



# Those were the days...

## 3DAYSOFDESIGN IN COPENHAGEN

At the third edition of 3daysofdesign in Copenhagen this past May, we witnessed a lot of smiles during a long weekend of ouvertures, exhibitions, product launches, live workshops, performances, talks, and BBQs, whether on the faces of journalists, buyers, and design enthusiasts or people from the Danish furniture industry. Which also invited the opportunity to confront curator Signe Byrdal Terenziani with a few questions as to who & what.

TEXT Mads Smørrebrød

**DAMN<sup>®</sup>:** What were the novelties and highlights of this 3rd edition?  
**Signe Byrdal Terenziani:** A highlight is definitely the growing interest in using 3daysofdesign as a platform for meeting people, building networks, doing branding and trade. This edition was a huge success, not only due to the significant increase in visitors and exhibitors, but also to the many

collaborations and synergies created during the event. It has not only been valuable for singular companies, but for the entire industry and the public too. Unlike a trade fair, 3daysofdesign distinguishes itself as a cultural event, by offering a range of different happenings like design talks, exhibitions, live workshops, product launches, and so forth, in a unique combination, with estab-



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lished brands alongside emerging designers and companies. As such, it is not only about presenting novelties, but also about sharing ideas, thoughts, and reflections on design and design processes in general.

As an example, Fritz Hansen, Georg Jensen Danask, and Dinesen joined forces and invited Pernille Egeskov to interpret the companies' legacies of quality and craftsmanship. The result was a poetic installation about living rituals and family relationships. In six spaces within a home setting, Egeskov contrasted lasting products with fragility and transience. File Under Pop, Østhuil, and Please Wait to be Seated invited visitors to experience the tranquility of a classic matcha tea ceremony as a tool for reflection, and to give prominence to enjoying the beautiful surroundings in their shared showroom, where many new surface design products, kitchens, and chairs were on display.

In the same building, onecollection drew visitors' minds back to the 1950s, serving whisky on the rocks and playing jazzy tunes while presenting the France chair designed in 1956. Carl Hansen & Søn proudly demonstrated its outstanding skills in the new flagship store in Bredgade, with a craftsman demonstrating how a Wegner chair comes into being. Fans of Poul Kjerholm also had the pleasure of being introduced to the relaunch of his iconic table series. Fredericia Furniture has completely refurbished their store to resemble a boutique hotel lobby, adding new textiles to classic pieces to – as Uffe Buchard, creative director of Darling Studio declared, “kick the old ladies lovingly in the arse”.

Hence, 3daysofdesign is as much a catalyst of design as it is a reflection of the process behind it.



1. Pernille Egeskov in the Dinesen Home exhibition space
2. Dinesen Home exhibition by Pernille Egeskov
3. PLEASE WAIT to be SEATED's founder, Thomas Ibsen
4. onecollection's chairman and co-founder, Hans Henrik Sørensen
5. File Under Pop's founder, Josephine Alkama Hoffmeyer
6. the wood collection - cabinet fronts, by B&Huff
7. Fredericia's owner and CCO Thomas Graversen (right) and Uffe Buchard (left)
8. Carl Hansen & Søn's CEO, Knud Erik Hansen, on the Embrace Chair
9. Planet Lamp by Mette Schelde for PLEASE WAIT to be SEATED

Photos: Bessam El-Agnaf (except 6/9)

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