

FRITZ HANSEN

Press release - August 2021

Fritz Hansen at 3 Days of Design 16 – 18 September 2021

During 3 Days of Design, Fritz Hansen opens its doors to its Copenhagen flagship store to present the season's new arrivals. The new and improved Oxford™ chair will stand alongside a host of other notable, new designs including the elegant Clam™ light – an innovative pendant shaped by nature.

The space will also be transformed with home office installations curated by architect Malene Hvidt, art collector Jens-Peter Brask and screenwriter Anders Frithiof August. The three inspirational work-from-home spaces will showcase their personal take on a home office while highlighting Fritz Hansen's extraordinary design, quality and craftsmanship and the possibilities that great design offers.

3 DAYS OF DESIGN



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Between 16-18 September, you can also meet us at the department store Illums Bolighus and the sustainable jewellery showroom Kinraden, where founder Sarah Müllertz has created a unique piece from Fritz Hansen's Miniature chairs. For an immersive brand experience, book a stay at one of the five Fritz Hansen signature suite at the city's legendary SAS Royal Hotel, designed by Danish architect and designer Arne Jacobsen.

The city-wide initiatives link together experience with expertise and extraordinary design.

Meet us at Fritz Hansen Flagship store, Valkendorfsgrde 4, Copenhagen

Thursday 16th 10-20

Friday 17th 10-18

Saturday 18th 10-17



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Founded in Denmark in 1872, Fritz Hansen is a global leader in furniture, lighting and accessory design and production. Driven by a passion for beauty, quality, and craftsmanship, the company embodies a modern, Nordic lifestyle and collaborates with visionary artists, designers, and architects from around the world. The brand has collaborated with Arne Jacobsen, Cecilie Manz, Hans J. Wegner, Piero Lissoni, and Poul Kjærholm, among others.

Today Fritz Hansen designs are sold in more than 85 countries through 2,000 points of sale, including flagship stores in Copenhagen, San Francisco, New York, Milan, and Tokyo. The company employs 260 people worldwide and maintains its headquarters north of Copenhagen, serving design-passionate customers through contract and retail.

For more information, visit [fritzhansen.com](https://www.fritzhansen.com)