



CreativeDenmark

**Driven by  
creativity**

Architecture, Interior design,  
Communication design, Fashion,  
Industrial & strategic design,  
Video games & XR, Music & sound,  
Film, TV & animation

## About Creative Denmark

Creative Denmark is a not-for-profit, public-private partnership that creates awareness about Danish creative strongholds internationally. We foster relations between international stakeholders and Danish solutions, products, and competencies across the creative industries.

Creative Denmark represents the creative industries in Denmark – as well as the industries who employ creativity as a key element in their business.



Photography: Rasmus Hjortshøj

### Spectacular and innovative

On top of the incineration plant in Copenhagen, BIG has designed a ski slope for the city's residents.



Photography: DK Company

### Sustainable production processes

The DK Company brand, MY ESSENTIAL WARDROBE aspires to change the buy-and-throw-away culture.



Photography: KHORA

### Digital craftsmanship

The Danish video games and XR industry is on a rapid growth trajectory.



Photography: KVADRAT

### Interior design that matters

Kvadrat's upholstery textiles improve acoustics and create aesthetic harmony.

# The power of creativity

The world population is growing, cities are expanding, the world is becoming more digitalised and interconnected. Ideas flow freely and aspirations for a better quality of life increase at the same time as the strain on the planet's resources and climate change call everything into question.

Now, more than ever, we need creativity. Creativity as a tool for innovation. Creativity as a means to rethink products, cities, processes. Creativity as a way to drive change and make sense of the world.

Denmark is home to strong creative industries, tied together by a shared creative DNA. A unique creative fingerprint, that has accumulated through an environment of trust, equality in social structures, an incessant encouragement to question established practices and an approach that perpetually revolves around the human perspective.

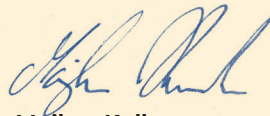
This human-centric approach is key when addressing global agendas. Together, we need to leverage the power of creativity to create better solutions that deliver impact. We need to let creativity drive sustainability, quality of life, innovation, digitalisation and partnerships across sectors and borders.

Our work is just getting started. And the conversation never ends. We hope that this short description of the Danish Creative DNA will resonate with you and form the basis for a conversation on the power of creativity and how we can use it to create impact.



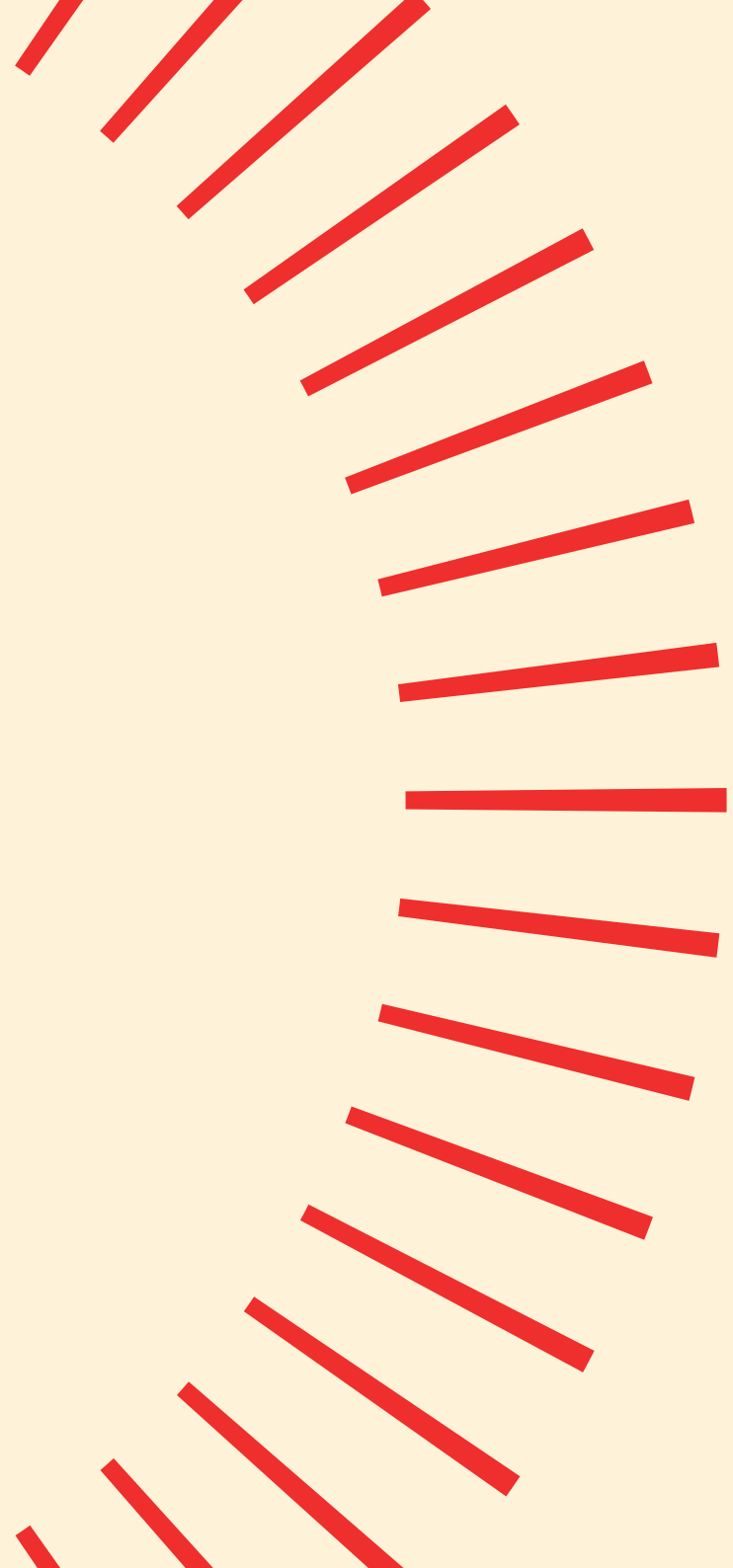
**Mette Kynne Frandsen**

Chairwoman of the Board, Creative Denmark  
Managing Director Henning Larsen Group



**Majken Kalhave**

Executive Director,  
Creative Denmark





### Duality of design and light

Louis Poulsen's designs reflect and support the rhythm of natural light.



Photography: Ege Carpets

### Design for a sustainable future

Ege Carpets demonstrate how regenerated fishnets can be a beautiful choice at Green Carpet Fashion Awards in Milan.



Photography: Louis Poulsen



Photography: Morten Skovgaard

### Profound music experiences

The COPENHELL festival draws metal fans worldwide to four days of 'hell on earth'.



Photography: Roccamore

### Handmade and biodegradable

Roccamore matches shoe comfort with sustainability by crafting products with compostable materials.

# Driven by creativity

## Embracing digitalisation

Danish creative companies' focus on synergies between users and technology contributes to human-centred digital solutions.



Photography: No need / Unsplash



Photography: No need / Unsplash

## Unique creative fingerprints

The Bike Snake is one of many innovative architectural solutions in Denmark that revitalises neighbourhoods.

## Creativity has the power to transform.

The world today needs creative solutions that start with people and create something for them: products and solutions that will make the planet habitable for future generations; architecture and urban planning that will enable the good life in growing cities; music that expresses feelings we cannot put into words; furniture that will last and make us smile; health care products that alleviate stigma; stories that take our breath away.

In Denmark, our rich heritage has created a stronghold in creativity based on human needs. From the way we construct our societies, our cities, and even our interior design, to how we do business and foster talent.

Let's start a conversation about how creativity can drive change and create impact.



## Working together

When it comes to putting people in the centre, Denmark is recognised globally as a source of inspiration.



Photography: &Co.

# From people – for people

The Danish creative approach is user-centric – and human-centric. This is what the relatable characters in H.C. Andersen's fairy tales have in common with Danish architecture's emphasis on letting in daylight or the user-centred innovation processes used by Danish design agencies when they work for healthcare companies.

Empathy is the starting point for the creation of holistic solutions for people.

It is about focusing on user needs and emotions, to give people what they need ... and going beyond that to give them what they did not yet know they needed.

Whether it is the rigorous approach to function and user studies behind world-famous Danish design or the humanistic, artistic style of Danish filmmakers, musicians and fashion designers, the Danish creative approach always puts people first.

## Human-centred design

Pressalit is one of the world's leading manufacturers of premium bathroom solutions.



Photography: Pressalit

# Accessible luxury



Photography: TAKT

## Sustainable furniture design

The designers at TAKT believe in bringing high-quality design in transparent ways.

Denmark's creative industries cannot be separated from Danish societal values.

Rooted in a well-functioning, egalitarian society, the creative industries promote a high quality of life for all: An ambition to make high quality products and solutions for as many people as possible, not just for the select few. That means integrating form, function and storytelling to deliver well-designed products at affordable prices. And to make quality solutions accessible to the general public in order to change the world for the better.

With a creative approach, you can solve problems while adding a touch of beauty, playfulness and poetry.



Photography: Rasmus Hjortshøj

## Liveable cities

Konditaget Lüders offers an attractive outdoor rooftop gym on top of a multi-story car park.



Photography: GANNI

## Zero-impact fashion

With a holistic approach, GANNI has created a responsible supply chain from within.





Photography: Dorte Mandrup, The Whale and MIR

#### Contextual understanding

The Whale by Dorte Mandrup combines architecture and the mission to protect marine life.

Denmark's creative industries are shaped by a strong international outlook, high national standards and ambitions within everything from architecture to corporate social responsibility, and a curious and investigative approach to problem-solving by creatives, companies and policymakers alike.

Danish creative professionals and industries have a track record of responsive problemsolving that addresses global challenges such as sustainability, social inclusion and the improvement of the quality of life.

They have a knack for creating products and solutions that capture the imagination of people around the world.

This has gained the small country of Denmark recognition as a small creative superpower that punches above its weight across the creative disciplines from design, fashion, furniture, architecture and urban planning, to games, film, digital storytelling and music.

# A small, creative superpower



Photography: hummel

#### Every green step counts

Astrid Andersen and hummel have joined forces to repurpose hummel's archives of unused stock.

### Interdisciplinary cooperation

Teams working across disciplines creates better and more innovative solutions.



Photography: Dorte Mandrup, The Whale and MMR

# Collaboration for impact



Photography: SYBO

### Trust-based partnerships

The Danish working culture and problem-solving approach is about finding innovative ways to get the job done.

Denmark is a small country with few natural resources. Since the age of the Vikings, this has required its people to work together and find solutions based on cooperation and community. And to look to the world around them for inspiration and business opportunities.

The Danish approach to creativity is based on the belief that the best idea can come from anywhere and anyone.

Complex challenges demand solutions that cut across professional disciplines. The best solutions are created in trust-based partnerships where different companies, authorities, researchers and creative professionals collaborate. Often the starting point is an understanding of users and context. This leads to solutions that challenge conventions – based on curiosity and the courage to ask, ‘what if?’





Photography: VOLA

### Design made to last

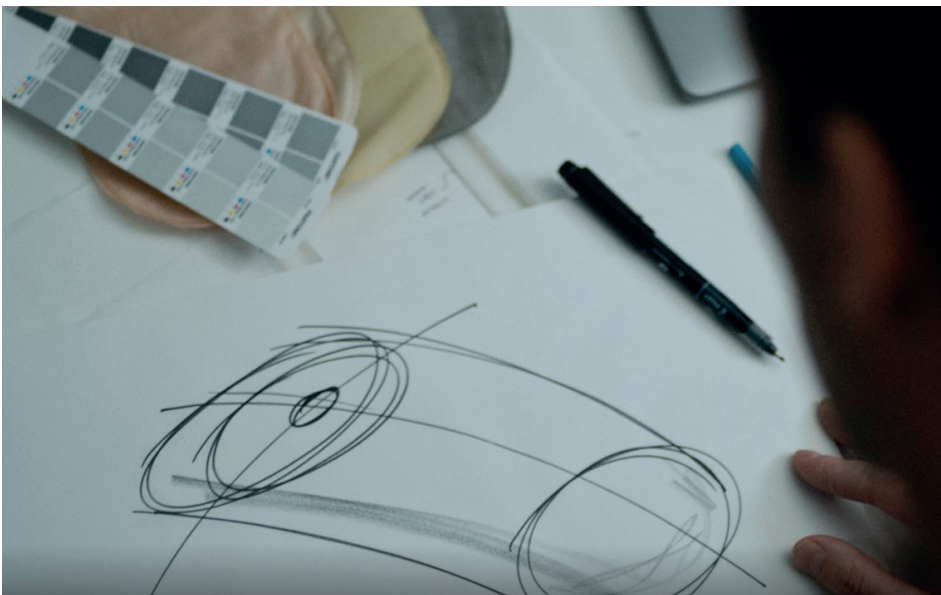
With their showcase summerhouse, VOLA demonstrates their collection of taps designed with long-lasting natural materials.



Photography: Airbird

### Improving indoor climate

The AirBird® offers a state-of-the-art product packaged in a thoughtful and elegant design experience.



Photography: Coloplast

### Human-centred approach

Coloplast develops products and services that make life easier for people with personal and private medical conditions.

### Animating impactful worlds

Sun Creature's award-winning animation Flee tells the extraordinary true story of a refugee.



Photography: Sun Creature



### Pioneering healthy and active learning

Sustainable solutions and natural materials that support children's quest for learning characterise AART architects' expansion of the public school on Duevej.



Photography: Kontraframe



Photography: Time Bek

### Playful and bold fashion

Copenhagen is a joyful source of inspiration for fashion designer Stine Goya, and with each collection, she presents a rich exploration of colours and prints.



Photography: Rokoko

### Accessible technology

No longer limited to large Hollywood studios, the Smartsuit Pro from Rokoko makes it possible to create and edit professional 3D character animation quickly and intuitively.



Photography: WARM

### Every airplay counts

WARM – World Airplay Radio Monitor provides radio airplay data that allows players in the music industry to identify and target new markets.



KEY FIGURES

# The Danish creative industries

# Key figures

**73%** export growth of Danish communication design industry in the period 2011-2020

**+9,800** architectural professionals constitute the Danish architecture industry

**€8.7bn** is the turnover of the Danish video games & XR industry

**189%** export growth of Danish industrial & strategic design in the period 2011-2020

**45%** export growth of Danish interior design in the period 2011-2020

**28%** export growth of Danish fashion in the period 2011-2020

**58%** export growth of Danish film, TV & animation industry in the period 2011-2020

**44%** export growth of Danish music & sound industry in the period 2011-2020

Source. Statistics Denmark. Numbers based on 2011-2020 period.  
\*equals 6.3% of total exports, 5.2% of total revenue and 4.2% of total workforce in 2020

EXPORT

**+€14bn\***

REVENUE

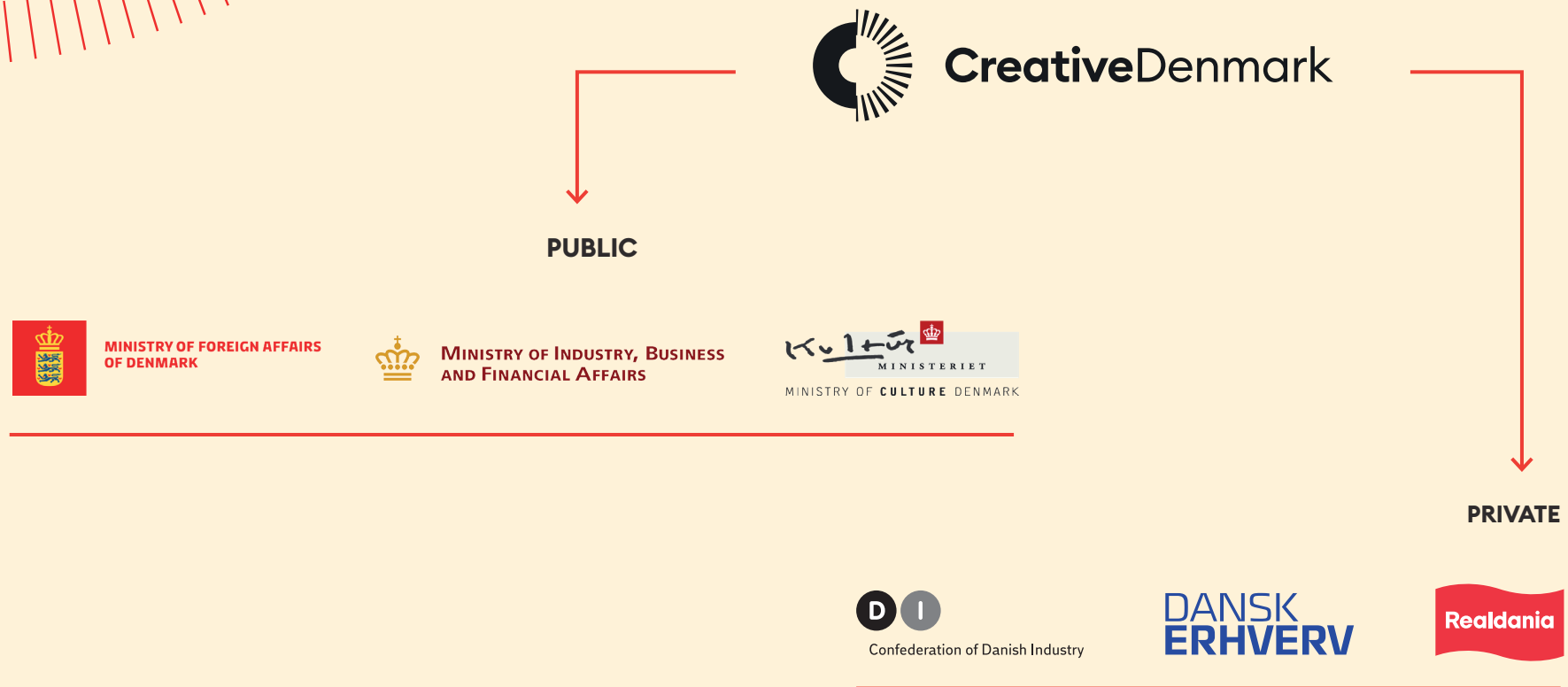
**+€32bn\***

WORKFORCE

**+120,000\***

Creative Denmark is founded by a strong group of public and private partners that count the Ministry of Industry, Business and Financial Affairs, the Ministry of Foreign Affairs, the Ministry of Culture, the Confederation of Danish Industry, The Danish Chamber of Commerce and Realdania. Working closely with key partners from across the Danish creative industries, Creative Denmark supports and connects Denmark's creative industries internationally.

**PRIVATE-PUBLIC + NON-PROFIT SET-UP**



**Let's start a conversation**



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**Let's connect**



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