



7–9 June 2023
10:00 – 18:00

Copenhagen Design Agency
Amaliegade 14A
DK-1256 Copenhagen
Denmark

Three

The Power of Three

AHEC announces trio of Nordic designers to pay tribute to timber at 3daysofdesign

The material choices that designers make have enormous power. They can influence aesthetics, product performance and wider style trends. They can drive – or detract from – the move towards sustainable production and the circular economy. They can even impact the make-up of the world's forests.

At 3daysofdesign in Copenhagen this June, the American Hardwood Export Council (AHEC) presents *Three* – a new exhibition chronicling the creative journeys of three Nordic design-makers who have been exploring the design potential of three beautiful but underused U.S. hardwoods. *Three* is intended to champion the role that these woods can play in the sustainable future of design and architecture – while raising awareness of their status as vital components of the forest's long-term sustainability.

“Three is the latest chapter of an ongoing journey to explore the creative potential of three materials whose increased use are essential to the long-term sustainability of the U.S. hardwood forests. By focusing on young Nordic designers who are also makers, we are seeking a fresh perspective on these timbers in the context of a long history of acclaimed Nordic design and material exploration”.

– David Venables, AHEC European Director

Three design stories

Each representing one of the three Nordic countries – Denmark, Norway and Sweden – the designer-makers have been matched at random with one of the hardwoods – red oak, maple and cherry – and encouraged to play, experiment and explore. Challenged to use their assigned woods to develop one-off objects or furniture pieces, the designers have been tasked with chronicling their thoughts and findings as they work with their wood, generating a narrative through videos, sketches, photographs and words. The *Three* exhibition will present the pieces they create – and will tell the story of how they came to be.

Three designers

The three designer-makers have each been chosen for their close relationship with natural materials, the commitment to sustainability that is apparent in their practice, and the poetic beauty with which they infuse their creativity.



From left to right: Pia Högman, Anne Brandhøj, Maria Øfstedal Eng

Pia Högman

From Sweden, Pia Högman is interested in rethinking traditional materials and making techniques for the modern day, combining the historical and the contemporary to create intriguing, materially expressive products.

piahogman.com

[@piahogman](https://www.instagram.com/piahogman)

Anne Brandhøj

From Denmark, Anne Brandhøj is a designer mainly working with wood whose furniture and sculptural objects prioritise aesthetic and functional longevity alongside honest material expression.

annebrandhoej.dk

[@brandhoej](https://www.instagram.com/brandhoej)

Anna Maria Øfstedal Eng

From Norway, Anna Maria Øfstedal Eng produces hand-made works that blur the boundaries between art and function, characterised by organic curves and locally sourced recycled materials.

ofstedaleng.no

[@ofstedaleng](https://twitter.com/ofstedaleng)

Three hardwoods

The three timbers at the heart of the exhibition all grow abundantly in American hardwood forests, making up a total of 40% of the forest volume between them, but are currently underused in the design sector. Each plays a key role in the forest ecosystem, and all contribute significantly to its diversity and sustainability.

In addition to being easily renewable and serving as a natural carbon store, the woods are also strong, tactile, versatile, and aesthetically appealing – but all have their own distinctive traits and features.



The designers discussing the properties of their hardwoods with AHEC's European director, David Venables.

American red oak

Quercus rubra

American red oak is an attractive, open-grained, flexible wood and the most widespread hardwood in America's forests. A tough, hard-wearing timber with excellent steam bending properties that is easy to finish and stain, making it an ideal choice for furniture and interiors.

Find out more about red oak [here](#)

American maple

Acer saccharum

A close cousin of European maple and sycamore, American maple is a cold-climate species

favouring the northern states. A predominantly creamy-white, hard-wearing timber that can be machined and polished to a very smooth finish making it a favourite for sports floors across the world. It is also the primary source of maple syrup.

Find out more about maple [here](#).

American cherry

Prunus serotina

American cherry varies in colour from pink to reddish brown, and will darken on exposure to light. It is easily machined and produces a smooth glassy finish when sanded and polished. This makes it well suited to turning, panelling and veneer applications, and its acoustic properties mean it is ideal for musical instruments and auditoria.

Find out more about cherry [here](#)

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Three will run from 7–9 June at Amaliegade 14A in Copenhagen during 3daysofdesign 2023.

ENDS



Notes for editors

*For more information about *Three*, AHEC and the participating designer-makers, please contact ahec@zetteler.co.uk. More information about the designers' pieces and high-res imagery will be available soon.*

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7-9 June 2023
10:00 – 18:00

Press preview:
Tuesday 6 June
16:00 – 18:00

3materials.info
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About American Hardwood Export Council (AHEC)

For more than three decades, the American Hardwood Export Council (AHEC) has been the global face of the US timber industry, championing the performance, sustainability and aesthetic potential of American hardwoods worldwide. As the leading international hardwood trade association for North America, AHEC operates a non-profit programme representing thousands of businesses engaged in the production and export of timber – ranging from small family-run sawmills to major flooring manufacturers. Established to unite this wide-ranging spectrum of companies with a single global voice, AHEC has successfully built an internationally recognised brand, marketing more than 20 commercially available hardwood species and increasing demand around the world.

americanhardwood.org
[@ahec_europe](https://twitter.com/ahec_europe)



*3*days*of*design