



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

Refshaleøen District 11

Caption

Background

3daysofdesign was founded in 2013 by Anker & Co, Erik Jørgensen, Kvadrat and Montana together with Managing Director Signe Byrdal Terenziani, with the purpose of promoting Danish design, and Copenhagen as an international design capital.

3daysofdesign has since grown, and more than 250 brands from the design and furniture industry, as well as embassies and cultural institutions, exhibited at the festival in 2022.

June 7th-9th 2023 3daysofdesign celebrates its 10th anniversary, where the many showrooms, courtyards and cultural institutions once again will generate attention and new networking opportunities.

About

3daysofdesign is a festival from 7-9 June 2023, where design lovers meet to see, network and experience design in the beautiful, vibrant city of Copenhagen.

The festival takes place in the showrooms, shops, streets, workshops and backyards of Copenhagen, as the host for a growing community of design lovers celebrating creativity.

3daysofdesign merges exclusivity with inclusivity—the exhibitions are highly curated, yet everyone is welcome to visit the variety of events. The festival provides a sense of community, a chance for playful celebrations and professional networking.

Meet the minds behind the designs. See previews of new products before they're launched. Hear about new trends forecasted for the future. And much more.



*3*daysofdesign

Audience

Design Media

Editors-in-chiefs, stylist, freelancers, influencers and photographers from the most respected publications, studios and blogs.

Design Professionals

International Business partners, architects, interior architects, buyers, dealers and designers.

General Public

Cultural engaged locals and international guests interested in design.

3daysofdesign

VIP Tours

3daysofdesign aims to promote and strengthen the international branding and visibility of Danish design, craftsmanship and creative competencies to a prestigious international audience in Copenhagen. To further the reach and impact, 3daysofdesign invites international and local journalists and professionals from the world's most renowned design and architecture publications and firms to participate in the design festival's curated VIP-tours.

2022 generated +100 articles.



2022 Facts

3daysofdesign has grown significantly since its establishment nine years ago, with 2022 being the largest event to date representing over 250 of the most prominent and influential Danish and international design companies in Copenhagen.

+200K

WEBSITE PAGE VIEWS

+5000

FACEBOOK LIKES

9th

EDITION OF 3DAYSOFDESIGN

+240

EVENTS

+50K

INSTAGRAM FOLLOWERS

+4000

APP USERS

+250

EXHIBITORS

+120

LOCATIONS

3daysofdesign

3daysofdesign festival theme 2023

Where would we be without you?

Theme Manifesto

Behind every design, there are numerous individuals who contribute their talents, artisan techniques, production know-how and more.

The end result is a singular idea made possible through a shared vision and passion.

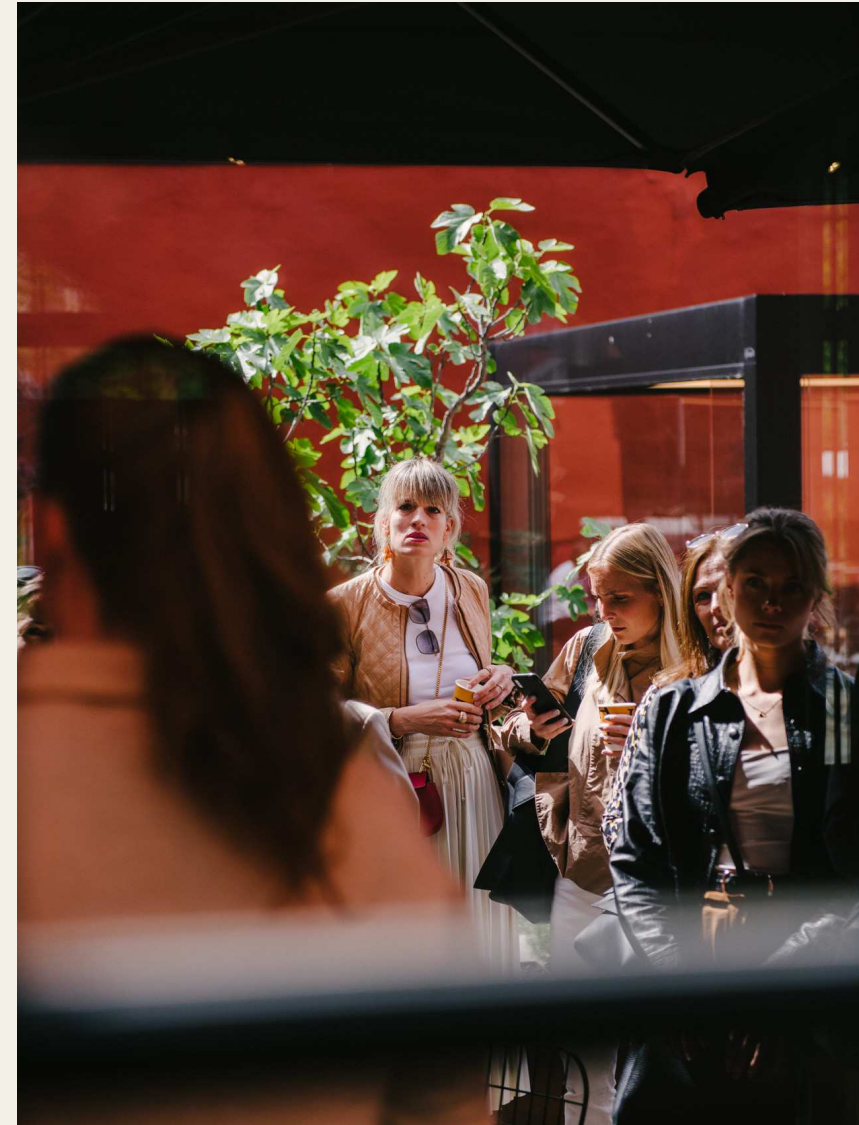
All connected via an overall desire for design to have a positive impact on society and the planet at large.

At the same time, behind the scenes of 3daysofdesign, we have our team, exhibitors, designers, producers, partners, bloggers, press and general public visiting from around the globe.

This massive undertaking - a group effort - culminates into an experience that's meaningful and memorable long after the three days of our festival.

This year, we go backstage behind the designs to celebrate the factors hidden from view. How everything and everyone, in one way or another, is all connected.

We look forward to welcoming you to 3daysofdesign 2023, when we celebrate design through our theme: *Where would we be without you?*



Refshalen District 11

This year's theme *Where would we be without you* has given rise to an aperture of possibilities and ways to think about collaboration and connectiveness. In an effort to create a new space within the city and showcase another aspect of the innovative entrepreneurial design world of Copenhagen, 3daysofdesign and the cross-disciplinary design and architecture studio Spacon & X have collaborated on a project to create a different type of experience in the latest addition to the existing 3daysofdesign districts, **Refshaleøen**.

Refshaleøen is an integral part of the city yet with its very own identity and here visitors will find a local authentic area, surrounded by water, in response to the city centres more delicate and streamlined atmosphere. The former industrial district has become one of Copenhagen's hippest areas and a hub for creativity. What once was old factory buildings at Refshaleøen are now home to a diverse selection of galleries, bio gardening restaurants and artist workshops. Just to name a few such as the well attended La Banchina, the international art

center Copenhagen Contemporary, CPH Village of modular house boats to the more raw spaces like Skabelonloftet, Pladeværkstedet and Byens Plantetorv.

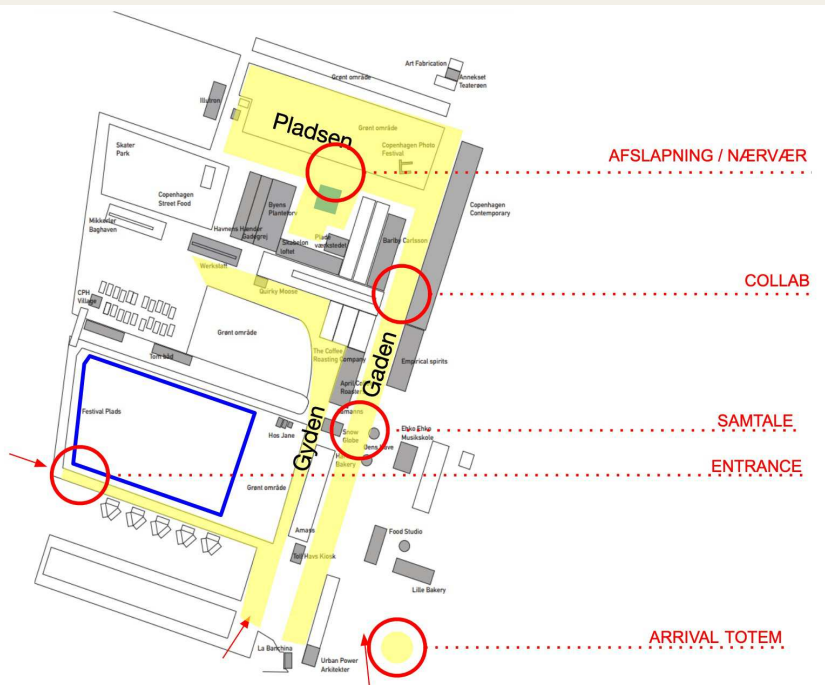
During 3daysofdesign this new District 11 will connect entrepreneurial new-thinkers with tradition, tourists with local Copenhageners for three days of interaction, creation and community. The concept of the Refshaleøen District 11 is merely to be seen as a starting point in one that can be allowed to be unfolded as the creative and design scene of Copenhagen is expanding to new areas.

3daysofdesign

Project: *A showcase for collaboration, craftsmanship & creativity*

Spacon & X will be unfolding the potential of Refshaleøen together with 3daysofdesign. In this district we will create a physical narrative frame that will work as a guidance for navigation and wayfinding across the district's many design exhibitions and local businesses during the festival. Refshaleøen will essentially be a creative meeting point, where visitors can experience the meaning of connectiveness and community through a series of initiatives, installations and urban activities build by Spacon & X to highlight the area and the creative forces here. 3daysofdesign will then be activating the area with tours, talks, press dinners and events driven by curiosity, design talent and creativity that provokes for discussion and allows for change. We hope that our initiative and what we build may have a permanence and be allowed to stay - leaving an imprint and afterlife on Refshaleøen.

Our focus at Refshaleøen takes its point of departure in the very core of the Spacon & X design identity, and transforms the area into being one that fundamentally believes in the strength of how unconventional fusion of skills and disciplines create more holistic results and alternative solutions. The Spacon & X work during 3daysofdesign will be defined by an ongoing quest of finding perfection in the imperfect. A deliberate inconsequence that leaves room for intuition and creative exploration that pushes 3daysofdesign beyond the obvious. Beyond the borders of exclusivity and refined practices.



3daysofdesign

Purpose: *A showcase for collaboration, craftsmanship & creativity*

Through 3daysofdesign festival theme 2023, *Where would we be without you?*, we explore the values of collaborations, synergy, process, interdisciplinary work, knowledge-sharing and common goals. How design impacts society and nature and the industry's responsibility to build a positive future and work together across disciplines.

Refshaleøen should be the creative meeting point during the design festival 3daysofdesign, where design brands (big and small) and artisans unite across design expression, craftsmanship, creativity and development, and where we will spotlight exhibitors who are focusing on renewable and circular ways of working with design and natural materials. A place where the smaller business will get the chance to have a voice and meet with the bigger players.

At Refshaleøen 3daysofdesign will focus on the democratic collaborations, the openness and the curiosity towards new and great design by curating quirky and innovative exhibitions that wish to challenge the norm and unconventional ways of thinking, take chances and dare to experiment.

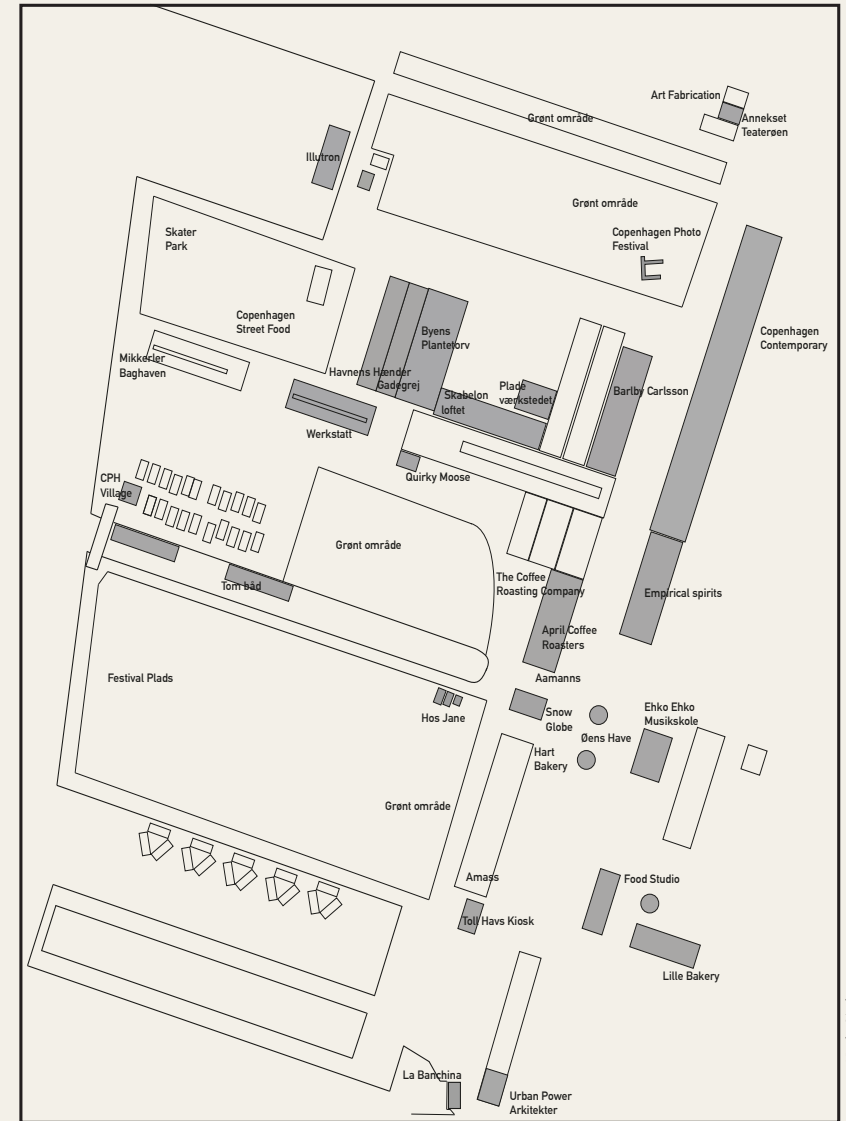
3daysofdesign hope to enrich Refshaleøen's local community and activate the urban environment by celebrating and promoting the small businesses, the creative entrepreneurs, the next generation of design brands and the quirky and innovative ideas.



Refshaleøen District 11

Mapping (locations we will be focusing on are marked grey)

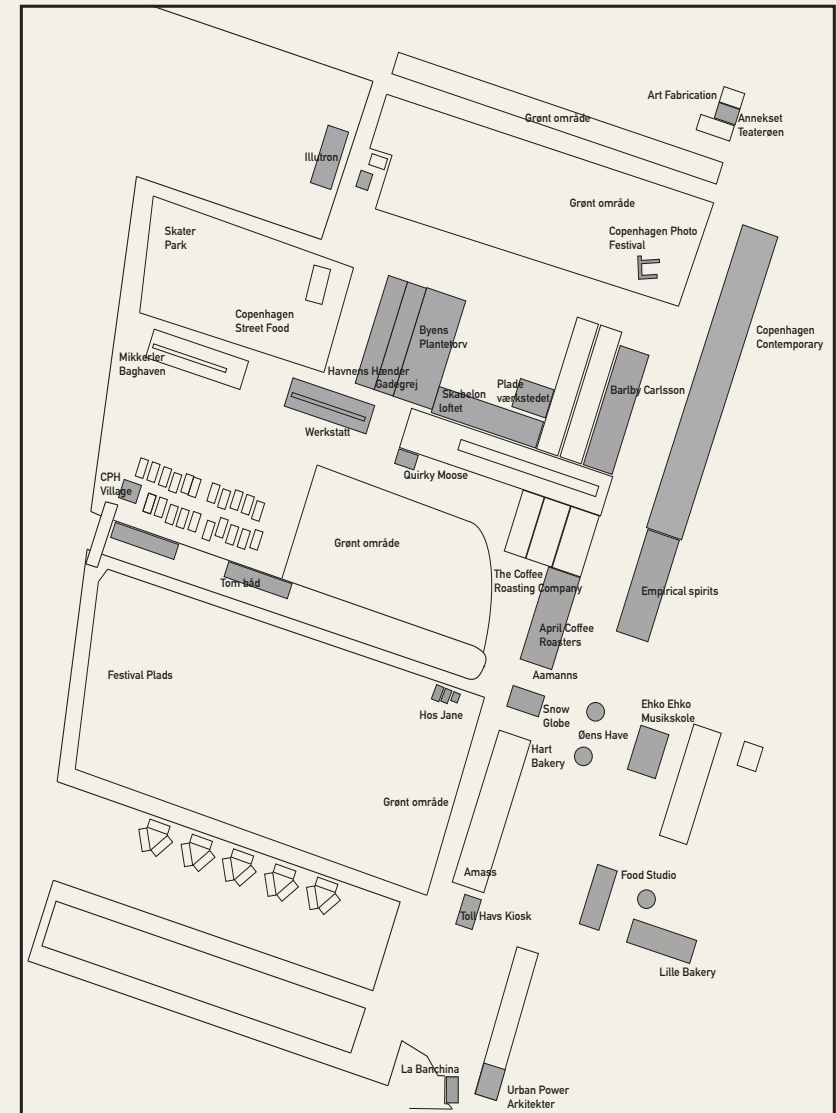
- | | |
|---|------------------------------|
| Annekset, Teaterøen | Gadegrej |
| April Coffee Roasters / The Coffee Roasting Company | Havnens Hænder |
| Art Fabrication | Helium Living / Quirky Moose |
| Barlby Carlsson | Illutron |
| Byens Plantetorv | Jane Ostermann-Petersen |
| Copenhagen Contemporary (CC) | La Banchina |
| CPH Photo Festival | Lille Bakery |
| CPH Village, udlejningslokale | Pladeværkstedet |
| Ekho Ekho musikskole | Skabelonloftet |
| Empirical Spirits | SnowGlobe |
| Food Studio (Klubhuset) | Toll Havs Kiosk |
| Tom båd / FB44 | Urban Power arkitekter |
| | Werkstatt 167 |
| | Øens Have |



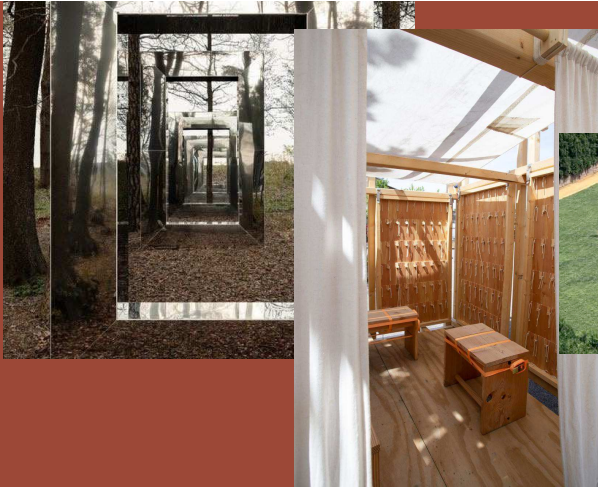
Refshaleøen District 11 Design Exhibitors

1. Birgitte Due Madsen /
Anne Dorthe Vester / Henriette
Noermark – **at CPH Village**
2. Bonnie Hvillum (Natural Material
Studio) – **at Empirical Spirits**
3. Danish Design Makers
– **at Barlby Carlsson**
4. Grid - **tba**
5. Helium Living / Quirky Moose
– **in their own space**
6. KADK
– **have own industrial building
across Empirical**
7. Kolding Design Skole – **at Havnens
Hænder**
8. Lauritz.com – **at Skabelonloftet**
9. Natalia Sanchez (Spatial Code) – **at
Byens Plantetorv**
10. Ukurant – **at Pladeværkstedet**

*Many more Design exhibitors have
shown interest and will be added as
we move forward with the project.*



3daysofdesign



Materials

The installations will focus on use of materials, quality of the craftsmanship, sustainability, co-creation, encourage conversation, and essentially lead to a different kind of experience with connectiveness and community creation in focus.

We would like to work with one specific material throughout the area, in order to create a clean difference between the 3daysofdesign specific design and the designers' own exhibitions .

Bricks. A material that plays on danish architectural history, but also invites to innovation by the simple 1+1 brick mentality. Reminiscent of Lego, as the building bricks of the body. A material that invites for collaboration, interaction, innovation whilst simultaneously has a look of permanence.



*3*days*of*design

Timeline



BUDGET (INDANISH)

MATERIALE & PRODUKTIONSUDGIFTER (ARKITEKTONER)

TEGL	200.000
TEKSTIL	20.000
SPEJLE	20.000
STILLADS	30.000
MANPOWER INKL OPBYGNING	150.000
TRANSPORT	20.000

DESIGN

DESIGN TIMER INKL. ARKITEKT TEGNINGER	60.000
---------------------------------------	--------

FORMIDLING

COPYWRITING	20.000
PRESSE INDSATS	10.000
FILM	20.000
PRINT	50.000

TOTAL

600.000 DKK

FIANSIERINGSPLAN: VI FORVENTER AT FÅ DÆKKET UDGIFTER TIL PROJEKTET GENNEM FONDE OG ANDRE SAMARBEJDER. ALT EFTER BEVILLINGER FORVENTER VI AT EGENFINANSIERE DET RESTERENDE.

TILLADELSER FOR OMRÅDET: 3DAYSOFDESIGN HAR FÅET GODKENDELSE FRA REFSHALEØENS EJENDOMSSELSKAB (REDA) OG ER I DIALOG MED BY&HAVN.

*3*daysofdesign

Direction & Board

Direction

Signe Byrdal Terenziani, 3daysofdesign

Board members

Kaja Wiegard Møller, Fredericia Furniture

Henrik Joakim Lassen, Montana

Michael Groes Anker, Anker & Co

Jesper Overgaard Vangby, Kvadrat



Thank You!

If you have any further questions, please don't hesitate to reach out.

See you in Copenhagen, 7th – 9th of June 2023.

GET IN TOUCH

Frederiksgade 1, 3rd floor
1265 Copenhagen K

P. [+45 5387 0818](tel:+4553870818)
E. hello@3daysofdesign.dk

FOLLOW US

[Instagram](#)
[Facebook](#)

BUDGETSKABELON, PROJEKTTILSKUD

Tilskudsmodtagers navn: 3daysofdesign, Signe Byrdal Terenziani
CVR/CPR: DK34088861
Projektets navn: Where would we be without you?

Projektperiode: 9 marts – 9 juni 2023

Indtægter	Budget	Budget året før	Status på bevillinger
Tilskud fra København Kommune	100.000		Ansøgt
Creative Denmark (presseindsats og middage)	100.000		Ansøgt
Hempel Fonden	100.000		Ansøgt
Statens Kunstfond: Kunsthåndværk- og designprojekter i Danmark og udlandet	100.000		Ansøges
Nordisk Kulturfond - Projektstøtte	50.000		Ansøges
Dansk Industri (med fokus på formidling)	50.000		Ansøges
RealDania	100.000		Ansøges
3daysofdesign må egenfinansiere det resterende alt efter bevillinger givet	x		Egenfinansiering
INDTÆGTER I ALT	0		Indtægter bevilliget

Udgifter	Budget	Budget året før
MATERIALE & PRODUKTIONSUDGIFTER (ARKITEKTONER)		
TEGL	200.000	0
TEKSTIL	20.000	0
SPEJLE	20.000	0
STILLADS	30.000	0
MANPOWER INKL PRODUKTION & OPBYGNING	150.000	0
TRANSPORTUDGIFTER	20.000	0
DESIGN		
DESIGN TIMER INKL ARKITEKTTEGNINGER	60.000	0
FORMIDLING		
COPYWRITING	20.000	0
PRESSE INDSATS	10.000	0
FILM	20.000	0
PRINT	50.000	0
UDGIFTER I ALT	600.000	0

RESULTAT	600.000	0
-----------------	----------------	----------

Kommentarer/forbehold:

Vi forventer at få dækket udgifter til projektet gennem et udvalg af selekterede fonde og samarbejder. Dette er en proces som vi har fuldt fokus på de næste to måneders tid. Vi håber at Kultur og Fritidsudvalget kan se værdien af vores indsats og har lyst til at støtte op om projektet.