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soSOUVENIR

Beyond the obvious souvenir

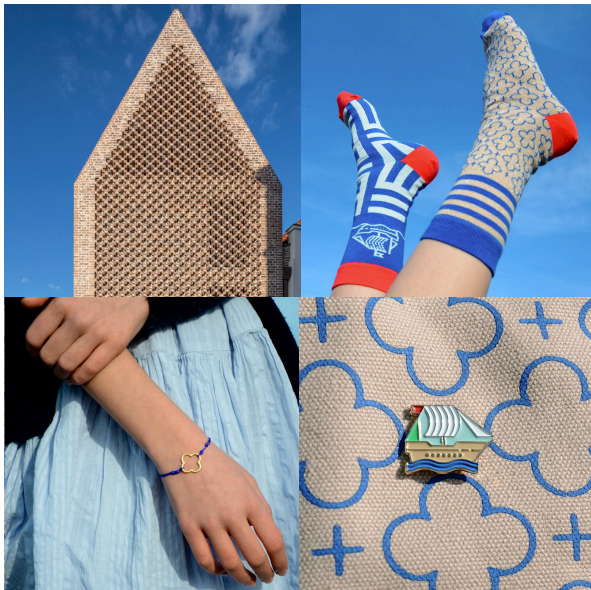
soSouvenir are specialists in rethinking and updating the whole concept of souvenirs, focusing on functionality and beautiful design.

We are experts at re-framing the storytelling, and with our designers' eye we can identify both already acknowledged and also overlooked aspects.



Follow soSouvenir and the red soSouvenir suitcase on [instagram.com/sosouvenir_dk](https://www.instagram.com/sosouvenir_dk)





The European Hansemuseum THE PATTERN OF THE WALL

We have gathered inspiration for the museum's own collection from the brick façade of the new gabled house. We have created a pattern that links the products together visually and interacts with the logo of the museum and the characteristic maritime stripes.

soSouvenir is a Danish design agency, which has worked closely with some of the largest and smallest museums in Denmark, Norway, Sweden, and Germany since 2016.

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Nyborg Castle 1525 : THE ROYAL TOWN OF NYBORG

Nyborg was officially designated the first proper capital of Denmark in 1525. It was important to communicate the fact that Nyborg has been a royal city, which is why we decided to call our collection '1525'. Both to excite curiosity and also to establish this date, that is so important to Nyborg and yet is relatively unknown. The products had to formulate the history of the castle in a modern style suitable for a contemporary home.



Please find more examples of previous collections on our website:

www.sosouvenir.dk