

# NAU at 3daysofdesign 2026

## The Moment is NAU

At 3daysofdesign 2026, Australian design brand NAU will present **The Moment is NAU**, an exhibition and program of conversations exploring contemporary Australian design within the global design landscape.

Presented in Copenhagen during the festival, the exhibition introduces NAU's collection of furniture and lighting created in collaboration with leading Australian designers. Characterised by sculptural form, honest materials and refined craftsmanship, the works reflect a distinctly southern design perspective shaped by landscape, culture and a relaxed approach to contemporary living.



*Above: Soft Spot Sofa by Adam Goodrum, launching at this years 3daysofdesign. Photography by Anson Smart.*

Alongside the exhibition, NAU will host a panel discussion exploring the relationship between design legacy and contemporary practice. The conversation will examine how designers today navigate the tension between tradition and innovation, balancing enduring principles of craft, longevity and material integrity with the evolving cultural and environmental context of the present. Australian designer Adam Goodrum will be present during the festival, contributing to the dialogue and representing the next generation of Australian design on the international stage.

To extend the experience beyond the installation, a small printed editorial publication will accompany the exhibition. Designed as a fold-out A5 piece, the publication includes interviews with NAU founder Richard Munao and Adam Goodrum, alongside reflections on contemporary Australian design and insights into the ideas shaping the brand today.

During the festival, Cult will also host NAU, Later, an Australian design gathering bringing together international media, designers and industry partners. The event celebrates the social and cultural side of design, creating a relaxed environment for conversation and connection while reflecting the openness and hospitality often associated with Australian design culture.

Together, the exhibition and events position NAU as a confident contemporary design voice while reinforcing Cult's role as a connector between Australian design and the international design community.

## **Visit Us**

### *Address*

The Social House  
Store Regnegade 12  
1110 København  
Denmark

### *General Opening Hours*

10 - 12 June, 2026  
10am - 6pm daily

## **Events**

Panel discussion: The Moment is NAU: Design Between Legacy and the Present  
Date TBC

Industry gathering: NAU, Later  
Date TBC

## **Media Inquiries**

For more information about NAU, interview and other media inquiries, please contact: [press@naudesign.com](mailto:press@naudesign.com)

Press Kit is [here](#).

# Notes to Editors

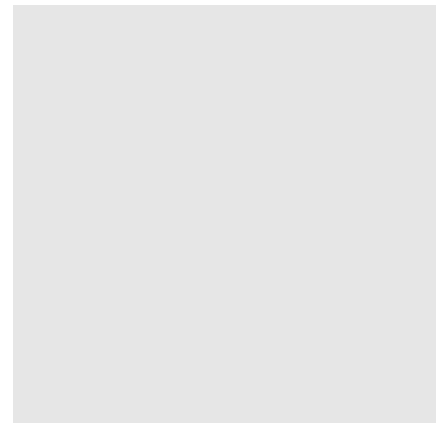
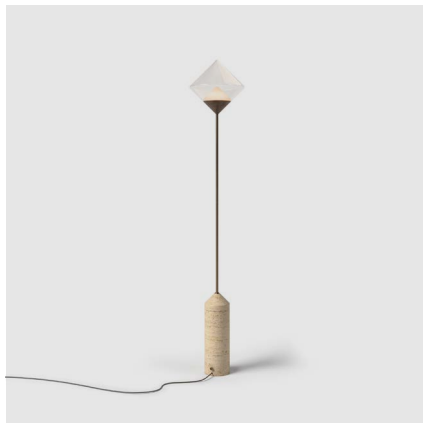
## NAU News Overview at 3daysofdesign



*Nami Shelf by Tom Fereday.*

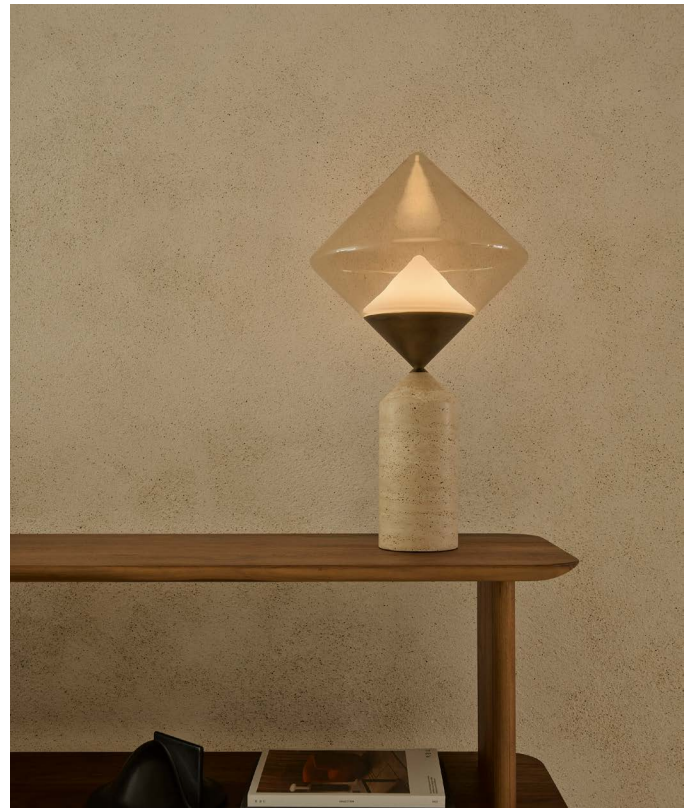


*From left: Slab Table, Soft Spot Armchair and Soft Spot Sofa by Adam Goodrum.*

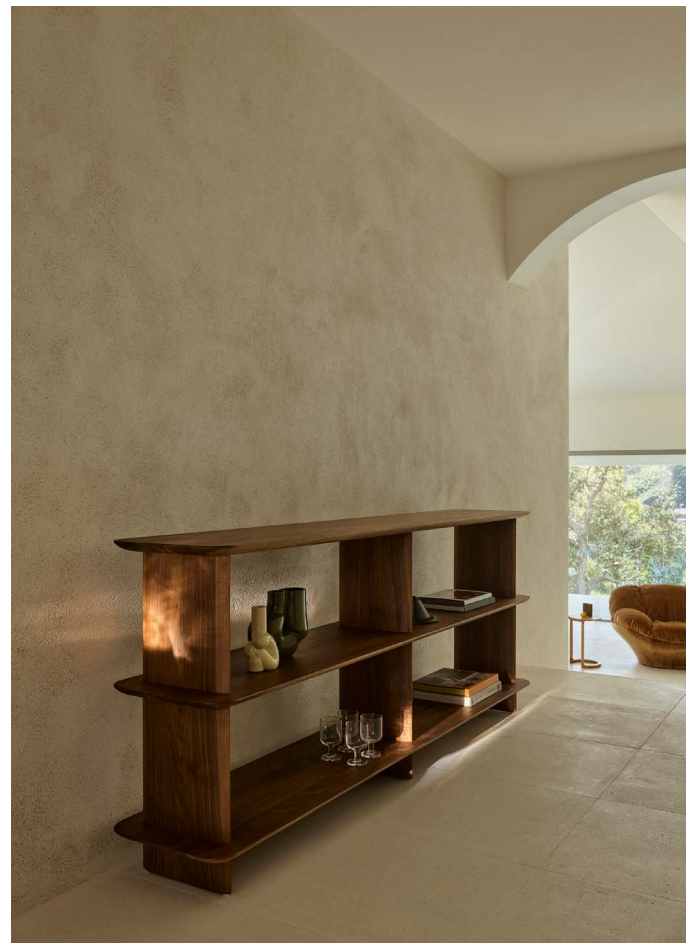


*From left: XO Table Lamp, XO Floor lamp and Fat Tulip Modular (coming soon) by Adam Goodrum.*

NAU Image Gallery



*Nami Shelf by Tom Fereday, and XO Light by Adam Goodrum. Photography by Anson Smart.*



*Soft Spot Sofa by Adam Goodrum, and Nami Shelf by Tom Fereday. Photography by Anson Smart.*

NAU Image Gallery



*Soft Spot Sofa, Soft Spot Armchair and Nest Table by Adam Goodrum. Photography by Anson Smart.*



*Fat Tulip Modular and Nest Table by Adam Goodrum. Photography by Amy Hemmings.*

## **About NAU - A New Era for Australian Design**

Founded in 2017, NAU has become synonymous with innovative, yet timeless design. Known for its commitment to original design and quality craftsmanship, NAU's collection features world-class furniture, lighting, and accessories that blend contemporary aesthetics with traditional craftsmanship. Each piece reflects a unique design thinking and creative expression, defined by approachability, comfort, and simplicity. NAU's products, while simple in appearance, are complex in design and craftsmanship, showcasing a quiet cleverness. Driven by a passion for authentic Australian design and an ambitious goal to elevate Australian design to new heights, NAU aims to make a lasting impact on the global stage, building a legacy that will inspire and endure for generations to come.

[www.naudesign.com](http://www.naudesign.com) @nau\_design

## **About The Social House**

The Social House is a creative members club and workspace located in the heart of Copenhagen. Founded in 2020, it brings together designers, brands, and businesses through private showrooms, co-working spaces, lounges, meeting rooms, and curated social events. Designed to foster collaboration and meaningful connections, The Social House provides a platform where design, culture, and business intersect in an inspiring and community-focused environment.

[www.thesocialhouse.dk/](http://www.thesocialhouse.dk/) @thesocialhousecph

## **About 3daysofdesign**

3daysofdesign is an annual design festival held in Copenhagen, Denmark, from June 10 - 12 June, 2026.

A festival for dreamers, doers and the design curious. Denmark is known as a design nation the world over, and Copenhagen is its creative cohort and host of 3daysofdesign, Denmark's Official Design Festival.

Each year, people from all corners of the globe come to Copenhagen to experience exciting ideas that span a vast array of design arenas. From alternative, experimental, cutting-edge and contemporary to iconic classics found in museums, galleries and collections worldwide. Including a fusion of hybrid concepts and cross disciplines within design that inform each other.

[www.3daysofdesign.dk](http://www.3daysofdesign.dk) @3daysofdesign

## **About Adam Goodrum**

A firm believer that every environment is defined by the objects within it, Adam Goodrum designs with the philosophy that an object must therefore justify its existence - through its story and detailing. For this reason, his designs celebrate process and craftsmanship, and accentuate components and joinery to create functional pieces with spirit and personality.

In recent years, Goodrum's work has been awarded a host of design accolades including the Design Institute of Australia Hall of Fame and 2025 Vogue Living Product Designer of the Year, with A&A. He has also been commissioned to design pieces for several global luxury brands including Veuve Clicquot, Alessi and Cappellini.

[www.adamgoodrum.com](http://www.adamgoodrum.com) @adamgoodrumstudio