



'Design starts on Paper': Porsche community meets creative scene in Copenhagen

18/06/2026 As part of the '3daysofdesign' festival, a small island in the heart of Copenhagen's harbour known as Paper Island became the stage for an extraordinary project uniting architecture, interior design and automotive culture in a distinctive way. 'Design starts on Paper' was an exhibition that deliberately placed people, creativity and the analogue design process at its centre.

The initiators – architect Nicolai Richter-Friis, Creative Director Markus Schiffer and Art Director Tom Gädtke – are connected not only by their love of design, but also by their shared roots in the international Porsche community. Conversations, road trips and personal encounters led them to the idea of creating a space where the worlds of architecture, interior design and Porsche culture would naturally converge.

"Outstanding design and Porsche share the same fundamental values: clarity, proportion, craftsmanship, materiality and timeless relevance," says Gädtke. "These are qualities that outlast trends

and resonate emotionally with people.”

Paper Island as a creative hub

Together with partners Hem, Baux, Blond, Aarke, The New Era Magazine and Porsche Denmark, an exhibition took shape on Paper Island – a former industrial site and paper warehouse – that turned this shared mindset into something tangible. Product innovations, design installations and inspiring conversations defined the exchange among the creatives, entrepreneurs and automotive enthusiasts who visited.

Over the course of three days, some 3,000 guests from far and wide visited ‘Design starts on Paper’, before a truly atmospheric gathering of Porsche enthusiasts took place in the Danish capital on the final day.

What was originally planned as a community meet-up evolved into a powerful expression of enthusiasm and connection within the brand. More than 60 Porsche cars from across Europe transformed the waterfront into a captivating display of iconic automotive design and contemporary architecture.

Design as a unifying force

Amid historic cars, current models and personal encounters, it became evident what defines the Porsche community worldwide: a shared passion for exceptional design, a spirit of exchange and the ability to connect people across borders.

“The format demonstrated how closely Porsche’s values are linked to those of the international design and architecture scene,” continues Gädtke. “The event was not just an exhibition, but a living testament to the fact that the strongest ideas and communities emerge where people come together around a shared passion.”

Or, as the exhibition’s guiding principle puts it: great ideas do not begin with data or algorithms. They begin with a line. On paper.

Plans are under way for ‘Design starts on Paper’ to return to ‘3daysofdesign’ in 2027 – with an expanded programme and even more intersections between design, architecture and Porsche culture.

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