

THE HUB: A WORK LAB FOR THE FUTURE OF WORKSPACES DURING 3DAYSOFDDESIGN

Work is evolving. The way we work has transformed drastically due to digitalization, global events, and a reevaluation of priorities. Yet, physical workplaces often remain rooted in tradition. How can we explore these spaces to balance productivity with creativity, solitude with collaboration?

During 3DaysOfDesign, Mazo presents THE HUB in collaboration with Bodum and Studio Nathalie Schwer, each bringing a unique perspective from the design industry. THE HUB is a temporary work lab, a living experiment that explores how workplace design can support modern professionals.

Located in Mazo's newly designed showroom at the iconic Kay Fisker-designed Dronningegården, THE HUB is more than just an exhibition - it's a real, functional workspace. Designed to offer a mix of productivity and relaxation, it provides attendees with a place to work, take a break, find inspiration, or simply recharge.



“Design isn’t just about aesthetics - it’s about creating environments that adapt to our needs. Some days require deep focus, while others call for quick collaboration. With THE HUB, we’re exploring what the future of work could look like: a space where function meets atmosphere, and where focus and flow coexist. The MAG Chair Collection is designed with that in mind - comfortable enough for long hours, but adaptable to different ways of working.”

At the heart of THE HUB is the debut of the MAG Chair Collection, designed by Magnus Sangild and emerging design talent Vương Kim Daniel. Created for professional environments, the collection includes a swivel chair, dining chair, and bar chair, all designed with comfort and adaptability in mind. “People need seating that supports both long hours of focused work and informal conversations,” explains Magnus Sangild. The MAG Chair Collection is fully integrated into THE HUB, reinforcing the concept of adaptable workspaces.



Visitors are invited to experience how thoughtful design influences the way we work. Start the day with coffee at The Bodum Lab, settle into Mazo's upholstered furniture dressed in fresh new textiles, and explore a space designed to support different work styles. THE HUB is divided into zones - café, focused work areas, meeting spaces, and outdoor stations - each tailored to different professional needs.

Studio Nathalie Schwer has transformed the showroom into an environment that adapts to shifting work rhythms. "A modern workplace should be more than just a place to sit and work. How do we create an environment that encourages deep concentration while still making space for spontaneous conversations over coffee? And how do we design workplaces people actually want to come to, even when they don't have to?" asks Nathalie Schwer. Through carefully chosen material choices and spatial composition, THE HUB demonstrates how even small design choices can enhance the workplace experience. As part of the

installation, Studio Nathalie Schwer has designed a custom oak room divider that defines different zones within the space.

Visitors will also be able to explore a curated selection of iconic Bodum designs. A trusted part of Danish homes and workplaces since 1944, Bodum brings its timeless aesthetic to THE HUB with a special curation of objects that share materials with Mazo – steel, glass, and wood. For a limited time, an exclusive French Press featuring a walnut handle will be available for purchase at Mazo's showroom.

THE HUB aligns with this year's 3DaysOfDesign theme KEEP IT REAL by addressing a genuine need for a welcoming, well-designed workspace. With dedicated hosts ensuring a seamless experience, it's a space where colleagues meet over their first cup of coffee in the morning and share a last drink in the evening. Stay as long - or as little as you like - THE HUB is yours to explore.

About Mazo

Mazo is a Danish design brand founded in 2018, with deep roots in mid-century modern style. Known for producing new and iconic design classics, Mazo takes a hands-on approach to creativity, focusing on quality and the subtle details that make all the difference. Their design philosophy blends beauty with function, experimenting with materials to create pieces that feel both timeless and purposeful. Instead of chasing trends, Mazo values durability and long-lasting appeal. Collaborating with architects and designers from the 1930s to the present day, they craft pieces that meet today's needs while honoring their rich design heritage.

About Bodum

BODUM is a Danish brand renowned for its innovative and timeless kitchenware, specializing in coffee and tea accessories. With a focus on sustainability and high-quality design, BODUM has been redefining daily rituals since 1944. Bodum will present their new Pavina glass, individually mouth-blown from heat-resistant borosilicate glass, in a more organic design and available in five new colors during 3DaysOfDesign.

About Studio Nathalie Schwer

Studio Nathalie Schwer is a Copenhagen-based multi-disciplinary design studio founded by interior architect Nathalie Schwer. Recognized for their unique approach and strive to create work that goes beyond trends and tendencies, whilst maintaining a reflected approach to design. With a background in Spatial Design and a passion for experimentation and materiality, Nathalie Schwer set out to build a design studio that explores and challenges our experience and perception of space.



Event Details

Location	Mazo Showroom
Address	Dronningens Tværgade 50, Copenhagen 1302
Dates	18-20 June from 9-18
Formal event	3DaysOfDesign
Event at Mazo	After Hours – June 19, 16-18 In collaboration with Bodum and Studio Nathalie Schwer

Press Info

PR & Marketing	press@mazo-design.com
Telephone	+45 2849 3929
Address	Dronningens Tværgade 50, 1302 København K
Website	www.mazo-design.com
Image Bank	www.flickr.com/mazodesign
Instagram	@mazo_design