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# Danish Design

## Mads Arlien-Søborg

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- Meet the creative voices shaping a new era of Danish design
- From furniture and lighting to ceramics, glass, and the spaces we call home
- A remarkable design heritage. A generation of fresh perspectives
- In conversation with FRAMA, Audo, &Tradition, Muuto, HAY, GUBI, Spacon & X, and more
- A celebration of materials, imagination, and the art of everyday living

Danish design is entering a new chapter. Expressive, curious, and alive with possibility, a new generation is shaping the objects and spaces we live with—and expanding our understanding of what Danish design can be.

***Danish Design*** celebrates the people, ideas, and creative voices behind this movement. Through conversations and portraits, the book introduces names including FRAMA, Audo, &Tradition, Muuto, HAY, GUBI, and Spacon & X, exploring their individual perspectives and the shared culture that connects them.

From furniture and lighting to ceramics, glass, textiles, and interiors, this is a journey across materials, disciplines, and scales. A sculptural chair, the delicate rim of a drinking glass, the atmosphere of a room: each offers a different way of thinking about how we live. Throughout, craftsmanship meets experimentation, familiar forms find fresh expression, and an enduring attention to everyday life opens the door to bold new ideas.

Rooted in a remarkable design heritage and open to influences from around the world, these creative forces are writing a story of their own. ***Danish Design*** is a celebration of their vision—and an invitation to discover the richness, character, and imagination of contemporary Danish design.

**Mads Arlien-Søborg** is one of Denmark's leading trend researchers and lifestyle experts, renowned for his deep insights into design, architecture, and consumer culture. With a master's degree in Modern Culture and Cultural Communication from the University of Copenhagen, he has built a multifaceted career as a trend forecaster, design consultant, journalist, and television host.









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