



## 'Georg Jensen At Play' brings a whimsical garden and sterling silver games to 3 Days of Design in Copenhagen

Set in the heart of the city, the installation envisioned by Creative Director Paula Gerbase will host games, food and community, introducing a collection that takes silver into new territory.

The Danish house will participate in this year's 3 Days of Design with *Georg Jensen At Play*, an immersive installation that revives its founder's playful approach to craft and longstanding fascination with nature. "Georg Jensen's passion for the natural world began long before he opened his atelier in 1904. He grew up in a small village of craftspeople north of Copenhagen, spending his days playing and roaming freely in the surrounding woodlands," says Creative Director Paula Gerbase. "This spirit of playfulness and exploration runs throughout the house's 121-year history."

The event unfolds in a whimsical garden created for the occasion. Set in the heart of Copenhagen, it features open lawns framed by rows of trees, where guests are invited to play and interact with a series of field games introduced by the house, bringing its founding material – sterling silver – into new corners of daily life.

These include a reinterpretation of kongespil, the traditional Scandinavian lawn game (also known as Viking chess or kubb), in which players aim to knock over wooden blocks by toppling the central 'king', as well as a version of ring toss, where players throw rings around a peg.

The games – rendered as collectible objects – are handcrafted from walnut wood in Copenhagen and feature sterling silver characters created at Georg Jensen's silversmithy – a sitting toad, a resting dragonfly and a crawling snake – inspired by creatures found in nature that Georg Jensen would collect and play with as a child.

This playful approach extends to a broader collection of smaller games and accessories crafted in sterling silver, from a Mikado set to cocktail sticks topped with small silver animals, a whistle with a twirling, snail-like form, a supple yo-yo and a set of dice.

The event builds on Paula Gerbase's work in re-envisioning how we interact with silver. "Last year in Milan we introduced a collection that brought silver into moments such as a coffee or ice cream break; this time, in Copenhagen, we are bringing the material into other moments," says Paula Gerbase. "It's a way to relate to silver in a less rarified way, instead valuing its beauty in objects we use every day."



## About Georg Jensen

Founded in Copenhagen in 1904, Georg Jensen is a heritage Danish design house rooted in its founder's curious spirit and dedication to craft. Though a legacy spanning more than 120 years, an unparalleled mastery of materials gained through decades of craftsmanship and collaborations, the House is behind an ever-evolving collection of distinctive creations.

GEORG JENSEN