



AICEP

Agência para o Investimento
e Comércio Externo de Portugal

PRESS RELEASE

3DAYSOFDDESIGN COPENHAGEN – June 10th -12th

Portugal brings “Momentum” to Copenhagen, showcasing design rooted in heritage and sustainability

Lisbon, March 31st, 2026. Portugal is set to make a strong statement at **3daysofdesign 2026** in Copenhagen with “**Momentum - Portuguese Design Exhibition**”, an immersive showcase of contemporary design shaped by heritage, craftsmanship and sustainability, promoted by AICEP - Portugal Trade & Invest.

Under the **MADE IN PORTUGAL *naturally*** brand, the exhibition will take place from **10th to 12th June at the Embassy of Portugal** and is curated by Lisbon-based designer Miguel Soeiro.

At its core, *Momentum* explores how tradition and innovation coexist: not as opposing forces, but as part of an ongoing evolution. Drawing on Portugal’s deep connection to the Ocean and its rich artisanal legacy, **the exhibition brings together Portuguese designers, brands and makers who are redefining contemporary design through responsible production, natural materials and circular thinking.**

Rather than looking back, *Momentum* looks forward: showing how inherited knowledge can inform new ways of living, producing and designing for the future.

Conceived as the interior of a house by the sea, the exhibition unfolds as a lived-in environment. Furniture, textiles, ceramics, cork, wood and metal come together to create a sensory, domestic landscape, one that reflects the textures, materials and cultural memory of Portugal.

The exhibition features **24 Portuguese designers and brands**, including 3DCORK, A Metalúrgica, António Rosa, Aporatis, ASA Leather Work, Branca Lisboa, Burel, Claraval, DAM, Darono, Formas de Pedra, Herdmar, Ivo Oliveira Rodrigues, Josefinas, Laetitia Rouget, Lobo Atelier, Matcerâmica, Miguel Soeiro, Molde Ceramics, Olaio, Porventura, Tema Home, Viúva Lamego and Zerodois - spanning furniture, ceramics, textiles, stone, metal, leather and product design sectors.

“Momentum reflects a design ecosystem that combines heritage with industrial capacity and innovation”, says curator Miguel Soeiro. *“It shows how traditional knowledge can evolve into products that meet the expectations of international markets, particularly those that value sustainability and authenticity.”*



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Portugal's Home and Fashion clusters have gained increasing recognition for their flexibility, production expertise, and integration of artisanal techniques with modern manufacturing. This combination allows Portuguese companies to respond to global demand for differentiated products while maintaining competitive production standards within Europe.

For Danish buyers, architects and design professionals, *Momentum* offers direct access to a network of companies capable of delivering both bespoke and large-scale solutions, with a **strong focus on material quality and environmental responsibility**.

Beyond its commercial dimension, the exhibition also addresses broader questions around sustainability and circular design. By emphasising natural and renewable materials - such as cork, a flagship Portuguese resource - the project aligns with the growing shift in the Danish market towards environmentally conscious consumption.

As competition intensifies across the European design landscape, initiatives like *Momentum* aim to reinforce Portugal's positioning as a reliable and innovative partner for the Scandinavian market.

Denmark represents a key market for Portuguese design. Known for its sturdy design culture and commitment to sustainability, it offers fertile ground for brands that prioritise quality, longevity, and material integrity. As Danish consumers continue to embrace thoughtful, well-crafted products, Portugal is increasingly recognised for its ability to merge tradition with innovation.

The exhibition also highlights the growing relevance of Portugal's Home and Lifestyle sectors, where craftsmanship, authenticity and contemporary design converge to meet international demand.

More than an exhibition, *Momentum* is a reflection on continuity, on what we preserve, reinterpret, and carry forward. By foregrounding materials such as cork, textiles, wood, and metal, it underscores a design approach grounded in honesty, place, and cultural identity.

Keep the momentum. Design for the future.

MADE IN PORTUGAL *naturally*

Location:

Embassy of Portugal: Toldbodgade 31 1 1253 Kobenhavn K



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About AICEP

AICEP - Portugal Trade & Invest is the Portuguese Agency responsible for attracting foreign investment and supporting the international expansion of Portuguese companies. Operating in more than fifty markets, it positions Portugal as an innovative, competitive, and sustainable business destination.

About the curator

Miguel Soeiro is a Lisbon-based designer and creative director working across furniture, lighting, cutlery, and naval design. He collaborates with industry and artisans on both national and international projects. He is also an assistant professor at IADE – Universidade Europeia and coordinates the Product and Furniture Design course at the Lisbon School of Design. His work has been exhibited internationally and recognised with awards including the iF Design Award, the Good Design Award, and the Ibero-American Design Biennial.

Brand Description

Portugal's participation at 3daysofdesign under the **MADE IN PORTUGAL *naturally*** brand presents *Momentum* - a curatorial concept exploring the dialogue between craftsmanship, cultural memory, and contemporary design. Shaped by a deep connection to the Atlantic and the influence of the oceans, it reflects a culture rooted in tradition, innovation, and material awareness. Through cork, textiles, wood, ceramics and metal, Portuguese design expresses continuity and transformation. *Momentum* highlights the ability to turn heritage into contemporary objects, positioning Portugal as a design ecosystem where craftsmanship, industry and innovation evolve together.

Exhibition Description

Curated by Miguel Soeiro, the exhibition presents *Momentum* as a reflection on Portuguese design, where tradition and contemporaneity coexist. Conceived as the imagined interior of a seaside home, it explores the relationship between objects, materials and a domestic landscape shaped by Atlantic culture and the influence of the oceans. Through furniture, textiles, ceramics, cork and metal, the exhibition reveals how Portuguese design transforms cultural memory and craftsmanship into contemporary solutions. It invites visitors to consider design not only as objects, but as a conscious process connecting home, memory, and responsibility for the future.

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