



DESIGN / DIALOGUE

NEW EXHIBITION CONCEPT BY ARK JOURNAL
DURING **3 DAYS OF DESIGN**
IN COPENHAGEN

10 – 12 JUNE 2026

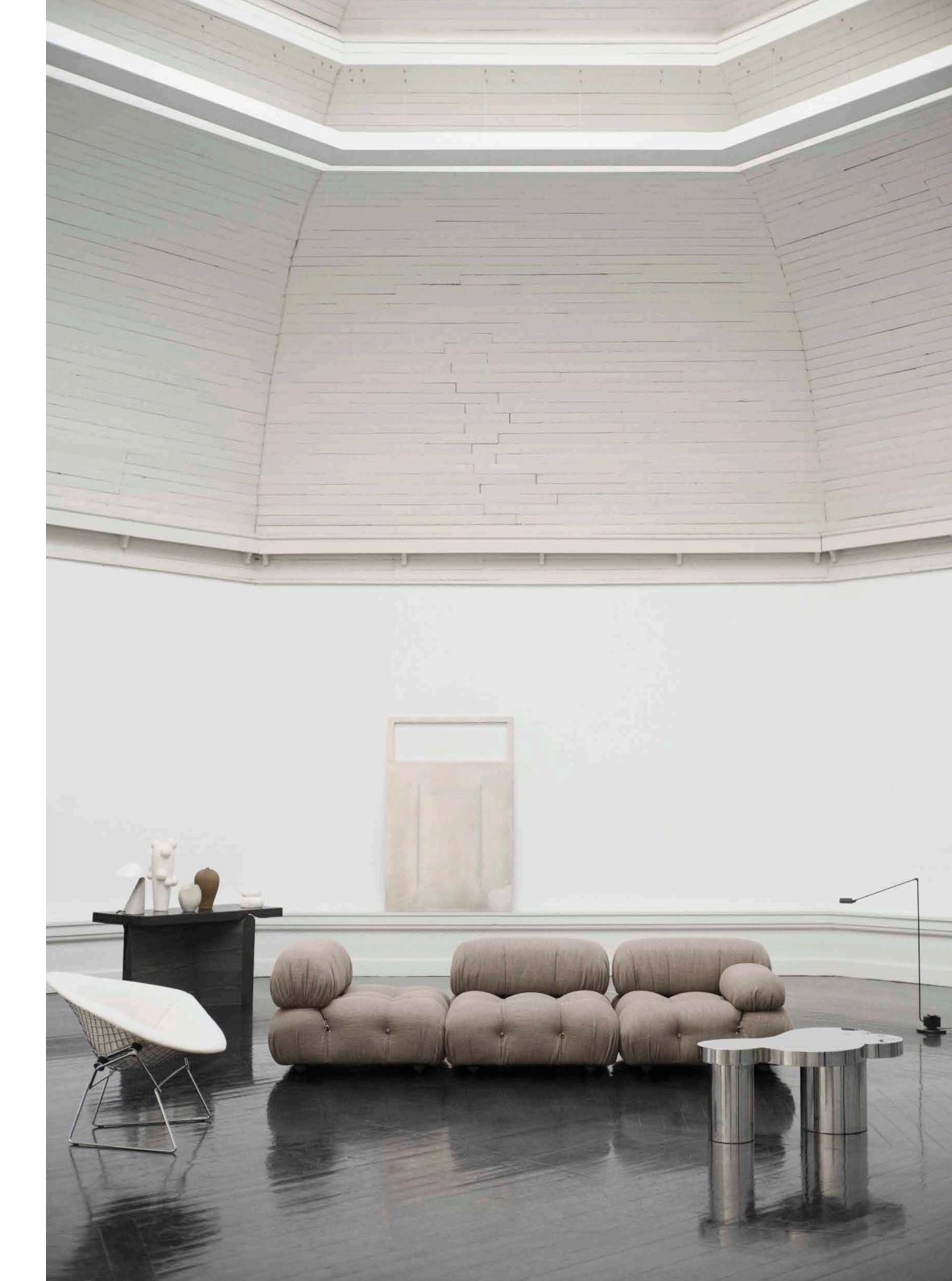
DESIGN / DIALOGUE

CONCEPT

Now in its third year, Ark Journal proudly presents **DESIGN / DIALOGUE** — an exclusive exhibition during 3daysofdesign that brings together leading international brands in a highly curated setting with talks, activations, and strategic storytelling.

DESIGN / DIALOGUE is not just an exhibition — it's a premium platform that sets the agenda for the future of design, craftsmanship, and creative collaboration. The aim is clear: to elevate and promote design both nationally and internationally, offering brands powerful visibility within a curated, editorially driven context.

Set in architecturally striking spaces, **DESIGN / DIALOGUE** offers a unique brand experience where design, art, and storytelling meet. It is a destination for collaboration and connection — bringing together Danish and global brands, designers, and creatives across design, interiors, and lifestyle.



DESIGN / DIALOGUE

**NEW LOCATION IN CENTRAL
COPENHAGEN**

We are thrilled to announce that **DESIGN / DIALOGUE 2026** will take place in a new location — one of Copenhagen's most iconic buildings.

Located in central Copenhagen, Den Frie is a wooden exhibition hall that is well over 125 years old. Originally built in 1898 by artist and architect J. F. Willumsen, it features striking architecture.

Since its founding in 1891, Den Frie has been a home for contemporary, experimental, and artist led art exhibitions. Today it stands as a unique, artist founded space known for its distinctive architecture and vibrant cultural atmosphere — a perfect venue for innovative design, artistic collaborations, and high end brand experiences in an unforgettable setting.

We can't wait to welcome you to this extraordinary new space.

DEN FRIE UDSTILLINGSBYGNING

OSLO PLADS 1
2100 COPENHAGEN

DENFRIE.DK



DESIGN / DIALOGUE

NEW LOCATION IN CENTRAL COPENHAGEN

SIX MAIN EXHIBITION SPACES

PLUS ADDITIONAL UNDER-LEVEL EXHIBITION ROOMS
FOR TALKS

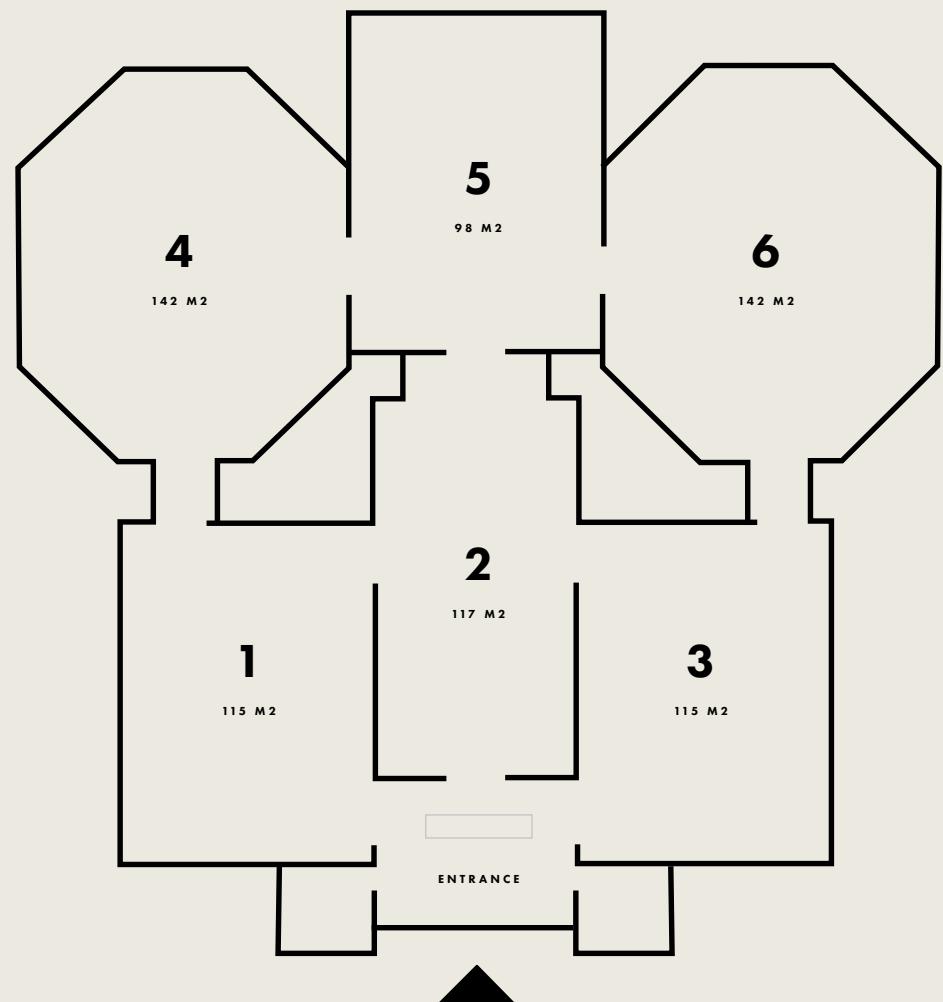
TOTAL VOLUME APPROXIMATELY 700 M²

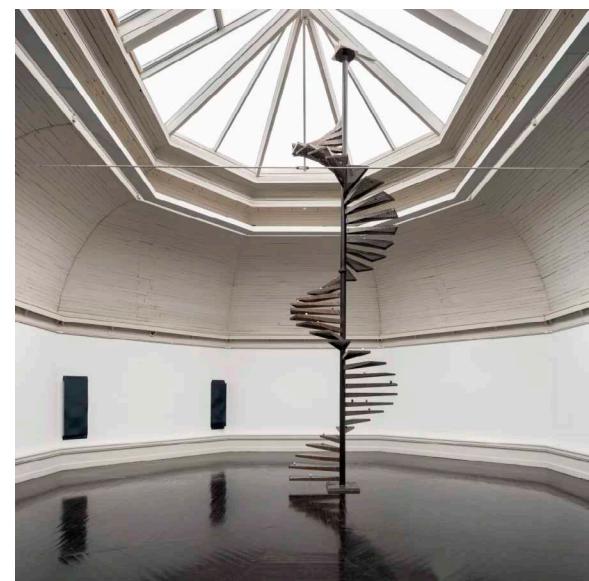
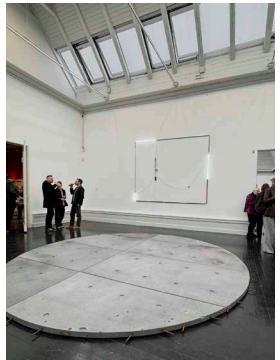
CEILING HEIGHT APPROXIMATELY 9,5 M
(FROM FLOOR TO CEILING CENTRE)

FEATURES BLACK WOODEN FLOORS
NATURAL CEILING LIGHTING
IN ALL EXHIBITION SPACES

FACILITIES INDOOR AND OUTDOOR CAFÉ

LOCATION NEXT TO METRO AND TRAIN STATION
5-10 MIN WALK TO CITY CENTRE





DESIGN / DIALOGUE

NEW LOCATION IN CENTRAL COPENHAGEN

ADDRESS

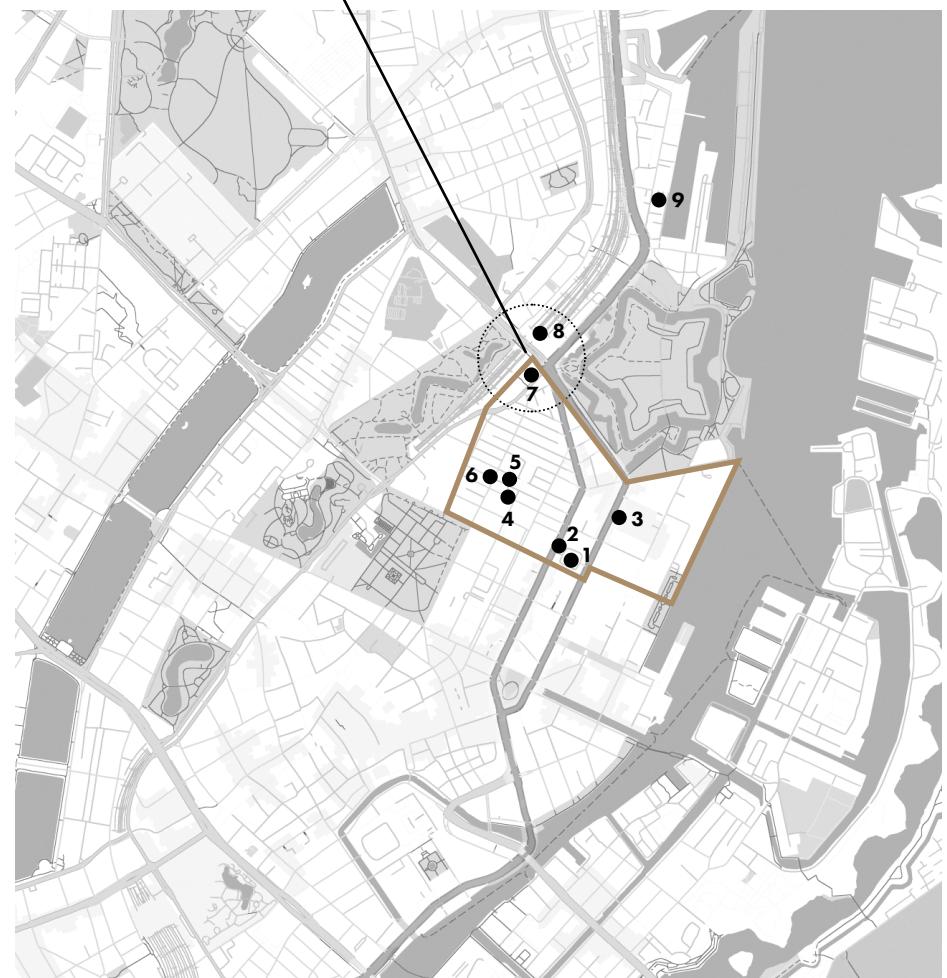
DEN FRIE
OSLO PLADS 1
2100 COPENHAGEN

PART OF THE **FREDERIKSSTADEN** DISTRICT

JUST ACROSS FROM
ØSTERPORT STATION
METRO + S-TRAIN

JUST 5-10 MINUTES WALK FROM THE
MARBLE CHURCH

- 1. MARBLE CHURCH**
- 2. FREDERIKSGADE STREET**
- 3. DESIGN MUSEUM**
- 4. FRAMA AND APOTEK 57**
- 5. BOTTEGA BARLIE**
- 6. ATELIER SEPTEMBER**
- 7. DEN FRIE / DESIGN DIALOGUE**
- 8. ØSTERPORT STATION**
- 9. PAKHUS 11**



DESIGN / DIALOGUE

AUDIENCE

DANISH AND INTERNATIONAL PRESS

PROFESSIONALS/CONTRACT: BUYERS AND ARCHITECTS

PRIVATE CLIENTS

DESIGN ENTHUSIASTS

DESIGN / DIALOGUE

MEDIA COVERAGE

ELLE
DECORATION

de
zeen

VOGUE
SCANDINAVIA

DAILY ACTIVITIES

DESIGN TALKS W. TOP INDUSTRY PLAYERS

VIP OPENING AND CLOSING EVENT

DINNERS AND COCKTAIL EVENTS

BRAND-LED WORKSHOPS

DEDICATED CAFE SPACE OPEN TO PUBLIC

SOCIAL MEDIA / COMMUNICATION

DAILY 360 COVERAGE ACROSS ALL OUR PLATFORMS

CITY-WIDE POSTER CAMPAIGN UP TO AND DURING EVENT

CURATED NETWORK OF DESIGN PRESS AND AMBASSADORS

DESIGN / DIALOGUE

PACKAGE INCLUDES

- AN EXHIBITION CURATED AND DESIGNED BY THE CREATIVE TEAM OF ARK
- VENUE RENTAL
- COMMUNICATION PLAN
- VISUAL IDENTITY AND GRAPHIC MATERIAL (INVITATIONS, POSTERS, SOCIAL MEDIA ELEMENTS)
- PRESS PACKAGE: PRESS RELEASE AND GENERAL IMAGES FROM EXHIBITION
- DAILY EVENTS + CAFE/BAR DURING OPENING HOURS
- SERVICE STAFF
- OUTDOOR POSTER CAMPAIGN IN COPENHAGEN

OPTIONAL

TO ENSURE A SEAMLESS EXPERIENCE, WE ARE HAPPY TO ASSIST BY PROVIDING CONTACTS TO LOCAL SERVICES, INCLUDING:

- STORAGE FACILITIES
- CRAFTSMEN
- LIFTING SERVICES
- PHOTOGRAPHERS
- STYLIST

PLEASE NOTE

INDIVIDUAL REGISTRATION FEE FOR 3DAYSOFDESIGN NOT INCLUDED, FOR APPLICATION, GO TO:

WWW.3DAYSOFDESIGN.DK/APPLY/EXHIBITOR

DESIGN / DIALOGUE

TIMELINE

FEBRUARY

CREATIVE DEVELOPMENT OF THE EXHIBITION CONCEPT AND START-UP MEETINGS

MARCH

PRESENTATION KIT/VISUAL MOOD BOARD OF THE EXHIBITION CONCEPT FOR EXHIBITORS

APRIL

COMMUNICATION PLAN AND GRAPHIC MATERIAL

MAY

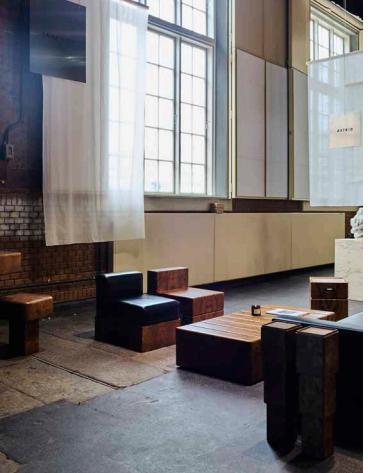
PROGRAM PLANNING FOR ACTIVITIES

JUNE

FINAL COORDINATION AND IMPLEMENTATION OF THE EXHIBITION

DESIGN / DIALOGUE

PREVIOUS EDITIONS



INTERNATIONAL EXHIBITORS

AUSTRIA
BELGIUM
DENMARK
FINLAND
FRANCE
GERMANY
ITALY
JAPAN
MEXICO
POLAND
PORTUGAL
SPAIN
SWEDEN
TURKEY
US



DESIGN / DIALOGUE

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