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Spacious room settings define the showroom of File Under Pop, making the unexpected colour combinations stand out. The walls and ceiling are painted in Green & Gold and the skirting boards in Tangerine Philosophy, while the wall panel is made with the new Kente Kumasi tiles – all from File Under Pop. The Toio floor lamp by Achille & Pier Giacomo Castiglioni is from Flos, the Triangolo chair by Per Holland Bastrup is from Frama, the Morris dining chairs are from Gebrüder Thonet, the Akari pendant by Isamu Noguchi is from Vitra and the Tulip table by Eero Saarinen is from Knoll.

B R A V E N E W W A L L S

A recent trip to Ghana turned out to be a bit of a creative and personal revelation for Josephine Akvama Hoffmeyer, founder of paint, tile and wallpaper company File Under Pop. The experience has formed the basis for several new collections as well as a complete makeover of the fearless showroom.

BY SOFIE BRÜNNER
PHOTOGRAPHY ENOK HOLSEGÅRD



Josephine gets much of her inspiration from travelling and enjoys bringing back select pieces from her destinations, such as the antique wooden furniture she found in South India. The wooden cupboard holds stacks of tile samples that can be reached from the Task chair designed by Charles and Ray Eames. The black and yellow Nagasaki chair is by French designer Mathieu Matégot and is now produced by Gubi. The office walls are painted in the colour Purple Fame with Cream on the ceiling and Virgin Oil on the wood panelling. One of the walls features Lost In The Grey tiles detailed with edge tiles glazed in the colour Yellow Raincoat. All paint and tiles are from File Under Pop.



Resembling architectural mood boards, vast amounts of tiles are on display in all sizes and colours in the showroom.

STEPPING INTO THE IMPRESSIVE historical apartment in central Copenhagen that is the showroom of File Under Pop, one is overwhelmed by the curious and imposing colour combinations that adorn walls and ceilings: a new attitude towards wall treatments that has made Josephine Akvama Hoffmeyer's colours widely known and sought-after. A series of adjoining rooms, featuring impressive intricate woodwork details above the doors, remind you that this is a building dating back to the early 19th century. However, the colour scheme and the large tile panels speak of a more offbeat and intriguing approach. One that seems to have its roots far away from the characteristic greyscale Scandinavian interiors and which properly fell into place when Josephine visited Ghana earlier this year.

"My trip to Ghana was a life-affirming experience that has added a new layer of meaning to the last 20 years of my work. Somehow, it's strengthened my belief in what I'm doing. In my sense of colour, the combination of these and ways of thinking colour and ornamentation, which I suddenly recognised in the streets, landscape and surroundings of Ghana," she tells us.

It was Josephine's first visit to Ghana, which is quite surprising as her father is Ghanaian. However, having grown up in Denmark with her Danish mother and a father who was hardly able to remember his heritage or language, meeting the Ghanaian culture was both foreign and strangely familiar at the same time.

"The experience was full of contrasts. One thing was meeting family members that I hardly know, but another was meeting patterns, colours, materials and crafts that have been such a large part of my life both personally and with File Under Pop. I found my roots on this trip."

The inspiration is evident in the new collections of tiles and colours launching this autumn. The patterns on the Kente Tile collection have clear references to Kente textiles from Ghana traditionally worn as a national dress, most prominently by the royal Ashanti tribe that Josephine also happened to learn she descends from. Symbols found in a family

house in Ghana have been scaled up and hand printed onto the ceiling of one of the rooms in the showroom, and the newly added 16 colours in the File Under Pop paint range all have a dusty feel to them, reminiscent of the landscapes and buildings Josephine experienced on her trip.

"They represent nature but are not classic 'earthy' colours," she says. "There are a lot of blues and greens. The new colours show relations, dynamics and tension among each other. Our work is about the space that occurs between the colour tones, and the additions make it possible to create new combinations with the already existing collection."

Working with colours has been part of Josephine's life since she decided to move to Italy in 2000, leaving behind a career in music. Early on she understood that interiors were her call. A fascination with Mount Etna and especially lava stone paved the way for her to start working with surfaces. Travel has always been a source of inspiration to her, which is evident in the large wooden cupboard and desk that Josephine has brought back from a trip to South India. Her love of materials, crafts and most importantly colour is present in these rooms.

"To me a colour isn't *just* a colour. A colour alone as such is not really interesting – it's the play between colours. To be able to juggle three, four or five colours, which creates a rich expression in itself and furthermore creates a new space in between them – both literally and figuratively. Colours reflect life and personality and reproduce it in new ways in different spaces. They reveal personality and can create a complex but poetic mood," Josephine explains.

In designing the new showroom, it has been important to Josephine to be brave, adding the new colours and tiles with select pieces of furniture to be able to inspire her customers with a tactile and integrated space. One that reflects her personality but also provides space for inspiration and experimentation.

"Colours reinforce personality – if one is thorough with them. They can improve a space so that the very best in each individual can emerge." /

Impressive historical architectural details are painted in sumptuous colours from the File Under Pop paint collection. Wall panels in the backroom are made from the new tile collections Kente Kumasi and Kente Abetifi and hold strong references to traditional Ghanaian Kente weaving techniques. Above the Pelican chair by Finn Juhl hangs a small wall piece by Mathias Malling Mortensen and on the windowsill sits a table lamp by Helle Mardahl.





Symbols from a Ghanaian family home that Josephine visited on her recent trip to Ghana have been rescaled and hand printed onto the ceiling. The Glo-Ball pendant by Jasper Morrison is from Flos.



Gazing from one room to another, the impressive use of File Under Pop colours and patterns is astonishing. A panel made from Gio Tennis Court tiles adorns walls painted in Purple Fame, complemented by a doorframe in the colour Life is A Rose.



A long table by MA/U Studio occupies the main meeting room, flanked by PP68 chairs by Hans J. Wegner and an impressive plant from Tableau. Model 2065 pendants by Gino Sarfatti from Astep hang from the ceiling, tile samples function as a table runner and a wall panel made from Josephine's new Kente Accra tiles adorns the back wall. The ceiling is painted in Son of Mr. Green, the walls are Stones and Bones, the woodwork is Virgin Oil and the doorframe is painted in Life Is A Rose – all from File Under Pop.





File Under Pop has collaborated with Danish kitchen makers Garde Hvalsøe on the showroom's Framed kitchen, designed in 2020 by Søren Hvalsøe Garde. The zinc cabinets and ash wood drawers sit on a backdrop of walls in Red Rain paint and Mellow Yellow tiles, with angled Nights In White Silk tiles covering the floor. Combined with the almost luminescent blue of the Kvadrat x Raf Simons textile on the window seat cushion, it makes for a showstopping experience as you enter the final room.