

Mazo unveils exhibition: *I CON TEMP*

Mazo launches the exhibition, *I CON TEMP*, during this year's 3DaysOfDesign. From June 6th to October 1st, Mazo will transform their new showroom into a temporary exhibition, located at Dronningens Tværgade 50, 1302 Copenhagen.

I CON TEMP presents a unique opportunity to delve into Mazo's timeless icons that sketch the future. The exhibition focuses on these icons here and now, highlighting their influence by emphasizing their design and furniture in their unique form. The concept aims to shift the focus from individual choices and personal preferences to instead giving space to the form and allowing the strong classic icons to speak for themselves. A particularly exciting highlight this year is Mazo's brand new launch MOD Shelving System in oak and aluminum! This design innovation will be at the center of the exhibition, and Mazo looks forward to sharing the details behind this creative product.

The heart of the exhibition lies in Mazo's new showroom, located within the iconic architecture of Dronningegården from 1958. Designed by the renowned architect and professor Kay Otto Fisker, this construction and architecture serve as a symbolic bridge between tradition and modernity, expressing international functionalism at its finest.



With Mazo's new showroom, it was entirely relevant to look to the surroundings and be inspired by them in creating *I CON TEMP*. The functionalist and almost formalistic approach inherent in this concept aims to purify, cut, and analyze forms, allowing the structure to speak for itself without decoration. This results in an airy aesthetic that highlights the purity of form, creating an environment ripe for contemplation and discovery.

With a sharp focus on clear form and a minimalist approach, *I CON TEMP* showcases a fusion of iconic designs and artworks carefully curated by Anja Soussan within a contemporary framework. The space is meticulously arranged to make it as easy as possible to explore the design and art, allowing visitors to connect with the shapes and lines that resonate with them, or the icons that echo their individuality.

Mazo's exhibition, curated by artistic entrepreneur and Art Director Julie Ellegaard, opens up for reflection by encouraging visitors to observe and slow down while enjoying the atmosphere of the inviting and comfortable surroundings. Visitors can take a break in the midst of busy design days with a cup of coffee from the pop-up café in the showroom and relax in the furniture that is part of the exhibition.



About Mazo

Mazo is a renowned Danish design brand that made its debut in 2019 with an impressive collection of furniture and lighting. Since then, the company has experienced growth and is now available globally. Mazo has the privileged opportunity to collaborate with designs from architects and designers spanning from the 1930s to the present day. Drawing inspiration from historical periods, they strive to create innovative designs that blend past experiences with contemporary needs. Mazo's dedication transcends fleeting trends; it involves a thorough exploration of every curve, material, and angle, ensuring that their products are not only visually appealing but also durable, timeless, and functional.

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