

BoConcept

LIVE EKSTRAORDINÆR



PRESS RELEASE APRIL 2026

BoConcept at 3daysofdesign 2026: The Art of Living Danishly

A considered showcase of Danish design, set within the architectural heart of Copenhagen

As part of 3daysofdesign 2026, BoConcept invites visitors into its headquarters at Amaliegade 15. Located in the historic district of Frederiksstad, the brand presents a curated design experience that moves beyond traditional exhibition – positioning product, space and atmosphere as a unified expression of modern Danish living.

Frederiksstad – a setting that reflects Danish design at its best

Widely regarded as one of Copenhagen's most prestigious design districts, Frederiksstad is defined by its architecture, craftsmanship and a quiet confidence that has shaped Danish design for generations. It provides a natural backdrop for BoConcept's presence during 3daysofdesign – grounding the brand firmly within the global design conversation while reflecting its own enduring values.

At Amaliegade 15, the building itself becomes part of the narrative. Rather than a conventional showroom, the space is reimagined as an immersive environment where visitors experience design as it is lived, not simply observed.

Make this moment matter

The 2026 festival theme, Make This Moment Matter, calls for a shift from excess to intention, a perspective that aligns seamlessly with BoConcept's campaign, The Art of Living Danishly. Both share a belief in designing for real life: where quality, longevity and thoughtful choices elevate the everyday.

Within this context, BoConcept's presentation explores how design can create meaning through use – shaping spaces that feel considered, adaptable and inherently human.

New perspectives in dining: the axo series

At the centre of the showcase is the axo dining series, developed in collaboration with atelier axo and designed by Rose Hermansen and Caroline Vogel.

Bringing together architectural form and material tactility, the collection spans dining tables and storage pieces, with refined details including frosted wavy glass and carefully crafted wood finishes. Designed as a cohesive system, it reimagines dining as a space for connection – where design supports both function and atmosphere.

“For us, dining is a ritual - a time to slow down, share stories and connect,” says Hermansen. “Human warmth, for us, is about creating a sense of ease. It's not about grand gestures, but subtle cues: proportions that invite you in, materials that feel good to touch, light that softens a space. A dining setting should encourage conversation and togetherness.”

The architecture of living and dining: Claudio Bellini

Alongside this, BoConcept will preview new designs by Claudio Bellini due to launch in the Autumn, continuing the creative collaboration.

From sculptural dining pieces to modular sofas with adjustable features, the collection explores the relationship between structure and comfort, reinforcing BoConcept's philosophy of designing complete environments rather than standalone products.

"We want something that is architectural and sculptural at the same time," says Claudio Bellini. "It's about creating a landscape, not just a single element."

The sofa has adjustable arm and back rests, whilst retaining its elegant form. "With a simple gesture, you can change it completely."

Design, experienced

Throughout the open showroom event, the presentation reflects BoConcept's core principles: craftsmanship, customisation and functional beauty. Each piece is considered not only in isolation, but as part of a wider living environment – shaped by the rhythms and realities of modern life.

To celebrate the axo series, bringing the collection truly to life in a communal dining event, BoConcept is looking forward to hosting two invitation-only evenings of experiential fine dining with Matt Orlando, Michelin-starred chef from ESSE, Copenhagen. Co-hosts atelier axo will present their concept design in an intimate setting as a fitting way to celebrate the Art of Living Danishly.

Event details

BoConcept at 3daysofdesign

Amaliegade 15

10–12 June 2026

Images are available for download on the BoConcept Content hub:

Username: Journalist / Password: BoConceptContentHub

[Go to image collection](#)

For further details or questions, please email press@boconcept.com

About BoConcept

BoConcept was founded in 1952 in Denmark and is today the world's most global furniture retailer, with over 300 stores spanning 65 countries. The brand works with award-winning designers to create collections of furniture, accessories, and lighting for private homes and business spaces. Under the heading 'Live Ekstraordinær', BoConcept is committed to bringing its flexible Interior Design Service and industry-leading customisation to spaces both private and public – without compromising on design vision or aesthetics.

#LiveEkstraordinær #BoConcept

axo series table in dark oak veneer with travertine table top



axo series table in natural oak veneer



axo series sideboard in dark oak veneer



axo series glass cabinet in dark oak veneer

