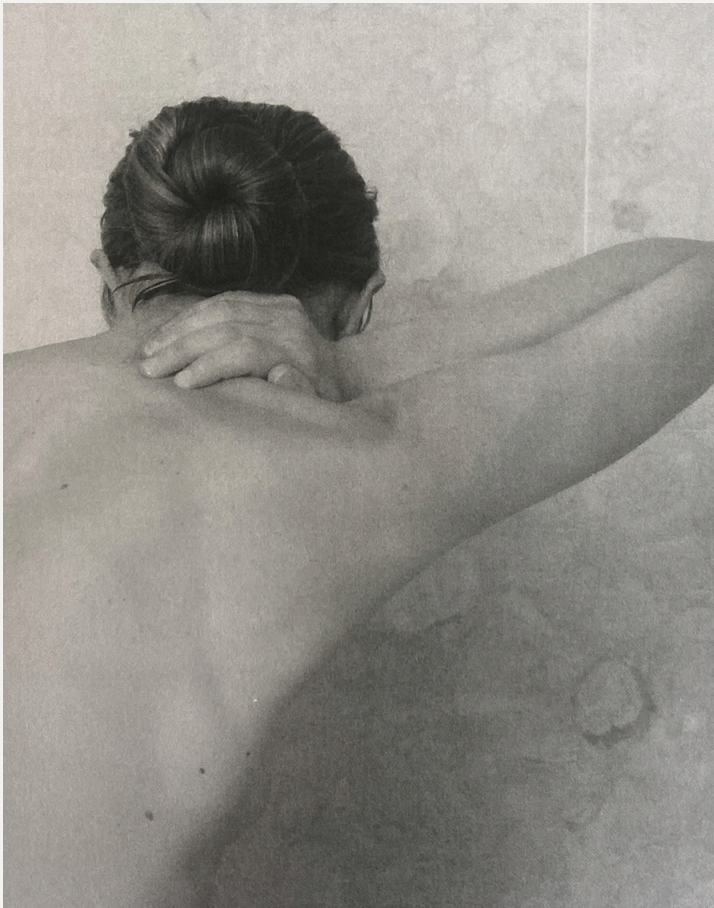


BAINA

BAINA PRESENTS THE PRACTICE OF BATHING

A sensory exhibition presented
during 3daysofdesign

10 – 12 JUNE
BORGERGADE 91 / 1300 COPENHAGEN



In the act of bathing, time softens. Movements slow. Attention shifts inward. The practice holds a quiet kind of meaning — a basic human need, universal in nature, yet deeply personal. Repeated each day, it is shaped by routine and touch. Water is drawn, the body is cleansed, textiles envelope skin. Simple gestures, performed again and again.

Through repetition, the practice becomes grounding — a pause between one state and the next. It marks the conscious awakening in preparation for the day ahead, or the slow disconnect from the day that has passed. The bathing space becomes a place of return. Here, the body is not asked to become anything else. It is met as it is.

Presented during 3daysofdesign in Copenhagen, The Practice of Bathing marks the unveiling of BAINA Home Fragrance and extends the brand's ongoing exploration into the rituals that frame our most intimate, restorative moments.

The exhibition considers how material, touch and scent shape the practice of bathing. Bringing together newly commissioned works by contemporary artists alongside historical bathing objects, the installation is shown in dialogue with BAINA's towelling, apothecary and home fragrance collections.

Together, the works form a complete sensory environment — one that considers bathing as both necessity and ceremony. The exhibition offers a study in tactility, reflection and somatic connection, inviting viewers to consider how design can act as a quiet facilitator of care.

“Bathing is one of the few rituals that belongs entirely to ourselves. A quiet, instinctive act that asks very little of us, beyond presence. The Practice of Bathing reflects on these intimate daily moments — how touch, scent, material and space can shape the way we slow down, reconnect, and return to self.”

— Bailey Meredith

The exhibition is available to shop exclusively at shopbaina.com throughout June.

WORKS BY

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BAINA
Historical bathing objects

ABOUT BAINA

BAINA is an Antipodean brand of considered bathing essentials, founded in 2019. Their collection of distinctly modern and consciously created pieces embrace bathing as an intentional practice. Building on the brand's foundation in organic towelling, BAINA's offering now includes a refined range of bathing essentials for the everyday.

www.shopbaina.com

@shop_baina

3daysofdesign