

Reisemodul **KOPENHAGEN**

Zürcher Hochschule der Künste
Reisemodul Departement Design

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Preface

As aspiring industrial and interaction designers, we are interested in the impact of design in human's lives. To explore this, we took the opportunity to visit Copenhagen, the capital city of Denmark, which is not only allegedly the happiest country on earth but also extremely design-experienced.

In three days we looked for correlations between design and the quality of living. We tried to get a broad but interconnected idea of the city's design and architecture scene. And we looked for signs, that make the Danish approach to design unique. Besides a general picture of Copenhagen's architecture, we visited two monumental places, the Blue Planet, and the Danish design museum.

Additionally, we arranged meetings and interviews with different company members working in web design, architecture, 3d-printing and interaction design to get more detailed and personal views on Danish design.

First impressions

KASTRUP AIRPORT AND PUBLIC TRANSPORT

Kastrup airport

The airport was inaugurated on the 20th of April in 1925 and designed by a leading Danish architect, Vilhelm Lauritzen. When World War II ended, the Copenhagen airport was the most modern international airport in Europe, because the airport remained untouched by acts of war. The airport went through many expansions, all throughout the 1960s until today, and is now the largest airport in the Nordic countries. A quick glance at Wikipedia before our take off to the airport already gave us an impression of the influence of Danish design at Kastrup:

“The intention was not to build Europe’s largest airport, but to build transit passengers’ favourite airport. [...] the focus was also on generating an oasis where international travellers could relax: beautiful architecture, Scandinavian design, and pleasant, light and comfortable surroundings with plenty of shops, restaurants and other facilities providing enjoyment and pleasure.”

Source: wikipedia.org/wiki/Copenhagen_Airport

Human Interaction with the space

As soon as we walked out of the plane, we knew that this not an ordinary, functional-only airport. The brown color of the wooden-textured floor, the soft lighting and an 8 metres interactive touch wall for tourist information gave us an incredible first impression of this city: we felt safe, welcomed and well guided. Our good feelings aside, this airport has got all the items and systems you need, but we were able to find a lot of little details that enhanced our feelings with this space, out of which we want to point out three:





1 - If you don't care about shopping and just want to exit the airport as fast as possible, Kastrup provides a clear printed path on the ground to follow in order to avoid getting lost on your way out. This is a neat way of giving directions without having to look for signs somewhere.

2 - If you do care about shopping, many stores have an open structure where you can see the products, Danish designed products especially, in an open space. You don't even have to enter a store, we just walked past and still got the full experience of everything these stores have to offer.

3 - All airports offer baggage carts for the luggage. But we just could not take our eyes off these round-shaped, beautifully designed baggage carts at Kastrup airport. They had the appearance of a luxury product with a metal shine fitted perfectly next to each other. And a nice detail at Kastrup airport are free carts for babies and children, which you can grab anywhere.

There was absolutely nothing, in our short stay and with two visits of this airport, that we felt needed an improvement. We got the feeling that everything was put in place in order for us to have a pleasant and frictionless stay.

Copenhagen Metro

Metro Service has been a public transport system in Copenhagen since 1998 and presents itself today in a modern, state of the art way with self-driving trains and new built stations all over the city. Copenhagen is constantly expanding its Metro in order to keep up with the expanding city and there are expansion plans for 2019 and 2023 with 24 new stations and two new lines.

Human Interaction with the Metro Service

When we think of «Metro», we usually think of buying tickets at a machine, entering the station by inserting the ticket to another machine, going underg-





round to shady places and travelling in dark tunnels accompanied by loud train noises and shaking wagons. We can not stop to say this: Copenhagen approaches things differently. We went through all possible steps to fully investigate the interactions with public transport.

1 - We approached the ticket service and got greeted in perfect English by an employee from Metro Service. After explaining how long we stayed and where we wanted to go, the employee recommended a 72h city ticket and showed us on our most important stations on a map which we could then take with us.

2 - All the stations can be entered without having to show your ticket. The stations we saw were, in one word, beautiful. Lots of glass, lights and clean surfaces. It seemed like everything was build a week ago.

3 - When we entered a Metro, the first thing that surprised us was that there is no driver. All the metros are self-driven and you notice this because the front panel consists of a big window, completely open for travellers to look outside and enjoy the view of where you are travelling. Some stations are underground, some stations are outside.

Same as with Kastrup airport, there is not a single thing that left us unsatisfied with the public transport. The Metro Service is a well polished machine that is always on time. What is particularly interesting for us as designers is the combination of machine-human vs. human-human interaction. Where do you need an interaction with a human being to feel good? Where can a machine replace a human being for improving a system and still offer a good user experience? We can clearly say that this approach has the perfect balance of offering both qualities to secure a beautiful experience while travelling from A to B.





Kulinarisches **STREETFOOD**

Copenhagen Street Food Warehouse 7 & 8
PapirØen Trangravsvej 14
1436 Copenhagen K

<http://copenhagenstreetfood.dk/en/>

Was nicht ausser Acht gelassen werden darf, wenn man sich mit der Esskultur von Kopenhagen auseinandersetzt, ist das «Street Food». Es kombiniert coole Lage, tolle Atmosphäre, Wasser rundherum, Musik, und natürlich leckeres Essen. Das «Street Food» befindet sich auf dem Papirøen (Dänisch für „Papierinsel“) dem letzten unberührten Ort im Hafen von Kopenhagen. Es ist der erste und einzige «Street Food»-Markt der Stadt.

Die ehemalige Zeitungsfabrik wurde 2015 zu einem Markt für Straßenkultur umgebaut. Die aus alten Schiffen, Türen, Fenstern und anderen rekonstruierten Materialien gezimmerten, und liebevoll bemalten Essensstände, passen perfekt in die rohe Halle im maritimen Stil. Die hohen Decken mit großen Säulen ermöglichte den Standbesitzern sogar, zweistöckig zu bauen. Die Halle beeindruckt auch mit ihrem Charme und der ausgelassen festlichen Stimmung. Besonders am Abend herrscht im «Street Food» reges Treiben, überall wird gemeinsam gegessen und gefeiert. Hier trifft modernes, dänisches Design auf kulinarische Kreativität. Das «Street Food» vermittelt ein ganz bestimmtes Kopenhagen-Gefühl, das dem Meatpacking District ähnelt - etwas rohes, und authentisches.





Laut der Webseite gibt es 40 Essens-Stände und Food-Trucks. Die meisten der Stände setzen auf Bio-Lebensmittel, aber die Priorität ist, dass das Essen gut schmeckt, und nachhaltig ist. Das bedeutet, dass die Zutaten nicht über weite Strecken transportiert, sondern lokale Produkte verwendet werden. „Echt, ehrlich und ästhetisch“ ist das Motto.

Leute kommen zum Geniessen, Degustieren und Entdecken her. In den kleinen Food-Trucks kann man köstliche, nachhaltige Straßenküche aus jeder Ecke der Welt genießen. Es ist die Philosophie der Händler, den engen Kontakt zwischen Hersteller und Konsument zu pflegen. Auch in Sachen Qualität liegt die Messlatte besonders hoch. Viele der angebotenen Produkte haben darüberhinaus auch noch Bio-Qualität. Von koreanischen, mexikanischen bis afrikanischen, sowie italienischen und dänischen Speisen ist alles vertreten. Eine Mischung aus saisonalen und lokalen Produkten wird angeboten, von frischem Fleisch, Kräutern, Kuchen, bis hin zu Fischgerichten gibt es einfach alles. Es lohnt sich auf jeden Fall, sich einen Überblick über die Stände zu verschaffen, bevor man sich für eine Speise entscheidet.

Uns hat unter Anderem die grosse Auswahl an verschiedenen belegten Schwarzbrottscheiben beeindruckt, die typisch dänischen Smørrebrød. Von der Brotscheibe ist da allerdings wenig zu sehen, der Belag ist das Wichtigste. Den Kreationen sind keine Grenzen gesetzt, jedoch gibt es einige klassische Rezepte, die uns immer wieder begegnen sind. Als Belag werden meist Fisch, Kaviar, Streichkäse, oder Fleisch verwendet. Garniert wird dies mit gebratenem Ei, frischem, gekochtem oder eingemachtem Gemüse, Salat, Kräutern und verschiedenen Saucen. Was all diese Kreationen verbindet, ist die Liebe zum Detail und zu qualitativ hochwertigen Lebensmitteln. Ein internationaler Festschmaus sondergleichen.





Kulinarisches **ESSKULTUR**

Uns ist nun klar, warum die Dänen so gross, schlank und gesund aussehen. Das nachhaltige und regionale Bio Essen scheint für sie ein Bestandteil ihrer Kultur zu sein. Das gesunde Essen - welches so leidenschaftlich und detailliert kreiert wird wie das dänische Design - ist ihr Lifestyle. All die kleinen Cafés, Bistros und Restaurants laden mit ihrem heimeligen Ambiente, kreativer Innendekoration, und leckeren Spezialitäten zum Verweilen ein. Mit einfachen, traditionellen und trendigen Lebensmitteln wie etwa Roggenschrotbrot, Avocado, Rucola und Hummus, bitten sie ganz Kopenhagen zu Tisch.

Mother

Schnell essen gehen um die Ecke; selbst das erweist sich hier als ein kulinarisch-gesunder Ausflug. Im «Mother» gibt es zwar kein traditionell dänisches Essen, aber es ist ein typisch dänisches Lokal. Das italienische Restaurant steht im Viertel «Kødbyen» (dänisch für «Fleischstadt») und ist immer gerappelt voll, wenn man daran vorbei geht. Der Innenraum ist passend zur industriellen Fassade und fabrikartigen Halle sehr schlicht gehalten. Die Gemütlichkeit wird durch Kerzen, lange Holztische und die warme Beleuchtung erzeugt. Wie all die trendigen Lokale zielt das «Mother» darauf ab, einfache, saisonale und frisch zubereitete Gerichte anzubieten. So ist zum Beispiel das Rezept für den Sauerteig der Pizza bereits seit zehn Jahren in ihrem Besitz.

Frühstück bei Dyrehaven

Frühstück ist die wichtigste Mahlzeit des Tages. Das wird in Kopenhagen sehr deutlich, denn in dieser Stadt ist die Auswahl an kleinen Cafés und Bistros gross. Nicht die typischen Brunch-Orte wie bei uns, mit Kaffee, Marmelade und Croissant, sondern Bistros mit einer grossen Auswahl an frischen, aufwändigen und gesunden kleinen Mahlzeiten. Die Beliebtheit dieser Lokale





wird schnell ersichtlich: Die Besucher stehen sogar bei Temperaturen um den Gefrierpunkt bereits vor der Tür Schlange, und warten darauf, einen der beliebten Tische zu ergattern. Unser Glück war es, dass die Bewohner von Kopenhagen am Montagmorgen arbeiten, denn wir fanden einen Platz in einem der beliebtesten Straßencafés im Vesterbro Quartier. Im Inneren des «Dyrehaven» (dänisch für «Wildpark»), wird die Kneipenatmosphäre deutlich. Das alte Pub ist zwar deutlich dem heutigen «Retro-Hipster» Stil gewichen, doch zum Glück behielt das «Dyrehaven» durch das Beibehalten einiger ursprünglichen Elemente, wie der dunklen Holztheke, der Sitznischen aus Leder und den alten Fotos an der Wand, seinen Charme. In Kombination mit den bunten, modernen Kacheltischen und den orangefarbenen Lampen, wirkt es sehr einladend. Das Café hat ein unwiderstehliches Brunchangebot: Frisches Roggenbrot mit einfallsreichem Belag, Pochierte Eier, Gemüse und frischer Spinat, oder ein Avocado, Mandel und Radieschen Topping. Schlemmen kann man hier gewiss mit gutem Gewissen. Die Grapefruit mit Pfefferminz-Ingwer Sirup war die Krönung.

Traditionell Dänisch

Die dänische Küche wird von den geografischen Gegebenheiten, ein Küstenstaat mit einer ausgeprägten Landwirtschaft, stark geprägt. Sie ist reich an Brot- und Backspezialitäten und besitzt eine Vielzahl von tierischen Produkten. Fisch- und Fleischgerichte dominieren das traditionelle Essen.

Ein gutes Beispiel für traditionell dänisch ist der Burger. Wenige Strassen von unserer Wohnung entfernt, fanden wir das «Flisen Bar & Burgers». Wir assen zu dritt einen sehr interessanten Burger: Er war belegt mit eingelegtem Gemüse und sieben verschiedenen Zwiebelarten - geröstet, glasiert, eingelegt, und so weiter. Das Ganze war übergossen mit gefühlt einem Liter Bratensauce.

Eine weitere Spezialität, welche man an vielen Strassenecken in Kopenhagen bekommt, sind die Hotdogs. Sie werden mit verschiedensten Toppings und etlichen leckeren Saucen angepriesen.





Museum

NATIONAL DESIGN MUSEUM OF DENMARK

HISTORY

The Designmuseum Denmark was founded in 1890 and first opened to the public in 1895 as a completely building at the center of Copenhagen. The idea behind the museum was to emphasize design consciousness. Through displaying the exemplary objects, it was hoped to raise the standards of Danish industrial design. Today the museum isn't only a source of inspiration for designers, but also a trigger off critical design thinking for consumers. It's Denmark's largest museum for Danish and international design and a central exhibition forum for industrial design and applied arts in Scandinavia.

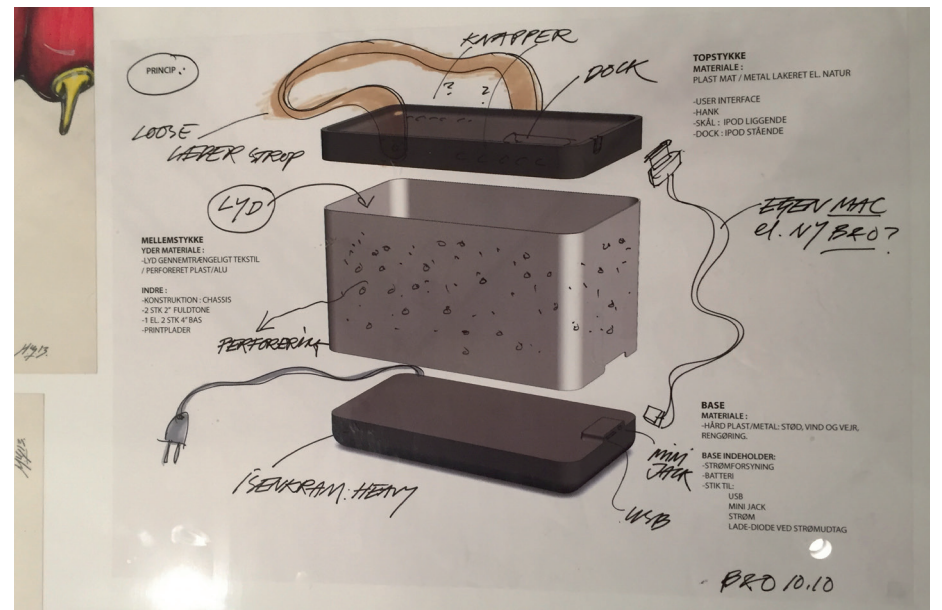
DENMARK ON THE WORLD MAP OF DESIGN

Danish cultural products, including design and interior design, are currently attracting renewed attention across the world. After the „golden age“ of the 1950's and 1960's, when concepts like „Danish Modern“ and „Scandinavian Design“ signaled a global success, Danish design is once again unfolding with renewed strength and a vibrant presence on the global design scene.

Supported by slogan-like labels such as „New Danish Cool“ and „New Nordic“, Danish design is a strong quality brand, driven by the belief in national „design power“. Danish design serves as an example for other countries where lifestyle and welfare values and „green transformation“ are becoming important.

Danish designers are also inspired and influenced by international dialogue and collaboration with manufacturers outside Denmark. These manufacturers have an important role in transferring Danish design to other countries.





Globally, design is a way to compete with other nations. While Denmark is one of Europe's smallest nations, with a population of only 5.5 million people, it fosters an extremely significant and well-known design culture.

PRODUCT DESIGN IN EVERYDAY LIFE

Functionality is not enough- contemporary quality design has added value.

The sign-conscious cultivation of the expressiveness and communicative potential of everyday objects came into full bloom with postmodernism in the 1980s and continues to characterize today's design for the human body, home, workplace and free time.

Functionality is not the only thing that is demanded. Everyday objects have to hold surprises and imagery and engage in dialogue, but at the same time, they should be comprehensible and recognizable.

From a description in the museum:

„They (the designed goods) should offer emotional satisfaction and sensory engagement, be poetic and sophisticated and generate their own aura and atmosphere. Fundamentally, their values and qualities should build an identity. Interior design objects signal aesthetic style and economic prowess. Trendy is fine, but they should also offer as many individual options as possible. A home is something we do- not just something we have.“





Aquarium

Den Blå Planet

Facts and figures.

Built by 3XN (Architecture agency in Copenhagen)

Built in 2013

Surface 9700 m²

The DEN BLÅ planet, or Blue planet in English, was designed by 3XN, an architecture agency here in Copenhagen. With 20'000 animals spread out into 450 different species, DEN BLÅ planet holds the record of the Northern Europe's largest aquarium.

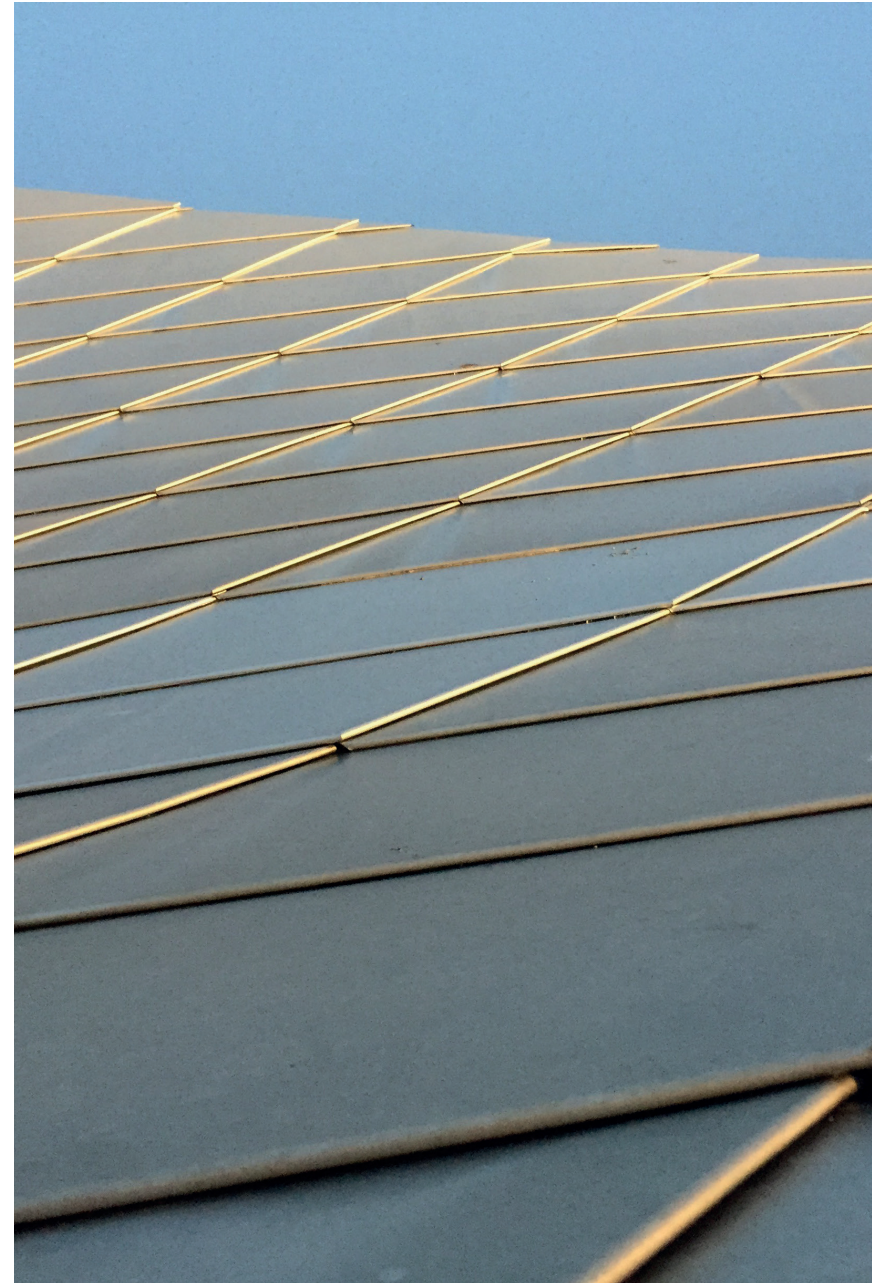
Architecture influence

The architecture of the building was inspired by water in endless motion. Based on this inspiration, 3XN decided to shape the building like a giant whirlpool.

The aquarium is situated right next to the sea. The design of the facade is covered with diamond-shaped aluminum plates which let it reflect the sky to help fade the building seamlessly with its surrounding.

Human interaction with the space

The building interacts in many ways with the public. The first striking element is the outside walk to reach the entrance. People need to follow the first and longest of the whirlpool's whirls, giving a sensation of diving into the aquarium. Arriving at the entrance, the visitor is standing in the middle of the building and has three possible section that he can choose to start his visit. They are numbered from one to three and are designed as a circuit loop. The visitor is, therefore, making three big loops and come back to the center after each one.





The first was about discovering small fishes. In this section, kids are invited to touch fishing and pick them up. We observed a really nice reaction and enjoyable experience from them. Every small aquarium are linked to an interactive screen that shows more information about the fishes. In our opinion, the interactive screen was not the best medium to display such data. We saw no added value of using such a technology.

The cafeteria is separating the first to the second section. There are a lot of families there, probably the main target group for such an attraction. One striking element was the view: The see. Nothing else. Absolutely part of the overall experience.

The second section focuses more on an outside experience. No UI, no notes, simply big fishes in big ponds.

Third and last section was the big aquarium. It is the biggest excitement for both young and grown-up. It is, therefore, logical to keep it for the end.

The overall design of the space stays with the concept of roundness. The attention to colors and lights were a really nice added value in our opinion.

Danish influence

We observed multiple details that are linked to Danish design principles. The first and striking one for us was that, throughout the visit, they offered an empowering experience rather than trying to patronizing us. There is no text about how the species are in danger or how global warming is affecting the fish's life. The main focus is to provide a good feeling and a calm experience for the public.

The overall design with round shapes and no hard cuts reminded us a lot of our first impression of Danish design. In this aquarium, all shapes, paths, and ponds are round.

Finally, the use of strong material and desaturated colors is typically a part of what Danish design stands for.





Schule

ØRESTAD GYMNASIUM

Ørestad Gymnasium
Ørestads Boulevard 75
2300 København S

<http://oerestadgym.dk>

Gebäude

Das Ørestad Gymnasium ist eine im Jahr 2006 erbaute Mittelschule. Sie wurde nach einem neuen Bildungssystem konzipiert, welches die Fähigkeiten der einzelnen Schüler und deren Zusammenarbeit untereinander fördern sollte. Der Bau beherbergt 700 Oberstufenschüler und gut 100 Lehrkräfte. Die Schule steht im gleichnamigen Viertel im Süden von Kopenhagen. Hier wächst die Stadt wohl am meisten. Seit über zehn Jahren entstehen in Ørestad Arbeitsplätze und Wohnraum für zehntausende Menschen, und noch immer werden neue Häuser mit äusserst interessantem Auftreten gebaut. Gleich nebenan steht eine ebenfalls neu gebaute Grundschule, und die IT Universität ist auch nicht weit.

Für die Architekten von 3XN war die Verbundenheit der Räumlichkeiten ein wichtiges Thema. Diese erreichten sie mit einem einzigen Hauptraum mit einer zentralen Wendeltreppe als Knotenpunkt. Die einzelnen Klassenzimmer sind nicht als solche im klassischen Sinn zu verstehen. Es gibt nämlich verschiedenste Lernorte, welche nicht zwingend in Zimmern sein müssen. Die innere Offenheit des Gebäudes steht im Kontrast zur klaren Aussenform und dem rasterförmigen Fassadenaufbau.





Im Untergeschoss befinden sich die Cafeteria, Sporthalle, Musikräume und die Schulleitung. Darüber sind die Schul- und Lernräume untergebracht, welche nicht klar getrennt, sondern ineinanderfliessend gestaltet sind.

Bildung

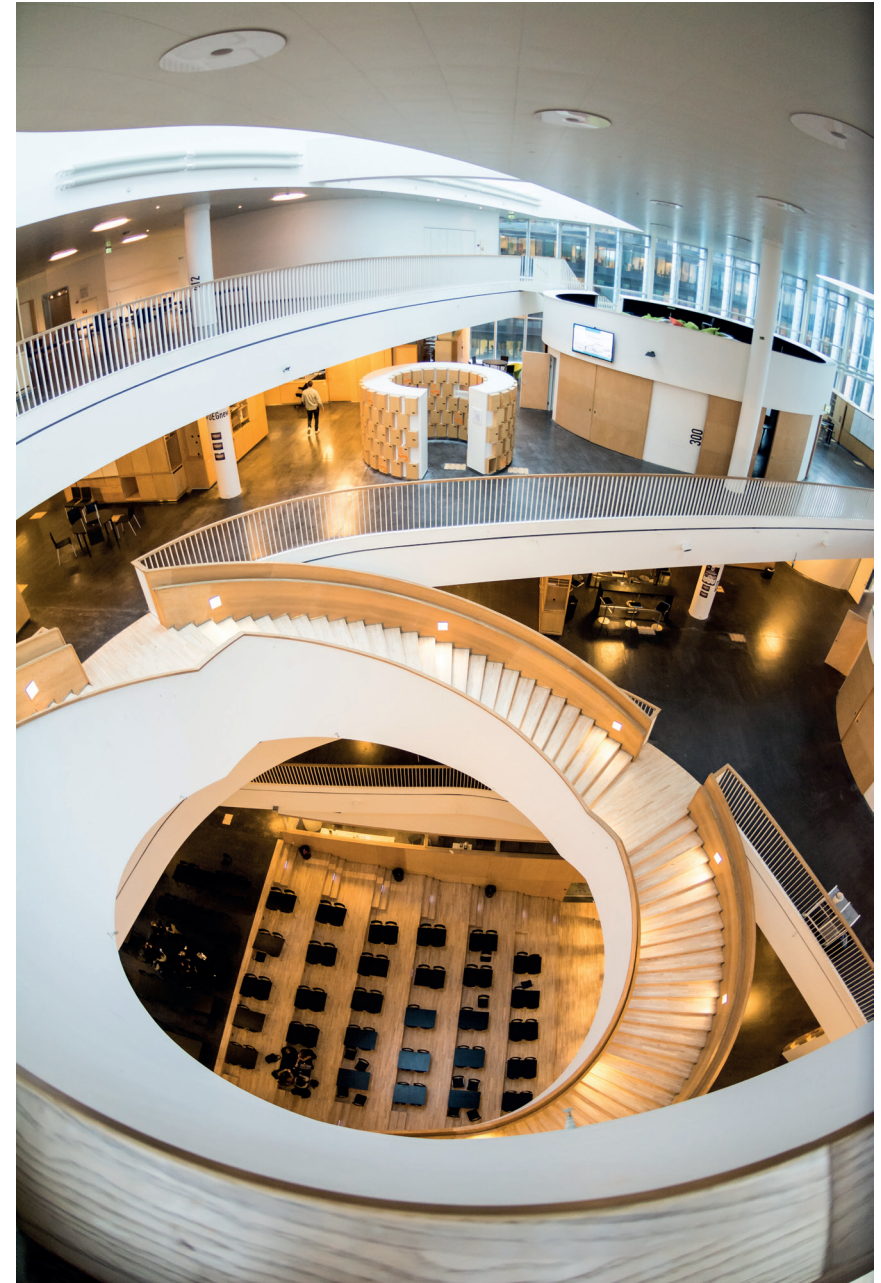
Frontal unterrichtet wird in den wenigen wirklichen Klassenzimmern nur in kurzen Phasen. Sie stehen im Wechsel mit Lernphasen, welche in Gruppen abgehalten werden. Diese finden über das ganze Gebäude verteilt statt, und beinhalten auch Projekte in Kooperation mit auswärtigen Partnern. Es wird vor allem mit digitalen Inhalten gearbeitet, was Schüler und Lehrer flexibler macht. Sie benötigen kein festes Klassenzimmer, sondern können arbeiten, wo sie wollen. Auch der Austausch unter den Altersgruppen wird gefördert, weil es Klassenübergreifende Projekte gibt. Die Temfähigkeit und das eigenverantwortliche Lernen stehen im Zentrum.

Unser Eindruck

Der erste Eindruck nach dem Eintreten ist überwältigend, steht man doch in einem riesigen Raum und direkt vor der mächtigen Wendeltreppe. Das Gebäude lädt zum Erkunden ein, weil es trotz der Offenheit ziemlich verwinkelt ist. Wir gehen zuerst die Treppe bis ganz nach oben, um uns einen Überblick zu verschaffen. Der Blick nach unten ist allerdings nichts für Personen mit Höhenangst.

Wir können uns vorstellen, dass es sich in dem hellen Gebäude mit viel angenehmem Holz gut lernen lässt. Allerdings braucht es wohl anfangs etwas Angewöhnungszeit, was die Schüler jedoch auf spielerische Weise bewältigen dürften.

Interessant wäre es, über eine längere Zeit die Atmosphäre der Schule zu erleben, um überhaupt ein Gefühl zu bekommen, wie sie funktioniert. Uns bleibt nur die Vorstellung davon, und der Wunsch, dass es auch bei uns vermehrt solche neuartigen Schulbauten gibt.





Design Firma 3D PRINTHUSET

3D Printhuset A/S
Dronningens Tværgade 26
1302 København K

<http://3dprinthuset.dk>

Firmenportrait

Die Firma 3D Printhuset ist spezialisiert auf den Verkauf und die Entwicklung von 3D Druckern und - Drucktechnologien. Sie wurde vor drei Jahren von drei Freunden im Landesinneren von Dänemark gegründet.

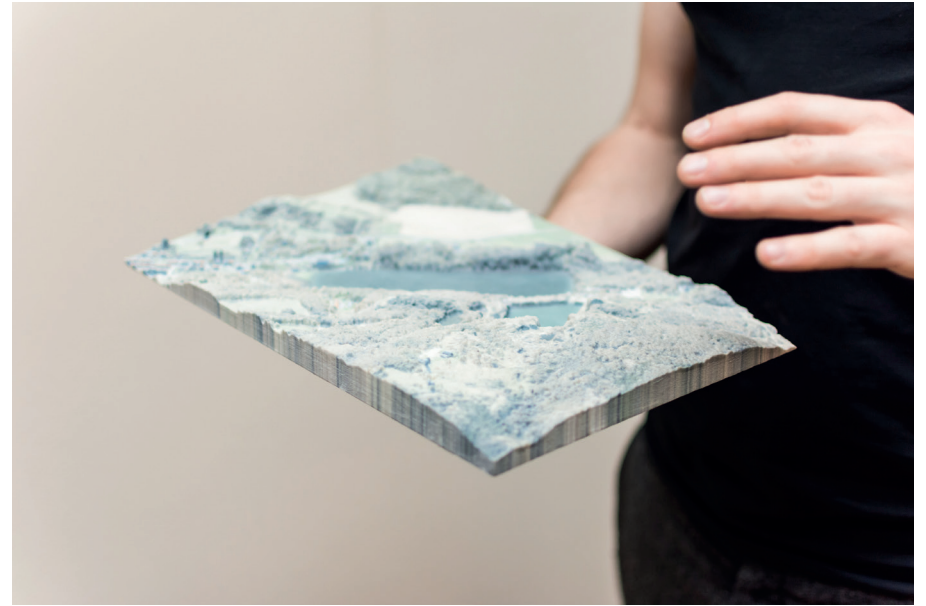
Sie verfolgten verschiedene Geschäftsideen, um herauszufinden, was der Markt in diesem relativ neuen Gebiet braucht. Wie sich herausstellte, funktionierten alle ihre Ansätze. Sie sind nun tätig im Verkauf, Bau und der Wartung von 3D Druckern, geben Kurse, betreuen Grosskunden, führen CAD Aufträge und 3D Scans aus, und entwickeln nebenher ihre eigenen Projekte.

Erst vor Kurzem sind sie nach Kopenhagen umgezogen, haben inzwischen zwanzig Mitarbeiter und eigene Räumlichkeiten für Büros, Werkstatt und Showroom. Wir trafen Jakob Jørgensen, einer der Gründer und heute technischer Manager von 3D Printhuset.

Projekte

Eine Entwicklung, von welcher Jakob sich viel verspricht, ist das Drucken von Beton gemischt mit Styropor. Dies erzeugt ein isolierendes, und gleichzeitig tragendes Baumaterial. Dafür entwickeln sie einen eigenen Drucker und möchten schon bald das erste Testhaus bauen. Den Extruder für den Drucker





konstruieren sie selber auf den eigenen 3D Druckern. So können sie schnell Änderungen vornehmen, und die Materialexperimente effizienter durchführen. Im Moment sind die Testversuche allerdings noch in einem frühen Stadium - wir sind gespannt, wie es damit weitergeht.

Eine weitere Technologie an welcher sie forschen, ist der Gipsdruck, womit sich mehrfarbige Objekte drucken lassen. Die Maschine funktioniert wie ein Tintenstrahldrucker: Eine Schicht Gipsstaub wird mit eingefärbtem Bindungsmittel ausgehärtet, dann wird die nächste Schicht Gipsstaub aufgetragen. Vasen, Landschafts- und Architekturmodelle, sowie 3D gescannte Objekte sind prädestiniert für diese Anwendung.

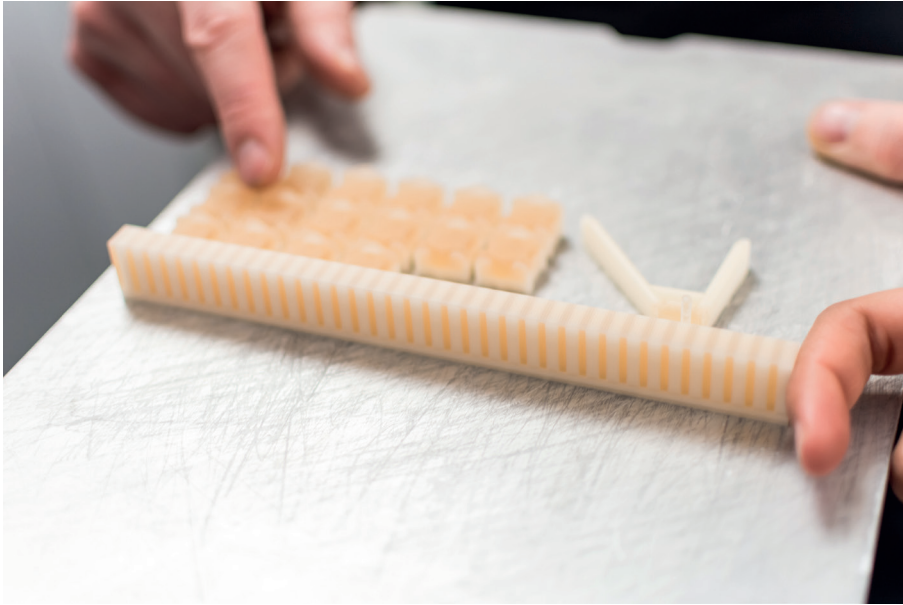
Ein aktueller Auftrag, welcher während unserer Besichtigung gerade im 3D Drucker war, waren Modelle für eine Ausstellung. Da die Objekte als Miniaturen ausgestellt wurden, hatte der Künstler Wachsmo- delle in einem grösseren Massstab hergestellt, welche danach eingescannt wurden. In der Software angepasst und herunterskaliert, sind sie bereit für den hochpräzisen Druck, welcher praktisch keine Nachbearbeitung mehr benötigt.

Design

Jakob ist begeistert von dem was er macht, und er kann auch uns begeistern. Er sieht ein grosses Potenzial für zukünftiges Bauen und die Produktentwicklung in seiner Arbeit. Er ist experimentierfreudig, und scheint unbegrenzte Energie zu haben. Er sagt, er habe mit Design, oder dänischem Design im Speziellen nicht viel am Hut - er schaffe lediglich die Mittel dafür und hoffe auf kreative Anwendungen derselben.

Wir haben das Gefühl, dass er sich selbst ein wenig unterschätzt in dieser Hinsicht. Denn auch wenn er für die technische Entwicklung zuständig ist, hat er viele kreative Ideen. Mit dem breiten Wissen in seinem Gebiet, kann er diese auch erfolgreich umsetzen und trägt damit viel zur Designentwicklung in Kopenhagen bei.





Webdesign Büro **HELLO MONDAY**

Njalsgade 21F,
2300 København s,
Denmark

<http://hellomonday.com/>

Interview with two designers from Hello Monday :

Hello Monday is an award winning digital agency located in Copenhagen, Aarhus and New York. The agency has been working with top companies in the world like Google, Nasa, Youtube, B&O and more.

Culture

The name Hello Monday comes with the simple fact that the agency wants to make every working day enjoyable. Even Mondays. To achieve their vision, the agency is building a strong team spirit. People working at Hello Monday have lunch together, play some table football or have a drink together after work. The agency also values a lot the free time of their employees.

Having a company on two continent makes Hello Monday behave as a 24h working company. In fact, working on projects together with people from Copenhagen and New York is, for them, extremely productive. One employee in Copenhagen starts working on a task during his whole day. At the end of the day, this employee hand over a recap of his work to another employee working on the same project in New York. This employee works his full day, in New York, on the project and hands it over at the end of his day and so on. This working process is extremely effective for short term goals.



Hello Monday™

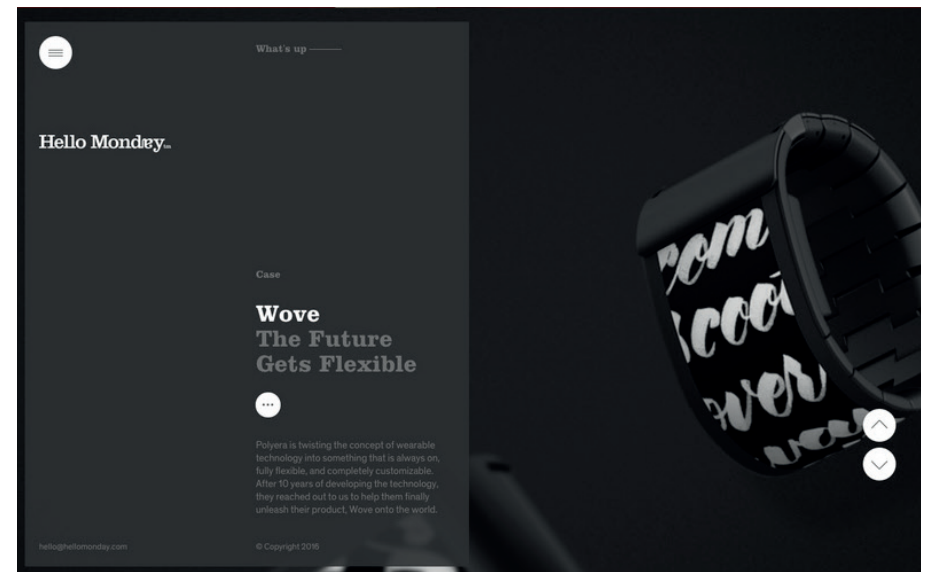
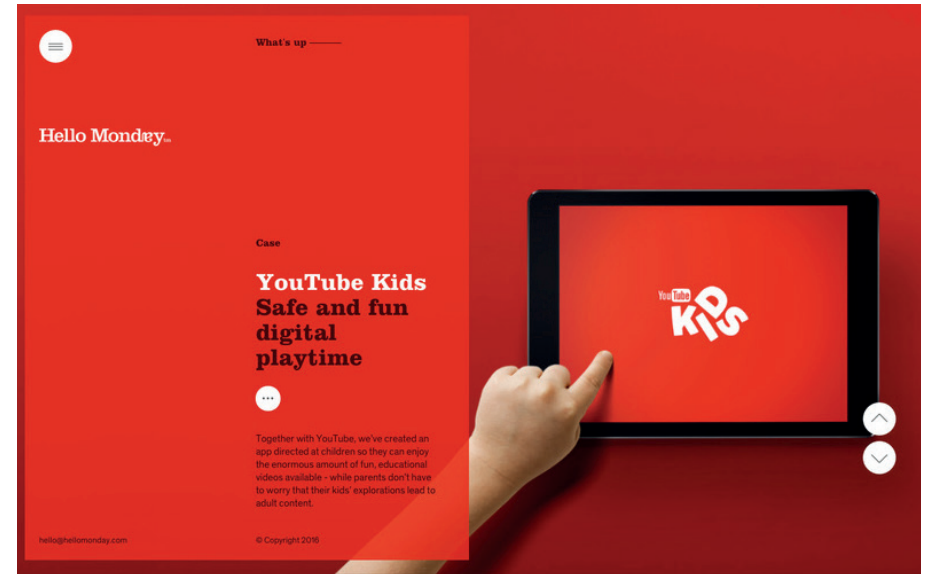


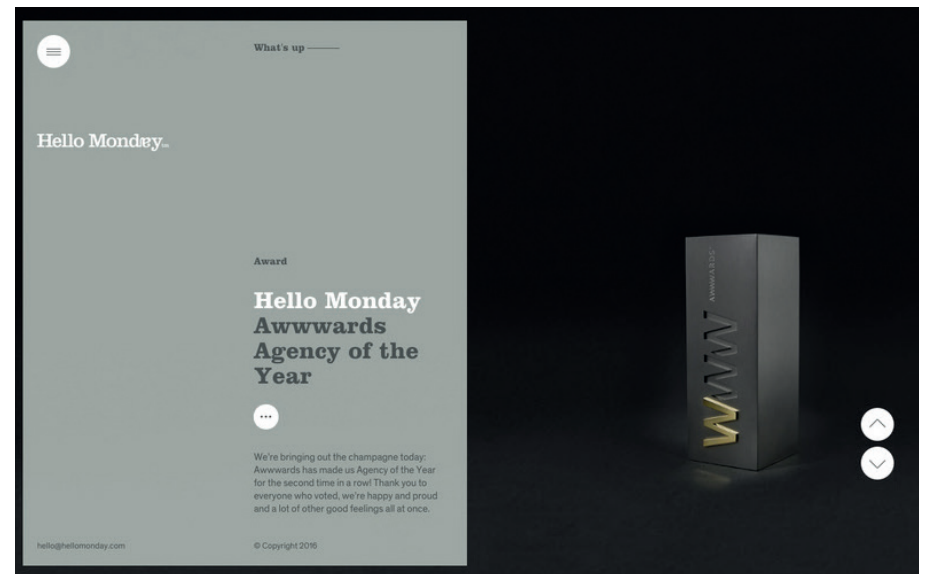
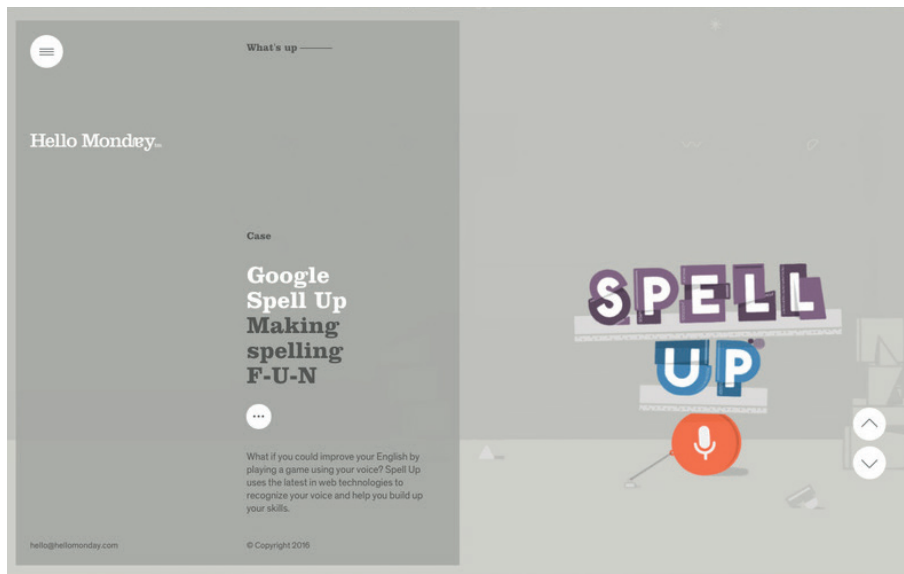
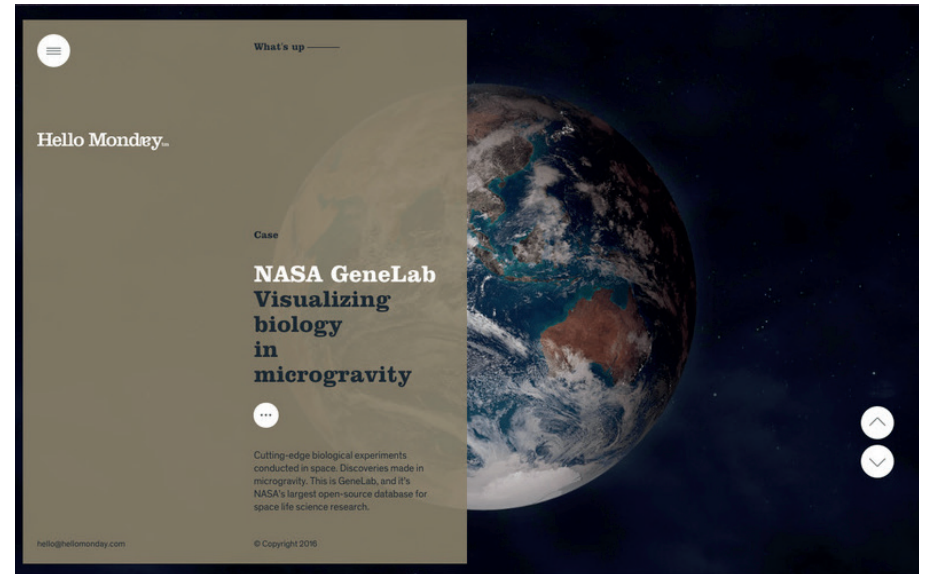
Working process

Hello Monday has a strong view on working as partners with their clients. Because of their high ranked status, they have more and more the freedom to say „no“ to clients with whom they might not feel comfortable working with or might not share the same interests as their own. Fortunately for the few lucky agencies that have the chance to work with them, Hello Monday will provide extremely innovative website and solution for their businesses.

Hello Monday tries to be extremely transparent about their working process. They arrange full meetings with the client to explain how the overall project will be developed and what do they have to expect from them.

The experimental process is what makes Hello Monday special. They try, for each project, to invest time in experimenting new processes, technology and more.





Interaction Design Büro **YOKE APS**

Njalsgade 23,
2300 København,
Denmark

<https://www.yoke.dk/>

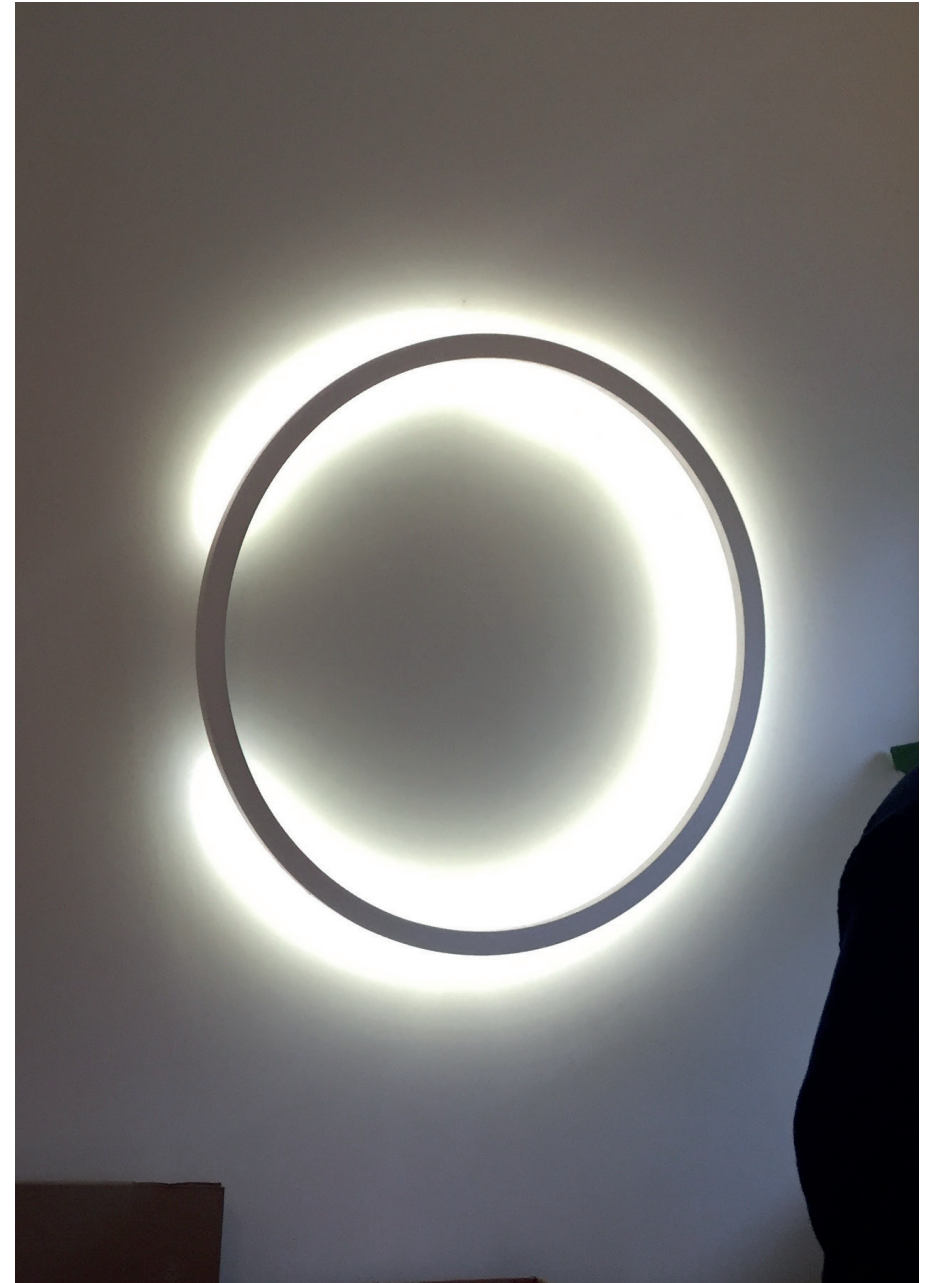
Interview with Jesper Harding, CEO and CO-Founder :

We visited the Copenhagen-based design agency YOKE for an interview with the CEO Jesper Harding. YOKE is a digital design agency founded in 2008 focusing on Interaction Design. They consist of four founders and an international team of designers, concept developers, project managers, programmers and more. YOKE strives to bring computing into exhibitions and tell the stories of museums and companys in an interactive way. Their projects range from fixed contracts, clients who know exactly what they want, to more open exhibitions and events where YOKE only knows the place and the story and then apply conceptual design to create their product totally free from any constraints by the customer.

YOKE and Interaction Design

Jesper tells us that he graduated in Interaction Design in 2007. Back then, he says, Interaction Design was a narrow field of study. Nowadays, the field of Interaction Design is extremely broad, and for him and YOKE, Interaction Design is all about telling a story in a powerful and interactive way.

“Anyone can code or do hardware, but it’s about making a concept really really great and powerful and executed beautifully, that’s the tricky part: making it work and telling a story through a concept.”





When YOKE is working on a project for a museum for example, their strength is not the construction or production of the exhibition. In Jespers opinion, anyone can build or program something, but the conceptual work, coming up with an idea, putting effort in the storytelling, this is their strength and also the most interesting part of his work. Interaction Design, he says, allows a perfect balance between new technologies and old ways of doing things . On one hand, his team is having a look at how to use new technologies, and on the other hand they are trying to hide these technologies in order for people to focus on the important issues: the theme of a museum, the stories at an exhibition.

“Never start with the technology! Always start with the story.”

This statement of Jesper sums up the core value of YOKE. They have the strong believe that approaching a project and telling a story can be done in a million ways. Starting with the technology can minimize their options, and they want to be as free as possible in their work and always find the most powerful concept for each project.

Learning by doing

When we asked Jesper about the design methods of YOKE and how they approach a project, he told us an important lesson: forget everything you've learned at your university! This may come as a shock to us students who spend their time learning, but he explained in detail what he means by that. Jesper advised us, that we need to find our own way of approaching our work, our own plan to deal with projects. The best thing to do after our studies is just to start somewhere! You don't need to know exactly how to do things, because you will learn everything by just going out there and design or code something, you will learn everything by doing it. His company is the best example for this, because they started with a narrow field of study, Interaction





Design, and with clients not knowing the benefits of their work, and they've grown into a specialized agency with breath-taking projects and stunning products for big clients all over Denmark.

Impact of Danish design on YOKE

Jesper does not feel any specific influence of Danish design in his work and YOKE does not follow any Danish design tradition, in his mind. His team consists of people from Greece, Portugal, Spain, Sweden and France. However, having talked to Jesper for more than an hour and seeing the different projects from YOKE we got the strong feeling that they may be influenced by a certain way of approaching things, what we later defined as a «Danish way» of approaching design, more than they think. Everything they do, they believe in telling stories to people in the most beautifully executed way possible. Their design is always simple and straightforward, focusing on the people and their well-being. A theme, which we encountered multiple times when analyzing the way Danish designers approach their work. This way, a store from a television company becomes an interactive installation with beautifully colored fluids on touchscreens, without any marketing information on them. Not patronizing the customers to show why they should buy their products, but just to create a nice experience through design to make people feel good and happy. As Jesper said, there are million ways to tell a story, but YOKE surely always choses those ways that generate good feelings through a clear and beautiful design.





Architecture Büro **3XN**

Kanonbådsvej 8
DK-1437 Copenhagen K
Denmark

<http://www.3xn.com/>

Interview with Audun Opdal from 3XN :

Describe your company's work essence in a few words. What do you focus on? What's the main purpose of your architecture and how do you reach it?

We focus on architecture shaping behavior. For us, the users are most important and we search for a synergy between people. We like to add value with architecture and create meeting points.

For example, the Orestad gymnasium; It was created just after school reform without any program, so we had the opportunity to redefine the way you're supposed to study. Or also the Middlefahrt savings bank, which is a small bank, we built modularly. There, communication was important, because it's a business situation. We create different spaces for different types of behavior. We have our own research department called GNX, where social anthropologists study on architectural behavior.

Is there a typical process? Could you describe it shortly?

We see architecture as evolution. We do our research through GNX. But we also study the past of our own projects. We always learn from the projects we already did and review them to find out, what to do differently or what to keep. We also never throw anything away.





What's the best thing about Danish design and architecture? And where would you like to see some changes?

I'm Norwegian myself, so I would include Danish design into Scandinavian design in general. One of the good things is that Scandinavian design puts people first. In architecture, we really think about space uses and creating connected spaces. And of course materiality plays an important role; we use a lot of wood or other pleasant natural materials. Also, our design is very social and democratic. It's very equal. This could also be a bad thing because you can't go outside of this zone. But at the same time, this makes our work very well argued and understandable.

How would you define innovation and how do you reach it?

Part of our innovation is our research department. We also do material research.

And also, we do a lot of competitions, so this could be also seen as part of our research.

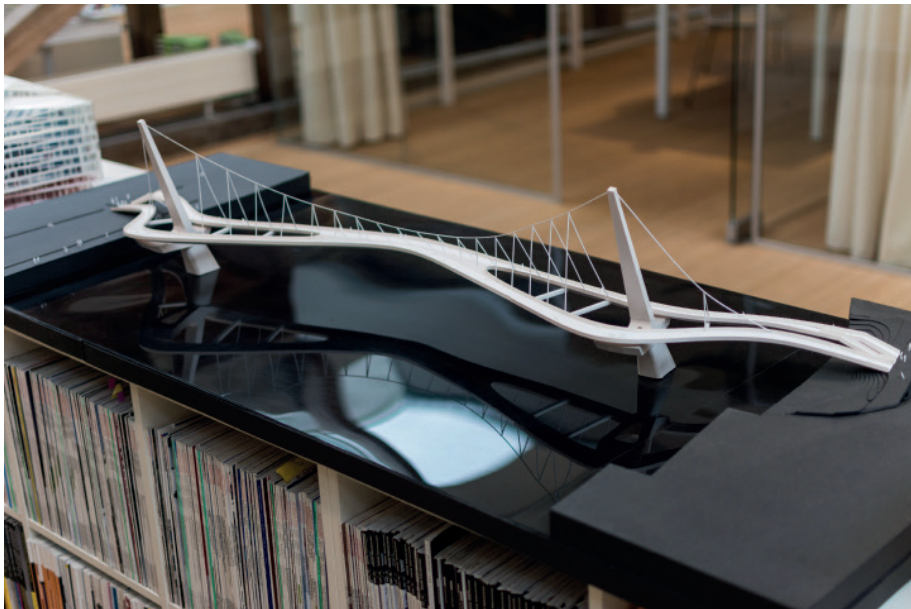
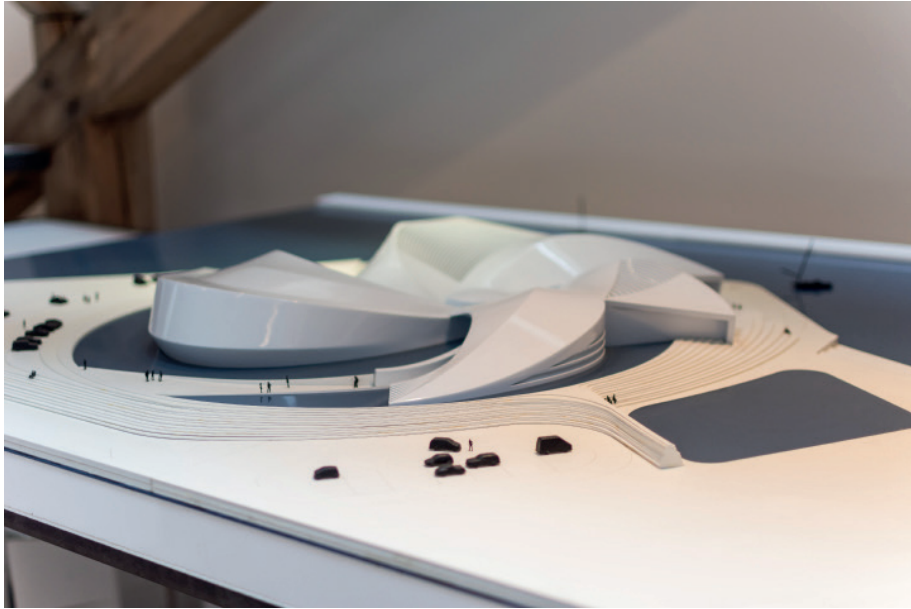
You need to be daring and it's good to work internationally. We have a very international office by the way, we barely speak Danish, mostly English.

What other topics, besides Design inspire you? Do they affect your architecture and how?

For example for the Blue Planet, we aimed to create a meeting point between fish and people. But we did that on the fishes premisses, so we created a whirlpool aquarium. Also if you look at the facade, it's like the structure of fishskin. Or for the Copenhagen arena, we tried to build something elegant & simple with natural materials. But it was created in a housing area, so we had to hide all the housing facilities and create places around it, so people who live there can use the space when the arena is not used.

Stay curious. If you lose curiosity, there is no drive anymore.





Conclusion

During our stay in Copenhagen we analysed different settings, services, places and looked for correlations between design and the quality of living. Does the way this country approaches design affect us as visitors in a positive way? For an answer we had to look at the little things, details such as the round-shaped baggage carts at the airports, which gave us a pleasant feeling. Or the fact that every experience we had with food was underlined with local and organic products. The feeling we got at the aquarium, that we weren't forced to learn anything or be aware of something, but solely to have a beautiful experience. In the museum, we learned about the added layers of functionality to designed goods in Denmark in order to offer emotional satisfaction and sensory engagement. We encountered numerous architectures that left us astonished such as the Ørestad Gymnasium, where the overall structures are made to explore the building in a fun way. And the agencies that we visited made us one thing clear: the Danes design with a mission. A mission to generate good feelings to people and our report shows exactly that. We had an incredible experience by focusing on Danish design and this shows clearly its impact on the lives of people encountering it. So, yes, Danish design had a strong impact on the quality of our lives during our stay and we will include the lessons we learned for our future design work.

