AYTM

AYTM Puts Their Design Philosophy into Words: **Form Follows Feelings**

"Design is never neutral. It carries mood, intention, and character. It reflects who we are and who we aspire to be."

Nanna Gram, Brand and Design Director hos AYTM

For the Aarhus-based design brand AYTM, design is not only about function but much more about emotions. Through the philosophy ***Form Follows Feelings,*** the brand aims to create products that engage the senses and establish an emotional connection between people and objects.
While design traditions for many years have been shaped by the mantra Form Follows Function, inspired by the functionalist ideals of modernism, AYTM takes a different approach. The ambition is to create designs that do not merely fulfil a functional purpose but also evoke a mood and an experience for the individual.

During 3daysofdesign, AYTM can be experienced in Copenhagen at The Jewellery Room, located at Bredgade 35. Here, the brand presents its universe through a collaboration in which jewellery and interior design come together in a shared narrative of form, materials and emotion.

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