

HOME FURNISHINGS

60 years of design guide Christmas delivery from Royal Copenhagen

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Set at the brand's Copenhagen flagship store, the five projects are presented within their own spaces. Image credit: Royal Copenhagen

By ZACH JAMES

Danish porcelain maker Royal Copenhagen is collaborating with creatives from its homeland to present several takes on the gift-giving season.

For this year's edition of the long-running Christmas Tables initiative, now in its 60th year, the maison is enlisting six influential Danish creatives spanning multiple industries to express a sense of holiday spirit. Under the overarching theme of "Eras," each table represents a different period in one's life.

"Marketers in the luxury space are cognizant of the impact the season has on their consumers when promoting holiday traditions," said Rebecca Miller, founder and CEO of [ARTful Communication](#), New York.

"Royal Copenhagen's products are versatile in design and could easily be used to celebrate other religions and cultural traditions," Ms. Miller said. "Their historical passion for blue provides a perfect platform to extend to other cultural celebrations.

"While most of the world acknowledges Christmas as a traditional holiday, given the diversity of artistic talent selected every year, it would be nice to honor additional cultures."

Familial ties

Works from visionaries across Denmark's fashion, music, film, design and art scenes are featured within the activation.

Set at the brand's Copenhagen flagship store, the five projects are presented within their own spaces, bringing to life the holiday experiences of the respective creators. Alongside the physical activation, short films are now published online that spotlight the array.



Ms. Winding's approach is heavily tailored, in stark contrast to multiple other displays. Image credit: Royal Copenhagen

Each of the individuals involved is considered to have had a great impact on Danish culture in the last several decades, adding significance to the lineup.

Singer and actress Alberte Winding's rendition, "A Loving Christmas in Color," uses plates and napkins in cool hues of blue atop a lightly shaded and hand-painted table runner. Green accents such as vases, candles and succulents add warmth, serving as centerpieces.

The presentation is said to be inspired by her Christmas Eve dinners with friends, and past family holiday feasts. Meanwhile, other purple and coral dishes harken back to the performer's childhood in the 1960s and 1970s.

Rock musician Jesper Binzer has a more laid-back and softened take on the season, revealing a take on potluck dinners, a signature tradition of Scandinavian gatherings.

Mr. Binzer presents his take on the Christmas Table

Glasses, bottles, plates and decor are staged in a purposely imperfect manner for the arrangement.

"Christmas is gentle, and it softens us, even though everything surrounding the holiday is often one big rush," said Mr. Binzer, in a statement.

"That's why we should set aside the material aspects of the holiday and make more room for emotions, togetherness, and compassion for others," he said. "We need to make room for diversity and dare to embrace each other's expectations and differences."

In a similar activation, Barbara Potts and Cathrine Saks, designers and founders of Danish fashion brand Saks Potts, focus on the day after the festivities, once all guests have dispersed.

Lit by candles, a small table packed with various pieces of porcelain and glass invokes a more intimate vibe than the other collaborators' work, as they focus on larger gatherings. While no decade is stated as direct inspiration, the more modern-looking glassware indicates a contemporary influence.



Intimacy is a core tenant of Ms. Saks and Ms. Pott's presentation. Image credit: Royal Copenhagen

The duo dedicate their take on the Christmas Table to early mornings with their children and dinners with their spouses.

Tableware including plates, pitchers, dishes and decor from each of the displays is available now on the porcelain maker's website. The in-person activation, which opened on Nov. 18, will run through Dec. 23.

Fresh perspectives

The final two Christmas Tables are from creatives who have worked with Royal Copenhagen in the past, their partnership stretching back even to the mid-1980s.

Internationally recognized abstract ceramics and textile artist Linn Utzon is the longest-tenured collaborator of the pack, returning this year to present a more upscale and out-there take on the gift-giving season from her previous selection nearly 40 years ago. Unlike the rest of her contemporaries, Ms. Utzon provides the majority of the porcelain products herself for the display none of her creations have been put into production or are available for purchase.

Ms. Utzon brings her wealth of experience back to Royal Copenhagen's holiday tradition

All beset with a dark blue and white polka-dot-like pattern, Ms. Utzon describes the activation as going "all out" for Christmas, presenting her creations on a large surface.

Having celebrated the holiday across the globe throughout her long career, the artist is familiar with many different traditions, melding them together and mixing in the Danish custom of Advent. This practice is present in Swiss Air's latest marketing endeavor, which sees multiple events coming day after day during December, similar to a holiday calendar ([see story](#)).

"Christmas is wonderful, and it means the world to me to be in Denmark in December," said Ms. Utzon, in a statement.

"I love the Danish Christmas with all the familiar traditions of my childhood, and it is such a lovely occasion to gather friends and family from near and far."



Ms. Kjldgrd-Larsen's tableware is available on the porcelain maker's website. Image credit: Royal Copenhagen

Designer Karen Kjldgrd-Larsen created the final table, taking a much different approach from Ms. Utzon but leaning into intimacy like Saks Potts' outing.

Rarely seeing visitors outside of the her family, a minimalistic look nods to how Ms. Kjldgrd-Larsen spends her Christmases. As the holiday is generally observed solely with her husband and three children, five seats are staged at the table.

The designer says the display "plays with traditions," not drawing upon large gatherings or traditional colors. Decor is limited to necessities like plates and glasses.

Though the arrangement is a modern pivot from classically European celebrations of Christmas, Ms. Kjldgrd-Larsen's simplified staging aligns well with year-round Scandinavian design concepts, something that many in luxury are embracing as of late ([see story](#)).

Royal Copenhagen presents Ms. Kjldgrd-Larsen's take on the Christmas Table tradition

"The Christmas Tables will appeal to luxury consumers who enjoy a diverse set of family and friends, traditions, and creative expression," said Ms. Miller.

"The tables are a nice blend of settings ranging from a calming, blanc de blanc setting showcasing a burst of red to an eclectic assortment of collectibles that serve to initiate broad conversational exchanges to very intimate personal sharing around the

creative's dinnerware designs," she said. "The table displays are designed in a meaningful way intended to bring people together over a celebratory meal further contributing to their Danish culture."

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