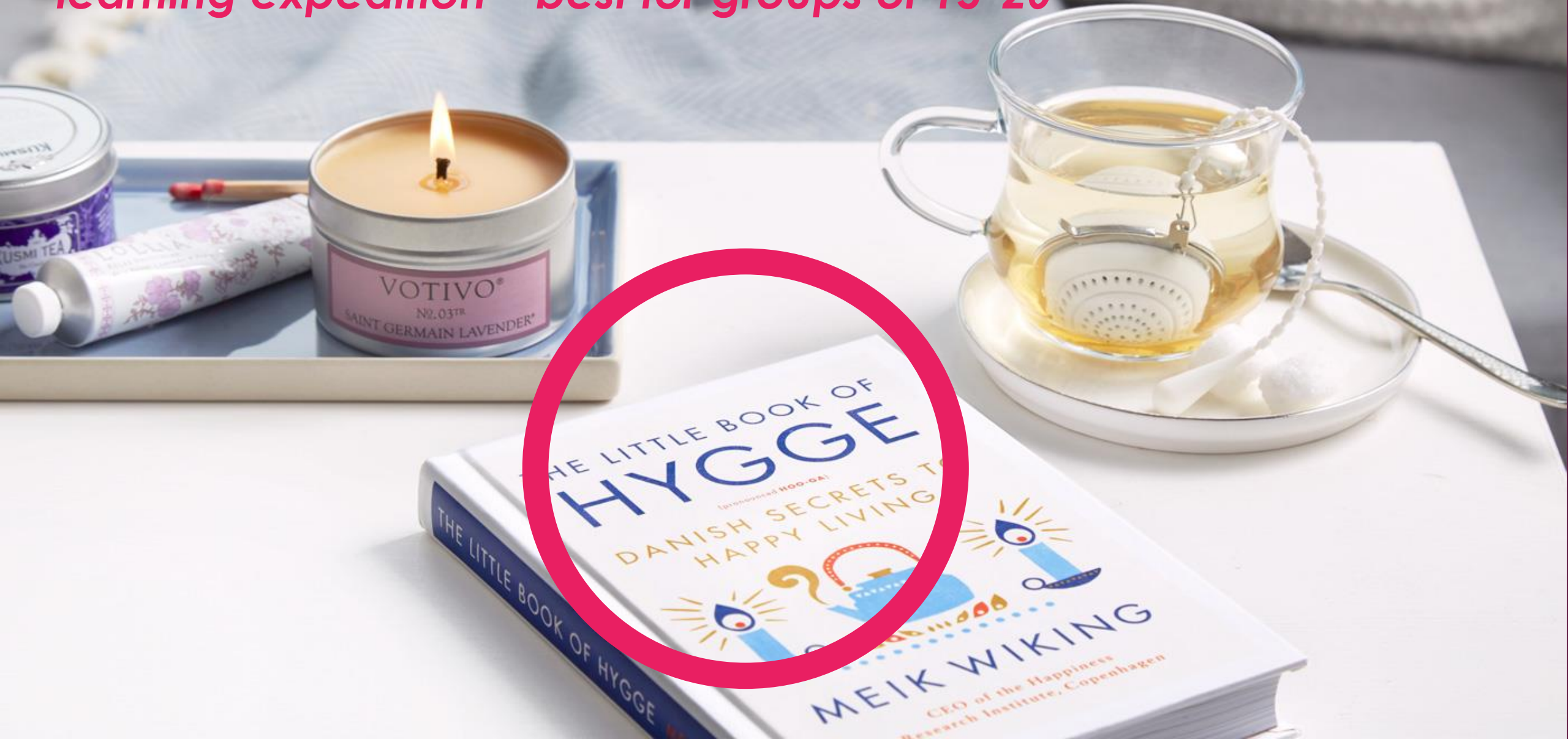


# Danish Lifestyle Concept

*learning expedition – best for groups of 15-20*



# Programme Overview

	Day 1	Day 2	Day 3	Day 4
Morning		<ul style="list-style-type: none"> <li>○ Architectural Tour with Asser Munch</li> <li>○ DR- Danish Broadcasting Corporation visit</li> </ul>	<ul style="list-style-type: none"> <li>○ Design thinking workshop at KEA digital campus</li> </ul>	<ul style="list-style-type: none"> <li>○ Breakfast &amp; checkout</li> <li>○ Guided Canal tour</li> </ul>
Lunch	<ul style="list-style-type: none"> <li>○ Arrival</li> <li>○ Welcome Lunch at Hotel</li> </ul>	<ul style="list-style-type: none"> <li>○ Copenhagen Street Food - Lunch</li> </ul>	<ul style="list-style-type: none"> <li>○ Lunch</li> </ul>	<ul style="list-style-type: none"> <li>○ Departures</li> </ul>
Afternoon	<ul style="list-style-type: none"> <li>○ Workshop "The Danish Value System"</li> <li>○ Biking tour with Asser Munch</li> </ul>	<ul style="list-style-type: none"> <li>○ KEA, Copenhagen School of Design and Technology visit</li> <li>○ 3XN Architects visit</li> <li>○ Free time</li> </ul>	<ul style="list-style-type: none"> <li>○ Sustainability tour                             <ul style="list-style-type: none"> <li>ARC- Amager Resource Center</li> <li>Crowne Plaza Copenhagen Towers</li> <li>GoGreen Copenhagen</li> </ul> </li> </ul>	
Evening	<ul style="list-style-type: none"> <li>○ Dine with a Dane</li> </ul>	<ul style="list-style-type: none"> <li>○ Dinner – enjoying Nordic Cousine</li> </ul>	<ul style="list-style-type: none"> <li>○ Dinner and fun at Tivoli Gardens</li> </ul>	



A scenic view of a Copenhagen waterfront. In the foreground, three people are sitting on a stone pier, looking out over the water. The person on the left is wearing a dark blue jacket, the person in the middle is wearing a bright yellow raincoat, and the person on the right is wearing a light grey sweater. In front of them on the pier are a blue bag, a brown bottle, and a white box. The background features a row of colorful buildings with many windows. A white building has the word 'SKAGEN' on its facade, and a yellow building has 'GALIONEN' on its facade. A red sign for 'CAP HORN' is visible on a building. The sky is overcast.

copenhagen



# Destination Experience



## Copenhagen

- ❁ The Danish capital is busily turning itself into a dynamic and trendy metropolis, attracting attention with everything from exciting architecture to design, art and shopping.
- ❁ New fashion houses, food temples, trendy boutiques and music venues are popping up all over the city.
- ❁ Copenhagen has everything to offer - high standard hotels, excellent shopping, a friendly population, a safe atmosphere and wonderful sightseeing.
- ❁ The city is vibrating with youthful exuberance while reveling in its fascinating history.
- ❁ Old historical buildings, modern design and dynamic new buildings and boutiques attract trendsetters and design conscious people from all over the world as well as history and art lovers.





# Day 1

## 1. Danish Value System Workshop:

Driven by curiosity about what makes Danes the happiest people in the world, the participants learn about the Danish Value System facilitated by Michael Stig Øberch and Rose Alba Broberg, a couple of experts with a nordic approach.



## 2. Biking tour with Asser Munch:

Asser is an architect by trade and has a background as a teacher at the School of Architecture in Aarhus. However, with his Company beCopenhagen he is an architecture guide too. With a passionate mind and knowledge of the scandinavian architecture he guides the group through historical and modern buildings around the Danish capital.



## 3. Dine with a Dane

After the bicycle tour, Asser welcome the group at his beautiful house in the city centre, leading the participants into a Danish Hyggelig dinner with the typical smørrebrød.





# Day 2

## 1. Architecture tour with Asser Munch

On the second day the group continues their journey starting the day with a tour to appreciate the modern and innovative Danish architecture. Guided by Asser, the group visits the main points of interest like the prestigious 8Tallet and VM Mountain, designed by the world famous Bjarke Ingels Group.

## 2. Visit at DR- Danish Broadcasting Corporation

The HR directors of DR have driven the group to explore the workspaces and television studios by explaining the importance of the common spaces at work and how a flat structure helps the relationship between managers.

## 3. Visit at KEA Copenhagen School of Design and Technology

At KEA the group has the opportunity to meet teachers and students and learn about what drives young minds to go into design and which are the innovative ideas they are driving forward.

## 4. Visit at 3XN Architects

The Head of International markets of 3XN will present the company, their works and their passion. They believe that buildings are more than the sum of their parts and constantly seek to achieve a synthesis of design, function and context. Their buildings always seek to combine beauty and meaning by putting people at the center of design.





# Day 3

## Sustainability tours

### 1. ARC Amager Resource Center

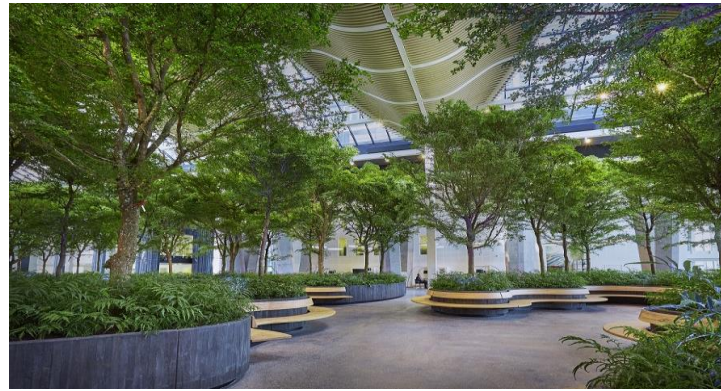
Amager Resource Center, ARC, aims to contribute to a healthy, clean and attractive city. The group will learn how ARC can resource waste providing recycled materials, electricity and heating to the residents in the city.

### 2. Crowne Plaza Copenhagen Towers

The hotel just outside the city centre use all the energy it needs from renewable sources. The participants have a guided tour of the hotel learning that it is possible to think of a new way of managing hotels without wasting water and energy and enjoy the relaxing spaces feeling the presence of thousands of trees and plants all around the lobby.

### 3. GoGreen Copenhagen

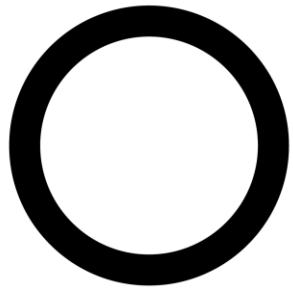
GoGreen is an association of all responsible companies in Denmark that put environmental and social responsibility at the bottom line. The group will discover a neighbourhood where a community has been built around sustainability as a natural part of everyday life.



# Ovation Denmark

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