

# BoConcept®

LIVE EKSTRAORDINÆR



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# BOCONCEPT DEBUTS COLLABORATIONS WITH CLAUDIO BELLINI AND ARDE AT 3 DAYS OF DESIGN

*BoConcept expands its designer roster and showcases timeless Danish design and innovation at 3daysofdesign in Copenhagen*

BoConcept, the world's most global Danish furniture brand, returns to 3daysofdesign in 2025 with an inspiring showcase of its latest collaborations, sustainable innovations, and tailored solutions for architects and interior designers.

With a heritage rooted in craftsmanship and a forward-thinking approach to design, 3daysofdesign is a celebration of everything BoConcept stands for - and a belief that great Danish design can inspire a better way of living. This is the sentiment underpinning the brand's Art of Living Danishly ongoing campaign.

The Copenhagen store will preview some of the innovative new pieces arriving from September, including a brand-new collection from globally renowned designer Claudio Bellini. The store will host an exclusive designer talk event with Claudio Bellini and Jakob Lange from Bjarke Ingels Group (BIG) on Thursday 19 June.

As part of the FRAMING exhibition at the Odd Fellow Palace, BoConcept will showcase the new Aarhus sofa designed by ARDE built on circular design principles. There will be an opportunity to meet the designer, René Hougaard, and hear more about the BoConcept Trade Programme.

## **Expanding the boundaries of Danish design with Claudio Bellini**

BoConcept has always stood at the intersection of tradition and innovation, working with some of the most celebrated designers in the world. In 2025/26, the brand expands its roster to include Italian designer Claudio Bellini, blending his minimalist, elegant philosophy with our Danish heritage. The Claudio Bellini collection features a sofa defined by exceptional sink-in comfort and an effortlessly soft aesthetic, paired with a coffee table crafted from luxurious Italian marble – together offering a refined, harmonious expression of comfort and craftsmanship.

## **A visionary collaboration: BoConcept + ARDE**

A highlight of BoConcept's presence at this year's festival is the introduction of an innovative collaboration with Copenhagen-based design studio ARDE, who BoConcept have worked with before.

With a solid wooden frame, complemented by sleek, formal comfort, the Aarhus sofa honours timeless Danish design whilst looking firmly to the future. Built on circular design principles and carrying the prestigious Nordic Swan Ecolabel when upholstered in the new Copenhagen fabric, Aarhus designer René Hougaard is proud that the sofa really “pushes the boundaries of what’s possible with responsible design”.

### **An immersive experience at Copenhagen store**

This year, BoConcept will transform its Copenhagen store at Gammel Mønt into an immersive design destination, specially curated for 3daysofdesign. The exhibition will feature a preview of yet-to-be released furniture, including Claudio Bellini’s collection and ARDE’s Aarhus sofa.

Visitors will also experience engaging activities offering insights into BoConcept’s design philosophy, responsible design roadmap, and new product launches. The designer talk event with Claudio Bellini and Jakob Lange will be held in this store. Sign up to the event [here](#), and Contact [samira@samirakudskpr.com](mailto:samira@samirakudskpr.com) to book an interview slot.

For media inquiries, further details, or questions please contact: [press@boconcept.com](mailto:press@boconcept.com)

#3daysofdesign #3daysofdesign25 #LiveEkstraordinær #Danishdesign

**BoConcept** was founded in 1952 in Denmark and is today the world’s most global furniture retailer, with over 300 stores spanning 65 countries. The brand works with award-winning designers to create collections of furniture, accessories and lighting for private homes and business spaces. Under the heading ‘*Live Ekstraordinær*’, BoConcept is committed to bringing its flexible Interior Design Service and industry-leading customisation to spaces both private and public – without compromising on design vision or aesthetics.

Claudio Bellini





ARDE

