



3DAYSOFDESIGN 2025

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ABOUT 3DAYSOFDDESIGN COPENHAGEN 2025

- 3daysofdesign is Scandinavia's leading design festival, held in Copenhagen from June 18–20, 2025. Under the theme **"KEEP IT REAL"**, the event highlights **authenticity, creativity, and conscious design** across over 400 exhibitions citywide.
- Unlike traditional trade fairs, the festival turns the city into a walkable design experience, showcasing new products, installations, and talks in showrooms, galleries, and public spaces. It brings together global brands, emerging designers, and thought leaders, making Copenhagen a vibrant hub of creative dialogue and inspiration.
- *"The festival's 'KEEP IT REAL' ethos manifested through a joyful **blend of authentic materials and craftsmanship, subtle ('soft') tech and AI integration, bold yet grounded colour narratives, reimagined design classics, immersive sensory experiences, and a strong push towards sustainable, circular material innovation.**"* (https://www.livingetc.com/features/3-days-of-design-2025?utm_source=chatgpt.com)



THE 8 DISTRICTS OF 3DAYSOFDDESIGN IN COPENHAGEN

•Nordhavn – Communities

A model of the sustainable “five-minute city,” this waterfront district spotlights urban planning, connectivity, and community-driven life.

•Amerikakaj – Atmospheres

A former transatlantic dock turned lighting hub, focusing on immersive lighting design and spatial atmosphere.

•Frederiksstaden – Authenticity

Nestled among grand 18th-century Rococo architecture, this district emphasises heritage, craftsmanship, and design rooted in timeless values.

•Kongens Nytorv – Connections

Copenhagen’s historic central square transforms into a meeting point, highlighting real-world human connections and networking through design.

•Rosengård – Insights

Set in Copenhagen’s old city core, Rosengård invites reflection, self-discovery, and breaking conventions in search of personal truth.

•Kultur – Perspectives

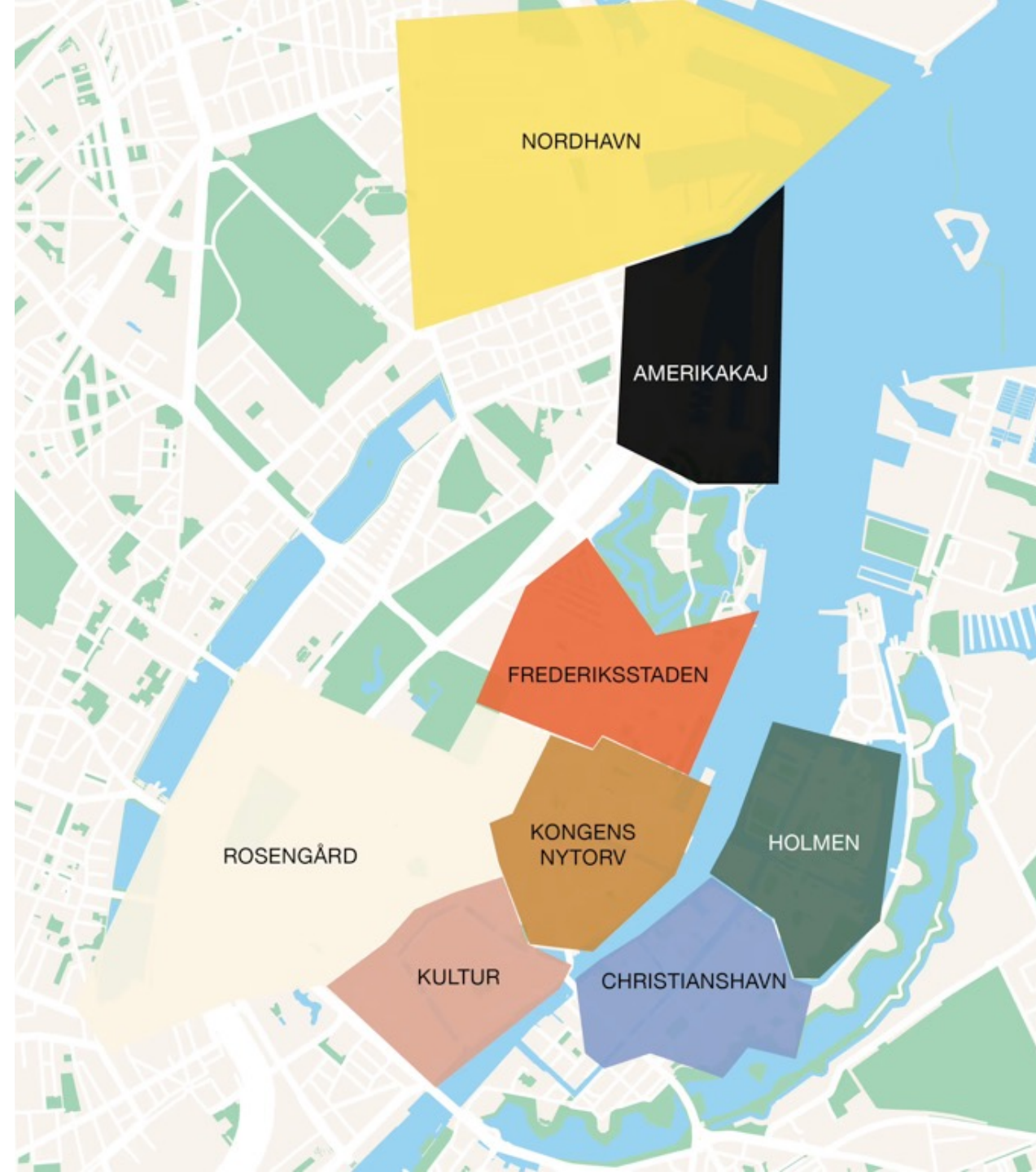
The cultural heart of the city explores design through history, heritage, inclusivity, and layered storytelling.

•Christianshavn – Crafts & Materials

Highlighting artisan tradition alongside modern methods, this waterfront district celebrates materials, processes, and hands-on craft.

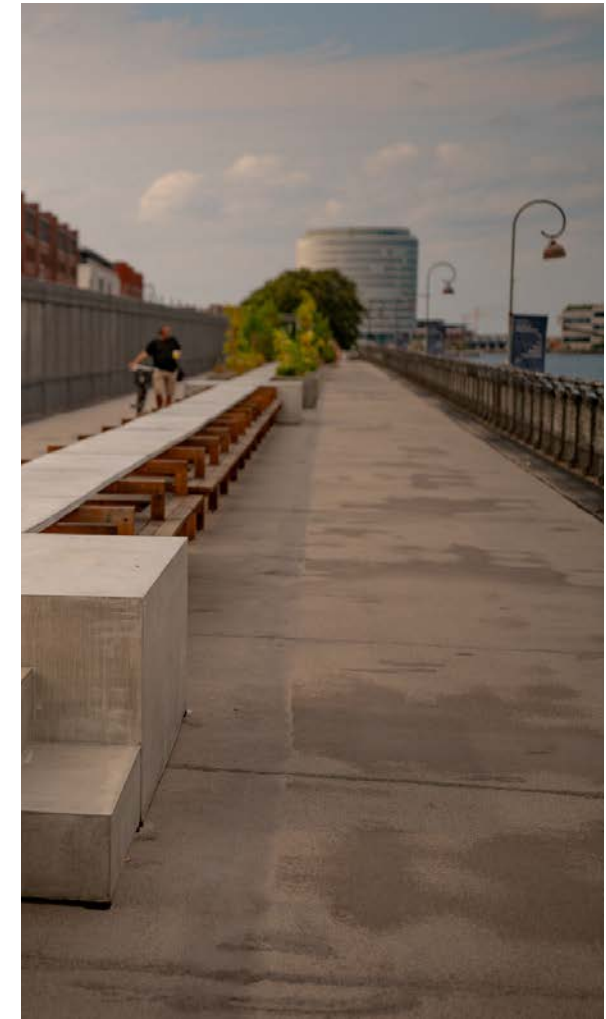
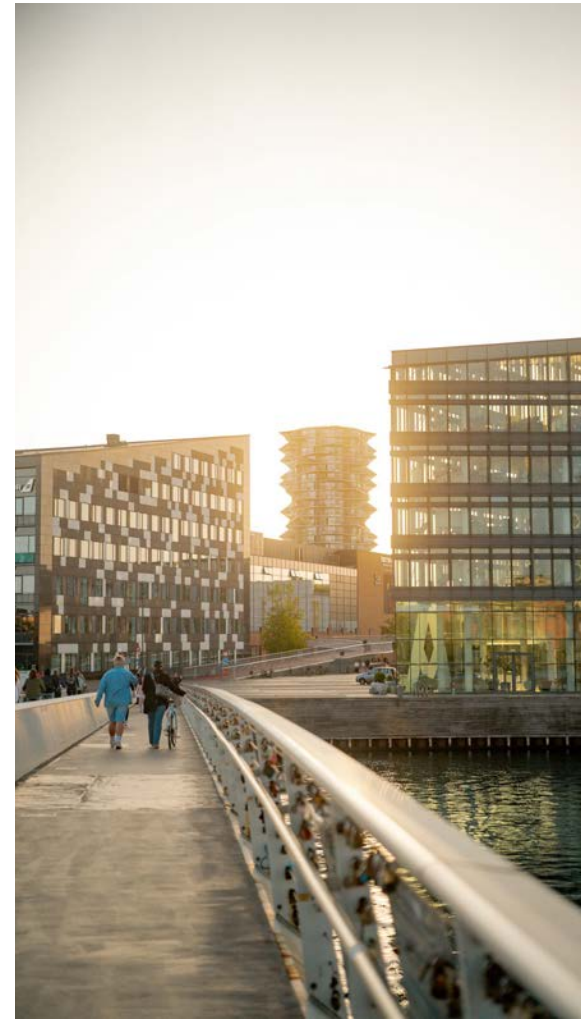
•Holmen – Transformations

A former naval base now reimagined as a creative hub—this district bridges old and new, showcasing innovation emerging from industrial roots.



DENMARK & COPENHAGEN — A PLACE OF QUIET IMPACT

Copenhagen isn't just a backdrop for design—it's a living proof of how **socio-cultural values and aesthetics merge into everyday life**. What makes the city and its design scene so impactful is a unique blend of qualities:



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COLLECTIVE CARE

A social model that values community, equality, and inclusion, visible in everything from public spaces to the role of craft and the visibility of women in design history.
Example: Dedar's tribute to Anni Albers, highlighting the cultural importance of women's work in weaving and modernist design.

SOFT MINIMALISM

A preference for restraint without coldness—warm neutrals, gentle forms, and emotional tactility define interiors and products alike.
Example: Muuto's Fiber Chair series, combining sculptural simplicity with a soft, inviting texture.

HUMAN SCALE

Cities are planned for people, not cars. Walkability, openness, and an intuitive urban rhythm create spaces where design feels accessible and democratic.
Example: The harbour baths and promenades in Islands Brygge, inviting people to gather, swim, and inhabit the waterfront in informal ways.

MATERIAL HONESTY

An insistence on authentic materials—wood, stone, glass, textiles—that age gracefully and tell stories over time.
Example: The exposed timber structures and raw brick surfaces in the design of The Audo by Menu.

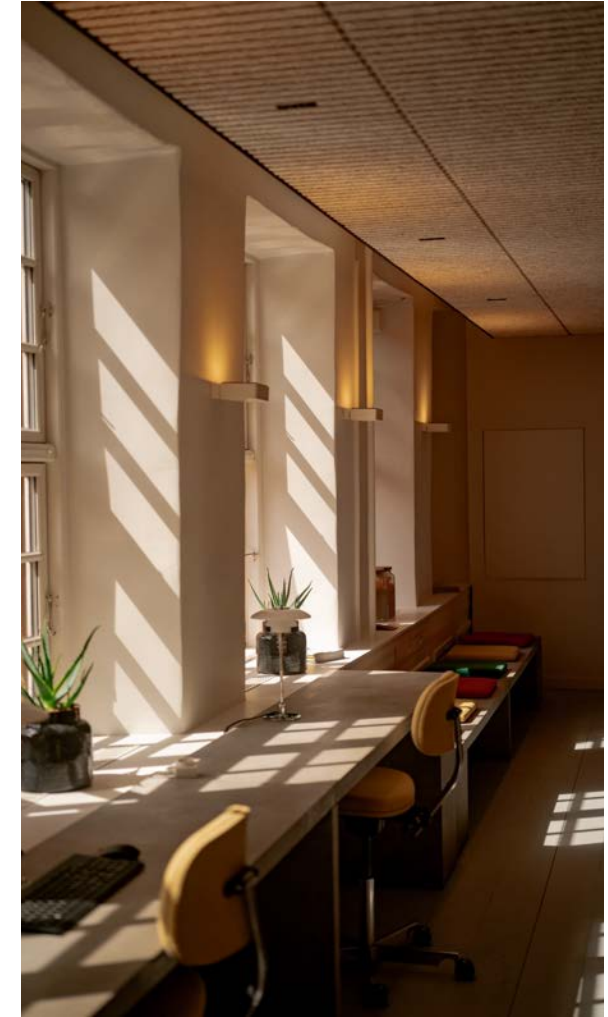
SUSTAINABILITY AS DEFAULT

An approach where circularity and ecological responsibility are not trends but assumed foundations.
Example: Kvadrat's use of recycled yarns and collaborations with Raf Simons and others to bring sustainable textiles into mainstream interiors.

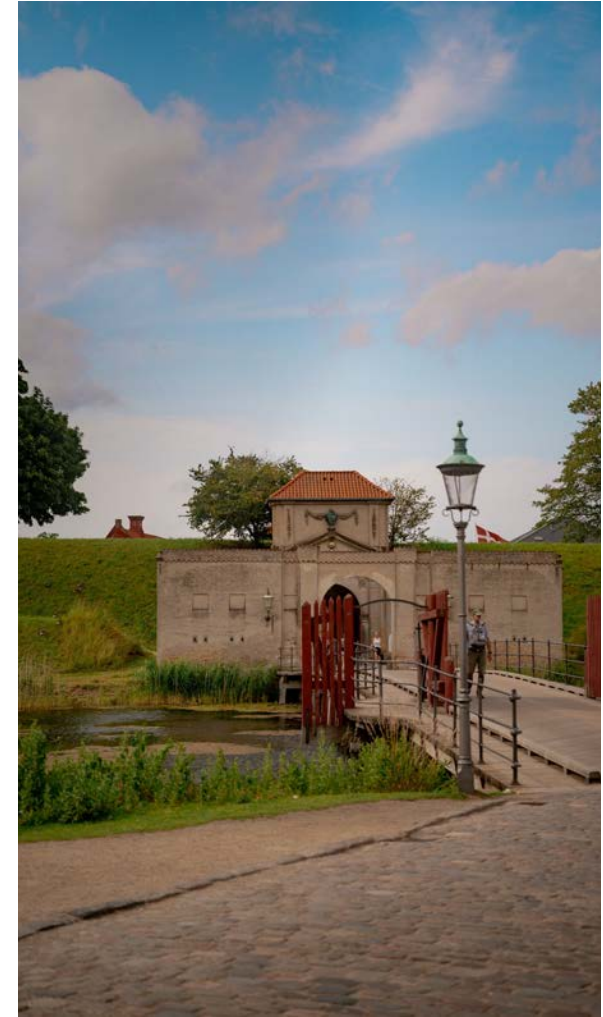
JOYFUL FUNCTIONALITY

The courage to inject colour, humour, and playfulness into even the most serious objects—showing that function and personality can coexist.
Example: Gustaf Westman's colourful, wavy mirrors and tables, which transform everyday furniture into cheerful, sculptural statements.

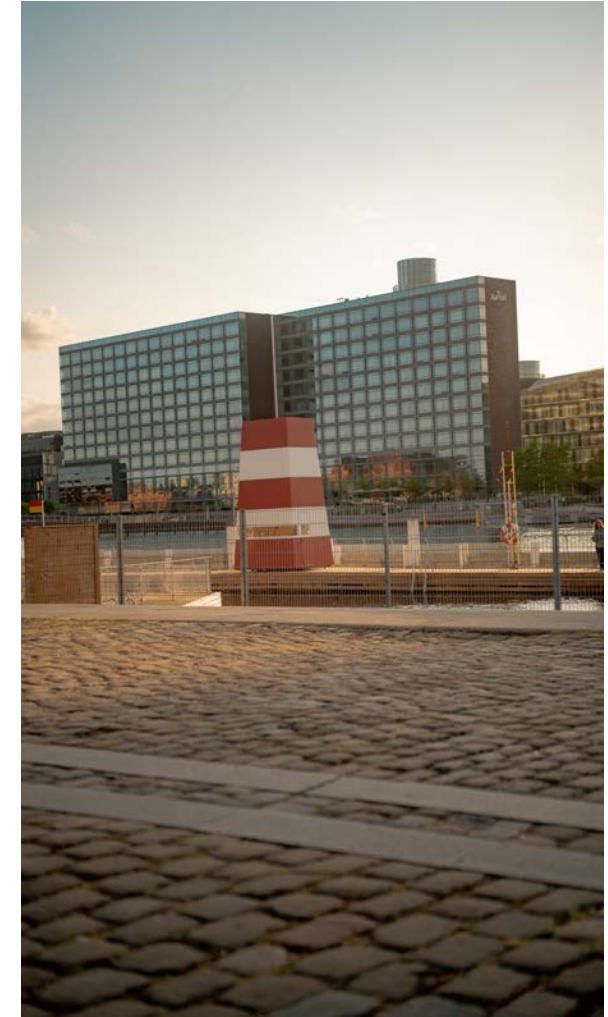
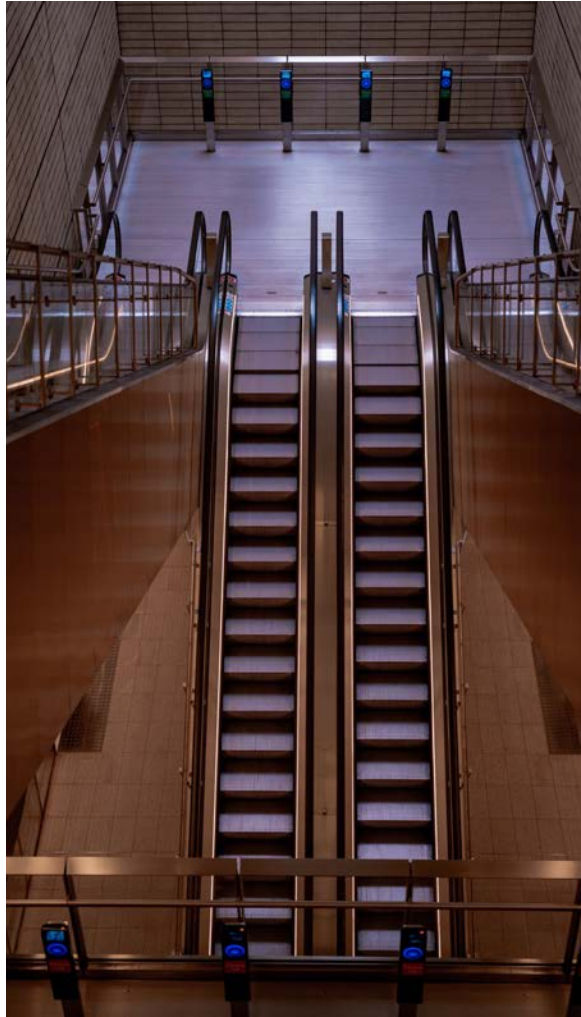
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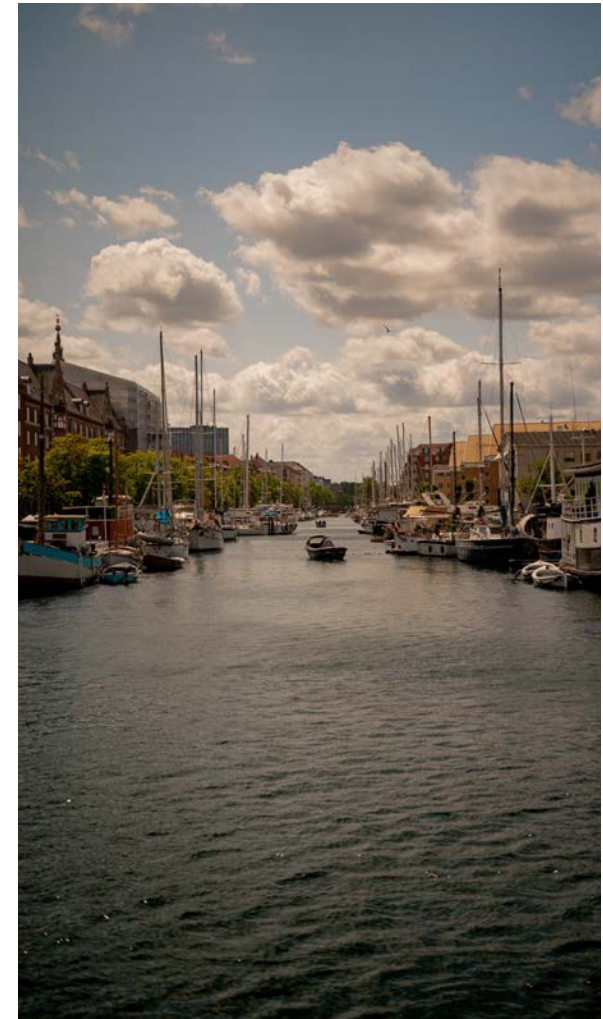
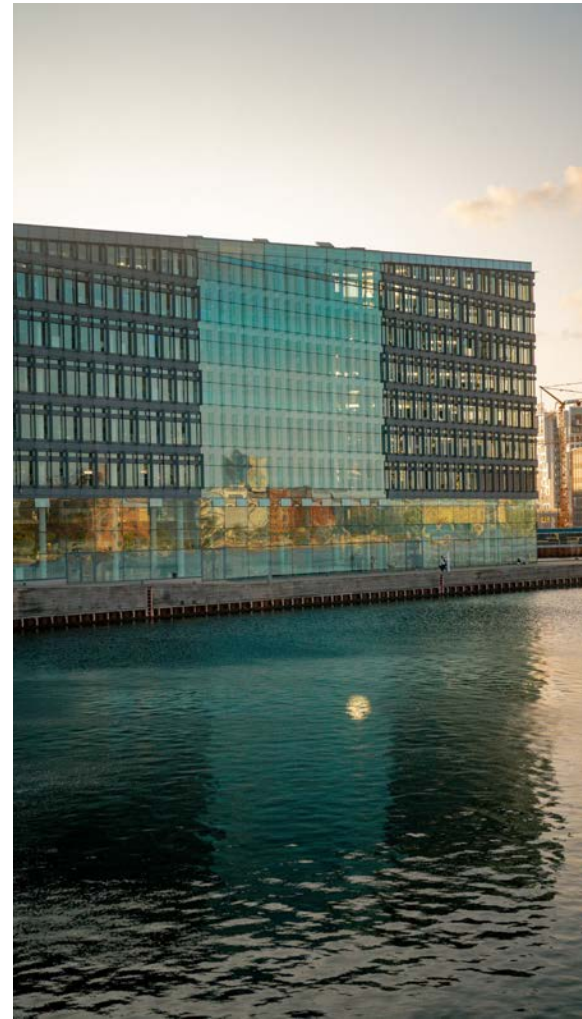


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KEY TRENDS

3DAYSOFDDESIGN

KEY TREND 1 MATERIAL HONESTY & IMPERFECTION

One of the strongest trends was the emphasis on raw materials and visible imperfection — a conscious counterpoint to mass-produced perfection.

Pic 1.

Hand-cast Aluminium Lights by Vogel Studio





KEY TREND 1 MATERIAL HONESTY & IMPERFECTION

3daysofdesign / Fair Report, 2025, Copenhagen

One of the strongest trends was the emphasis on raw materials and visible imperfection — a conscious counterpoint to mass-produced perfection.

'FUNCTIONAL CLAY' AT PEACH CORNER

Functional Clay at Peach Corner showcases utilitarian ceramic design—from tableware to climbing holds—by both seasoned artists and newcomers. Highlights include Birgit Marie Østerby's *Replated* series, where discarded porcelain is revived with glazes made from industrial by-products, and Hilda Piazzola's 3D-printed vessels that turn structural infill into ornament. A playful set of mini stacking bricks by Zuzanna Skurka completes the show, combining materials like rammed earth and recycled clay to inspire young creators. Location: Anne Marie Carl-Nielsen Studio, Copenhagen.



'NO.1 COMMON' AT MATERIAL MATTERS

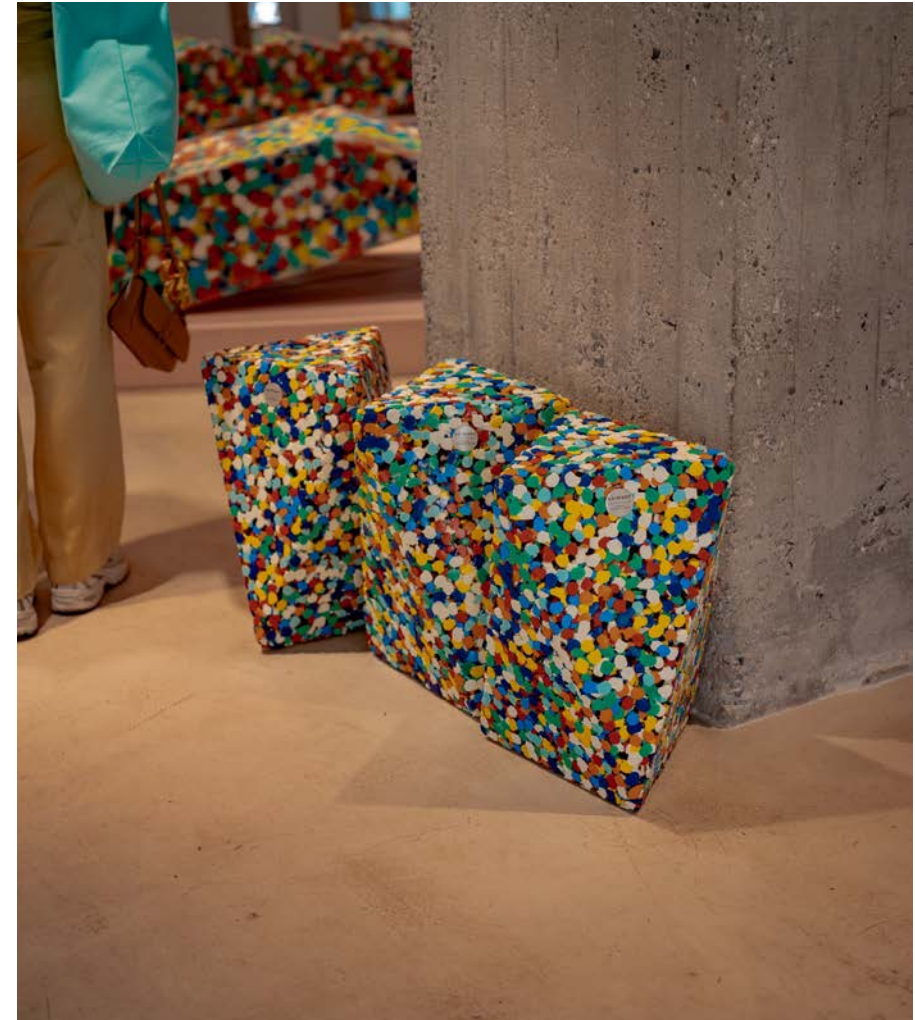
One of my last stops of the day was AHEC's 'No.1 Common' exhibition, which finds beauty in imperfection. Featuring pieces by Andu Masebo, Daniel Schofield, Anna Maria Øfstedal Eng (one of her yellow birch pieces is pictured here) and Kia Utzon-Frank – all are made from discarded planks at Benchmark's UK workshop. Full of knots, colour shifts and bent grain – it challenges our idea of defects, showing the potential for a more responsible future where uniformity is rejected and the unusual celebrated.



COLOURFUL ACCIDENT

Celebrating the beauty of colour and material, Normann Copenhagen presents artistic pieces like the DeltaProust series by Alessandro Mendini — a vibrant collection of side tables, each featuring striking colour splashes cast into form. Carefully shaped with intention, yet uniquely defined by chance, every piece becomes one of a kind.

Pic 1.
Delta Proust / Normann Copenhagen /
Alessandro Mendini

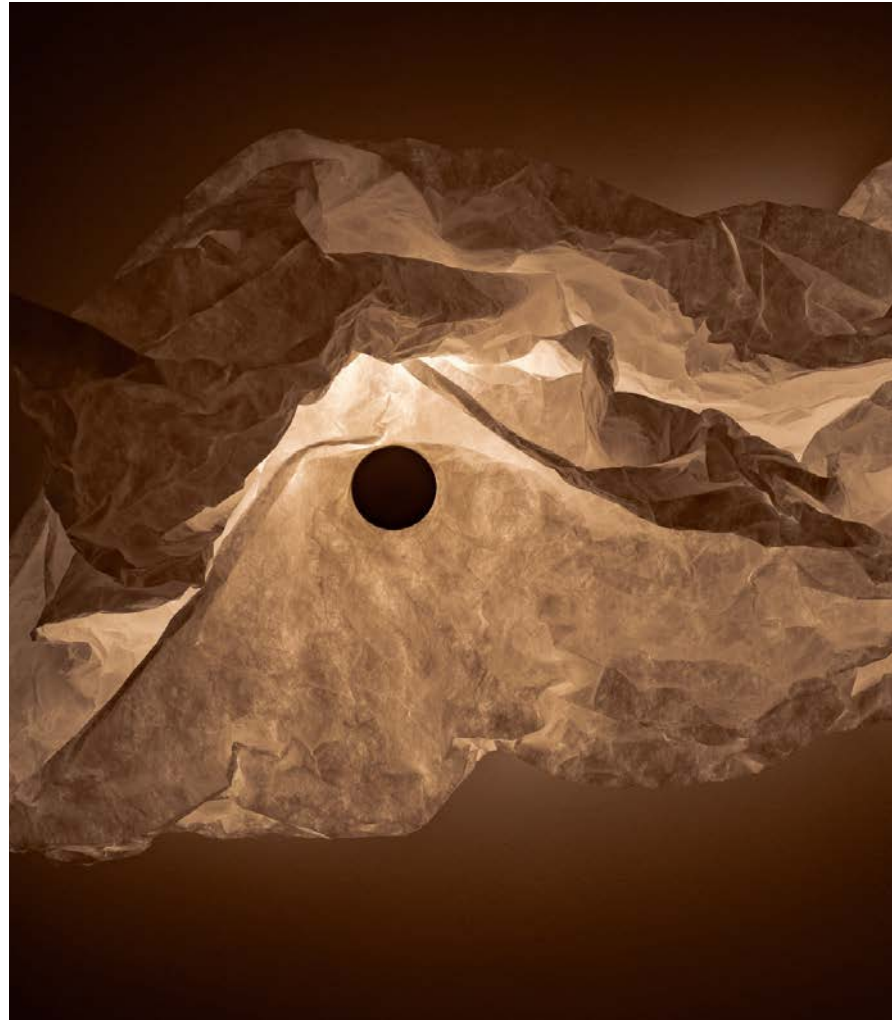


A CLOUD OF ORGANIC AND UNPREDICTABLE LIGHT

Maap is the new **Flos wall lamp** designed by **Erwan Bouroullec**. Composed of a metal structure, 4 buttons and a Tyvek casing, the lamp diffuses light across a broad surface: the source seems to emanate not from a single point but from the entire illuminated area. It fills the space with a soft, ambient glow like a window, a glass wall, or sunlight itself, creating a sensation that is both enveloping and atmospheric, spreading gently and evenly throughout the space.

(https://www.archiproductions.com/en/news/the-new-flos-wall-lamp-designed-by-erwan-bouroullec_105258?srltid=AfmBOoagq6xW64QYez060pLFFpRXa8gkOPzS6uK8NgxNWzQTGgu8m9TE)

Pic 1.
Maap/ Flos / Erwan Bouroullec



RADICAL HONESTY IN WOOD

Across multiple exhibitions, wood was more than just a material—it became a storyteller. The trend leaned into **radical honesty**, showing knots, grain irregularities, cracks, and tonal shifts not as flaws, but as marks of character and time. Brands like **Carl Hansen & Søn**, **No.1 Common by AHEC**, and **Garde Hvalsøe** embraced this aesthetic, presenting furniture and interiors where **imperfection became identity**. Rather than hiding or laminating surfaces, designers revealed the raw soul of the material—sometimes leaving edges unfinished, or highlighting the way wood ages, bends, and reacts to its environment. It was a quiet but powerful shift: **a return to truth in texture**, where visual softness meets structural strength. For design studios, this signals a move away from high-gloss perfection toward **sensory authenticity**—where you don't just see the material, you feel where it came from.



SOFTNESS AS A DESIGN VALUE

Textiles played a leading role at this year's festival—not just as decorative accents, but as core elements of spatial identity. Across brands like **Kvadrat**, **Ferm Living**, **Bolia**, and **Menu**, fabrics were chosen not for spectacle, but for **how they feel, age, and soften the atmosphere**.

In classic Scandinavian fashion, the use of textiles reflected **a quiet, grounded philosophy**: earthy tones, raw wools, washed linens, bouclé, and softly textured weaves dominated. There was little visual noise—no flashy prints or artificial gloss. Instead, **material honesty and emotional tactility** took center stage.

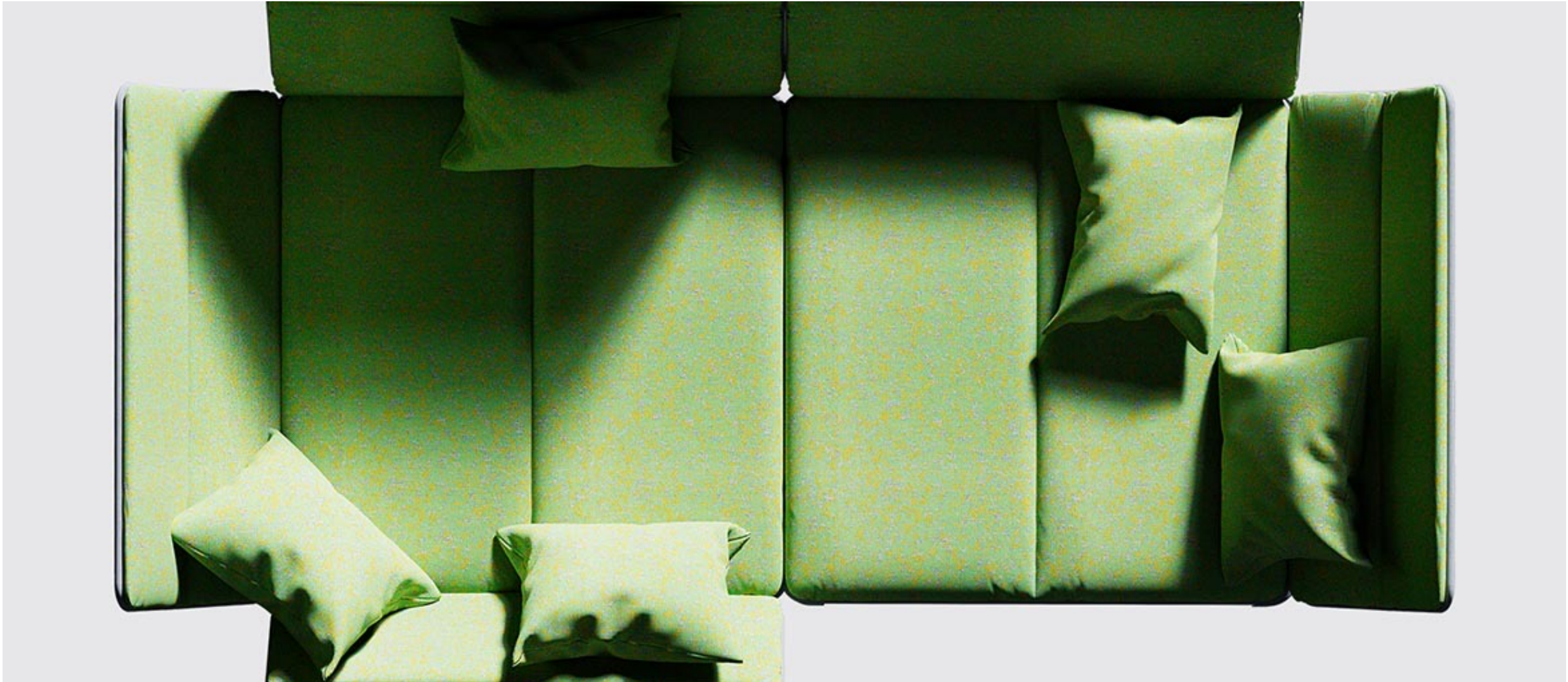
What emerged was a clear attitude: in Nordic design, textiles aren't about decoration, but about **building emotional comfort and sensory calm**. They serve to slow spaces down, to buffer light, to soften acoustics. Fabric here isn't trend-driven—it's **atmospheric architecture**.



KEY TREND 2 SOFT TECH & AI COEXISTENCE

SPACE10 (IKEA's innovation lab) showcased an AI-designed, foldable sofa — easy to transport, modular, and reconfigurable — blurring the line between digital design logic and practical needs.





KEY TREND 2 SOFT TECH & AI COEXISTENCE

AI as a Co Designer – Use data and generative tools to enable adaptivity and evolution.

DESIGN IN THE AGE OF AI

SPACE10 is a design research lab that works on behalf of Swedish furniture giant IKEA to explore how new technologies and shifting behaviours will disrupt our homes and lifestyles in the future. With Artificial intelligence, or AI, looking set to do exactly that, it staged this eye-opening exhibition to show what an AI-designed future might look like. The biggest conversation starter came courtesy of experimental Swiss studio Panter&Tourron, which used AI to develop a reconfigurable sofa that can be folded up and carried like a briefcase



KEY TREND 3 COLOUR DUALITIES

Colorful Worlds

A combination of earthy grounding with bold digital hues and, in general, a lot of colourful products and art was shown.





KEY TREND 3 COLOUR DUALITIES

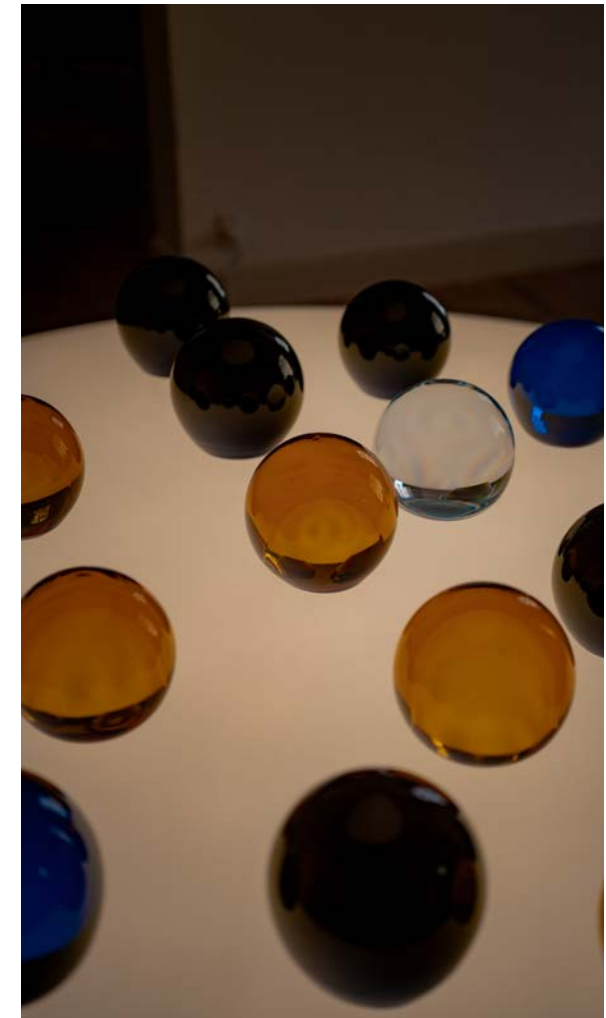
Color Worlds: Sci-Fi Meets Nature

SCI-FI MEETS NATURE

•Iittala's "Solare" collection was inspired by solar light and space: intense blues and yellows that evoked both science fiction and Scandinavian lightscapes.
 •Meanwhile, many exhibitors turned toward earthy tones — burnt reds, moss greens, and sand beiges — creating a comforting sense of groundedness.

Installed on the ground floor of the historic [Frederiksgade House of Design](#) in central Copenhagen, Vepsäläinen and her team presented a striking installation that nodded to sci-fi film and experimental architecture. A sculptural steel framework, composed of undulating arms evoking Santiago Calatrava's kinetic bridges, suspended a constellation of blown glass goblets, their placement tracing the arc of the sun as it moves across the Nordic sky. 'For the presentation, we collaborated with London-based set designer Paulina Piipponen,' said Vepsäläinen, who joined the brand in 2024 following a tenure as senior [knitwear designer at JW Anderson](#). 'I wanted to evoke the sensation of flight. An aerodynamic moment, like stepping into a space shuttle.'

Alongside the luminous summer palette, first launched earlier this year — a blend of sun-bleached yellows and moody, inky blues — Iittala introduced a new autumnal range, inspired by the rich tones of a northern forest in late September. Among the new seasonal releases, the brand unveiled its first scented candles — with fragrances grounded in the elemental materials of glassmaking: fire, sand and water — poured into the sinuous form of Alvar Aalto's iconic 1936 vase. Also on show was a new edition of the Ultima Thule glassware, made entirely with local Finnish sand, which imbues the pieces with a natural greenish tint reminiscent of the Nordic country's ancient boreal forests.



DOPAMIN DESIGN AND POP UP / YOUNG TALENTED D.

At this year's 3daysofdesign, Swedish designer Gustaf Westman brought his signature playful, bold style into focus. Known for his vibrant curves and candy-pastel palette, he captivated visitors with objects that burst with colour and sculptural form—mirrors, tables, seating and tableware alike—all designed to spark joy and connection. His work, rooted in spontaneity and community, perfectly echoed the festival's “KEEP IT REAL” theme by celebrating authenticity, emotional gathering, and everyday ceremony



THE SENSORY SOCIETY

Danish glass artist Helle Mardahl brought her vivid, whimsical aesthetic to life with a sensory-rich installation in a historic Copenhagen apartment, aptly titled **“The Sensory Society.”** By using candy-coloured, mouth-blown glassware—echoing fantastical narratives like *The Grand Budapest Hotel*—she created a playful world alive with tactile and visual surprises. The objects, which range from oversized wine glasses to barware and pendant lights, seamlessly bridge art and function, celebrating contrasts—fragile yet robust, simple yet ornate. It was a memorable, immersive highlight that captured the festival’s “KEEP IT REAL” theme through authentic colour, craft, and storytelling



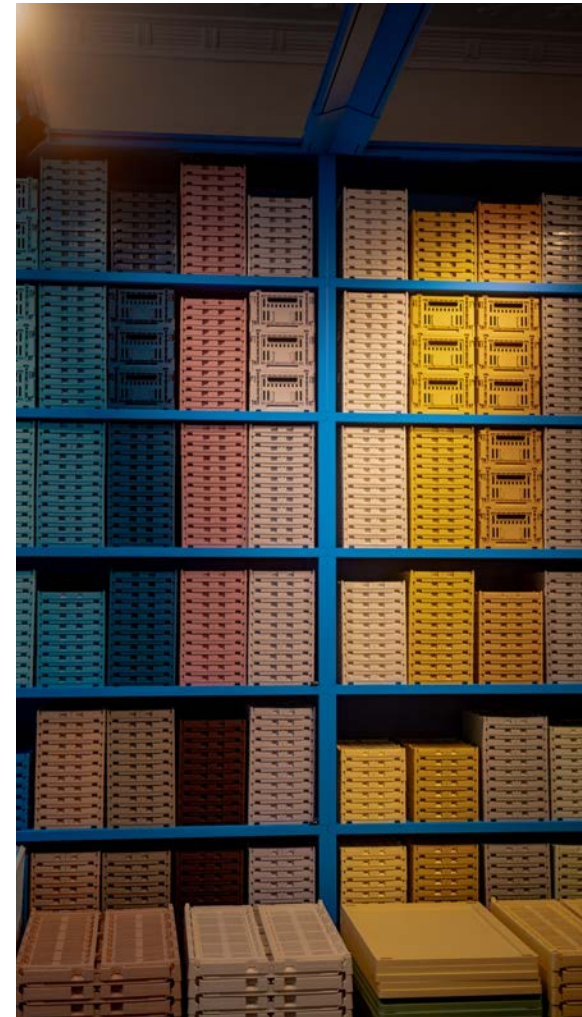
COLOR POP & FADES

At the Muuto and HAY warehouses, visitors were met with a broad showcase of their latest products - each reflecting the brands' signature approach to colour, material, and finish. Known for their joyful and expressive CMF choices, both labels leaned even further into this identity in 2025. The overall aesthetic felt **friendly, modern, playful, and distinctly pop-influenced with a soft, feminine touch.**

Pic 1.
Metal Cabinet / Hay / Muller Van severen

Pic 2.
Color Crate / Hay / unknown

Pic 3.
Sofa xy / Muuto / unknown



INTERIOR TILES & WALLS

POP – File Under Pop occupied a serene yet vibrant space on Frederiksgade, where they presented “**Time Signature**”, an installation created with Agape, Davide Groppi, Garde Hvalsøe, and V-ZUG. Their setup revolved around the concept that design starts with space—each element was intentionally placed to establish a calm, contemplative dialogue between light, color, texture, and form.

The highlight was their collection of **handcrafted tiles**—in clay and lava stone—as well as richly pigmented paints and woven textiles, all focused on tactility and visual richness. These surfaces brought walls, floors, and ceilings to life, creating a multi-sensory experience that celebrated craftsmanship and material honesty.

Across two immersive showrooms, File Under Pop introduced **16 new paint hues**, fresh tile formats, and limited-edition lava stone boards designed with Mathias Malling Mortensen. The effect was soft yet radiant—an artistic homeliness where subtle colour meets remarkable texture—making it a memorable highlight of the festival.



STUDIO ABOUT AND THEIR COLOR

Studio About – AW25 Collection

Located at Frederiksgade 1, Studio About showcased their AW25 line built around **texture, colour, and material interplay**.

The exhibition featured:

- Sculptural candle holders and clayware in new tones
 - Crafted textiles with refined tactility
 - The latest stackable storage boxes merge practicality with elegant form
- Each piece reflects its focus on **artistic yet affordable design**, balancing form and function for contemporary living



KEY TREND 4 REINTERPRETING / DESIGN CLASSICS

A respectful revival of mid-century and modernist icons was a recurring theme.

Also, the celebration of classic design and old vintage aesthetics and pieces.





KEY TREND 4 REINTERPRETING / DESIGN CLASSICS

The Revival and the survival of the fittest.

GETAMA CLASSICS RISE FROM THE ASHES

Getama started life in 1899, making mattresses from seaweed. The company merged with a cabinet maker in the 1940s and subsequently made beautiful wooden furniture from Hans Wegner and Nanna Ditzel. In February last year, Getama's factory burnt to the ground.

Carl Hansen & Søn acquired the company's portfolio and yesterday unveiled three beautiful pieces from Getama's archive, now back in production: the Vita sofa (1952) and the ND55 coffee table (1955) both by Nanna and Jørgen Ditzel (1952); and a very handsome office chair by Hans Wegner. This is a rare beast – one of only five office chairs among the 400-odd chair models he designed during his prolific career. Good for gliding down polished wooden office floors in style and at speed.



Vita Sofa



Hans Wegner CH621 Chair 1948



ND55 Coffee table

HAY AND CLASSIC DESIGN

It's safe to say HAY was one of the busiest showrooms we visited this week (closely tied with &Tradition). At its Østergade HQ, design fans gathered to see a slew of new launches, including a reissue of Mario Bellini's 'Amanta' chair (pictured here next to a sculptural new uplight by Romain Sillon), mesh cabinets by Muller Van Severen, lamps that resemble line drawings by Slovenian designer Ana Kras, a painterly tableware collection by American artist Emma Kohlmann, and a foam-less lounge chair by Jonas Forsman.

The 'Amanta' joins a growing list of 1960s and '70s seating classics being reissued, as the era continues to capture the current zeitgeist.



Amanta Chair by Mario Bellini



Ava Lamps Series by Ana Kras



Mesh cabinets by Muller Van Severen

BETWEEN LEGACY AND REPETITION

One observation that stood out during 3daysofdesign was how many established brands continue to build on their past successes—sometimes in a way that feels more like preservation than progression. Companies like Carl Hansen, Louis Poulsen, Montana, Flos, and Fritz Hansen presented beloved classics and recognisable collections, which still hold strong emotional and aesthetic value.

Yet, at times, it felt as if these brands were circling within their own legacy—reluctant to let go of their secret formula. While some brought subtle updates or material tweaks, the overall impression was one of careful continuity rather than bold reinvention. It's a fine balance between honouring heritage and opening space for real innovation. And in that tension, you begin to see both the strength and the stagnation of long-standing design icons.



PH50 Louis Poulsen



Bellhop Lamp Flos



Egg chair Arne Jacobsen

BETWEEN LEGACY AND REPETITION

In a short space of time since launching in 2017, the young Danish textile company Tekla has become a byword for cool, crisp modernity in the bedding and blanket department. Proof perhaps that we're all seeking comfort these days from the familiarity of bygone times, the brand has unveiled a new range incorporating broderie anglaise, inspired by bedding of yore. In a beautiful installation titled 'Modern Romance' at the Charlottenburg Palace, wooden beds were made up with the new collection - powerfully juxtaposing the grandeur of the decorative interior with the intimate, detailed craft of the bedding. The collection, available to buy already from Tekla's website, is made in Portugal with organic cotton in a 200-thread count, which is lightly stonewashed for softness. Charlie Hedin, founder and creative director of Tekla said: 'The broderie anglaise collection is inspired by heirloom bed linens and traditional fabrics found in parts of Europe. These intricate pieces embody craft and quality, something we've wanted to capture in our own, more modern take on the style.' We say: dreamy. *Hugo Macdonald*



KEY TREND 5 IMMERSIVE, SENSORY INSTALLATIONS

Experiences mattered as much as the products themselves — often more.





KEY TREND 5 IMMERSIVE, SENSORY INSTALLATIONS

THE SENSORY SOCIETY

Helle Mardahl's "The Sensory Society" transformed an apartment into a surreal, pastel-hued world, reminiscent of a Wes Anderson film set.

All filled with sculptures and homeware products made of colourful glass.

Freeforms, bubbles, abstractions and more were combined to a flashy and uncommon eclectic interior.



LOUIS POULSEN X HOME IN HEVEN

Louis Poulsen x Home in Heven turned iconic lamps into almost psychedelic sculptures — adding horns, tentacles, or floral extensions to Arne Jacobsen pieces.

In a bold and unexpected collaboration, Louis Poulsen teamed up with glass art duo *Home in Heven* to reimagine some of their most iconic lamps. Familiar silhouettes like the PH series were transformed with tentacles, horns, and fluid, surreal forms—somewhere between baroque fantasy and playful rebellion. The result was a dreamy, slightly punk reinterpretation of Danish lighting heritage—showing that even design icons can evolve when tradition is twisted with a sense of humour and bold creativity.



FERM LIVING / TRADITIONAL LIVING

Ferm Living presented *The Art of Making* across two locations, including their Holmen showroom and a relaxed outdoor café pop-up at Kongens Nytorv. The exhibition highlighted tactile materials, sculptural forms, and their new **outdoor collection**—all rooted in careful craftsmanship and quiet elegance.

What stood out most was how clearly **the Scandinavian design ethos** came through: calm, grounded, and understated. Gently muted tones, natural finishes, and an overall sense of clarity and harmony made the presentation feel deeply Nordic—anchored in real materials, soft tactility, and honest expression.



BOLIA & “CLEAN GIRL” AESTHETICS

Celebrating their 25th anniversary, Bolia transformed their Holmen space into a multisensory experience. Alongside previews of their **AW25 collection**, they offered coffee from La Cabra, live music, and even on-site rug weaving, making their approach to design feel warm, welcoming, and human.

Similar to Ferm Living, Bolia's entire staging reflected a distinctly **Scandinavian visual language**, characterised by restrained palettes, clean compositions, and a love for authentic materials. There was a sense of quiet confidence in not overcomplicating things—proof that neutral tones and timeless simplicity can still feel relevant, emotional, and fresh.



OTHER *OBSERVATIONS*

EMOTION IN PRECISION – B&O'S PLAYFUL CMF SHIFT

At Bang & Olufsen's showroom, a quiet surprise awaited: a shift toward **emotionally expressive CMF**. Known for their restrained luxury and engineering precision, B&O introduced **unexpected colour gradients, fabric-covered surfaces, and playful chromatic accents**—a refreshing contrast to their usual palette of metal, monochrome, and minimalism.

The new finishes didn't scream for attention—but they whispered joy. Soft pastels, warm metallic tones, and rich textile covers brought a sense of **personality and human touch** into the product line. Far from gimmicky, these choices felt intentional: elevating sound objects into **domestic sculptures** that speak both emotionally and functionally.

It was a subtle but powerful statement from a brand deeply rooted in Scandinavian tradition: that **luxury can evolve without losing its soul**—and that **colour, when used with care, can be a form of precision, too**.



Beosound 2 / Gradient collection / David Lewis Designer - Torsten Valeur



Beolab 8 / Noto Design



Beovision Theatre / Noto Design



Beosound Theatre / Noto Design



Beolab 50 / Ferrari edition / Noto Design



Beolab 28 / Noto Design

IMPRINT 2025

Phoenix Design GmbH + Co. KG,
Amtsgericht Stuttgart HRA 727005,
Persönlich haftender Gesellschafter,
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