

# Connect

An insight into CPH

## Girlpower

Meet the 3 cool women fronting this summer's big #LookLab campaign

**CONTENT:** Behind the campaign – learn more about how CPH chooses influencers | Gin & Tonic galore – The Bird has opened in Terminal 2 | Denmark's most artistic playground builders have created a new destination in the terminals | Art in tile-form – meet the artistic duo behind Arttiles | Specially designed furniture and exclusive materials make up the core of Terminal 2's new eating area

September | 2018

## Connect

Connect is published four times yearly by Copenhagen Airport for employees and concessionaires/ tenants of stores and eateries in CPH. Connect writes about new trends in retail and travel retail and focuses on overall development of the airport. In addition, Connect also gives readers insight into everyday life in CPH: the dedicated employees, the happy travelers, and everything surprising and innovative that takes place daily in Denmark's biggest workplace.

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## Dear reader

I hope you have had a wonderful summer and enjoyed the many hot days and light nights. Here in the airport, it was a summer of 'full speed ahead' in many ways. Both regarding our many holidaying guests on their way out into the world, and of course regarding work on the new extension in T2. Several of the units have already opened, and the rest will be opening soon. The new eating area, playground, and smoking area are popular; and I am happy to see that everything we have been working on for so long is nearing completion. A great many departments in CPH have been involved in the project, and I'm sure I can say on behalf of all of us that we are immensely proud of this project. Therefore, you can read much more about the building extension and the ideas behind it here in this magazine. For instance, we spoke with the women behind Arttiles, who have created the many hand-painted tiles adorning the eating area's furniture, Marianne Fryland, who designed the entire eating area, and Ole Barslund, who is behind Monstrum and is one of Denmark's most artistic playground builders.

In this issue, you can also meet Mette Marie Lei Lange, Sus Wilkins, and Cathrine Wichmand. Together they are the energetic trio in CPH's latest campaign film for TAX FREE's new universe, #LookLab. Using influencers as spokespersons gives CPH credibility, and in this issue you can learn much more about how we select our front figures.

I hope you will give it a read,

A handwritten signature in black ink, appearing to read 'Peter Krogsgaard', written in a cursive style.

**Peter Krogsgaard**

Chief Commercial Officer, CPH



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# A touch of streetlife

Inspired by Copenhagen food markets, the new eating area in Terminal 2 is designed using exclusive materials and lots of shapes and colors. Connect provides insight here into the thoughts and ideas behind the interior decoration of this new space.





The tile covered furniture spanning 11 meters was designed exclusively for Copenhagen Airport and decorated by the artist duo Arttiles. Learn more about the storytelling tiles and the women behind the project in this issue.

The new eating area is decorated with plenty of green plants – something that travelers have asked for in CPH's user surveys.



→ For several years, a dedicated team in CPH worked to make Terminal 2's new eating area into what it is today: a vibrant, welcoming and living area with lots of colors, materials and graphic art. A place where much of the furniture was designed exclusively for the airport, produced by local artisans using high quality materials. The concrete floor is thus cast with crushed stone from a quarry on the other side of The Sound, the tiles are hand-painted by the two entrepreneurial women behind the design-kommune Arttiles in Vesterbro, and several pieces of furniture are made by cabinet makers using exclusive Douglas fir from large tree trunks grown in Danish state forests in north Zealand. Right from the beginning there have been great ambitions for the new area, explains Juan Christian Ploug, Senior Project Manager from Commercial Construction Projects in CPH, who has been anchorman for the interior design of the new space.

"We could have bought tables and chairs from countless places, but we took great pains because we wanted to create our own identity in this area. So we emphasized narrative and personification elements very much because they contribute to giving a 'sense of place'. We didn't want to plagiarize other places 1:1, but rather to create an entirely new experience for our guests," he explains.

The whole new area project didn't emerge out of the blue, but reflects thorough user surveys and focus groups, he points out.

## Behind the furniture

Dynamo Studio has designed all the specially manufactured furniture and lamps and has had them produced at Jakon, one of Denmark's biggest artisan firms. Arttiles has provided the hand-painted tiles for the furniture, while chairs and barstools are finished products from Engelbrecht and 8000c.



## Wear and tear is fine

Exclusive and exquisite materials are to be found everywhere in the eating area, but, at the same time, these are materials that can take a great deal of wear and tear, explains Marianne Fryland.

“Nothing has been left to chance; there is no ‘rail merchandise’. We have pulled out all the stops regarding the materials, which will be time-worn with elegance – in fact, the wear and tear effect is intentional. Over time, brass, for instance, will wear through where elbows are rested or hands have gripped. In this way, over time the furniture will remind you of the many other travelers who started their adventure in this very spot,” she explains.

“Right from the beginning, we have been fully aware of what we wanted. Our guests have wanted a place where they could sit together but not necessarily eat the same food. A food market like Reffen and Torvehallerne, but on our own terms. It is in this spirit we have built up our concept. Both regarding selection of food and the interior design. At the same time, we have had a fantastic collaboration with the sales department in CPH, and we have furthered their concept of ‘local heroes’ in relation to producers and choices of materials.”

### Far more comfort

One thing, though, that isn’t appropriate in the airport is the Copenhagen food markets’ very rustic furniture. And even though CPH has been inspired by the raw look, it is a more upscale version that has taken form in Terminal 2.

“Clearly, we must have more style and comfort out here. We can’t have our guests sitting on rough, unplanned wood and other furniture that is more or less knocked together using diverse materials. Our guests rightly expect a high standard of user-friendliness from an institution such as ours,” he explains.

Therefore, in the early stages, the airport began a collaboration with interior design architect Marianne Fryland from Dynamo Studio. As a catalyst for the entire creative process, she – in cooperation with CPH – has been at the forefront of designing the furniture, selecting materials and elements, and ensuring that the many cafés and restaurants are

joined together harmonically despite the diverging styles of the brands. A challenge that caused a few problems to begin with, she admits.

“To begin with I imagined that the seating area should be more subtle, because I was concerned that CPH would think that there would be too much noise if we pulled out all the stops. However, that was luckily not the case. They wanted a very expressive area with an overall playful and inspiring feel. So we ‘turned up’ all the elements that unified the restaurants. The whole eating area is full of color and ambience strengthening the vibrant atmosphere,” he says, and continues:

“Of course it was unsettling to have miscalculated the expression initially, but, at the same time, it is an important part of the story in my view. It says a great deal about the airport being a different place than previously, and this is cemented, I believe, by the new area: CPH wants to be innovative and really wants to build a vibrant airport.”

### Room for the youngest

The overall goal is that this area, due to its carefully orchestrated brand-mix and accommodating interior decoration, will attract a very particular target group, explains Juan Christian Ploug.

“The group of young travelers is growing, but they don’t spend much money out here. We want to change that. Therefore, we have spent a lot of time curating a number of brands that we know will attract young people. At the same time,

experience has shown us that the Copenhagen food markets have succeeded in drawing this group to them, so we expect a lot from this area,” he says, adding that there is another – somewhat overlooked – group of guests in the terminals who also have been included in the new area’s design.

“It has been crucial for us to include children. For many years, we haven’t had any attractive offers for the youngest passengers, and now, in connection with these renovations, we have created a fantastic playground in collaboration with Monstrum, and we expect a lot from this.”

Only a few weeks after the opening, this is already one of the places in the airport where most photos are taken, he points out.

“We are absolutely certain that the playground will be a destination in itself. We have attempted to tell our story as an airport at a child’s level, and I believe we have succeeded extremely well. I am, in general, very proud of this area we have created in collaboration with rising stars and more experienced people. Already, the sales figures show us that our guests have accepted the area; and this is definitely the way to go if, going forward, we are to provide experiences to match the offers outside the airport. In the final analysis, it contributes to ensuring that passengers choose to spend money here rather than outside our walls.”

# New playground on course for new adventures

The airport's youngest guests now have a new area just for themselves, an area a bit out of the ordinary. A playground that draws on the magic of theater, giving children an opportunity to put on a captain's hat or control the many aircraft from a miniature control tower.

With a view of the real aircraft through the large panorama windows, the airport's new playground invites the youngest guests to sit in the cockpit themselves. With three light sport aircraft, a control tower and a baggage trolley, the scene is set to head for exotic adventures... until the gate opens and the real-world journey continues. This is basically the idea behind the playground, which the award winning Danish firm Monstrum has designed. If you have children, perhaps you will recognize the design from several of the Copenhagen playgrounds that Monstrum, since 2003, has built, using a somewhat different approach than others in the playground branch. The two owners, Ole Barslund and Christian Jensen, met each other while constructing scenery for Danish theaters. And it is precisely a bit of theater magic they have taken with them to Monstrum. Here, visual and narrative elements play just as big a role as swings

and slides. Why play on a climbing frame when you can play in a moon rocket, a submarine or a huge snail shell?

"We brought theatre stage design to Monstrum, where there is a story in the elements and a concealed functionality. It is essential for us that there is an appeal to both the head and the stomach, something that triggers the imagination," explains Ole Barslund, adding that we have a tendency to forget that children are 'real' people, as he puts it. They are just a bit smaller than us, he adds.

"They aren't blind, and they want something that is attractive and makes sense. Something to kick-start the playing and to draw them into the playground in a different way than their kindergarten playground does. "

At the same time, the two owners are fully aware of the fact that up to half of all visitors on a playground are adults. And even though children are primarily the ones exploring the play worlds, it

is well worth involving parents in the process.

"If the adults think it is an attractive set up and the playground makes sense to them, we already have half the people involved, the half which to a certain extent is most difficult to impress."

## Playing begins at home

There was never any doubt that the focal point of the airport's new playground should be airplanes. Nevertheless, the final design wasn't obvious, he explains.

"We always try to focus on an experience for people coming to one of our playgrounds. In so doing, the visual aspect gives families something to talk about and is thus a snapshot of reality in which a little story is embedded. What is special in an airport is that there is a massive flow in a relatively limited space, so we have made the playground very compact and aimed it specifically at the youngest children up to four or five years of age. We have deliberately excluded all play elements with room for only one child at a time and focused much more on the experience and adventure of flying and traveling," he explains.

In this way, the playground becomes an active reference point in the airport instead of a neutral playroom, he emphasizes.

"Our ambition was to create an identity-forging symbol for the area, so both children and adults talk about 'meeting over at the planes'. That's much more fun than saying 'meet you on the playground'. Because this gives children an enticing rush in their stomach long before they are actually speeding down the slide from the control tower or sitting high up in an airplane with a view over the runways. In this way, playing begins at home. So you're already a captain."

1. From the playground there is a compelling view over the real runways, which thus function as a set design for playing.

2. From pilot to baggage handler. All processes can be controlled at children's level.



1



2

## High standards for materials

All playground elements are designed and produced at Monstrum's workshop in Brøndby. The firm consists at the moment of 36 builders, designers and architects; and today Monstrum exports playgrounds to a great many countries all over the world. As with the high visual standard, Monstrum demands high standards for materials. Therefore, all Monstrum's play equipment is built of environmentally friendly, PEFC-certified, totally impregnated Nordic fir, FSC-certified okoume plywood and robinia from sustainably grown European forests.

## Shower of awards

Since the beginning of 2003, the world has been discovering the qualities of Monstrum's playgrounds, which so far has resulted in 11 national and international awards, among which are the prestigious Reddot Award and the International Design Award in 2017 for the Chunga playground in Odense Zoo.

# The airport's

Hundreds of unique, handmade tiles adorn the furniture in Terminal 2's new eating area. Trine Galschiøt and Anette Nørmark are the artists behind these storytelling squares, Arttiles, which, inspired by the southern European tile tradition, creates art in tile form, art to kick start conversations.

As visual artists with a love of painting they began painting pictures of tiles after - independently of each other and after separate stays - in southern Europe - becoming fascinated by them. But even though their customers thought the paintings were beautiful, they preferred having 'the real deal', as Trine Galschiøt explains.

"We sold a few, but people were asking for the real tiles. To begin with we refused: we knew nothing about making tiles, but after a couple of exhibitions where people repeatedly asked for real tiles, we began paying attention. In a way, then, you could say this niche found us - and not the other way round."

A church tower here, a manhole cover there, and a tiny sparrow warming itself on a windowsill. Mosaics of intricate and colourful tiles rich in stories have found their way to Terminal 2's new eating area, where they decorate walls, chairs and tables, inviting dining guests to explore the offbeat universe of complex themes, intricate forms and playful variations of everyday items. Each tile is unique and handmade by Anette Nørmark and Trine Galschiøt, the artist duo behind the fast-growing Danish firm Arttiles. Since

2010, these two women have created handmade design-tiles in their Vesterbro studio, tiles that now adorn restaurants, cafés, private kitchens and bathrooms - and now the airport's newest building too. The inspiration comes from the southern European tile tradition, where glazed tiles have been used for centuries as decorative interior climate regulating elements on all kinds of surfaces. Earning their living from the ceramic tile tradition wasn't in the cards when the artists met at the beginning of the 00's.

## They make rooms talk

The greatest challenge, of course, was that neither of them knew anything about glazed tile production.

"We were often told by people in this field that what we wanted to do couldn't be done, and that, instead, we should find a factory abroad to take care of the technical end. But we didn't want to do this. We wanted to be involved in the entire process, from the germ of an

idea to the completed tile. In fact, it was probably a very good thing that we knew nothing about tiles, because if we had we would quite certainly have given up ahead of time," explains Anette Nørmark, and points out that several years went by until they had developed the perfect technique based on serigraphy, in which a theme is transferred to a tile with the help of a light sensitive liquid.

Right from the beginning, our concept has been that a customer can mix and match the tiles so that each individual surface is personal and visually evocative for precisely him/her. For this reason, Arttiles's catch phrase/motto is 'We make rooms talk'. Because that is actually what they do: kick start conversations by inviting the viewer to explore the tiles and compose their own stories based on the various themes.

## Copenhagen on tiles

In cooperation with the airport, we chose the general theme 'Copenhagen'.



new

This is why, for example, you can see familiar spires and towers that characterize the Copenhagen skyline, but there are many more – and subtler – references, Trine Galschiøt points out.

“The manhole covers you don’t always notice are a good example of everyday detail from the streets of Copenhagen. It is the small, narrative elements that enable a person to combine these elements into her own unique story; and no two tiles are identical. This aspect of continually being able to discover new stories in our universe has been important for us.”

At the same time, the themes also reflect the Copenhagen food culture. Fish, knives and forks, sliced citrus fruit and shattered plates remind you of what the eating area is fundamentally about: eating together in common with others from the surrounding cafés, each with its own expression and service.

“Personally, I love the tables most, I think. It looks like the tables are set and you’re all sitting there with your own takeaways at these finely set tables,” says Trine Galschiøt, while Anette Nørmark points at ‘the windows’ on the 11-meter long furniture wall as her favourite.

“The idea is that this is your first look at Copenhagen. When you look out of the real window, you see the apron and the airport, but if you look the other way, it is as if you can already see the city.”

### Farewell to the tiles

They say that this work for the airport was a ‘dream job’, and they don’t mind admitting that it is also their biggest project so far.

“It was so cool being able to spread out and make something bigger. It has meant a lot to us both personally and professionally; and I have to admit that I shed a tear when I saw the furniture in the terminal,” says Anette Nørmark, who brought her family an hour and a half before their summer vacation departure to study the area more closely.

“Maybe it sounds kind of stupid, but it took me by surprise that there were people sitting there -of course - and that it looked like they were actually enjoying themselves,” she laughs. One of the tiles was a bit dirty so she found a napkin and wiped it clean.

“At that moment, I realized it probably looked weird: me standing there polishing a tile. So I stopped at once and shed a little tear instead. It was, in a way, a sort of farewell. We had spent three months fussing with each and every tile, and now they were finally being used as we had intended. It really gave me goosebumps,” she says, and pauses.

“Imagine if I had come there and didn’t think it was awesome. It would’ve been terrible. But it was fantastic seeing all the tiles in their entirety, and we are more than ready for another building project if we get a chance!”

### About Arttiles

Arttiles are handmade design-tiles created and produced by the Danish graphic artist duo Trine Galschiøt and Anette Nørmark. The two women founded the firm in 2010 on the basis of their common love of art, design and good craftsmanship. Their brand has since become renowned for its untraditional use of colors and graphic form of expression which reinvented the use of tiles as a decorative element in contemporary interior decorating.

### Nothing is left to chance

The biggest piece of furniture that Arttiles has decorated for the airport is the 11-meter long bench, and even though the tiles seem to have been randomly placed this is not at all the case.

“Nothing is random, and the communication between us and the tradesman who set up the tiles was complicated. All the tiles were numbered, and we had drawn detailed sketches of where each tile should be placed. We use a lot of time moving the individual elements around so that the whole thing is perfect. As a matter of fact, the most difficult thing is making it look random. That is what takes time. You have to be able to continue exploring, and we can clearly see when that point is reached,” says Trine Galschiøt.

1. Anette Nørmark and Trine Galschiøt established Arttiles in 2010 on the basis of their common passion for art, design and good craftsmanship.

2. The 11-meter long piece of tiled furniture is the biggest thing Arttiles has produced so far. The themes depict a first meeting with Copenhagen.

3. The technique behind the tiles is based on serigraphy, in which a theme is transferred to a surface with the aid of a light-sensitive liquid.



conversation-starter

# Looking



# for the right

The actress Stephania Potalivo, fashion icon Emma Leth, and musician Hans Phillip from Ukendt Kunstner. For the past two years, CPH has made diligent use of influencers to build credibility and create identity for the airport's brand for specific target groups. This is also the case regarding the summer's major campaign for #LookLab, TAX FREE's new area aimed at young women. Working with influencers gives the airport a unique opportunity to enter into a dialogue with especially young travelers, who are not easily accessible through traditional media. Via the influencers' own channels and communities, CPH gets an extra mouthpiece that is more vibrant and personal than classical marketing, and thus more credible for the receivers, states Marie Løye, Brand Manager for TAX FREE in CPH, who has contributed to making the most recent campaign film. In this film, we meet the two bloggers Mette Marie Lei Lange and Cathrine Wichmand as well as the actress and model Sus Wilkins, all of whom go exploring in #LookLab before continuing on their imaginary 'girl journey'. Whereas Cathrine Wichman and Sus Wilkins appeal mainly to the youngest target group, Mette Marie Lei Lange appeals to the somewhat older group in her capacity as mother of twins.

"The influencers we collaborate with don't necessarily have to be well known. Stephania Potalivo wasn't a familiar face when we began our collaboration. However, they are carefully curated based on an awareness of how well they reach the target group we are interested in contacting," explains Marie Løye.

#### **Thorough preparation**

Before the campaign, CPH created a guide concerning which type of influencers were needed. Among other things, the main figures in the campaign had to be on a level with the target group, smiling, warm and good at making people feel welcome. In collaboration with the bureau that CPH has worked with to produce the campaign, Marie Løye and her colleagues conducted a preliminary screening of possible candidates on the basis of precisely the previously mentioned qualities. Next, the task was to find the right balance of the three main characters and to ensure that the campaign was credible, she explains.

"Combining three extremely different women means we have to evaluate 'the chemistry' between them. Do they know each other already or is there

This summer's major campaign for TAX FREE's new #LookLab-area has received massive publicity on social media, cinemas, and national TV. Fronting the campaign are three doughty women not necessarily familiar to most people, but each of whom have created a unique communication channel, especially to young women. Learn here in Connect how CPH chooses its influencers.

# spokes — person

Inspiration for the campaign film was found in the popular TV series Sex and the City, which describes the lives of four women friends in New York.



something in the past that makes them a bad match? It was essential for the film that they seem like friends, so that feeling of friendship couldn't seem false at all."

The three women were invited to a preliminary meeting where the atmosphere was tested, and even though they didn't know each other at all, there was magic very quickly, says Marie Løye.

### Long nights

The filming itself went well, too, even though there were late nights, she says. It took place at night so passengers were inconvenienced as little as possible. The filming started, then, at 19:30 and took, literally, most of the night.

"The first night of filming was finished at 5:30. It went really well, but it was of course a long night. We listened to loud music and ate lots of snacks and sugar in order to keep going. The next session was finished 'already' at 2:00.

The airport is a funny place to be at that time, but luckily they thought it had been an exciting experience. CPH is a rewarding brand in the sense that it is something everyone can relate to."

The campaign has been online since the beginning of summer, and it has surpassed all expectations, says Marie Løye.

"We can see that communicating through people the target group knows gives us a great deal as a brand. The content is more interesting when the target group knows the sender, and when we hit the mark, well, it all just seems to fit together perfectly. A picture of, for instance, Sus Wilkins quickly establishes interest and creates credibility, whereas we're shooting more from the hip when we don't communicate through influencers."

### Did you know that Den Sorte Skole has made the soundtrack?

"Right from the beginning, our idea was that the sound should be built up of various elements you can find in the TAX FREE store. In other words, we wanted to involve all the senses that are brought to life when you walk through the store. We contacted Den Sorte Skole, who are well known for their experimental music, and fortunately, they were interested in working with us. We sent a basket to their studio containing all sorts of products from out here: bags that crackled, perfume sprays, and champagne with corks that can pop. With this as their point of departure, they composed the beat that would become the sound of the campaign," explains Marie Løye.

## About #LookLab

#LookLab is TAX FREE's new beauty universe focusing on color cosmetics for a young target group, and with experienced personnel in this field. #LookLab is a major initiative from Heinemann and is directly targeted at millennials, which is reflected in a number of digital solutions and personalization elements in the area.

## New brands in #LookLab

### Fragrances

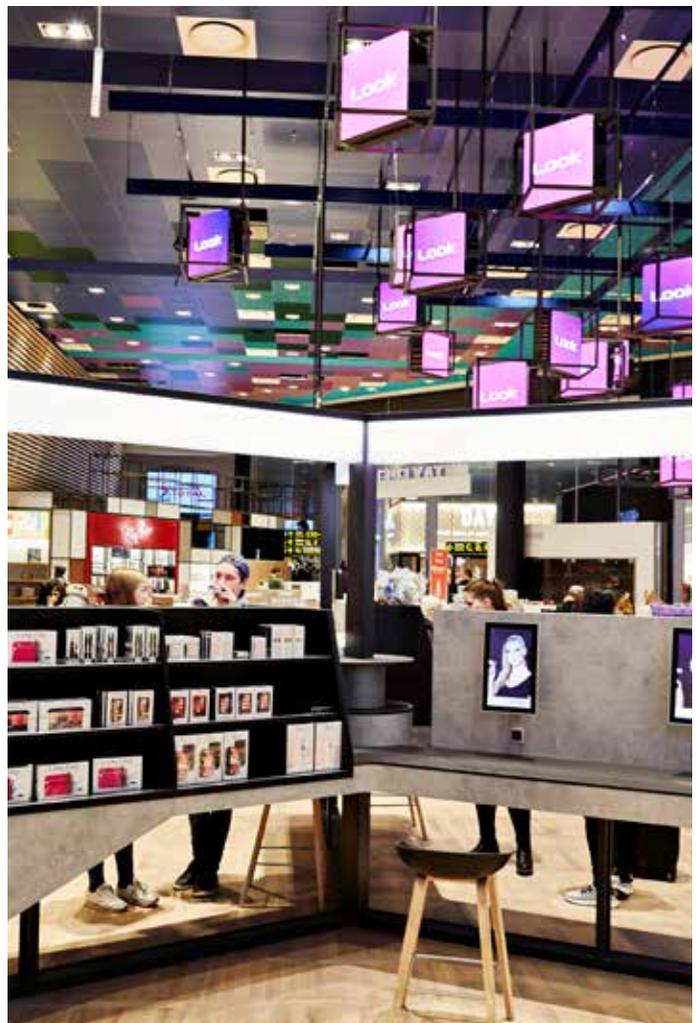
Acqua di Parma / Byredo / Clean Exclusive  
Maison Margiela / Cartier / Bottega

### Make-up

Make Up Forever / Tony Moly / Stila  
Dr. Jart+ / Real Techniques / Backstage Dior  
Bare Minerals / Beauty Blender

### Skin Care

Kocostar



# Meet the 3 women behind the campaign

Learn more about Marie Lei Lange, Cathrine Wichmand and Sus Wilkins when Connect meets the three women for a talk about #LookLab's wonderful and seductive universe.



**Cathrine Wichmand.**  
28-year-old full time blogger at Rockpaperdresses.dk. Previously a radio host on P3, but earns her living today on her blog, which is full of colours, glitter and everyday happiness.

## Cathrine Wichmand

28-year-old blogger and influencer with over 50,000 followers on Instagram

### Why did you agree to collaborate with the airport?

"The airport is a meeting place for most Danes – it is the start of a new adventure, butterflies in your stomach, and excitement. Being allowed to be part of this was an honor I couldn't refuse."

### What is it like being a full time blogger?

"Well, it's a job like so many others. At any rate, in my category and at my 'level', where it is my full time job. There are good days when I land a big campaign; there are days when I sit and do accounts until my back aches; and then there are the days when I get wonderful feedback from kind readers who appreciate my thoughts and writings. It can be a quite varied job! But obviously it can be strenuous knowing that I can only earn as much money as my 'legs can run'. If I am

ill, if I want maternity leave, if something happens to me – I have no income. That is something I think about more and more now. But in the final analysis, I feel that it is an awesome privilege for me to be independent and able to control my tasks and my time – I feel lucky every day on my way to the office."

### How do you feel about being an influencer for the airport?

"There is no doubt that being chosen as a face for the airport is a 'prestige'-job. I'm extremely proud that you want to have me here for a year!"

What do you consider when saying yes or no to a collaboration?

"I have an agent I discuss a lot with. You have to take many things into consideration; if I say yes to one thing, it means I'm saying no to something else. There is a constant alternating between what is good for the future, what is fun, and how-do-I-pay-the-bills. However, it is impossible for me to 'sell' something

I don't believe in. Therefore, there are many more 'no's' than there are 'yes's'."

### What was it like filming out here at night?

"I worked in the TAX FREE store as a promoter many years ago, so it was almost like home! The airport is sort of a funny place – because it can be crazy on a day in June, and stone dead at night – when there are virtually no flights."

### You were pregnant when the campaign was filmed. What was it like slaving away for a whole night?

"That was my biggest concern and clearly one of the reasons why I thought it over thoroughly. But when the day came, there was super positive energy and nice people, so I made it through. I had to lie down on the floor at one point, in full makeup and hair; and I would've had more energy, fun and games in me if I hadn't been four months pregnant. But the good energy of the people around me got me through."

**Sus Wilkins.** 29-year-old actress, model and dj. She has appeared in the films 'Mesteren' and 'Gidseltagning', for example, and has shot fashion series for magazines such as Eurowoman, Cover, and Costume.



## Sus Wilkins

**Actress, model and DJ with over 20,000 followers on Instagram**

### **What is it like to take part in a campaign for CPH?**

"It was a lot of fun, and an awesome experience. I travel a lot and love our airport, and would always want to be associated with it. I travel alone a lot, and am happiest if I feel safe in an airport. Copenhagen Airport is without doubt my favourite."

### **What was it like to film out here at night?**

"It was incredibly quiet – a bit like going into a nightclub during the day. During that period, I was involved in night filming for three or four days running, and it was hard at the end. Especially working so many hours in high heels."

### **What is your relation to the TAX FREE store?**

"I always go there when I'm in the airport. I very often forget a suntan lotion, lip balm or something else I need to take with me."

### **How do you feel about being an influencer for the airport?**

"Just great. I've received an incredible amount of praise for the campaign, and, in my opinion, it's well produced and cool. As an extra bonus I get to be a welcome for family and friends when they come home from their holiday – which is terrific!"

»Bringing together three extremely different women means we have to evaluate 'the chemistry' among them. Do they know each other already or is there something in the past that makes them a bad match?«

**Marie Løve, Brand Manager in CPH**

**What's it like to shoot a campaign like this compared to the TV- and film productions you've been in?**

"Mmm, it's hard to say. All productions are very different. This one reminded me a bit of making a music video, which I've done many times when I danced."

**You are a self-taught actress – what has it taken to work your way to where you are now?**

"Hard work, self-discipline, a little luck and humility."

**What do you dream of doing in the future?**

"I always dream of adventures. To be able to try as many things I'm interested in as possible. Act in as many different roles as possible; visit other countries. I've also started as a DJ, and I love it – and I really hope to get more jobs in that area. And I also hope that I will always want to improve myself, explore and never be afraid to jump out into new challenges."

**You have previously stated that you live according to the motto 'You gotta be in it to win it'. What does that mean?**

"I got the motto from my father, and I always use it. If you want to do something, you must fight for it all the way. It's not enough to be the best; you must also be kind and great to work with, have good energy and be punctual. I love partying and I'm very interested in music. The DJ is often essential for a good party. So six months ago I bought myself a soundboard and I've practiced for many, many hours – and NOW I can mix and play. It is a truly satisfying feeling to immerse yourself in something you want to do until it finally succeeds."

**Mette Marie Lei Lange**

**Blogger and influencer with 50,000 followers on Instagram**

**Why did you agree to collaborate with the airport?**

"Copenhagen Airport is definitely a prestige customer, and it is super cool to be seen in that connection. I'm proud of it. We've all seen the campaigns with Stephania (Potalivo, ed.) and Emilie Lilja,

and I couldn't believe that I was going to be in their company."

**What does being an influencer mean for you?**

"When you are called an influencer, it means that you influence others. Therefore, I always try to see my blog from a reader's point of view. I attempt to show the world as it is and not convey something picture perfect. For this reason, I am very interested in collaborating with firms with which I share values and which I can vouch for. Recently, I was asked to advertise a so-called payday loan, and I said no. I would never recommend such a loan to anyone, and I would feel very bad if someone borrowed money this way because of me."

**How did your career as a full time blogger start?**

"After university, I was hired as digital editor of the fashion magazine Elle. I liked the internet and started a club for women in Copenhagen called Ladylogen, where I had my own home page. The sense of community and drive that is part of doing business on the net attracted me very much. When I was on maternity leave with my twins, I began blogging. During that period, the blog universe grew very big, and I got off to good start on that wave. When my maternity leave was over, I was able to earn my living this way so I quit my job at Elle. I think it is so cool to be independent, but I don't take anything for granted. That isn't a good thing in this branch."

**How have your readers reacted to the campaign?**

"I share my everyday thoughts, am not particularly glamorous, and can sometimes be boastful. I don't take my appearance so seriously, and I often share 'imperfect' pictures of myself. I don't think anyone thinks less of me for that reason. But because I am so boastful, many of my readers have reacted with 'you made it, girl!'. My readers resemble me, and when they see me in a flashy advertisement, they feel that it could just as well have been them. There are incredibly many people who have tagged me in photos and sent me short video clips when they have seen the film at the

cinema or on TV. It's been quite overwhelming in a good way."

**What was it like to film out here?**

"We really had a lot of fun. We got dressed up and were told that we should imagine we were on our way to Paris. That was a role I had no trouble at all imagining. But it got late, and we got more and more vulgar as the night wore on. And I must admit that in some of the sequences where we are walking and talking together, we're discussing things that are much less appropriate than you might think."



**Mette Marie Lei Lange.** 36-year-old full time blogger at [mettemariel-lange.dk](http://mettemariel-lange.dk) (formerly [Twinpeaks.dk](http://Twinpeaks.dk)) and mother of four-year-old twins. Writes honestly about daily life with two small children, lots of love and everything in between.



# The Bird has landed

Can you open a bar that serves only Gin and Tonics, beer and toast? The answer is yes if you ask the people behind The Bird, which opened in Terminal 2 this summer. With a menu characterized by a love of everything that was modern in the 90's, the airport now has a nerdy niche-bar with plenty of room for differences and bartenders you just want to share a beer with.

Six years ago, when The Bird opened its first bar on Gammel Strand in the inner city, most people associated Gin and Tonic with cheap gin, mediocre tonic, and on good days a slice of lemon. Dark 'n' Stormys, Cosmopolitans, and Mojitos had taken over the Danish nightlife and driven out the 90's-favourite to a back-page on the drinks menu. In this light, it seems courageous- perhaps out and out stupid – to open a bar dedicated to this one type of drink. Nonetheless, this is precisely what four friends did in 2012. After a visit to Shoreditch in London – a place crawling with bars with offbeat menus, subtle interior decoration, and obliging service – they dreamed of bringing some of that same atmosphere back to the Copenhagen nightlife. Their business plan was perhaps not dead straight, grounded more in a romantic idea of creating a new bar experience, where there was room for differences and an offbeat mix of people. A place that revived the neglected drink and took it up to a level never before seen in Denmark. Even though the basis was perhaps 'a bit high-browed', as one of the owners, Christian Tønnesen puts it, it attracted a surprising amount of attention among Copenhagen barguests. On opening day, The Bird was jam packed, and 1,200 people partied along on the street outside!

"That was the most chaotic thing I've done in my life, but in a kind of absurd way it proved that we were on to something. We wanted to see if we could take something as unsuccessful as Gin and Tonic actually was at that time, and make it cool. Our ambition was to get a niche-bar to be popular, a place where everyone was welcome, but where we could, at the same time, be nerdy. Because that is certainly what we were," he explains when Connect meets him in their new establishment in Terminal 2.

#### **Toast is back**

In only a year and a half, The Bird opened three new bars in Copenhagen: the one in the airport, one in Tivoli Food Hall and one in Kødbyen. And they all have another classic item from the 90's on their menus. Toast. Of course, in an updated gourmet version, in which the raw materials are both organic and high quality. For instance, the beef steak in the classic 'cowboy toast' has been replaced

by slowly braised pork shank and seasoned with The Bird's own homemade barbecue mix.

"It is precisely the same story as with the Gin and Tonic. We wanted to take something that was not modern and that people couldn't believe would be good and take it to a new level. We think this is much better than serving a burger, for example, and in many ways it is easier too, because everyone has their own idea about what a burger should taste like. For us, it's much more interesting to take something unsuccessful, apply our nerdiness to it and see if we can make people talk about it again," he says.

#### **Bartenders you want to share a beer with**

And you may well call them nerds – just take a glance at the selection of gin if you are in doubt. In the bar on Gammel Strand you can choose from among 240 different bottles of gin and 8 matching tonics, but the selection in Terminal 2

is limited to 45 different types. Each with its own special taste which, when seasoned with the right garnish, kicks the mediocre drink of the 90's right off the playing field. In the renewed version, the tried and true slice of lemon is replaced by such various garnishes as figs, olives, basil, grapefruit and pineapple.

"When we develop our drinks, we always emphasize the taste notes of the individual gin. If it's a cranberry or rosemary, we garnish our GT with cranberry or rosemary to emphasize the taste. Anyone can splash fruit purée into a drink and make it taste good, but that doesn't interest us at all," he says, adding that for more or less that reason they never hire cocktail bartenders. Because it isn't the workmanship that is most important. Anyone can learn that, he explains.

"Right from the start we have bet everything on social skills. If you are committed to something, we will make sure that you become a gin expert."





### **Order a wanker – if you dare**

If you have glanced at the drinks menu at The Bird, you may have wondered about the rather weird names of the drinks. Here you can find a Gin and Tonic called Wanker. It is much cheaper than the other drinks, and there is a special reason for this, explains Christian Tønnesen.

“We wanted to pull people’s legs a bit when we opened on Gammel Strand, so right from the start we put it on the menu. It’s a drink made with the cheapest tonic and the cheapest gin. This is our way of trying to show that there really is a big difference between what we make and what you find at other places in the city. And I have to admit that behind the bar we find it kind of funny when someone comes up and orders ‘a wanker’.”

### **Special beer from Kissmeyer**

Inspiration for The Bird was found in the dark and homely pub environment, and so it was important for them to include beer in the concept. From the beginning, they joined forces with the brewery Kissmeyer, who offer a number of various special beer types on tap. And as Christian Tønnesen puts it, ‘No pub atmosphere without beer’.



# »We wanted to see if we could take something as unsuccessful as Gin and Tonic actually was at that time, and make it cool.«

Christian Tønnesen, Partner

→ Therefore, employment interviews at The Bird are not the same as at other places. Here, a group of applicants are called in to a group discussion at which each of them is asked to stand up and speak for four minutes in front of the others about what's on their mind. With no preparation time at all.

"This scares some people of course, but we can see immediately who to hire. If I would enjoy drinking a beer with the person speaking, my guests probably would too."

### Your home away from home

If you have visited one of the three other Bird bars in Copenhagen, you may have noticed the relaxed and homey atmosphere that makes up The Bird's DNA. High panels and soft leather furniture with lambskin on

the chair backs go together with high standards regarding the personnel's conversation skills. The bar must feel like your home away from home. However, creating the same cozy atmosphere in the middle of a bustling airport has not been all that easy, admits Christian Tønnesen.

"Actually, it was a huge challenge. So we decided to go back to who we were when we started. We didn't want to open an airport bar that looked like an airport bar, so we opted for the opposite. Therefore, we attempted to create offbeat elements like the pictures on the walls of all the managers and bartenders who, over the years, have contributed to creating the brand. It became a sort of tribute wall for them, and a great many of our guests comment on it. Basically, we just want to be the same

street guys we were when we opened our first bar and had no idea about anything," he laughs, and says that the airport opening was the 'ultimate challenge'.

"This is, if anything, a place where all Danes come. And even if there is room for differences in our bars, we have to admit that we aren't mainstream. So opening out here and remaining true to our concept has been a challenge. But it was something we were extremely keen on doing, and our hearts are really in this bar. It is a huge opportunity for exposure and for testing our product and seeing if it is just as good as we think it is ourselves. "

1. Scads of gin. In CPH you can now choose from among 50 different types.

2. Visiting The Bird should be like hanging out in your own living room, where the furniture invites you to relax.

3. Christian Tønnesen was originally hired to open the bar on Gammel Strand in the Inner City, but has since bought into the firm and is now co-owner of the business.





## THE BACK PAGE

CPH is a unique workplace – mostly because of the many committed people who come to work each day and provide travelers with an extraordinary experience. In each issue of Connect, we zoom in on one of them and ask him or her to complete ten sentences.

### **Per Nørgaard,**

Shop Manager, Gebr. Heinemann (TAX FREE)

**If you don't already know, you will soon find out that I ...** steal all your sweets when you aren't looking. There is no mercy if you haven't written your name on them. Actually, I eat them even if you have.

**On the other hand, you can look forward to ...** the fact that I will share with you if I have some myself.

**People always think that I ...** am a bit arrogant.

**But I want to say that ...** I'm actually just checking you out, and that I'm almost always in a good mood and love to joke.

**I will never learn to ...** be 100 percent serious. We only live once, and life is too short to be bitter all the time.

**Not many people know this, but ...** I threw countless snowballs at the Social Democrats' leader, Mette Frederiksen, when we were at school together.

**I have only just discovered that ...** turning 40 years of age doesn't hurt too much as long as you look 29.

**When I'm not at work, you can find me ...** on the golf course with my friends or running and sweating.

**The best thing about CPH is ...** that there are plenty of opportunities for development. There is always something going on, and there is an open attitude toward new thinking.

**In conclusion, I would like to say ...** don't be so serious all the time. Take chances once in a while; making mistakes is OK.