

Interior design

Functional, playful craftsmanship

As an industry, Danish interior design stands on the shoulders of giants. The ‘Danish Modern’ and ‘Danish Design’ concepts are world-famous for their craftsmanship, timelessness, quality, functionality, and not least design for human needs. These ideals are finding new relevance today as a focus on sustainability and circularity motivates both designers and consumers.



Danish interior design builds on a strong heritage of beautiful craftsmanship, a dedicated user focus, and hard-to-beat functionality. It is rooted in an artistic approach and an investigative and value-based take on society, aesthetics, and the elements that surround us. Everything comes together in designs that investigate materials, start conversations, and insist on a specific set of values: the democratisation of quality of life, an affection for natural materials and sustainability, and a conviction that designers play an important part in society to solve problems, and challenge conventions. As a result, Danish interior design is concrete, tactile, part of lives and homes – and simultaneously a statement of values, such as the dream of an ideal society.

The groundwork for Danish interior design was laid in the 1940s, 50s, and 60s, with designers and cabinetmakers such as Hans J. Wegener and Finn Juhl epitomizing the concept of ‘Danish Design’ and ‘Danish Modern’. They drew on inspiration from Japanese tradition, Shaker tradition, and other international sources of inspiration to create a form language and a marriage between craftsmanship and design.



Danish design further developed as the tradition adapted new materials and production methods, as exemplified in the works of Arne Jacobsen and Verner Panton. Danish designers of today are the new vanguard of a design philosophy that emphasizes the merger of simplicity and functionalism with warmth and devotion to the inherent qualities of different materials.

New design brands are emerging, challenging traditions and developing the industry’s DNA. Companies that are ‘born circular’ or promote ‘accessible luxury’ deliver on the ideal of democratic design. And the classics remain, gaining new significance as paragons of longevity and quality – being handed down through generations or renovated and resold, demonstrating that sustainability can also be about products that last a lifetime or become a cross-generational part of family histories.

Explore cases from the Danish interior design industry at www.creativedenmark.com



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Danish interior design in numbers

WORKFORCE

12,400

EXPORT

€2.48m

REVENUE

€4.52m

Export growth
in m EUR

