

# BOLIA

## BOLIA X 3daysofdesign

### A tribute to creativity

Creative collaborations, live DJ sessions, Artisan rug craft, and an exclusive preview of BOLIA's upcoming AW25 collection. For 3daysofdesign, BOLIA transformed its showroom in Copenhagen into a renewed design universe – made to inspire, celebrate creativity, and honour great craftsmanship.

[Press kit](#)

### The New Collection

Showcasing an exclusive preview of its upcoming AW25 collection, BOLIA introduced an inspiring range of brand-new design icons alongside a fresh visual identity.



*Avelou Modular Sofa*



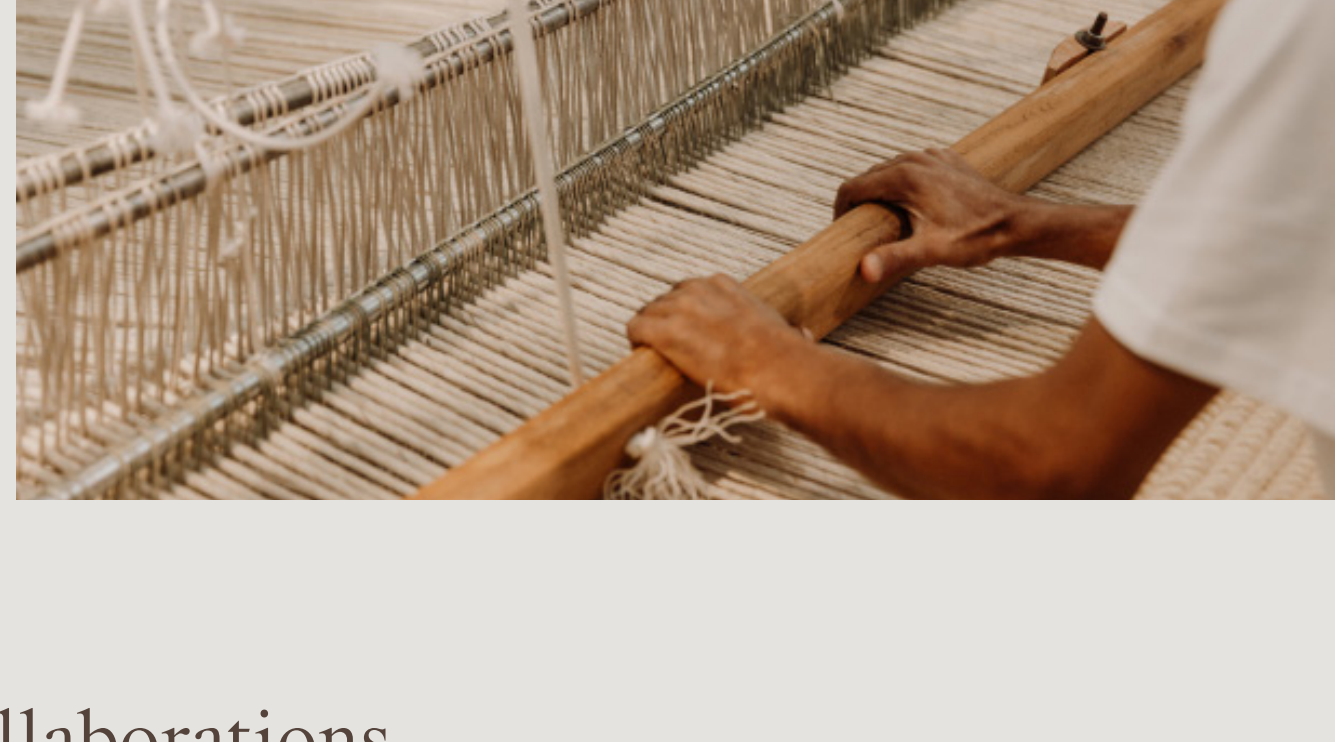
*Piro Coffee Table*



*Cosima in new Linor Fabric*

### Luxurious rugs, crafted to perfection

Each of the luxurious rugs from the collection is handcrafted to perfection and proudly carry the Care & Fair label – reflecting the brand's commitment to ethical craftsmanship. To honour the beauty of traditional rug craft, BOLIA partnered with Massimo Copenhagen at 3daysofdesign, hosting a live rug-crafting exhibition for guests to experience and admire.



### Creative collaborations

At BOLIA, the extraordinary is born from the fusion of tradition and innovation. The 3daysofdesign event was marked by a series of artistic and creative collaborations, reaffirming the brand's commitment to co-creation and shared values.

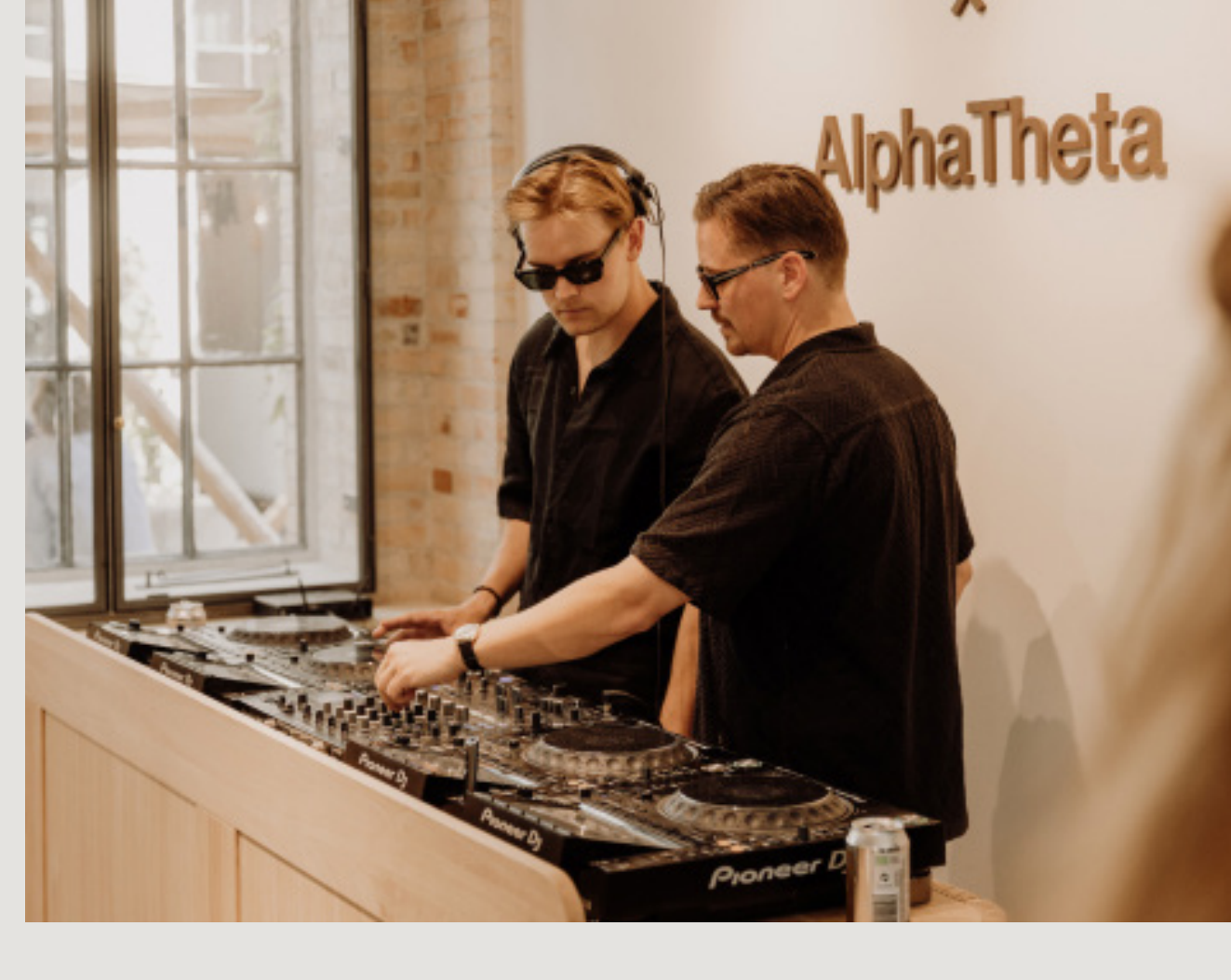
Among them was a new collaboration with the Danish paint brand DETALE CPH, unveiling an exclusive palette of EU Ecolabel-certified custom shades. These colours were showcased through live art craft by Lucia Granados. Another curated collaboration – brought to life by a shared love of honest materials and outstanding coffee brewing – took form in a pop-up coffee shop by the renowned roastery La Cabra.

BOLIA took part in the other circle exhibition at the Lab on Vermundsgade 40B: an immersive space blending art, design, music, fashion, and gastronomy. Contemporary artist Charlie Roberts revealed an exclusive piece exploring the intersection of art and design.



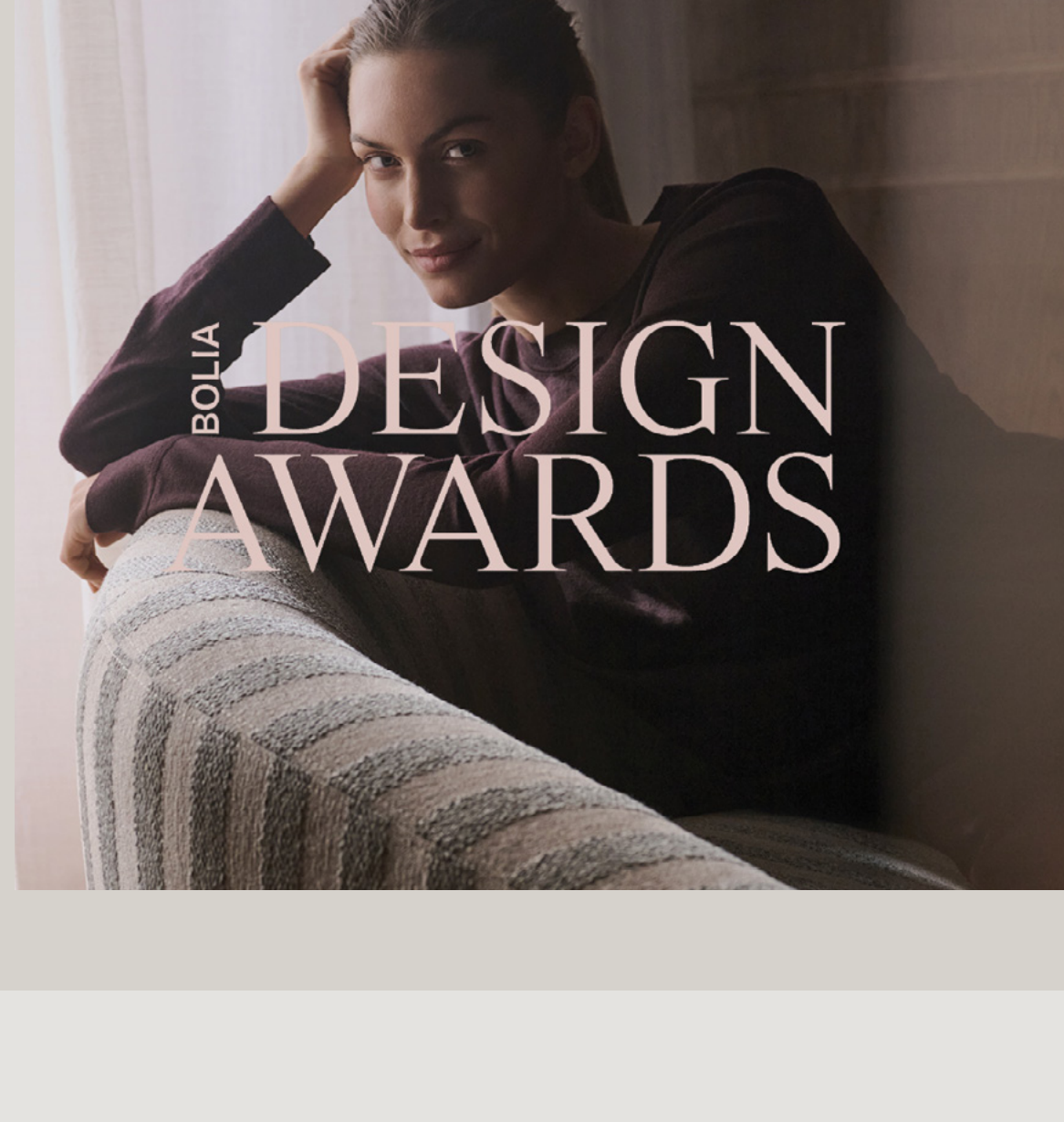
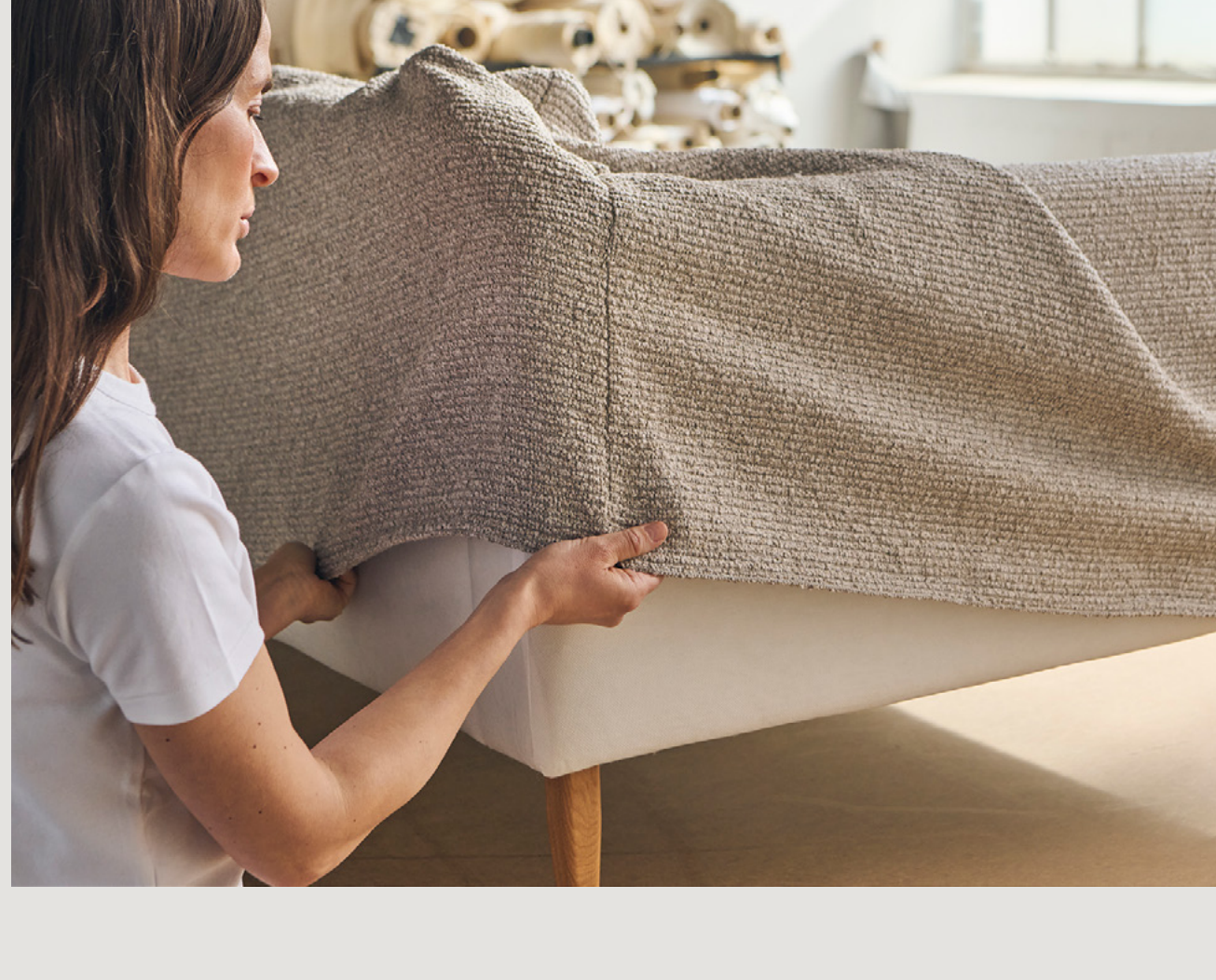
### Soothing sounds and beautiful designs

To celebrate the brand's love for music, renowned DJs took centre stage during the evenings of 3daysofdesign. In collaboration with AlphaTheta, BOLIA showcased the Cord DJ series—a collection of sleek, modern DJ consoles designed by Hertel & Klarhoefer. Visitors enjoyed a vibrant atmosphere with a performance by the Heliograph duo while sipping on afternoon drinks – all contributing to the vibrant atmosphere.



### Turning words into action

As a part of the BOLIA design universe, the brand unfolded its design philosophy and reaffirmed its efforts to reduce the climate footprint. Showcased across five chosen designs, BOLIA invited visitors to learn about BOLIA's efforts and commitment to longevity.



### Calling all creatives

3daysofdesign also marked the official opening of applications for the BOLIA DESIGN AWARDS 2025: a competition dedicated to discovering and paying tribute to new talents – every year since 2007. This year's talented jury was officially unveiled, and former winning designs were beautifully portrayed.

### Looking forward to next year

With a carefully crafted programme and curated collaborations, this year's participation once again honoured BOLIA's Scandinavian design universe, and next year's participation is already eagerly awaited.



# BOLIA

BOLIA is a Danish design company with 98 concept stores across major European markets, as well as stores in Australia and Singapore. With online shops in 30 countries and a global network of wholesale partners, BOLIA brings its Scandinavian design universe to customers worldwide.

The brand's design collective is made up of internationally renowned designers who share a passion for quality craftsmanship and timeless Scandinavian design crafted from the finest, most durable natural materials. The company's creative concept has received several international awards, including the E-commerce Award, Creative Circle, European E-tail Awards, and World Retail Awards.

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A woman with dark hair tied back, wearing a white lab coat, is seen from the side, painting a large, abstract mural on a wall. The mural features soft, flowing lines in shades of brown and beige. The scene is dimly lit, with the primary light source coming from the left, casting a soft glow on the woman and the wall. The overall mood is artistic and focused.

**BOLIA**

x

DETALE CPH



# BOLIA × LA CABRA



BOLIA

x

other circle

# BOLIA X 3days of design

