



Calling her design studio FILE UNDER POP shows Josephine Akvama Hoffmeyer's PLAYFUL APPROACH. The creative director believes Copenhagen is a tiny capital with a big heart and a PERFECT BASE to run her growing company.

/ JOSEPHINE AKVAMA HOFFMEYER

I SPENT HALF MY LIFE with music, so in my heart I'm a musician. To me there isn't much difference between making music or design – it's all about creating spaces that can be internal as well as physical.

MAKING PEOPLE HAPPY by helping them make lovely places makes me happy. There's a ripple effect from being in business. But I'm extremely stubborn and uncompromising, which helps me get where I want to be.

PLAYING WITH COLOURS comes naturally and it's a natural part of File Under Pop. It's important that our colours seem alive with some sort of tension and a connection lying between the obvious and less obvious. I spend a lot of time finding colours that will change in tone and atmosphere over a day or season.

THE CLASH between the natural and artificial evokes emotions within me. I find myself most at peace somewhere in between those two worlds.

FOR THE DÉCOR of my own home I'm completely old-fashioned. It's simple and classic and filled with things that have been part of my life for decades or my family life with my three children – so it's almost in the walls.

COPENHAGEN IS NOT typically Nordic in tone – just look at the yellow row houses in Nyboder, Glyptoteket, Thorvaldsens Museum, Kastellet or Nyhavn with all its colours. I love hanging out at Designmuseum Denmark, in the Klint Cafe and, in summer, its lovely green courtyard garden.

IT'S A TINY CAPITAL with a big heart. I have lived here since I was 15 and have so many memories and know every corner. There are many diverse areas with different atmospheres but you can bike from one end to another in ten minutes. I love the small scale. Copenhagen was not born as a big city with enormous buildings like you see in Madrid, London or Milan.

For File Under Pop creative director Josephine Akvama Hoffmeyer playing with colours is a natural part of running her lavastone tiles, wall-paper and paint company. At home she's kept things simple and classic. She found the oak table on lauritz.com and spray-painted it white, the 611 Chairs are by Alvar Aalto from Artek and the Moroccan rug is from By Fribert. Above the shelves is a selection of favourite pictures including one of Maria Callas, a Matisse print and a piece by Sarah Becker, who is known for her embroidery. On the table are lava stone tiles from File Under Pop and objects by Rosa Rubio. A poster by Egon Schiele was a 30th birthday present. The wall behind Josephine Akvama Hoffmeyer is painted in two colours from File Under Pop and the vintage Medea chair by Vittorio Nobili was found vintage in Milan.



