

FINNISH DESIGN EXPORT & MIDSUMMER SOLSTICE

3 Days of Design 18.-20.6.2025

Once upon a salty breeze, long before design days and floating saunas, the harbour of Copenhagen was the beating heart of Northern trade. Ships loaded with materials and tales from far creaked against the docks. It was a place where merchants, makers and sailors crossed paths. Where goods changed hands and transformed the dock into a space that bridged cultures and created new opportunities for craftsmen across the northern region.

This summer, a new adventure will take place right on the dock in the heart of Copenhagen, as four bold Finnish brands will board Lycka, a classic Hallberg-Rassy 45 yacht and cross the Baltic Sea to unfold their stories and invite people to spark new ideas and connections at this year's edition of 3daysofdesign.

Behind this creative voyage is The Made by Choice Sailing Society, curating a hands-on, feel-good design experience that's equal parts exhibition, adventure and Nordic charm. Once docked in Copenhagen, Lycka transforms into a floating showroom featuring Made by Choice, Essis by Lasilinkki, AITO Sauna and Finarte creating a space where design can be felt as much as seen. Just imagine shimmering glass, tactile rugs, woodwork with soul, heat that heals. Here Danish and Finnish design meets dock to dock, where clean lines meet soft curves, hygge meets Helsinki.

Alongside Lycka, Tom's Oyster Shack will host a Midsummer gathering, while AITO's sauna steams gently on the pier creating a warm welcoming atmosphere. Timed with poetic precision the event will take place on the Finnish Summer Solstice, when light lingers longest and the Nordic nature is at its most generous.

Sailing all the way from Turku to Copenhagen Lycka isn't just loaded with furniture, textiles and sauna culture. She's carrying the spirit and shared Nordic values of sustainability, community and traditional craftsmanship passed on from hand to hand. This is creativity that moves—literally.

Last year's maiden voyage offered a glimpse. This year, the team returns with bigger plans, better stories and even more momentum and meaningful design.

Come aboard or drop by the dockside for some midsummer magic — this is Finnish design at its most down-to-earth and unforgettable.