

## 2025 Theme — KEEP IT REAL

Our KEEP IT REAL theme for 2025 honours individual expression and experiences, echoing our deep desire for a world that's more caring, inclusive, and conscious. It's a call to action to be true to your own vision. A celebration of one-of-a-kind originals.

With the introduction of every new theme, we introduce a new visual. This year, it was designed by Swedish graphic artist Andreas Samuelsson. For our KEEP IT REAL visual identity, Samuelsson has created a striking image of fluid, organic shapes amidst curvaceous negative space punctuated with colour. Capturing the intangible inner landscape of the soul, in an expression that's open to interpretation.

## Q&A with Andreas Samuelsson

### How does the 3daysofdesign 2025 theme KEEP IT REAL resonate with you?

I'm excited to participate in 3daysofdesign 2025 with the theme KEEP IT REAL. It feels like a refined reflection of my evolution as a designer. The humanity that has shaped me over time is central to where I am now, and it's incredibly fulfilling that the festival has embraced this theme. It makes me very happy to be part of it.

Finding your own artistic expression is a long and evolving process. It takes time and self-reflection. For me, artistry is about being able to observe shapes and details over time, then distilling them into something that feels personal and authentic to who I am as a person. It's about staying true to my core and maintaining that identity throughout the design process.

### How do you stay true to your personal creative expression when you work on your designs?

The thrill of a blank piece of paper lies in the freedom to fill it with a simple, visual idea that feels right in the moment. It's a space where I can introduce my personal touch and create something unique. That initial blank canvas is where I want to be—it's where my ideas come to life and evolve into a design that reflects my feeling at that specific moment.

Staying connected to your humanity is essential because it's what makes you a unique creator. Your individual perspective, the way you feel about something, and your life experiences infuse your work with a deeper, more meaningful quality. Your personal story is what makes your designs stand out. As technology continues to evolve, I believe it's important to preserve this human essence, and I hope that it remains central to design in the future, even as we incorporate modern tools.

### What will be important for future designers?

I believe the future of design will be shaped by artists who can express the small, human details of life—those who capture what it truly means to be human, both now and in the future. Future designers will need to have the sensitivity to see and communicate these subtleties in their work.

My advice to future creators would be to be honest with themselves, to look at their work and feel that it truly represents what they want to express. It's about repetition, honing your voice, and trusting that over time, you'll find your unique expression. In today's fast-paced world, I would also encourage them to disconnect from the noise, embrace simplicity, and create from a place of authenticity, without being overly influenced by others.

### The city of Copenhagen sets the stage for 3daysofdesign. In your experience, how would you describe the atmosphere here?

Copenhagen strikes me as a city that is always one step ahead, yet somehow manages to preserve its history. The balance between embracing new trends and respecting the heritage of design is fascinating. It's a place where you can draw inspiration from both the past and the present, and that dynamic is what excites me. Being able to move between these two spaces is where I want to be—finding a way to integrate both.