



# DESIGN / DIALOGUE

NEW EXHIBITION CONCEPT BY ARK JOURNAL  
DURING **3DAYSOFDISIGN**  
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

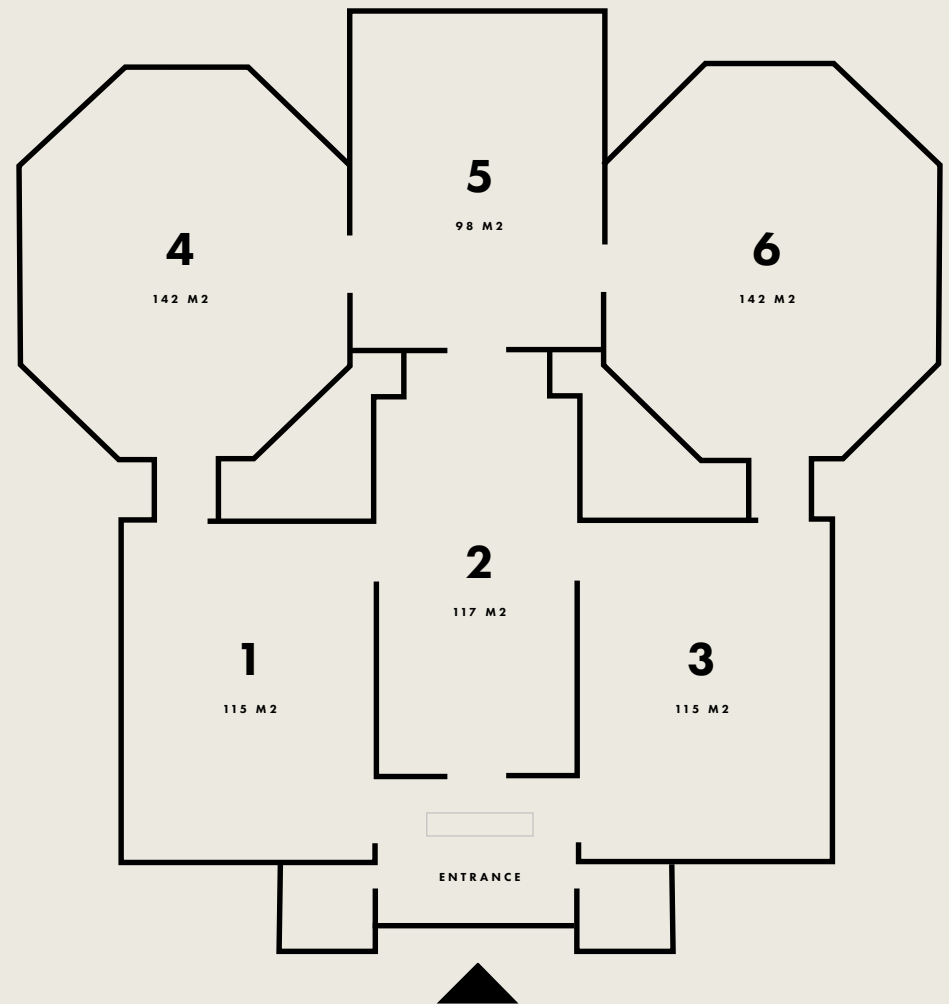
**TOTAL VOLUME** APPROXIMATELY 700 M<sup>2</sup>

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

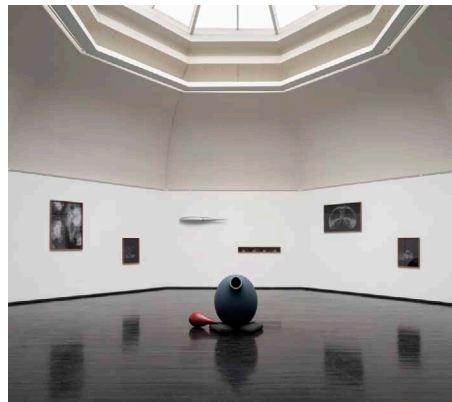
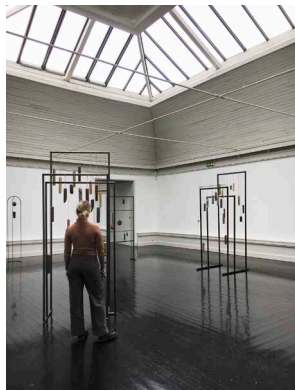
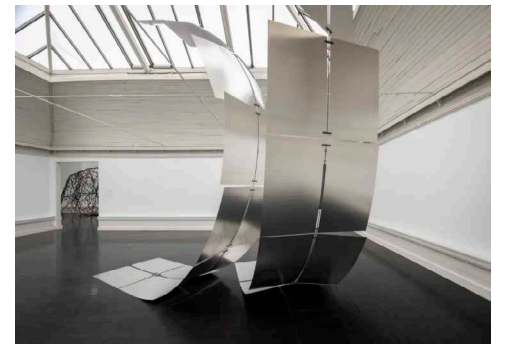
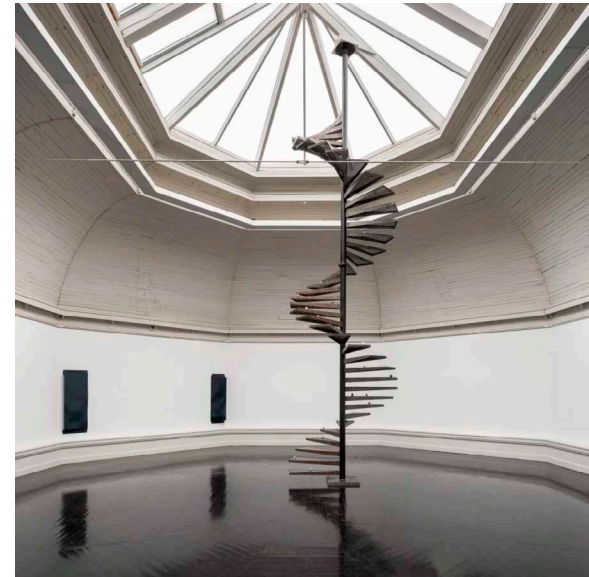
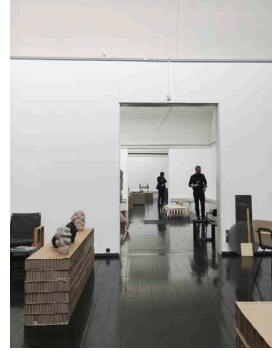
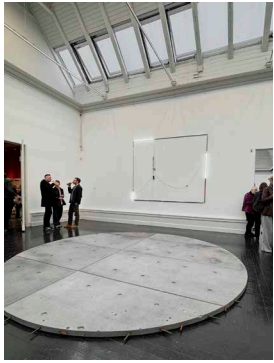
**FEATURES** BLACK WOODEN FLOORS  
NATURAL CEILING LIGHTING  
IN ALL EXHIBITION SPACES

**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

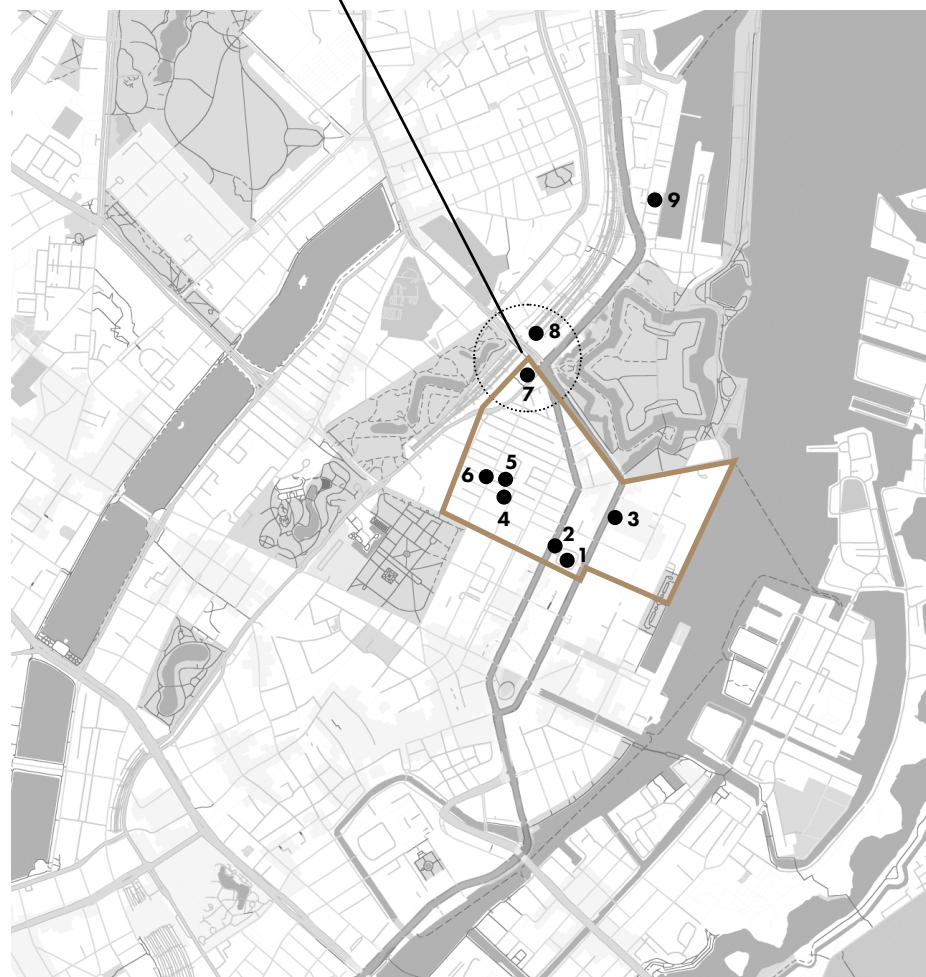
**DEN FRIE  
OSLO PLADS 1  
2100 COPENHAGEN**

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

## 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

DESIGN / DIALOGUE

## MEDIA COVERAGE

ELLE  
DECORATION

de  
zeen

VOGUE  
SCANDINAVIA

## 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](http://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



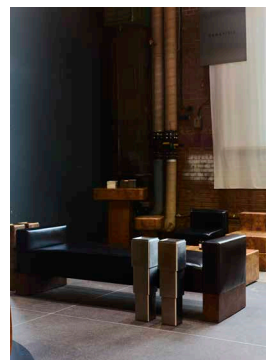
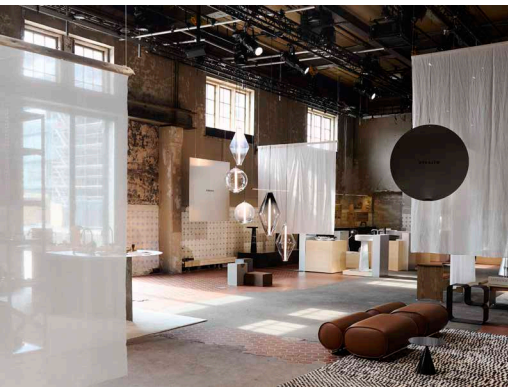
DESIGN / DIALOGUE

PREVIOUS EDITIONS



INTERNATIONAL  
EXHIBITORS

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





DESIGN / DIALOGUE

## CONTACT

**METTE BARFOD**  
EDITOR-IN-CHIEF

**MB@ARK-JOURNAL.COM**

**MAR BLANCO**  
MARKETING AND PARTNERSHIPS DIRECTOR

**MAR@ARK-JOURNAL.COM**

