



The multiple meanings behind our graphics by Luca Nichetto

Every year, 3daysofdesign introduces a new visual theme. This year, we are pleased to present a concept created by Luca Nichetto. An award-winning Italian designer working with furniture, industrial design, interiors and architecture.

The artwork features three characters, a trio, which allude to our 3daysofdesign. Each character is a collage of Danish icons: a famous design, a typical dish and an architectural landmark in Copenhagen. Together they hint at the type of experiences you can look forward to during our festival.

There's an extra dimension to Nichetto's concept - the illustrative style. It's colourful, cheerful, honest and open. An approach that reflects the overall spirit behind our festival – encouraging people to play.

“As a designer, play is a key part of my thinking process. Whenever I'm faced with a design dilemma, play opens up new possibilities. It sparks my curiosity and adds an element of fun to my projects and collaborative partners.” — Luca Nichetto, Designer and Founder of Nichetto Studio

“Play is important at crucial moments, as well as creative ones. Which perhaps makes play more relevant now than ever. Even in uncertain times, play can re-connect you with others and help you find the joy in the everyday.”

— Signe Byrdal Terenziani, Managing Director of 3daysofdesign

We invite you to be part of our tribe. Be inspired. And remember to play!

Save the date: 15 — 17 of June 2022.

Bio

Luca Nichetto is one of the most vibrant talents on the global arena. An Italian designer operating from his offices in Italy and Sweden, his multi-disciplinary focus traverses furniture, industrial design, interiors and architecture. Drawing on creative influences from his family, who were master glassmakers where he grew up on the island of Murano. The epicentre of Venetian glass-making that dates back centuries.

The recipient of numerous awards and accolades, Nichetto brings a cross-cultural perspective to a vast array of work characterised by a love of craftsmanship and natural materials. His pieces have been shown in prominent exhibitions worldwide, including London, Paris, Venice and Stockholm.

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About 3daysofdesign

3daysofdesign is Denmark's annual design event. An international hub of innovation showcasing inspiring concepts in lifestyle, lighting, furniture, and interior designs from some of the major players on the Danish design scene.

It's an exclusive event open to the public. Everyone is invited to visit the vast array of showrooms, exhibitions, pop-up events, workshops, and design talks with previews and upcoming trends on the horizon.

At the same time, it's your opportunity to experience Copenhagen's vibrant pulse and personality.

Between 15 — 17 of June 2022, you will have unique access to more than 200 showrooms and exhibitions in Copenhagen.