

—23-25.05.19—

*3***days***of***design**

THE STORY BEHIND DENMARK'S BIGGEST DESIGN EVENT

3daysofdesign was founded in 2012 by anker & co., Erik Jørgensen, Kvadrat and Montana with the purpose of promoting Danish design, and Copenhagen as an international design capital.

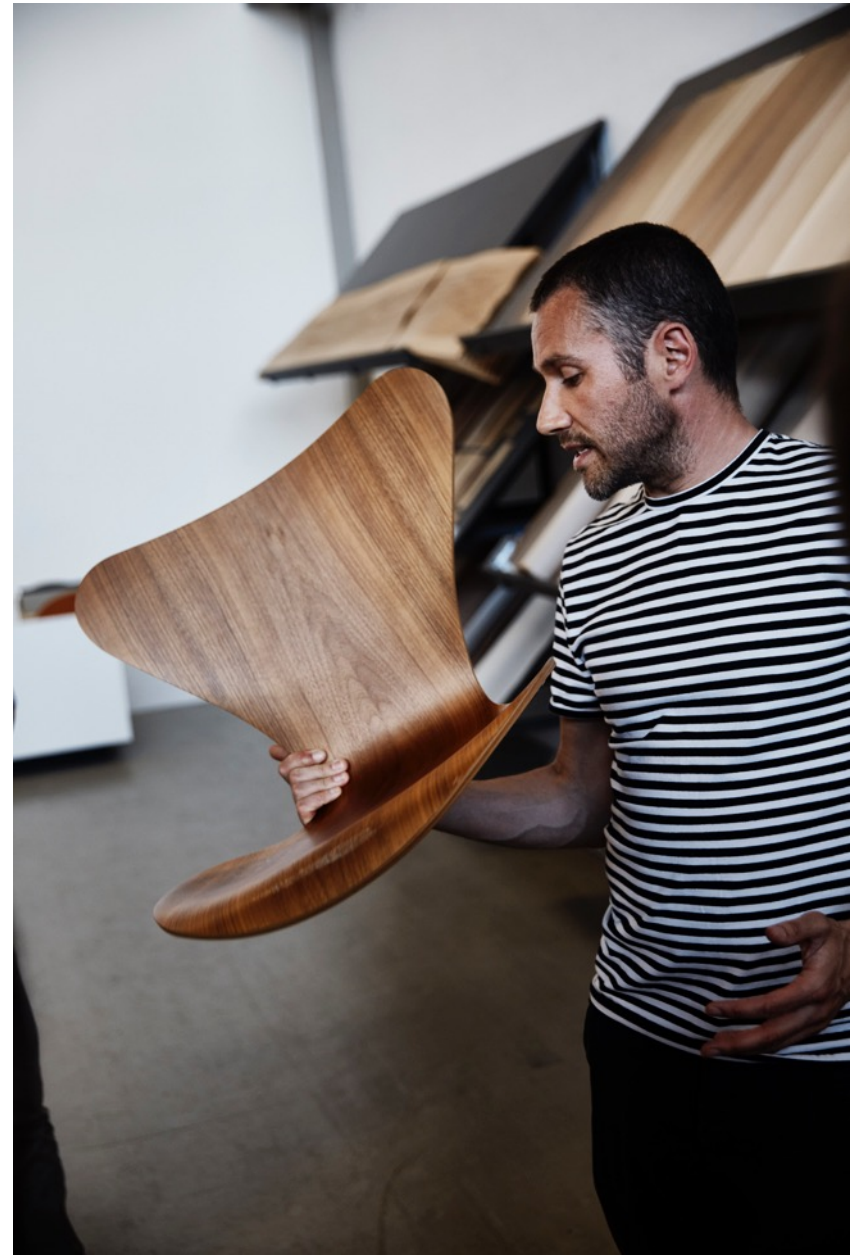
3daysofdesign has since grown, and more than 100 brands from the design- and furniture industry, as well as embassies and cultural institutions, attended the event in 2018.

3daysofdesign will continue in 2019, where the many showrooms of Copenhagen once again will generate traffic and new networking opportunities.

BE PART OF A **UNIQUE COOPERATION**

As a participating company you will be included in a unique cooperation with the possibility to network across the industry. You will get the opportunity for increased national and international attention, when journalists, bloggers, buyers, dealers and design enthusiasts from all over the world visit the event.

...furthermore, you will get a wide range of communication and marketing elements available. See the following:



WE HAVE A COMMUNICATION PACKAGE FOR YOU

3daysofdesign delivers a comprehensive communication package, which can be used by the participating companies as a support for the event. The package will, amongst others, consist of **posters, catalogues, postcards** and **advertisements**. There will also be access to **3daysofdesign logo** and **graphics**, which you can integrate in your material. Last but not least, we will send you an **online invitation** for free usage, in both Danish and English.



3daysofdesign

24-26 May 2018

Denmark's Annual Design Event

3daysofdesign

WE CREATE ATTENTION THROUGH ADVERTISEMENT

3daysofdesign will be promoted through advertisements, in both national and international medias, where all participating companies will be mentioned. In 2018 we appeared, among others, in the following magazines:

- Bo Bedre
- Nordic Living
- RUM
- Architonic
- Kinfolk
- Mercedes Benz Magazine
- Scandinavian Airlines Magazine
- DAMn Magazine
- 365 Design/PEJ Gruppen
- Politiken
- Lokaltidiserne i København
- ...et al.

A vibrant, abstract poster for the 3daysofdesign event. The background is a dynamic composition of blue, green, and black geometric shapes. Large, stylized, 3D letters spell out '3daysofdesign' in white and blue. Various modern furniture pieces, including sofas, chairs, and tables, are integrated into the design, appearing to float or be part of the architectural elements. The overall aesthetic is contemporary and architectural.

3daysofdesign
24-26 May 2018
Denmark's Annual Design Event

Join us during 3daysofdesign where we showcase new, inspiring concepts in lifestyle, lighting, furniture and interior design. Enjoy our boat and shuttle service to visit over 90 showrooms. And experience Copenhagen pulsating with creativity. See the full programme and be sure to buy your ticket to attend at 3daysofdesign.dk

List of Participants: &SHUFL, &tradition, anker & co, Astep, Atelier September, better office, BIRGER1962, Black Architecture, Brdr. Krüger, BRUNNER Studio, Business Finland, by Lassen, Cane-line, Carl Hansen & Son, Cassina, danishdesignMAKERS, DAWN x Nomad Workspace, DESIGN WERCK, Designmuseum Danmark, Dinesen, DUX, Embassy of France, Embassy of Iceland, Embassy of Italy, Embassy of Portugal, Embassy of Spain, Embassy of Sweden, Embassy of Switzerland, Engelbrechts, Erik Jørgensen, Fabula Living, FDB Mobler, ferm LIVING, File Under Pop, FIORINI Trading, FLEXA, FLOS, Form/Design Center, Frama, Fredericia, GETAMA, Great Dane, GRID, Helle Flou, House of Finn Juhl, HUBE, Illums Bolighus, Karakter Copenhagen, Kjer Architecture, KLASSIK Studio, KNOTHOUSE, Kvadrat, Kvist, La Famiglia Furniture, LE KLINT, Louis Poulsen, Mads Nørgaard, Magnus Olesen, Mater, MENU, Mia Lagerman, MOEBE, Montana, MOORE Copenhagen, Muuto, Møbelsnedkeri Kjeldtoft, Møller & Rothe, Normann Copenhagen, nyt i bo, Overgaard & Dyrman, Paustian, PH Furniture, PLEASE WAIT to be SEATED, Poltrona Frau, PP Mobler, Randers+Radius, Re Nature Beds, Republic of Fritz Hansen, Risskov Møbelsnedkeri, Rundkant, Sika-Design, Skagerak, Skovby Møbelfabrik, SOFTLINE, Stelton, Stilleben, Studio Theresa Rand, studio x viaduct, THANATOS+MORS, Træ- og møbelindustrien, uno form, Vibeke Fonnesberg Schmidt, Viccarbe, VOLA, Warm Nordic, WON

OUR **MEDIAPARTNERS** EACH CONTRIBUTE IN
SUPPORTING THE EVENT.

K I N F O L K
ARCHI
TONIC
 B O B E D R E



WE PLACE **VISUAL MARKINGS** IN THE CITY

All participating companies will get a street marking in front of their showroom. The street marking makes it easy for visitors to recognize the various locations, as it draws attention at street level during **3daysofdesign**.

Besides this, we also operate with **banners**, **balloons** and **facade banners**, as in the case with the French Embassy, where we once again in 2019 will adorn their facade, which have enormous visibility to Kongens Nytorv.



WE COOPERATE WITH Cph Art Week

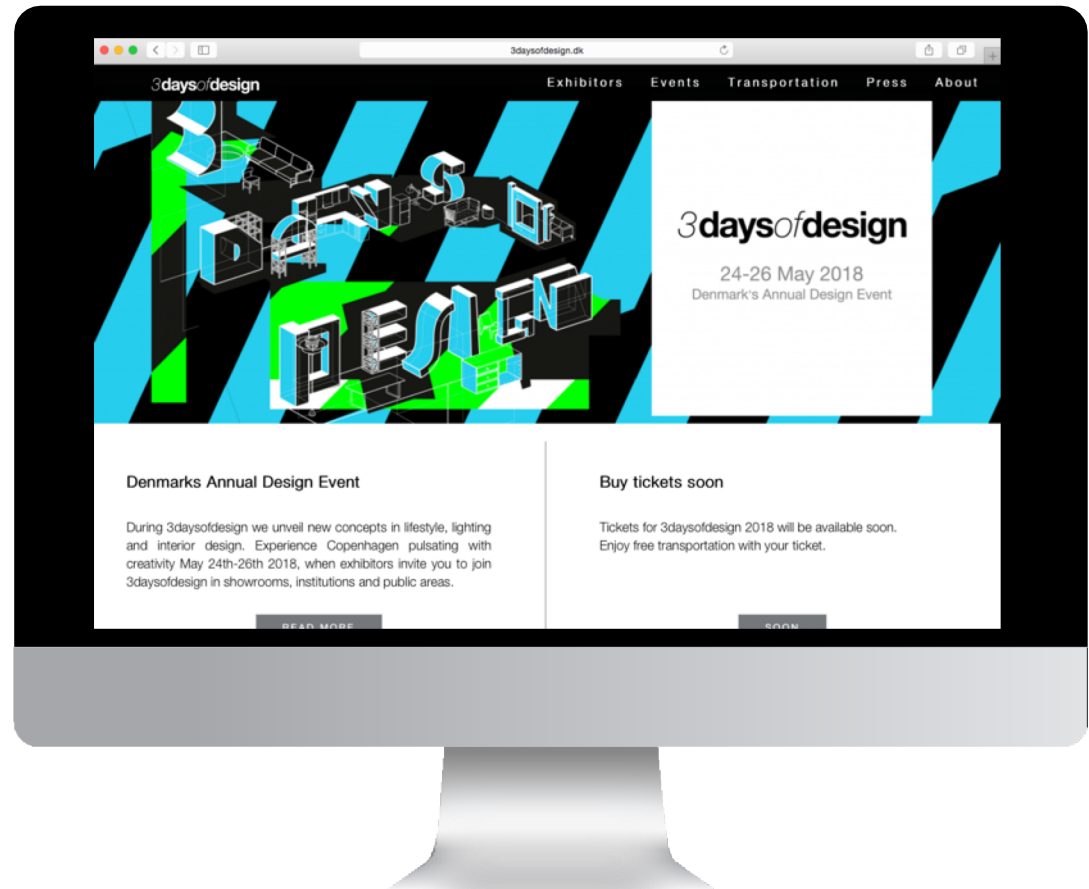
3daysofdesign and Cph Art Week takes place at the same time. Therefore, we have made an arrangement on a joined outdoor campaign in the center of Copenhagen.



WE ARE GETTING A NEW **WEBSITE!**

The **3daysofdesign** team is currently working on developing a new website. It will include information about the exhibitors, such as an event calendar and options for transportation. Each exhibitor will get their own subpage at our web site, with a direct link to the company's respective homepage. We will contact you regarding images and text.

Stay tuned...



WE HAVE AN EVENT APP

With **3daysofdesign** app, you have access to the information on the go. The app allows you to create your own event program, transportation route, as well as you may receive push notifications 10 min. before each registered event.

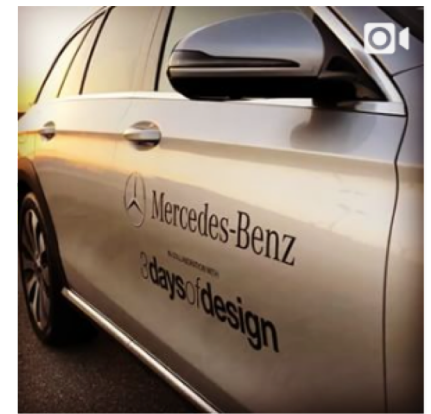
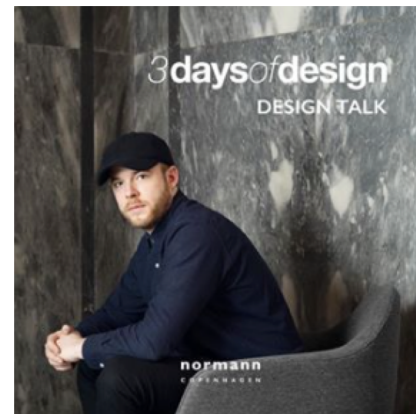
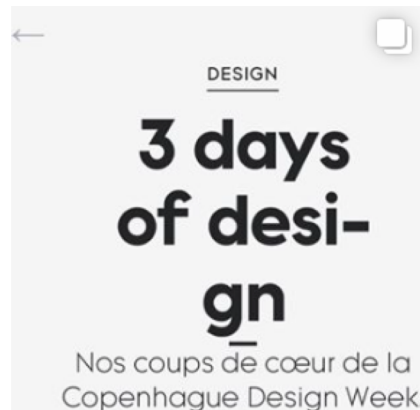


WE ARE ACTIVE ON SOCIAL MEDIA

3daysofdesign cover the entire event on Facebook and Instagram up to, and during the event. All exhibitors will each get a post of their own at our social media platforms.



#3daysofdesign



3daysofdesign

WE HAVE AN ARTIST'S TOUCH ON THE COMMUNICATION

The visual identity for **3daysofdesign** 2019 is developed in collaboration with the Spanish artist and designer Jaime Hayon.

Hayon's creativity and aesthetic skills have resulted in various projects, including furniture and interior design. His work is presented in some of the world's most prestigious arts and design publications.

Furthermore, he has won several prizes for his work.

Hayon loves Danish design, Copenhagen and not least **3daysofdesign**, and for that same reason he offered to do the identity, which we of course are very proud of.



WE HOST AN ARCHITECTURE TOUR

A newly initiative is our architecture tour, where we invite a team of foreign architects to see various projects in Copenhagen. By signing up for this tour, your company can receive a visit from the architects and interior designers. The purpose is not to visit each showroom, but rather to be inspired by the projects that the participating company wish to present.

In 2018 we had, among others, the pleasure of **Snøhätta**, **White Arkitekter** and **LISSONI ARCHITETTURA**.



WE HOST A PRESS TOUR

We will arrange both a Danish and international press tour, which your company can be a part of.

Approximately 30 hand picked journalists will be invited to participate in **3daysofdesign** – they will have the opportunity to visit exactly your exhibition.

In 2018 we had the pleasure of having journalists from **DAMn Magazine**, **Elle Decoration**, **FRAME**, **Interni**, **Kinfolk**, **Wallpaper**, **Financial Times** and **Milk**.

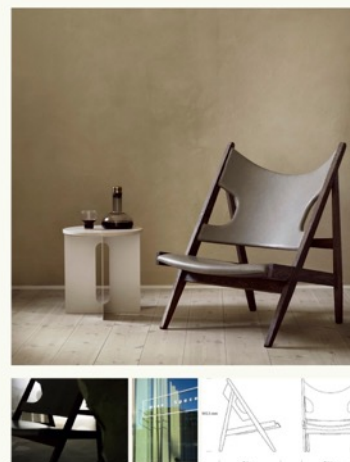


THERE WILL BE DANISH AND INTERNATIONAL PRESS COVERING

Based on the 2018 press event, the participating brands received great press coverage, both nationally and internationally.

Extracts of the press coverage from last event can be found at:

https://3daysofdesign.dk/_press/



For the first time, a new piece of furniture has been designed specifically for the event. It is a modern, minimalist design that is both functional and stylish. The piece is made of high-quality materials and is designed to be both functional and stylish. It is a modern, minimalist design that is both functional and stylish. The piece is made of high-quality materials and is designed to be both functional and stylish.



Out in October, Normann Copenhagen's 300-piece collaboration with the city's Tivoli Gardens draws from the famous amusement park, and includes these Lilli striped cups. From £9.50; normann-copenhagen.com

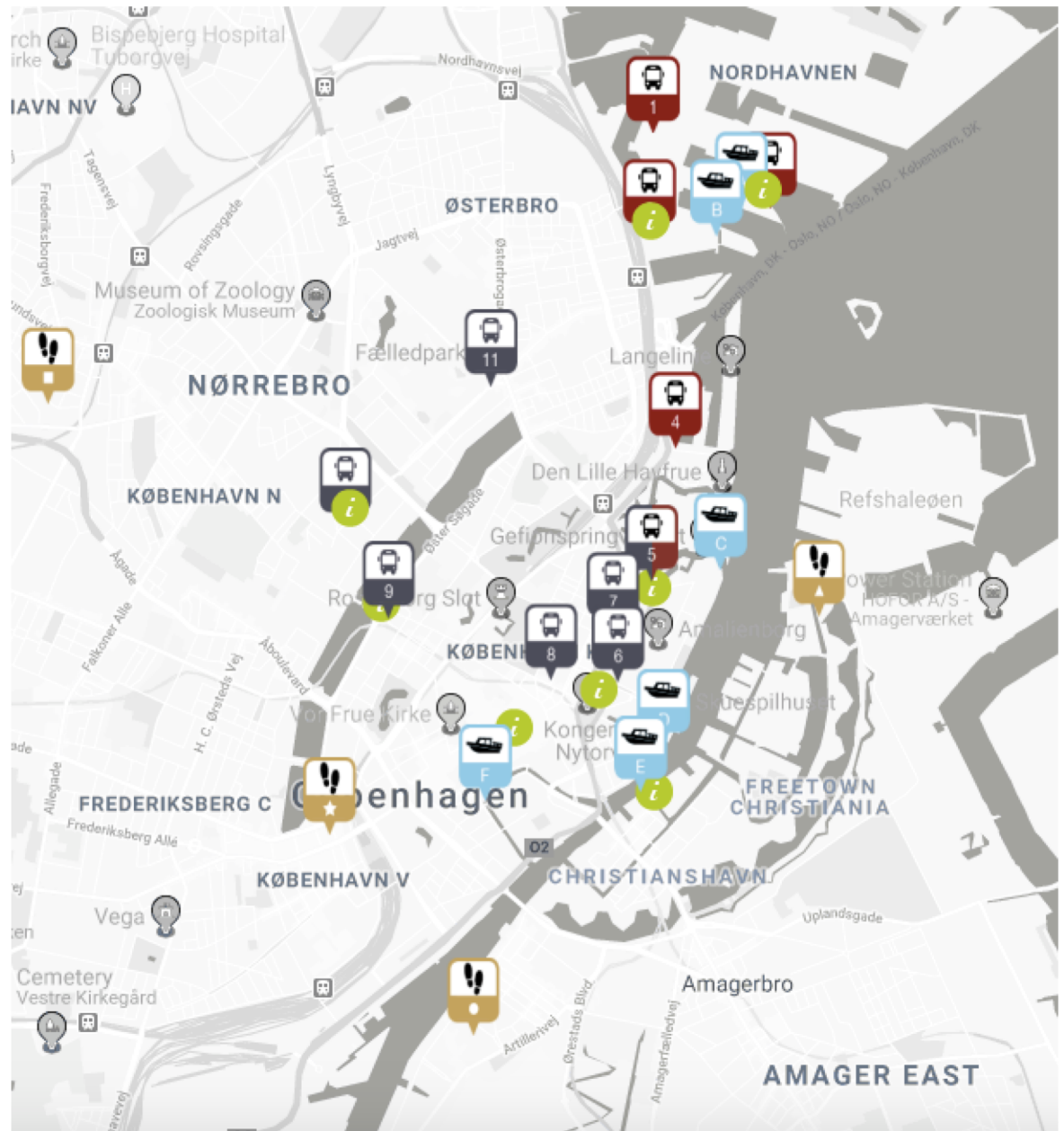
Skagerak's HQ, an old ikai, was called simply ind star of the show was Plank. The top of the form two horizontal ledge wide enough for £1,169; skandium.com



WE SHOW THE WAY TO ALL THE DESIGN DESTINATIONS

During **3daysofdesign**, transportation will be available to anyone who wants to get around easily.

We have a well-established transportation network consisting of buses, bikes and boats.



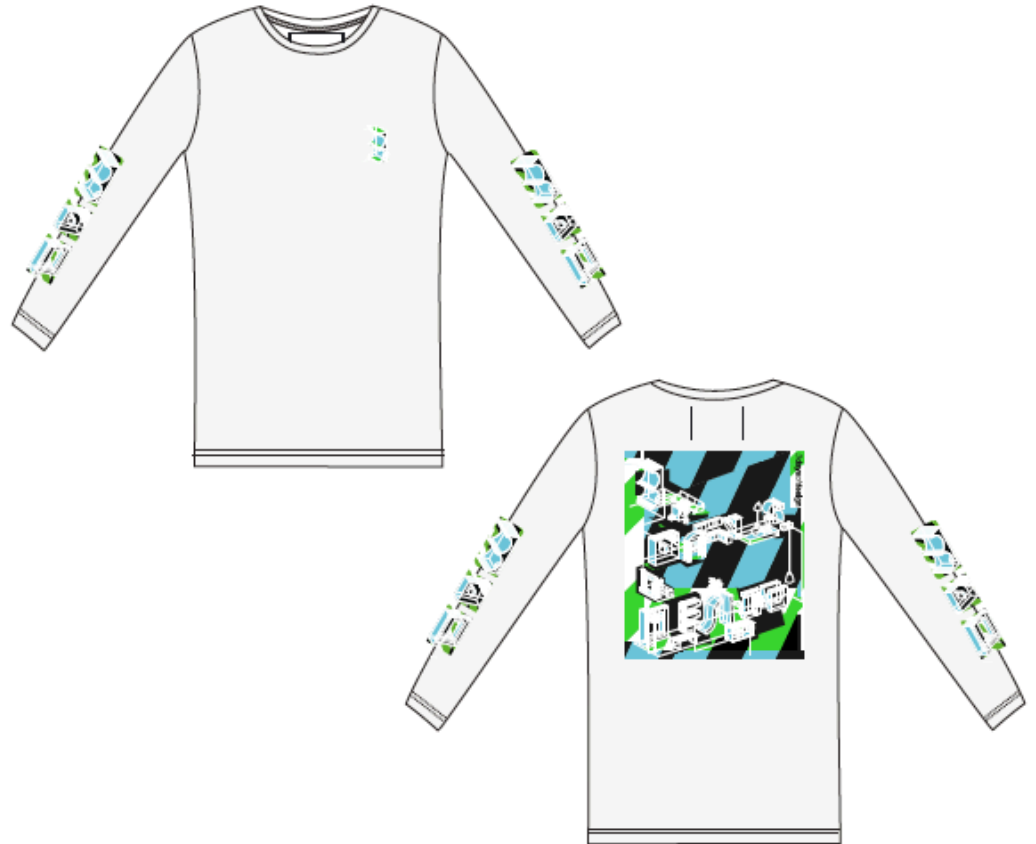
THE VISITORS CAN REGISTER WITH THE ONLINE **TICKET SALE**

Each participating company will receive x number of free tickets, based on the company's size. We will sell tickets for an approximately price of 75,- DKK pcs. Our earning is not big, but the ticket sale allows us to register the visitors and gather a database.



OUR **HOSTESS** ARE VISIBLE IN THE STREETS OF COPENHAGEN

Based on our new visual identity created by Jaime Hayon, we will get design printed t-shirts. Those will be worn by our hostess, whom are placed strategically all over the city to help **3daysofdesign** visitors.



THE EVENT IS A GREAT OPPORTUNITY TO MAKE BREATHTAKING INSTALLATIONS

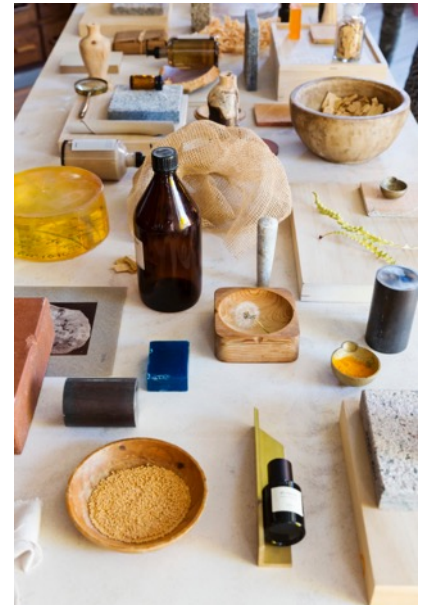
The event offers great potential for installations and collaborations. The picture shows the “Design Under Construction” installation, where designers and craftsmen had a live workshop in Mads Nørgaard’s exhibition window.



WE MAKE A GREAT EFFORT TO PLAN A WELL-ORGANIZED **EVENT PROGRAM**

Before and during **3daysofdesign** all events will be coordinated and subsequently communicated on multiple platforms; on our app, website, social media platforms and to the press.

We aim to communicate and coordinate the individual events in order to ensure that the visitors and exhibitors make the most out of their participation.



THE STREETS OF COPENHAGEN WILL BE FILLED WITH **VISITORS**

We wish to give visitors an unforgettable design experience, such as:

- new product knowledge
- personal meeting with designers and manufacturers
- increased knowledge about the design scene in Copenhagen
- a unique experience, offering inspiration, events and networking
- being part of a design event, which is different from a usual fair.





WE **CELEBRATE** THE DESIGN INDUSTRY

To launch the event, **3daysofdesign**
throws a party in honour of the
design industry.



SO, WHAT IS THE **PRICE** FOR PARTICIPATING IN DENMARK'S BIGGEST DESIGN EVENT?

The price for participating in the event, is based on a thorough analysis of turnover, annual return and number of employees.

You will find the exact numbers for your company in the attached registrations form.

If the company wishes to participate in the architecture and press tours, there will be an additional cost of 7.500,- DKK per activity.

THANK YOU FOR YOUR INTEREST

CONTACT US FOR MORE INFORMATION:

3daysofdesign

Frederiksgade 1, 4.sal

1265 Copenhagen K

Managing Director,

Signe Byrdal Terenziani

+45 22 42 33 17

Signe@3daysofdesign.dk

or

info@3daysofdesign.dk