

A PATH OF GESTURES

OCHRE
ARMENIA

STORE
KONGENSGADE 1
1264
COPENHAGEN
DENMARK

JUNE 10-12
2026

● OCHRE

3daysofdesign

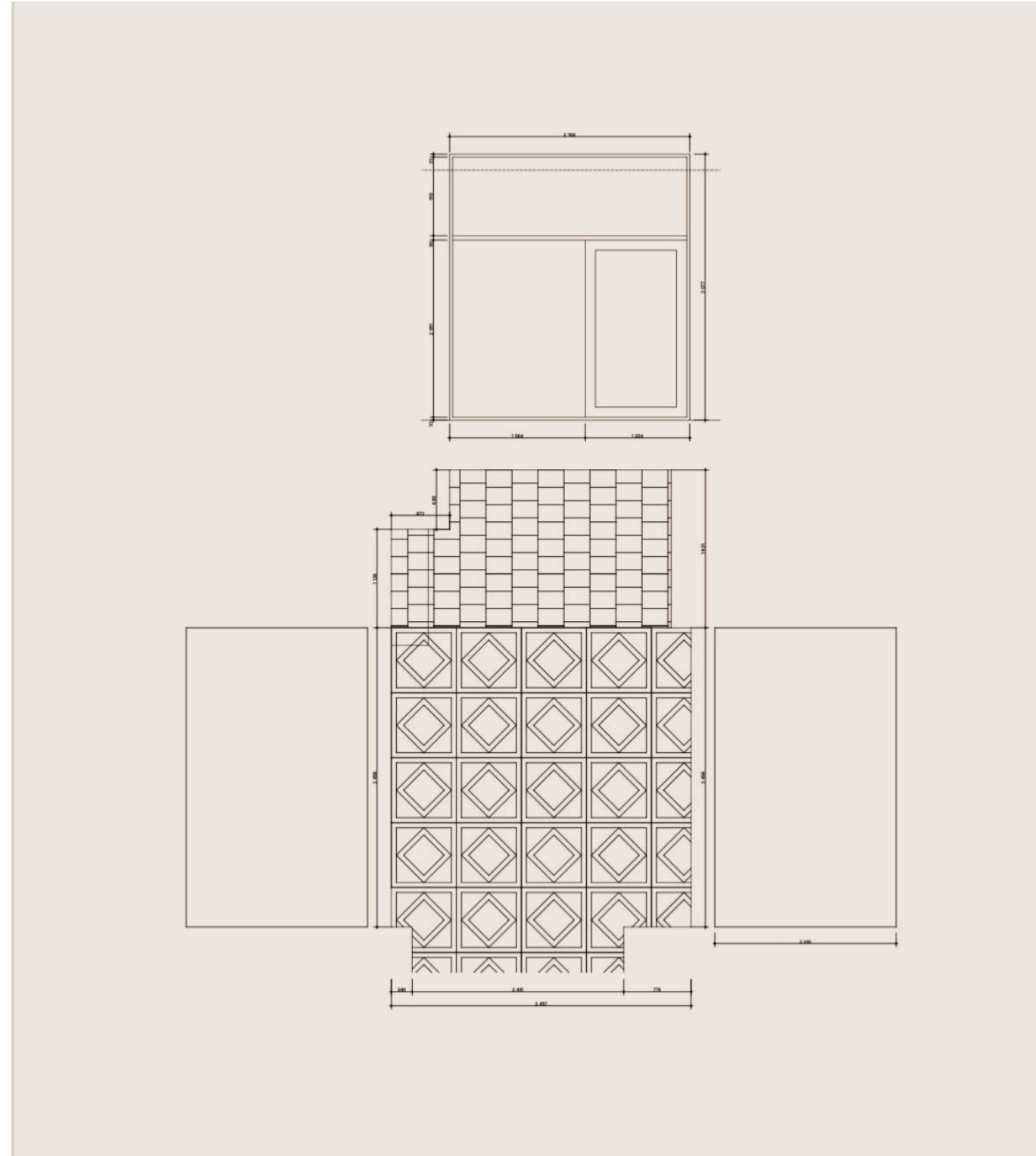


OCHRE Presents "A Path of Gestures" at 3daysofdesign 2026 An exhibition of contemporary design from Armenia

For its first participation in 3daysofdesign, OCHRE presents A Path of Gestures, an exhibition bringing together The Grains (2025) and Prelude (2020), two collections developed through collaborations between Armenian artists and artisans.

Presented in dialogue, the two bodies of work trace OCHRE's evolving practice through material, form, and artisanal knowledge. Through textiles, ceramics, embroidery, and wool, the exhibition explores how artistic ideas are shaped through the gestures of the hand, through making, repetition, transmission, and care.

Rooted in Armenian material culture, the exhibition reflects a deep awareness of the fragility of materiality, a sensibility that continues to guide how objects are conceived and made.



Spatial Narrative

The exhibition's spatial narrative was designed by architect Arsen Karapetyan.

Set within a hair salon, the space is approached as a temporary landscape of material and gesture. Grounded in the tactile qualities of wool, clay, and the metal threads of embroidery, the installation creates a setting in which the works are experienced not only visually, but also through their material presence, revealing the gestures, labor, and histories embedded within them.

The Grains Collection



The Grains is a collection of embroidered linen textiles and ceramic objects developed by artist Anush Ghukasyan in collaboration with textile artisan Maral Shohmahlian.

The collection is rooted in Ourfa embroidery, a centuries old embroidery technique developed by Armenian women living in the city of Ourfa, a historic Armenian cultural center in the Ottoman Empire, located in present day Turkey. Following the Armenian Genocide, the Armenian population of Ourfa was displaced, and the embroidery tradition survived largely through women who carried this knowledge with them across borders.

While rooted in a craft shaped by displacement, the collection is decisively formed through Anush Ghukasyan's artistic language, in which reduction, repetition, and the transformation of form across materials become central gestures.

Prellude Collection

Prelude was developed in collaboration with artist Aleksey Manukyan, whose practice is deeply connected to the urban and natural landscapes of Gyumri, in Armenia's Shirak region.

The collection grew out of a shared exploration of the Shirak landscape and the wool sourced there, in a region where sheep breeding has shaped everyday life for centuries. Through this process, Manukyan returned to drawings he made in 2010, transforming their lines into woven compositions across the blankets.

The collection includes five blankets, each handwoven from pure Armenian wool and finished with hand embroidery by local artisans.





About OCHRE

Founded in Armenia in 2020, OCHRE is a creative social enterprise working at the intersection of art, design, and craft.

OCHRE collaborates with artists and artisans to create objects for everyday life while supporting the continuity of Armenian artisanal knowledge. Its practice is rooted in material culture, with a particular focus on wool, embroidery, and other artisanal traditions preserved within Armenian communities.

Many of the traditions OCHRE works with have survived displacement, rupture, and migration. Through collaboration, research, and making, OCHRE works to sustain these practices not as static heritage, but as living knowledge that continues to take new form and shape everyday life.

A Path of Gestures

Idea & Development: Anush Zeinalian

Artists: Anush Ghukasyan, Aleksey Manukyan

Artisan Collaboration: Maral Shohmahlian; women artisans of Goris Handmade, Syunik region; Amasia Wool Factory, Shirak region

Natural Dyeing: WoolWay Studio, Yerevan

Architect: Arsen Karapetyan, d'Arvestanots Architectural Studio

Graphic Design: Gohar Martirosyan

We dedicate our participation to Karen Jeppe, Maria Jacobsen, and the Danish missionaries who rescued Armenian orphans during the Armenian Genocide of the early twentieth century, helping preserve lives, artisanal traditions, and cultural lineages across generations.

OCHRE at 3daysofdesign 2026

10.06 - 12.06.2026

10.00-18.00

Store Kongensgade 1,
1264, Copenhagen

Media Contact

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Access the press kit and high-resolution images [here](#).

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