



## A look back at the inspiring 3daysofdesign in the new Bolia flagship store

From June 7 to 9, Bolia welcomed design enthusiasts to its new flagship store at Holmen, Copenhagen. The brand organized an inspiring and festive program for this 2023 edition of 3daysofdesign, celebrating creativity and the many ways it unfolds. With a unique art experience, a sneak peek of the new autumn/winter collection, enlightening conferences, and a Bolia Design Awards celebration.

Every morning, Bolia welcomed visitors to the pleasant outdoor lounge of its new Flagship store, over a cup of the finest coffee. The 3daysofdesign program was rich, starting with Frederikke Legaard's unique artistic and culinary experiments. Each afternoon, the multidisciplinary artist revealed her approach to cooking, while offering visitors freshly prepared appetizers.

At the end of the day on June 7, artist Maja Malou Lyse gave a talk entitled "Sex is not a natural act". Topics that were taboo just a few years ago were addressed through an activist approach to the body and sexuality. The evening went on with the Bolia Garden Party, an opportunity to enjoy a cocktail and dive into fascinating meetings and discussions.



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The following afternoon, Thursday June 8, futurologist Liselotte Lyngsø captivated the audience with "The future of our work lives", a conference on new working methods, such as AI technology, and expectations to the future of our professional lives. Immediately afterwards, the winners of the 2023 Bolia Design Awards were revealed in a festive atmosphere. A cocktail party was held in honor not only of this year's finalists, but also of all the designers who have taken part in the competition over the years.

For 3daysofdesign, Bolia once again paid tribute to its Scandinavian heritage. Art, design, gastronomy and music were in the spotlight. These events were held in Bolia's new Danish universe housed in the historic Kuglegården premises in Copenhagen's Holmen district. This new space, divided into two parts, hosts Bolia's signature shopping experience on one side, and offers a unique working and living space to its employees on the other. In addition to the new premises, visitors had the pleasure of discovering the brand's new collection.



### Bolia.com

Bolia.com is a Danish design company with 82 design stores across Europe as well as online shops in 30 countries and exclusive dealers in more than 50 countries around the world.

The Bolia design collective includes world-renowned international designers who share a passion for longevity, handcrafted quality, and sustainable solutions. In close collaboration, two annual collections are created; always inspired by the ever-changing Scandinavian landscapes, and with every design tailor-made to fit the customer's needs

#### Press kit

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#### Contact

PR & Communication

PR@bolia.com