
[Imagine Danish Design \[1\]](#)

Style is all about expressing your personality. Danish design products are the essence of high quality, creativity, simplicity and comfort. IMAGINATION is your chance to enjoy world-renowned Danish design icons up close. Take pleasure in beautiful and timeless pieces and give us your own idea on a great design.

Danish design in focus

Treat your eyes with our focus on Danish fashion and design at St Katharine Docks! We'll be presenting a palette of unique Danish brands which showcase the Danish way of designing for life. A number of Danish designers are well-known throughout the world, such as Arne Jacobsen, Hans Wegner and Børge Mogensen. But here you'll also have the chance to see up-and-coming brands and their wonderful creations.

Danish jewels

The Danish jewellery company Pandora will exclusively display their beautiful new summer collection at IMAGINATION, so come and be inspired and maybe find a present for a loved one.

Sleek simplicity

Denmark has become synonymous with simplistic, sleek lines, high functionality and new ways of thinking about design. At St Katharine Docks, you will have the unique opportunity to experience replicas of Stratford's stadiums built from LEGO bricks, together with a 22-foot LEGO wind turbine - the world's tallest!

LEGO buildings at IMAGINATION

LEGO bricks are known and loved by children and adults throughout the world, thanks to its ingenious simplicity and the endless imaginative possibilities. The LEGO bricks have been named Toy of the Century by the Association of British Toy Dealers and Fortune Magazine in the US.

Danish living

A real Danish houseboat, designed and built with a strong focus on sustainable solutions, will be moored at St Katharine Docks during IMAGINATION. Several Danish design brands will be represented onboard. More than just a houseboat it represents Urdamonia - an urban project that advocates use of the world's urban waterways in architecture and the creation of sustainable urban environments.

Danish holiday cottage in London!

At the IMAGINATION courtyard, you will have the opportunity to see and feel the atmosphere inside a real [Danish holiday cottage](#) [2], transported from Denmark to showcase a true Danish feeling of vacation and cosiness.

Official Denmark wear

Come and see the official outfits designed by JACK & JONES and VERO MODA for the Danish athletes. The Danish fashion company BESTSELLER has collaborated with Danish athletes to create a wide collection including casual wear, red and white Denmark wear, reception wear and opening ceremony wear.

