

Connect

An insight into CPH

**Julie Rudbæk is Denmark's
new comedy star**
-and currently appearing in
CPH's most recent campaign

CONTENTS: Olivia & Julie – learn more about the new campaign | Since last time – news from your working day | Oh! By Copenhagen Fur has made fur modern | New experience in the airport – Airport Tours takes non-passengers on guided tours | Evacuation of the airport is a responsibility we all share

December | 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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The next issue of Connect will be published in March.

Connect is printed according to the most stringent environmental standard, Cradle to Cradle. Cradle to Cradle is a holistic environmental certification ensuring that the magazine does not pollute, that it is produced with the utmost respect for the earth's resources and contributes to nature's cycle. The magazine can be recycled again and again, which also means that no waste is generated and that it is not toxic for human beings or the environment.



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Dear Reader,

2018 will soon be drawing to a close, and with it one of the most exciting chapters in the airport's recent history. It has been a busy year on all fronts. We have completed the expansion of the Security area, providing much more room for our many passengers. We have opened several new units Landside, renovated the TAX FREE stores, and cut the first sod for the new Pier E. 2018 was also the year in which we finally could welcome our guests to the new extension Airside between Piers A and B – 4,000 square meters decorated and furnished with fine, top-quality materials and with many new stores, eating places and bars. The journey to reach here has been a long one, and I am proud to say that the results are precisely as good as we had hoped.

Looking forward a bit into 2019, we are also approaching an exciting year. Among other things, you will be meeting a completely new face here on Lufthavnsboulevarden when, as of 1 December, we have employed Pia Jeanette Lynggaard as new Director of Airport Sales & Marketing. Pia comes to us from a position as commercial manager with Deas A/S, which operates 17 of the country's biggest shopping centers. In other words, she is greatly experienced concerning sales, marketing and running shopping centers; and I look forward to employing her skills here in the airport. I hope you will give her a warm welcome.

Finally, I would like say thank you for this past year. Once again, it has been a good year for the airport: we broke our record again for number of passengers and we won many fine awards. The honor for winning these fine awards is yours, dear reader, and all your colleagues. Each day, you welcome our many passengers in the best way possible, providing uniquely good service and assistance.

Thank you for your efforts, and congratulations on the fine results. I look forward to our cooperation in the new year.

A very Happy New Year,

A handwritten signature in black ink, appearing to read 'Peter Krogsgaard', written over a white background.

Peter Krogsgaard
Chief Commercial Officer, CPH

Since last time

Major renovations

The major renovations of TAX FREE by Pier A are finished. The store has been given a make-over that matches the TAX FREE Main Shop, so the two units have the same 'look & feel'. As something new, there is now access from Pier A, and in addition the unit has been expanded to almost twice its former size. This means that now you can find a far wider selection of perfumes, cosmetics, spirits, and sweets.

Le Sommelier has renovated their bar so that there is more space for the flow at the beginning of Terminal 2.

Excess Baggage has upgraded the store and re-opened

Bar Jacobsen has a new and expanded seating area, now open to the flow. This makes the unit much more visible to all passengers approaching from Terminal 3.

The F&B units in Terminal 2 Landside now have a common outdoor area for passenger use.

Friday 12 October was the busiest departure day in the history of the airport, with 60,644 travelers through Check-in and Security Control. Here is a sample of what else has taken place in the fourth quarter.



New stores

- HUGO
- The Mallows
- Noa Noa
- Flying Tiger
- Mulberry
- Tiger of Sweden

Coming stores

- Polo Ralph Lauren
- Saint Laurent
- Espresso House

Digital Wayfinding in the whole airport

CPH has now decided to set up ten new digital wayfinding screens. Four stands have been situated Landside and six Airside, one of which is situated in the Non-Schengen area. Travelers can select their preferred language on the screen's home page: Danish, English and Chinese. Later, more languages will be added, including German, Spanish, French and Russian. Printed maps are available to travelers from the Information desk and from holders mounted on the side of the screens. Almost 50.000 maps have been handed out already.

New room for contemplation

A new silent lounge opened in November, with an entrance across from gate A2. Here, a light Scandinavian design welcomes guests who need a quiet room for reflection and contemplation or prayer. In connection with the major expansion of Terminal 2, the former silent lounge in Pier B closed, but now you can again refer guests who need silence to the new lounge.



Have lunch delivered to your breakroom

IFKL has launched a new, virtual food service in CPH. Via IFKL.dk/catering, with a few clicks you can order food and have it delivered to your breakroom three times daily. The menu will always contain various versions of 'dish of the day', one of which will always be halal; a number of sandwiches, at least one of which will be without pork; open sandwiches, salads, and a bowl of fresh fruit. Moreover, if you are a member of IFKL, you receive a five percent discount.



Sight

Now you and the rest of Denmark can get very close to airplanes, emergency vehicles and snow plough-machinery when the airport again invites people to guided tours along the runways. Connect has met Susanne Frank, manager of CPH's VIP-department, for a chat to learn why it makes sense to invite non-travelers for a visit.





seeing in



the

airport

→ After a 17-year pause, the popular concept Airport Tours returned this autumn to the airport. Here, CPH invites non-departing guests indoors and offers them a unique opportunity to come 'backstage' at one of the country's biggest workplaces and experience the noise of wings very close up. Employees who have worked in the airport for a long time will perhaps recognize this idea, which flourished in the 1990's with 25,000 annual visitors, when school classes, organizations and firms diligently paid us visits. However, after the terrorist attack in New York on 11 September 2001, the EU tightened up on rules for visiting airports in Europe, which from then on could be visited by actual passengers only. And this meant a farewell to Airport Tours, explains Susanne Frank, manager of the airport's VIP-department, which was and is responsible for the tours.

"Fortunately, it was just a 'so long, see you soon'. For many years we have been keeping an eye on the best time to re-open, and now we have finally been given permission by the Department of Transport. The guidelines are a bit stricter than before, which means, among other things, that we have been given a very specific route to follow, without deviations."

Luckily, the route offers some of the best attractions from the 90's she says. The huge garage containing the gigantic snow-ploughs and the fire station with its shiny yellow vehicles are among the most popular stops on the route.

Impressive machines

You don't have to be a machine nerd to be fascinated by the enormous power these massive machines are capable of. On foot, guests enter one of Markservice's huge workshops, where the enormous yellow snow-ploughs are parked. With military precision and in tightly shaped V-patterns, from eight to fourteen snow-ploughs and sweeping-machines drive in staggered convoys at a speed of up to 40 km per hour when it snows. This means that it takes only 20 minutes to clear a take-off and landing runway which is 3,600 meters long and 45 meters wide. Along with snow blowers that can throw snow up to 80 meters away, they are ready for deployment ten months a year. The drivers include, among others, some of CPH's bus drivers, firemen, and tradesmen, who – if the alarm sounds – are dedicated 100% to removing snow.

"It was a major undertaking to compose the story of CPH. There is so much to show, but we drew a great deal on what we did previously

and what we knew was popular. For most children, young people and playful adults the fire station and the snow ploughs are really a hit," she says.

The tour consists of a number of stories and facts about the airport, and so far they have proved to be exceedingly popular. Since 1 September, a bus and two guides have been on the spot three times daily to welcome visitors, and the 36 seats have been sold in no time. For ordinary groups, the tour takes two and a half hours, following the road around the 32 km long fence along the airport's perimeter. For the youngest school classes, the tour is somewhat shortened: an hour and a half around the fire station, where dreams of becoming a pilot and fireman come to life.

Adds value to the next visit

Showing the airport in this way makes very good sense, even though it is by no means an economic goldmine, says Susanne Frank.

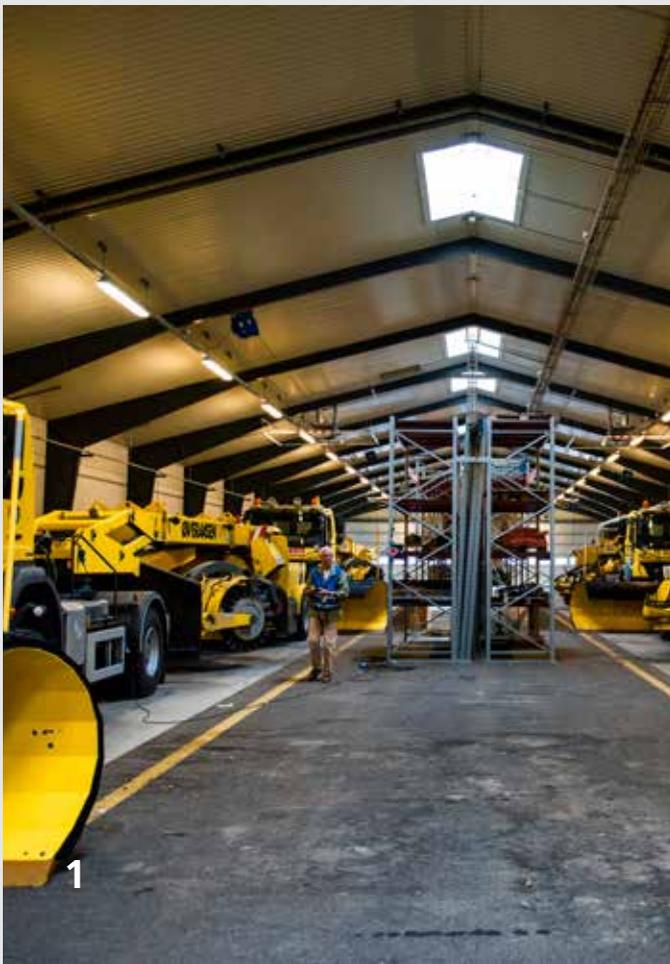
"We do it because we are quite certain that we can provide good publicity for the airport. In many ways, we are a nerve center for the entire country. This is something we are – and deserve to be – proud of, and so we want to show it off. Those of us who work in the airport can be compared to an orchestra, in a way. If the violinist is missing, the sound is amiss. Likewise, we need to work as a unit to make things work, and I think you get a feeling of this when you are on a guided tour out here and get a glimpse behind the curtain".

At the same time, it also gives visitors an extra dimension to their travel experience next time they are on their way out into the world.

"I attended a private arrangement some time ago, where I sat beside an elderly couple who had taken part in the tour. They told me what a fantastic experience it had been: they had traveled all their lives, but suddenly they viewed the airport from an entirely different perspective. This is how many people react, I believe. This good experience adds extra value to a visit out here when they travel next time. When we proudly tell them about our workplace, our enthusiasm is infectious."

1. Even though the calendar says it is April, a heavy hail shower can mean sudden delays in air traffic. Therefore, CPH's snow clearing equipment is on call ten months a year.

2. All guests are given a blue vest which must be worn during the entire tour. This is a safety precaution to ensure, among other things, that ground staff can immediately see who is coming.



Did you know that ...?

CPH's guides know facts and odd details about all aspects of the airport's operation. Connect shares some of them with you here.

- The beautiful wooden floor is made of Jatoba wood from South America. This floor has been in place in terminal 2 since its opening in 1960 and since 1998 in Terminal 3.
- 259,245 airplanes take off and land annually, which is the equivalent of 710 per day on average; or one airplane every 50 seconds all day long or 30 per hour.
- CPH employs roughly 70 cleaners. Each employee walks 10 kilometers per day, which annually gives 255,000 kilometers, or the equivalent of 6 times around the planet.
- In 2017, 365,000 tons of cargo were handled in Copenhagen Airport (ca. 1,000 tons per day).
- Fuel consumption during ordinary weather is about 10-12,000 liters per week. When snow is ploughed/swept, consumption can reach 5,000 litres per day.

Who can visit the airport?

Everyone can visit us, but CPH has decided that visitors must be no younger than first grade children. At the other end of the age range, it is only a visitor's mobility that sets the limit, inasmuch as part of the tour takes place on foot.

When can people visit us?

CPH arranges three visits per day on weekdays and two visits per day on weekends. On weekdays, tours are for groups, while individuals can sign up for tours on weekends.

Who are the guides?

Airport Tours has a permanent team of guides between the ages of 23 and 50.

What do you experience underway?

On the tour, you visit, among other places, the fire station and garages containing some of the big vehicles. You drive very close to the airplanes, and visit the fire drill area and freight area. A guided tour normally takes 2 ½ hours, partly on foot and partly by bus. For children in grades 1 – 5 the tour lasts ca. 90 min.



Julie Rudbæk makes Danes curl their toes in em- barrassment

She is more the intelligent humor-type than the slapstick comedy and ha-ha jokes type. The uncrowned comedy queen of Denmark can, with her satirical insight and timing, get us to look inward and learn about ourselves and our surroundings. Meet Julie Rudbæk, currently appearing in the airport's latest campaign.



→ Julie Rudbæk has had a busy year. In the spring, she launched the critically acclaimed web-series '29', which she has written, acted in, and directed together with her friend and faithful colleague, Jesper Zuschlag. With under-played humor, honesty, and a sublime feeling for good timing, the series focuses on the age 30-crisis, at which time some people have children and others separate - and when adulthood begins in earnest. A couple of months later, '30' appeared, the second season of the series; and all this autumn she has been involved in the airport's humorous campaign for the new area between Piers A and B. Perhaps you recognize her as the woman racing with suitcases through the airport with Olivia Joof, spilling a strawberry smoothy over the latter, and re-living childhood in the airport's new playground to the great amazement of a father and his son. 31-year-old Julie Rudbæk is, in many ways, Danish comedy's shining new star, but going that route was never in the cards for her acting career, she says, when Connect nabs her for a chat about her collaboration with CPH. In 2009, she completed a private acting profession training program, but calls from role-casting were few and far between. Instead of just waiting around for someone to phone and offer her a role, she began writing and acting in short sketches for the internet. A couple of years later, she saw a notice from DR, who were looking for young people for a special satire-talent group which would be given a year of professional training in the comedy genre for a TV format. She applied and was accepted as the only woman on the nine-man team. The talented young people on the team included, among others, Frederik Cilius, who later emerged as Kirsten Birgit Schiøtz Kretz Hørsholm in Radio 24/7's satire program, Den Korte Radioavis, Mathias Helt, who subsequently became radio host on 'Er du sunshine', which Radio 24/7 also produces, as well as actor Claes Quaade, appearing in the TV series Sjit Happens.

"It was great, but also challenging for me to be funny suddenly. Sometimes we had 30 minutes to write a text we had to perform for the others. Even though it was hard, it turned out to be the right thing for me because I discovered that I could use more of myself here than I could as just an actress. At the same time, I could develop my palette, and this was a huge advantage for me," she says.

As her application for the talent-group, she had made a video with two girls who were best friends and, at the same time, worst enemies.

An honest account of two girls who always ended up 'fucking things up' for each other, as she says. She has since then kept this honest style.

"I've never been whacky, and I'm much more 'curl-your-toes-in-embarrassment' in my approach to humor than haha-jokes. The absurd situations that are at the same time true observations are the ones I am most fond of working with."

Women can be funny too

In the talent-group, she began in earnest to discover who she was as an actress – and learned she had something special.

"I experienced how I could contribute with my perspective as a woman in a humorous universe, and on the talent-team I didn't have any real competition in this area. That's how it is today too. Very few women see comedy as a working option, and this means that the comedy branch is generally very male dominated," she points out.

This is actually quite strange, she says, because she knows lots of funny women. However, women lack, to a greater extent than men, the courage to be self-ironic, she believes.

"If you think back to your primary and secondary school days, it was never the girls who took on the role of 'class clown'. Women have a bit more vanity in them, whereas men can more easily make fools of themselves. Also, today many people think that you must be able to rattle off a lot of jokes to do comedy. Which isn't necessarily the case. You can easily be a good observer and have a good sense of timing."

A fine example of this is the comedy pair Ditte & Louise, from DR's TV series of the same name, she says. They are more skilled actresses than comedians, and they dare to really use themselves.

Stories from her own life

Finding inspiration in one's life is exactly what Julie Rudbæk does in the series '29' and '30'. In addition to sharing her name with the main character, Julie Rudbæk, just like Julie in the series, also left a boyfriend at the age of 29; they have no children and are both entering adulthood with all its attendant crises, relationships and doubts.

"A great many of the stories are inspired by our own lives and by our friends. They are recurring themes and they have a strong presence in our age group. So we thought it was obvious to use our own names. We wanted

3 short questions to Julie Rudbæk about CPH

Why did you agree to collaborate with the airport?

"In general, I don't agree to do advertisements, but the airport is a good brand that represents something wonderful: traveling. Also, they have produced good content before. CPH for me is a stamp of quality, and something for which I would like to be a symbol. When they introduced the ideas to me, I was totally sold. I think the bearing ideas are so fine and funny, and I liked the approach that content was important and not just pure advertising. I'm not good at that."

What does traveling mean to you?

"It means a lot, just as it probably does for most people. It's wonderful to fly, and such a good feeling when you enter the airport. Time for adventure. I often travel to get away from daily life for a while and concentrate on certain processes. For instance, I have just returned home from Southern Spain where Jesper (Zuschlag, ed.) and I were on a writing retreat. It works well for me to pull the plug and be on my own when I want to write. One of my best travel memories, by the way, was also with Jesper. We had just finished the first season of our series '29'; it was January and we had really slaved away to get it finished. We celebrated by traveling to Thailand and island hopping. It was a really great holiday, and it's so impressive how quickly you can get to a place that is hot."

Do you have a fixed routine in CPH when you travel?

"No. At any rate, not other than always going through TAX FREE to see what I have forgotten. Naturally, I have to have a sandwich and a cup of coffee – often from Lagkagehuset – before boarding. And a magazine! That is the only time I buy a magazine, and it is often Euroman. I like to be out here in plenty of time. I hate being stressed, and I love looking at the screens with departure information and to dream of going away."



to make the series as honest as possible, so we had to give something from ourselves. The more brutally honest we can make it, the more we captivate people," she says.

She met Jesper Zuschlag, with whom she collaborates on the series, at a folk high-school. They have been friends for over ten years, and they have the same approach to things. In addition to the series, they have also created satire programs for both DR1 and DR3; and it is often social themes they raise for debate.

"A lot of comedy in Denmark is based on punch-lines. Not that there is anything wrong with that, but we felt there was a lack of under-played, situation-based humor that could provide food for thought and not just a quick laugh. There is a grain of truth in most of what we do, something that is important for us and goes deep. To me, the art is to touch people emotionally. I believe that it is much cooler when people tell me they recognize themselves in something I have produced rather than that they laughed out loud at a particular scene."

Therefore, they never take their point of departure in a joke, but rather in a specific situation when they write a script. It could be a meeting with the boss, an awkward Tinder date or an embarrassing conversation with friends. The magic emerges just as much in the acting and timing, because it is not always amusing situations they base their work on.

The game continues

In working with the series, she had to learn to believe that she was, in fact, funny enough. On DR she created as a rule very caricature-like sketches with Jesper, but when '29' showed up, she wondered whether they had missed the mark and whether people understood the subtleties. However, they must have done something right. Soundvenue called them 'sparkling Danish comedy talent', while DR praised them to the skies under the heading 'Unpleasant and funny: Danish stroke of genius does what no American series can.' Today, the partners are working on season 3, which naturally has been dubbed '31'; and just as in the previous seasons, Jesper and Julie write, direct and perform in the entire series themselves.

"In many ways, the writing and directing have been the result of a self-taught process, and, to begin with, it was quite a mouthful to write an entire series. However, we have clearly risen to the task, and I think it's super-cool to wear all the hats. Fortunately, the series has gone really well, and reaching this point has been a dream of mine since I was a child. I've always been interested in relationships and have always known that I wanted to be an actress. It's a way to be allowed to walk in other people's shoes and identify myself with other types of people. I feel privileged to be able to continue playing in this way."

About the series 29 and 30

In '29' and '30', we follow the two friends Julie and Jesper in life's ups and downs at around age 30 - when the pressure to find the perfect partner, have children, the perfect career, and generally have control of their lives hits them. Fortunately, the two friends have each other and meet each week to share their experiences.



About Julie Rudbæk

31 years old. Actress, screenplay writer, director and producer. Graduate from The Danish Academy of Film Acting in 2009 and from DR's Satire Talent Group in 2012. Is behind the series '29', '30', 'Generation SoMe!' and 'Julie and Jesper', which she has written, acted in and directed together with Jesper Zuschlag.

5 questions about the Olivia and Julie campaign

Senior Brand Manager **Louise Koldsgaard** from CPH answers questions on the ideas behind the new film campaign and why it has done so well.

Why did you decide to run a campaign about the new area?

"It is difficult to alter passenger behavior. Many are nervous about making their flight, and that insecurity means that most guests have fixed routines. We now have a new area that appeals to many different target groups and with lots of new brands. We wanted to display them so people remember them when they come next time."

The campaign uses humor to grab us – why?

"Users are exposed daily to a great amount of content, and we know it is difficult to get people to view content to the end. So we have to produce content that holds on to the viewers, inspiring them to see more. Humor as a concept reaches many target groups, while at the same time it is a strong tool to get people involved. However, it is essential not to be vulgar, but sophisticated and quirky instead. Therefore, we also decided to use actors and not influencers or bloggers as we did previously. It was crucial that the fictitious characters seemed real, and this required people who were used to working as professional actors."

How have the users reacted to the campaign?

"A lot of them have watched these short films right to the end, which is very impressive. We have been evaluated and compared to all digital cam-

paigns in Denmark, and the norm is that content is generally boring, trivial and resembles everything else. Those are three parameters it is imperative not to hit. Our campaign, however, has achieved the opposite and been evaluated by users as being 'engaging', 'motivating', 'relevant', and 'unique'. When you are on that level, it means that we have created content that people like and accept."

What has surprised you most regarding the survey?

"It surprises me that the campaign has performed so well in view of the fact that we have used main characters who are not as well-known as those we previously worked with. Olivia and Julie have 'only' around 7 – 10,000 followers, but their personalities are delightful and on our users' level. Being able to laugh at them and relate to them has worked, and their ability to play the roles in a quirky way has been a strong point."

Why will you be showing it again this coming spring?

"The area will still be new for many travelers this spring, even though it is no longer new for us. At the same time, the target group we want to reach is very broad, which means that there is still a potential to reach even more. Therefore, it makes good sense to give it a comeback as a warmup to the summer holiday."



1. Fur coats are expensive, but they last for a long time. It is said that fur coats have three to five lives, because they can easily and invisibly be re-sown.

2. In order to keep prices down, Oh! By Copenhagen often designs woolen coats with fur applications.

Put your fur on

Fur should be worn – and not only once a year. Oh! By Copenhagen Fur was established in 2012 as an attempt to make fur accessible and every-day-cool. Connect zooms in on the brand that opened a store in CPH this summer, a brand that was of paramount importance for making fur modern again.

An almost metallic orange-colored fluffy ball the size of a fist decorates a pair of purple PVC-soles. These illuminated fur-balls make the classic bathing sandals difficult to ignore, which is the point. Today we want to be different from the crowd, and the orange fur sandals with their intense 'eye-catchiness' are proof of this. For this reason, they went right to the top of Oh! By Copenhagen Furs' best-seller list, explains Trine Storm, Head of Marketing and PR at the fast-growing Danish brand, when they launched them last year. With its visionary collaboration and innovative use of fur as a material, Oh! By Copenhagen Furs has been a significant driver in making fur modern among young and more urban target groups. From primarily making charms and accessories, today the brand has a full collection for sale, consisting of coats, ready-to-wear, bags and shoes; and six months ago they opened their very first store here in CPH.

"We wanted to display our brand as a complete narrative, and so we desired to open a store. Right from the start our ambition was to open here in the airport, where we could reach a wide target group. Denmark is a narrow market for our brand, and by virtue of our ownership, through Copenhagen Fur we meet their customers here, too, where we function as a display window. In CPH we touch, in other words, all bases," explains Trine Storm.

Away from the theater-goer

Before Oh! By Copenhagen Fur was established, Copenhagen Fur collaborated with design schools and independent brands on focusing on fur as a material. The auction house saw working with designers of the future - already 'in their infancy' introducing them to the design potential of fur - as a long-term investment. Through co-labs with brands such as the Danish Saks Potts, they succeeded in bringing fur 'for a walk' on the street, but it was never with Copenhagen Fur as a direct seller.

"What characterized our collaboration at that time was that we did not make our own name known. We worked together on materials, design and production or functioned as instructors at





Did you know that...

it is often said that a fur coat has three to five lives? A fur coat can be re-sown with concealed seams. This also means that a fur coat is sustainable because you don't throw it away after one season, but adapt it to the times.

Kopenhagen Fur

Kopenhagen Fur is owned by a cooperative society of Danish mink breeders, and it is the biggest fur auction house in the world, with a market share of 60 percent.

During five annual auctions, buyers from the whole world gather to get hold of some of the 30 million skins sold here each year. Especially buyers from China and Russia find their way to the auction in Glostrup, and this is precisely why you periodically will meet many guests from these two countries.

Before each auction, there is a five or six day inspection period during which buyers can view and evaluate the skins. There are between 400 and 800 buyers from all over the world during each auction.

At Kopenhagen Fur, a gavel is used for the highest bidder, and when the gavel strikes the podium, the world-market-price for mink skin is established. At each auction, several million mink skins are on offer as well as a number of other types of fur skins.



»We wanted people to consider furs for everyday use and not a wardrobe item to wear once a year. This required us to work creatively on design and thus hit a lower price level.«

Trine Storm, Head of Marketing and PR at Oh! By Copenhagen Fur

→ the schools. From here, a desire to create a brand with our own name emerged, one aimed directly at consumers. We wanted to control the brand's direction according to our own desires, and to design styles that appealed to a broader target group and tell the story of Copenhagen Furs' fur materials and sustainable qualities."

Therefore, in 2012 the auction house launched Oh! By Copenhagen Fur as an independent brand. Not to replace the creative collaboration with external designers, but rather to reach the final consumer with our own design and own name.

Everyday fur

Oh!'s vision was to appeal to the modern, urban and global consumer. To achieve this, they have combined fur with other materials in new, innovative designs and thus make prices more attractive, too. Because when a 'full fur' coat rarely costs under 25,000 DKK, the design team had to think creatively.

"We wanted people to consider furs for everyday use and not a wardrobe item to wear once a year. This required us to work creatively on design and thus hit a lower price level. Many of our styles are therefore a combination of fur and other textiles, for instance a sleeve- or pocket application or a big collar. An essential thing was that it should be a style that didn't feel extravagant but rather as something for everyday use."

However, fur can never be anonymous, she points out. To a great extent, it is a 'loud' material.

"The fashion scene has changed radically in recent years, and this has been lucrative for us. There is a great focus on individualism, and people dare to be different today. You adapt clothes to yourself and your own style, and in many ways fur makes a statement. It has an

extremely visual expression with both fullness and texture, making a coat more expensive to look at."

At the same time, it is a material about which many people have an opinion; and the people behind Oh! are more than happy to take part in the animal welfare discussion.

Danish mink in a class of its own

Danish mink is famous for its sublime quality and high degree of animal well-being. And these two things go hand-in-hand. The quality of each skin depends to a very great extent on how well the animal has been treated, explains Trine Storm. The better the quality of life, the more beautiful the skin and the higher the profit for the breeders. At the same time, the market is thoroughly regulated for exactly these reasons: to ensure animal welfare and the certification of the farms.

"Fur gives rise to feelings, and this is what causes disagreement. Of course you have to be critical – we are dealing with animals here after all; but if you look at our production conditions and facilities, our product is very advanced concerning ethics and animal welfare," says Trine Storm.

The well-being of the mink is then, in many ways, synonymous with good business and the key to understanding why Danish fur is so popular – here at home as well as abroad, she points out. Whether or not Oh! By Copenhagen is riding a wave of popularity is difficult to say. The fact is, though, that a little over 60 stores here in Denmark are selling their products. They have agents in China, Japan, and the United Arab Emirates, and their E-com shop is busy sending packages all over the world. And now they have opened their very first store. Right here in Copenhagen Airport.

1. Oh! By Copenhagen Fur has designed a number of styles specifically for the airport, among which is a sleeping mask of fur.

2. These sandals are the result of a collaboration with H2O. med H2O.

**When
the alarm
sounds
— there
is no one to
tap you on
the shoulder**

If an emergency occurs in the airport and passengers and personnel must be evacuated, the responsibility to carry this out is shared by everyone working in the airport. Fortunately, it is a rare occurrence, but nonetheless you still need to know where the nearest emergency exit is located, says Senior Security Advisor Morten Lyngbæk.

“This is the airport’s management. An emergency has occurred. Leave the area immediately via the nearest indicated emergency exit.”

Fortunately, the Operations Center is rarely required to broadcast this announcement over the terminals’ loudspeakers. But do you actually know what you must do if you hear the alarm? It is not unusual for chaos to occur in an extraordinary situation, says Morten Lyngbæk, Senior Security Advisor in CPH; but this makes it all the more essential to know how to act and what your responsibility is, he states.

“In general, an evacuation of the airport is a collective responsibility. This is a very important message. No one will come and tap you on the shoulder and tell you where to go. Security has plenty of other tasks in relation to securing the aprons and closing the evacuated areas. So if you hear the message, it is your responsibility to find the nearest emergency exit,” he stresses.

Therefore, it is important that before an alarm goes off next time you have found out where the emergency exits are, he points out.

“My clear recommendation is that you make a mental note of where the emergency exits are located when you arrive at work and when you leave. A bit like when you are on a plane and you are asked to notice where the nearest exit is located before you depart. Inasmuch as we are building so much in the airport, it can easily happen that an emergency exit has been moved a couple of meters; and for precisely this reason it is essential always to keep yourself updated,” he says, emphasizing that, otherwise, the renovations do not affect the emergency exits.

“There is always the correct number of emergency exits required. However, the emergency exit you saw yesterday can easily be moved a bit because there is now a construction site. So keep an eye out for the symbol of the little green man – when you see it, you can be certain of going out of that door and being directed to a safe area.”

Help passengers to leave

Apart from having the responsibility of finding the way out for yourself, as an ID-cardholder you must also take those you meet on your way with you, says Morten Lyngbæk.

“When you work in the airport, you know the building well compared to travelers. Therefore, it is important that you step forward and help to maintain calm among the passengers and take the lead. As long as we go first, the others are sure to follow.”

And if you hear an alarm or evacuation announcement on the loudspeakers, please take it seriously. It is only the airport’s Operations Center that can initiate an evacuation signal.

“Unfortunately, we cannot conduct actual evacuation drills as it would influence operations too much; and the drill is simply to go out of a door. For precisely this reason, it is a very good idea to discuss what you do in such a situation in the individual units. How do you gather staff? Do you meet in a certain spot? Do you carry your cash register under your arm? The airport has made some guidelines containing a number of expectations to individuals about being vigilant and helping others on your way. We expect neither more nor less. The rest is up to the stores and restaurants to decide.”

Are you the first to see something?

If you see something suspicious or you are the first to witness an accident, a fire, a heart attack, etc. you must ring to the Airport’s Operations Center at tel. 3231-2000. This number is also on the reverse side of your ID-card, so you always have it with you.

Expect chaos

When you hear the evacuation announcement, you should not begin phoning around to find out what has happened. You must leave the building as quickly as possible. Be prepared for a period of chaos during which you will lack information about what is going on. But be confident that you will receive instructions as soon as those involved have an overview of the entire situation. They will be working intensely to solve the problem and will make an announcement as soon as the situation is under control.

Evacuations in CPH

During the past three years, parts of the airport have been evacuated three times, for instance due to suspicious baggage. CPH evacuates only if there is a danger for people. CPH is divided into several zones, and as a rule it is enough to evacuate only one of the areas while the rest of CPH continues its normal operations.

You can read more about what to do in an evacuation situation in the folder ‘Evacuation instructions for terminals’, which can be obtained from the CPH ID-card office.



THE BACK PAGE

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

Charlotte Mortensen

Assistant Operations Manager, SSP Denmark

If you haven't already discovered, you will soon find out that I ... laugh at the drop of a hat. I often laugh loud and long – also at my own jokes, which is very irritating/amusing for my colleagues.

On the other hand, you can look forward to... the fact that I have decided to be the best version of myself.

People always think that... I know everything!

But I want to say that...it is important for me to be part of creating a culture where there is plenty of room for everyone and room for development – even though it means making mistakes once in a while.

I will never learn to... ride a unicycle, but I'm good at juggling many balls in the air.

Not many people know this, but... I dream of becoming a winter swimmer. I don't like cold water, but I think you can become addicted to the rush it gives.

I have only recently discovered that... I'm not nearly as brave as I thought I was.

When I'm not at work, you can find me... together with my family or good friends. Also, I am always on the lookout for a new trip – I am a fan of holidays.

The best thing about CPH is... the dynamic environment, the activity and the good atmosphere in the terminals – it's a privilege to have it so close each and every day.

In conclusion, I would like to say... I work with the best team in the world! Restaurant managers and chefs, who are so professional, proud and passionate about what they do that it is easy to be me.