

**&Tradition®**



**Press Release**

**&Tradition at 3daysofdesign 2026**

**TRACES BY &TRADITION**

**Certified**



**Corporation**

# &Tradition at 3daysofdesign 2026

## 10 – 12 June 2026

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**&Tradition at 3daysofdesign 2026**  
10 – 12 June 2026

**Showroom**  
Wednesday – Friday 9.30 - 18.00  
Saturday 9.30 - 15.00

**Lille Petra Café**  
Wednesday – Friday 8.00 - 18.00  
Saturday 9.00 - 16.30

**Wine Bar**  
Thursday 11th June 16.00 - 18.00

**Address**  
&Tradition Showroom & Lille Petra Café  
Kronprinsessegade 4, 1306 Copenhagen K

**Petra Hotel**  
Dronningens Tværgade 45, 1302 Copenhagen

To book an appointment during 3daysofdesign, please contact PR Manager Louise Abildlund, [louise.abildlund@andtradition.com](mailto:louise.abildlund@andtradition.com)

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**Press info**  
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Founded in 2010 in Copenhagen, &Tradition is an international brand, built on a Danish legacy of craftsmanship and design. We tell stories with originality. Whether our starting point is new or re-issued, we are passionate about designing the classics of tomorrow. We believe in empowering our employees and network of creatives, designers and partners to take an active part in our journey as a brand. With the planet and the people at the core, we strive to always act conscientiously.

For this year's 3daysofdesign, &Tradition presents Traces – an exhibition that explores the enduring marks of design, craft, and culture. By looking at process, material and making, &Tradition reflects on how every act of creation carries both legacy and impact.

Taking a global view, Traces seeks to uncover the common threads that connect classic and contemporary, local and global, past and future. Exploring both the visible and invisible marks left by design, from the craftsman's hand to the global footprint of production, and the gestures in between.

With a special focus on materiality, each room throughout the house is orientated around how heritage and originality coexist. To honour the year of Verner Panton's centenary celebration, &Tradition explores the stories behind the designer's most notable works, unveiling a special anniversary edition of his iconic Flowerpot lamp in its most elemental form. Meanwhile, a new concept introduced to Hee Welling's Rely series is presented, demonstrating the principles of circular design through shape and matter. In addition, Teruhiro Yanagihara makes his debut in the &Tradition collective with the launch of a new lighting series inspired by the fundamental idea of a straight line.

Alongside these new collections and designer, Traces is experienced across each one of the brand's physical touchpoints including the Lille Petra Café and Petra Hotel.

### Lille Petra Café

As an extension of the &Tradition universe, the Lille Petra Café welcomes guests to stay awhile and enjoy a menu curated by chef Søren Westh. Founded on community and a shared philosophy for living well by design, Lille Petra offers visitors a place to start their day, enjoy a leisurely lunch, or simply pause for a moment of calm amidst the buzz of the week.

### Petra Hotel

Visitors are also invited to find comfort and rest at Petra Hotel. With interiors reimaged by &Tradition in collaboration with Copenhagen Design Hotels, the original Kay Fisker building from 1943 has been carefully restored to offer a thoughtfully considered design experience. Situated only a stone's throw from the showroom, the hotel acts as a go-to destination to enjoy a meal or an aperitivo at the end of each day throughout the week. The hotel's newly unveiled suites are also launching during the week, offering guests an exclusive opportunity to experience the latest addition to Petra's design-forward offerings. Petra Bar & Restaurant will be open throughout the week serving breakfast, lunch and dinner.