** — Ergonomic and wellbeing-oriented design supporting healthy movement.
- **embakumba** — A studio creating poetic, hand-crafted objects with strong material presence.
- **House of Pärnamets** — A woodworking studio rooted in traditional craftsmanship and material integrity.
- **Jalg** — A furniture brand specializing in solid wood pieces with a contemporary sensibility.
- **Loreida Hein x RaSun** — A collaboration focused on mindful living and everyday rituals.
- **Maarit Pöör** — A designer known for expressive yet restrained forms balancing art and function.
- **Seos** — A practice working between conceptual design and material experimentation.
- **Silen** — Architectural and spatial solutions focused on calm, concentration, and wellbeing.
- **Slept** — A design brand exploring rest and recovery through simplicity and comfort.

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## AERIS — Composed Interiors



AERIS is an Estonian interior architecture studio whose work centres on functionality, aesthetics, and the holistic experience of space. Their approach combines Nordic clarity with technical precision, emphasizing finely crafted details, high-quality materials, and a timeless architectural language.

During 3daysofdesign Aeris presents side-tables Torte, designed by Kätlin Ölluk, made from stone offcuts are an experimental product that transforms a simple interior object through a process of random selection. The layered composition of mixed production remnants always results in a unique combination, while the surrounding space determines which

layer takes on the leading role.

The chosen metal adds a guiding aesthetic, acting as a filigree detail that curates an elegant sense of chaos.

The tables are produced by the Estonian stone manufacturing company Marmi Futerno, whose top-level craftsmanship and advanced machinery exemplify how to present authentic materials in an innovative, high-tech way—while fully considering environmentally friendly practices.

Kätlin Ölluk is an Estonian interior architect and the founder/lead of AERIS, known for concept-led interiors where Nordic clarity meets material richness and cultural narrative. Her work often combines functional precision with “organised randomness”—spaces that feel calm and composed, yet carry a subtle surprise rooted in context and story.

## EMBAKUMBA — Order, at Ease



By interior architect  
Eero Jürgenson;  
honeycomb logic  
with interlocking  
joints.

A system that adapts  
without a hurry —

tool-free, modular  
and surprisingly  
serene.

Eero Jürgenson’s design philosophy combines analytical clarity with an experimental mindset. He seeks to turn the complexity of real-life needs into functional, human-centred spaces, favouring minimal form— “as little as possible and as much as needed”—and flexible solutions that can adapt over time.

VIPSI is a zoomorphic chair inspired by Estonian pastures. It combines practicality with a clean, refined form. Made of plywood with balanced rigidity and flexibility, it offers ergonomic comfort for extended use. The horn-like solid oak top of the backrest serves both as a handle and a clothes hanger. Available in black and white.

VIPSI translates Jürgenson’s precise, human-centred thinking into a tactile object: an organic silhouette inspired by wildlife, crafted from natural materials and designed for both comfort and flexible use. With its stackable construction and calm, distinctive presence, VIPSI fits naturally into the Embassy’s invitation to slow down and notice what matters.

## House of Pärnamets — Time in the Hand



Greenwood joints tightening as they dry; hand-woven paper cord taking shape—craft you can hear. House of Pärnamets studio is rethinking how seating can be made—slower, more sustainable, and hands-on.

Their seating series SAHIN uses old and clever green woodworking method where you take advantages of green wood, both in the processing, bending and in structural connection of wet and dry detail as a joint. In this connection, moisture is transferred from wet wood to dry, which swells in the joint socket and creates an extremely strong and durable bond, with no need for artificial glues or screws.

The backrest of the dining chair is steam bent from fresh solid ash wood. The seating pad is hand woven from the durable and natural paper cord. With the SAHIN series, we explore alternative ways of sustainable master-based small production. SAHIN seating series consists of stool, bench, swing, counter stool and dining chair.

SAHIN seating series received the Estonian Design Awards (BRUNO) 2024 life environment prize.

Alongside making, they host stool-making courses to share skills and keep traditional craft alive in a contemporary way.

## JALG — De-noising Tech



Minimalist freestanding TV stands handmade in Estonia; Red Dot Product Design Award; 25,000+ stands in 40 countries.

JALG is a design statement disguised as a TV stand. Founded in Tallinn in 2016 by Argo Männiste and Veiko Kallas, JALG rethinks the role of the television in contemporary interiors. Inspired by mid-century furniture - when technology was seamlessly integrated into living spaces - JALG transforms the screen from a dominant black surface into a calm architectural element.

Co-founders Argo Männiste and Veiko Kallas bring complementary strengths: Argo developed the original concept and leads with long-term product design experience, while Veiko contributes deep knowledge of wood and a refined visual eye shaped by photography and interior design.

Blending Scandinavian clarity with Japanese restraint, each stand is handcrafted in Estonia from solid wood, steel, and refined details. In 2024, JALG received the Red Dot Design Award in the Furniture category. Present in over 40 countries, JALG is not about hiding technology. It is about giving it posture, presence, and quiet dignity within the room.

## Loreida Hein x RaSun— A collaboration rooted in practical aesthetics of upholstered furniture



SaLa is an acoustic armchair by [RaSun](#). A sculptural seat that creates a personal room.

The sound-absorbing armchair SaLa has been featured at the Tallinn Design Festival and widely used in public spaces and offices.

SaLa is a sculptural armchair designed to provide privacy and absorb noise, making it an ideal place for longer phone conversations or quiet contemplation. In particular, educational environments have shown a growing need to offer young people a quiet place to retreat and be on their own. Despite its height, SaLa is lightweight and easy to move. It can be equipped with a reading light, and a simpler version without the acoustic screen is also available, allowing for seating groups with a consistent design language. The SaLa armchair series is produced by RaSun, which has been manufacturing upholstered furniture for both private and public spaces since 2010, building long-term collaborations with interior architects, architects, and agencies. RaSun has been producing upholstered furniture for private and public spaces since 2010, building long-term partnerships with interior designers, architects, and agencies. SaLa is a Designed in 2018 by Loreida Hein.

Loreida Hein is an Estonian interior architect, furniture designer and artist whose practice moves fluidly between built space, objects, and visual art—treating each as part of the same spatial narrative. Her design philosophy is guided by curiosity about how form comes to life, why one shape is chosen over another, and whether the world truly needs more things—questions she frames as central to responsible making.

## Maarit Pöör — Soft Geometry



Multidisciplinary designer (Aalto University); collaboration with Finnish mill Annala brings architectural textiles with Nordic heritage.

In her work, Maarit Pöör combines artistic expression with functional design. Her deep connection to the Nordic countries began in 1992, when she was the first Estonian to begin her studies at Aalto University in Finland.

Maarit's art is recognized by its original colour palette and clear geometric forms. She draws inspiration from both Nordic and Estonian architecture. This fusion of architecture and textile design has now found a tangible new form through her collaboration with the Finnish company, Annala.

The unique wool blanket collection, honours the legacy of Nordic architecture. Each piece represents the pinnacle of Finnish textile craftsmanship, combining powerful design with enduring beauty.

Maarit's work is defined by a clear geometric language and an original colour palette, drawing directly from Nordic and Estonian architecture—especially historic wooden houses and their rhythms, symmetry, and façade details. Rather than “illustrating” heritage, she deconstructs architectural elements (eaves, window frames, ornamental geometry) into modern compositions, then lets textiles soften the rigidity and bring warmth, materiality, and everyday usability to the result.

## SEOS — Light, Gently



For three decades, SEOS has been shaping light in Tallinn, Estonia, founded by designer Tõnis Vellama, the studio specializes in custom lighting installations and a core collection of handmade lamps that embody a deliberate, high-quality approach to manufacturing. SEOS has hand-built chandeliers and architectural luminaires in Tallinn, including bespoke commissions for embassies, hotels and public spaces.

Tõnis Vellama is the creative mind behind SEOS Lighting's innovative designs. Graduating from the Estonian Art Academy, Tõnis's diploma work was an outdoor lamp collection installed in front of the Estonian National Library. His work has been exhibited around the world, and he continues to push the boundaries of lighting design.

SEOS embraces the principles of the circular economy by prioritizing timeless design over fleeting trends, effectively extending product lifespans and reducing long-term waste. Every piece is handmade in Estonia by skilled craftsmen, emphasizing a rejection of mass production in favour of a thoughtful, artisan-led process that enhances user well-being. Designs, such as branch-like elements Lumimari and Bloss, allow for individual modifications and flexibility, ensuring that fixtures can evolve with an interior rather than being replaced.

## Silen — Quiet Work



Premium acoustic pods with industry-leading two-way sound reduction; new Space Gen 2 refines ergonomics, ventilation and adaptability—designed and made in Estonia.

Focus as a form of rest. Step into a hush where conversations soften and attention deepens.

Silen is an Estonian company that designs and manufactures premium office pods. In Estonia, forests cover more than half the land. For Estonians, the forest is a place where silence

creates privacy, and privacy gives the freedom to think. That same principle is built into every Silen pod. With more than 25 years of acoustic expertise, a relentless obsession with detail and a strong commitment to sustainability, Silen creates office pods trusted by organisations worldwide, from ambitious startups to global enterprises.

During 3daysofdesign festival as part of the exhibition 'Slowing', Silen presents Space Gen 2, a new generation of premium office pods developed to set a new standard for the category. Created through close collaboration between leading engineers and industrial designers, including Red Dot—recognised expertise, Space Gen 2 reflects Silen's belief that beauty and performance should never be a compromise. Rooted in a culture shaped by nature and quiet reflection, Space Gen 2 embodies the same idea at the heart of the exhibition: creating space to slow down, focus and think.

## Slept — Rest & Renewal



*The quality of your time at home defines the grace of your day!*

The architecture of sleep. Zoned support that lets the body release into real rest.

Hand-made beds and mattresses produced 100% in Estonia with primarily European materials; components certified to Öko-Tex standards.

At Slept a good night rest is valued highly. Slept beds and sofas embody sustainable luxury — uniting master craftsmanship, supreme comfort, and innovative technology. No Slept product is ever made at nature's expense. Only certified eco-friendly materials are used, crafted responsibly and respectfully. Sleep well, with a clear conscience.

Every Slept creation is designed, developed, and meticulously crafted in Estonia. Each detail carries the signature of our master craftsmen with collaboration Estonian interior architects creating contemporary designs.

During 3daysofdesign festival Slept is proud to present a new creation that perfectly balances aesthetic grace with practical innovation: its latest sofa bed by Aeris. In keeping with the brand's commitment to collaborating with Estonian interior architects to create contemporary designs, this piece was meticulously designed by the highly acclaimed Estonian interior architect and designer, Kätlin Ölluk. Her signature approach to clean lines and tactile materials elevates this sofa bed into a statement piece of sustainable luxury.