



## Annex 1

### Application file – 3 Days of Design 10–12 June 2026 – Copenhagen

#### 1. Context

Wallonie-Bruxelles Design Mode (WBDM), MAD Brussels, and Flanders District of Creativity (FDC) are joining forces to organise a collective Belgian presence at [3daysofdesign](#) in Copenhagen, from **10 to 12 June 2026**.

**3daysofdesign** is a major international event dedicated to design, held annually in Copenhagen. For three days, the city becomes a showcase for contemporary creation, hosting exhibitions, product launches, and professional meetings across several iconic districts.

The collective showroom will present a selection of Belgian brands under the [Belgium is Design](#) project — a joint initiative by WBDM, FDC, and MAD Brussels to promote Belgian design on the international scene.

The Belgium is Design showroom will take place at [PAKHUS 11](#), in the Amerikakaj district, within a 300 m<sup>2</sup> space.

For more information about Belgium is Design:

- [www.belgiumisdesign.be](http://www.belgiumisdesign.be)
- Instagram: [@belgiumisdesign](#)
- LinkedIn: [Belgium is Design](#)

#### 2. Event

Created in 2013 with only four participating brands, **3daysofdesign** has become an unmissable event that now gathers over **400 exhibitors** from Denmark and abroad. This human-scale festival, founded on community spirit, trust, and a shared passion for design, offers a space where everyone supports one another.

It showcases both emerging talents and promising start-ups, as well as established figures in design and lifestyle, thus creating a unique dialogue between rising creators and leading brands.

#### 3. Eligibility

All applicant companies must be **based in Belgium**.



#### 4. Selection criteria

WBDM, MAD Brussels, and FDC will convene a **selection committee** composed of professionals from the sector. The committee will evaluate applications based on the following criteria:

- Brand positioning in line with the 3daysofdesign event;
- A clear international development strategy;
- Market-ready products and a strong brand image;
- Finished, high-quality products.

The final selection of brands for the **Belgium is Design** booth is also subject to approval by the event organisers.

Applicants may submit up to five projects. If selected, the choice of products and collections will be made in collaboration with the Belgium is Design team, to ensure a coherent curatorial universe within the showroom.

For this edition, particular attention will be given to the brand's efforts in sustainability, though this will not be a selection criterion.

#### 5. Application process and deadlines

Application deadline: **7 December 2025 at midnight**

Applications must be submitted via the [online form](#), including the following information:

- Text presenting the brand's universe;
- Company production capacity;
- List of current points of sale;
- International development strategy;
- Efforts undertaken regarding sustainability;
- Description of the proposed projects and prices per quantity;
- Upload of images of the proposed pieces;
- Motivation for participating in 3 Days of Design.

[Online application form](#)

#### 6. Information and contact

For any questions, please contact **WBDM, MAD Brussels** or **FDC**

**Giorgia Morero** : [info@wbdm.be](mailto:info@wbdm.be) | +32 473 54 29 86

**Baïlo Staumont** : [Baïlo.staumont@mad.brussels](mailto:Baïlo.staumont@mad.brussels)

**Christian Oosterlinck** : [christian.oosterlinck@fdc.be](mailto:christian.oosterlinck@fdc.be)