

# Bretz

## 3 days of design

Press Release

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True Characters



# Sensorium

## **Enter Softness & grow wild**

With Sensorium, Bretz presented an immersive experiential world at 3daysofdesign that could be explored through all the senses. Inspired by the idea of an inner garden, the installation created a space that opened perception and gently faded everyday life into the background for a moment.

Amid lush forms, shifting colors, delicate fragrances, and atmospheric sounds, a sensual environment emerged in which furniture could not only be observed, but truly felt and experienced. The installation invited visitors to slow down, let their gaze wander, and fully immerse themselves in a world where design, emotion, and imagination seamlessly merge.

## Sensorium: Seeing, Hearing, Feeling

Sensorium became far more than a traditional exhibition or product presentation; it evolved into a sensory experience that brought the idea of Bretz True Characters to life in a unique and tangible way. These pieces of furniture are not meant merely to be viewed or owned, but to be experienced. They create space for personality, emotion, and imagination, inviting people to let go rather than simply take a seat.

During an exclusive press event featuring sound bathing and breathwork, a moment of conscious slowing down unfolded. Participants left the demands of everyday life behind, found a sense of calm, and immersed themselves in the interplay of space, body, and sofa. It was in this setting that Bretz sofas revealed their unique strength: as soft, expressive, and at the same time protective foundations for inner journeys, daydreams, and a design experience that engages all the senses.





## A Green State of Mind

Green became the sensory heartbeat of the installation—a color that embodies nature, renewal, and tranquility. In its many shades, it told a story of freshness, vitality, and inner balance, weaving like a delicate thread throughout the entire experience: from the lush plant arrangements and the furniture fabrics to the fragrance, the carefully curated bites, and the signature matcha drink.

Within this setting, the Teratai sofa upholstered in Rainforest, a rich and expressive green, and Cloud 7 in Salvia, a soft, subtly grey-green tone with quiet elegance, took center stage. Immersed in this layered world of color, the furniture became part of a living spatial composition where organic forms, natural materials, and finely tuned nuances blurred the boundaries between interior design and nature.



## Nordic Calm, Bretz Fever

The highlight and centerpiece of the exhibition was the Tharuun sofa upholstered in the new Fluffy Rhapsody fabric—a tribute to Scandinavian textile tradition, reinterpreted through Bretz’s unmistakable design language: expressive, colorful, and full of personality. Crafted from 100% wool, the fabric combines natural quality with an almost playful sense of sensuality.

Fluffy Rhapsody transforms Tharuun into a true character within the space—soft, present, and emotionally inviting. The sofa evokes the feeling of an oversized plush toy without losing its design clarity. It feels protective, brings instant joy, and awakens the desire to come closer, touch it, stroke it, and sink into its embrace.



## A Place to Linger

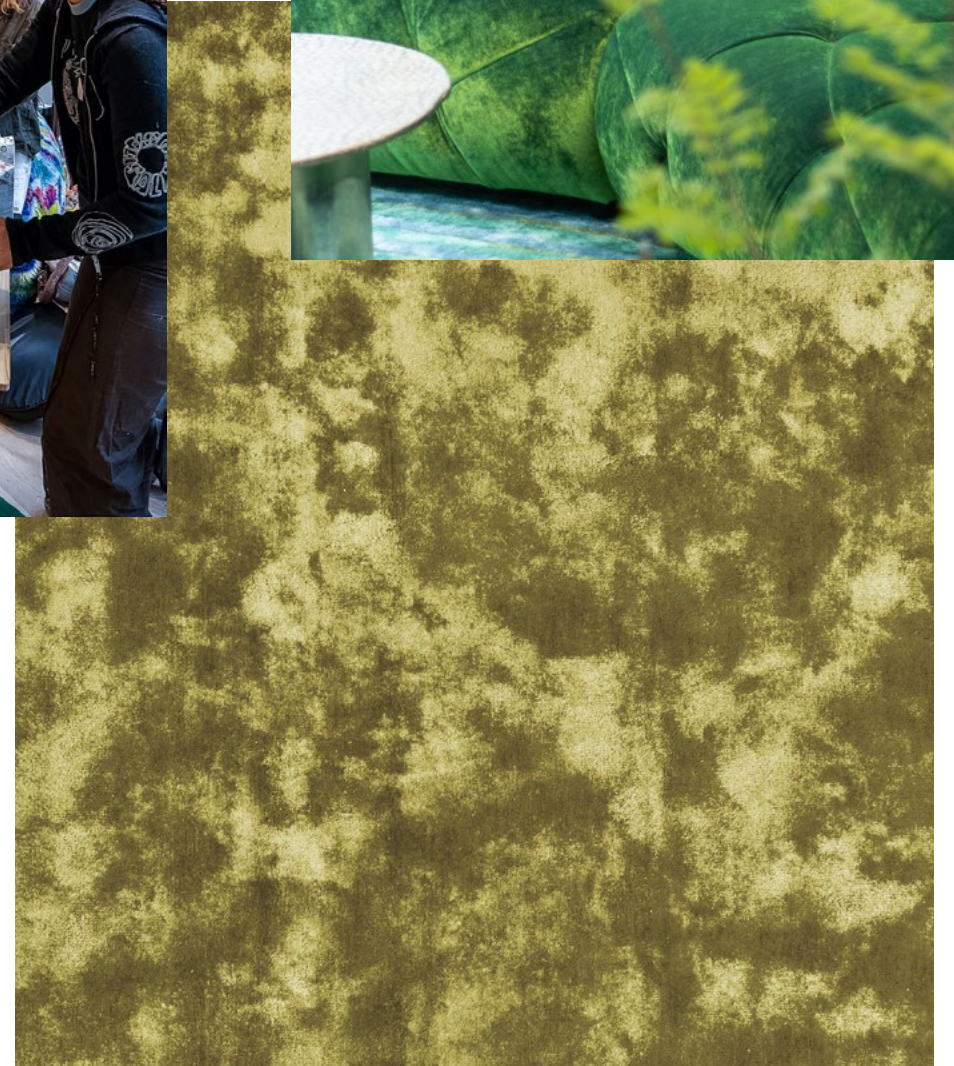
During 3daysofdesign, the Bretz showroom in Copenhagen became a sensory space of resonance between Scandinavian clarity and Bretz's signature expressiveness. Sensorium demonstrated just how naturally Bretz fits within this context.

Natural materials and a calm, atmospheric setting met bold colors, generous volumes, and emotionally driven design.

Bretz shows that there is also room within the Scandinavian design landscape for color, volume, and design that refuses to fade into the background. For furniture with character—pieces that do not need to be loud to make a statement, but that have the confidence to be different.



**Bretz**



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