



Creativity Since 2005

interior design · spacial branding · brand activation · visual identity

madeinwonderland.dk



Wonderland magazine
art & culture magazine
2005-2011
Won several magazine
awards for cutting edge
design & concept.



WAS Wonderland Art Space
2008-2012
BYENS BEDTE GALLERI 2008



WAS Wonderland Art Space
2018-2019

About

WONDERLAND is a hybrid agency born out of an unholy love triangle involving art, urban culture and commercial branding.

The combination of courageous creativity and a profound understanding of people and culture is the guiding light that helps us connect brands with consumers through cutting-edge design, activation, graphic design and experiential storytelling.

At Wonderland we take pride in our cultural heritage and the brand we have succeeded to build. Through the years we have added our name to many different projects and expanded our creative skills and activities beyond that of an agency. Why? Because we can't imagine it differently.

We believe in the power of creativity and its ability to empower people (and brands) to transform culture and shape the world we live in.



WAS Wonderland Art Space, 2020
exhibition with Tobias Birk Nielsen

Clients

We're proud to have been working with a lot of inspiring people and brands through the years. Here's a few.



We take your
brand
into the
real world...
(and *build* it).

What we do

Design & Brand Activation

Interior Design



Spacial branding



Visual Identity & Packaging



Brand activation



Interior design

“A unique spacious experience will imprint in your memory and never be forgotten. That is the extraordinary experience we strive to create.”

“A unique spacious experience will imprint in your memory and never be forgotten. That is the extraordinary experience we strive to create.”

Female Invest



Roccamore



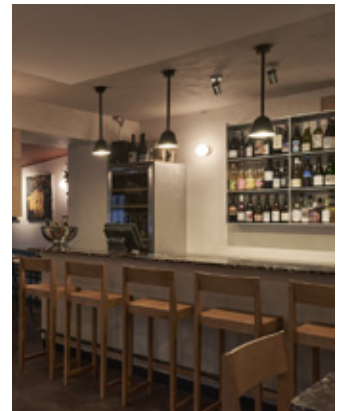
Rørt



VEGA



LAGO





FEMALE INVEST
2022 HEADQUARTER

Female invest is a Danish investment and advisory platform developed by 3 cool girls. Wonderland had the honor of furnishing their new head office of 700m2.

In collaboration with Jeudan, we decorated the office so that it appears young and new classic.

We designed 5 meeting rooms inspired by strong women such as Serena Williams and Ruth Bader Ginsburg. The colors have been developed in collaboration with Female invest and reflect different moods.













ROCCAMORE
2022 ÅRHUS

We had the honor of design Roccamore's store in the heart of Århus. The store underwent a total makeover, and many new design were developed.

The shop has its own shoe bar where you can hang out.

We have designed the ultimate shoe experience when you stand in front of the specially designed Roccamore mirrors. The store has different floor surfaces for the best walking experience.







ROCCAMORE
2020 COPENHAGEN

We had the honor of redesigning Roccamore's store in the heart of Copenhagen. The store underwent a total makeover, and appears as the Roccamore branded flagship store. We are very proud of the result. The shop has its own shoe bar where you can hang out.

We have designed the ultimate shoe experience when you stand in front of the specially designed Roccamore mirrors. The store has different floor surfaces for the best walking experience.









rørt
HANDY SMØRREBORG

- HANDY SMØRREBORG**
- 1. **Smørreborg** / 12 DKK
Hver smørreborg består af 2 smørrebrød med valgte pålæg og dressing.
 - 2. **Smørreborg** / 14 DKK
Hver smørreborg består af 2 smørrebrød med valgte pålæg, dressing og salat.
 - 3. **Smørreborg** / 16 DKK
Hver smørreborg består af 2 smørrebrød med valgte pålæg, dressing, salat og brød.
 - 4. **Smørreborg** / 18 DKK
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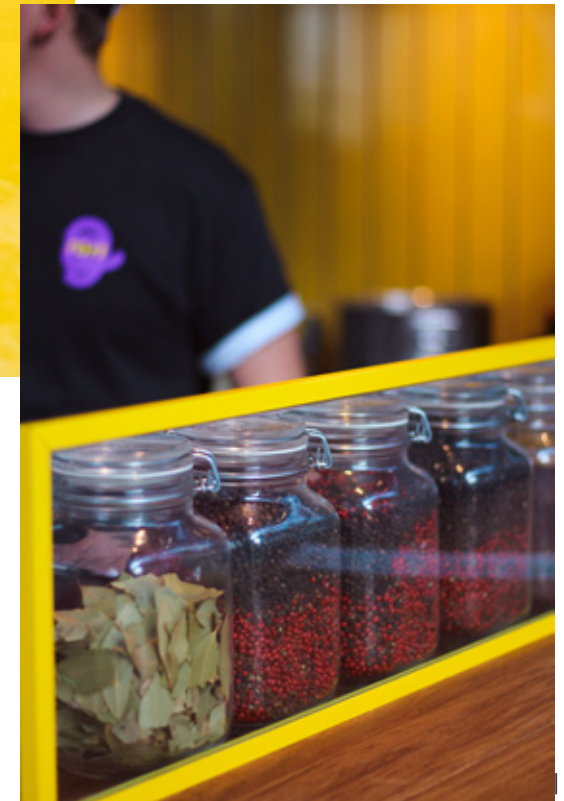


For the upcoming Danish smørrebrød brand, RØRT, Wonderland has helped create the new RØRT 2.0. In the process, we helped with the strategy for the new RØRT and designed the new stand in Torvehallerne. We have also created a new visual identity and image concept for how RØRT is to be marketed.

RØRT 2.0 helps to push the boundaries of how smørrebrød is experienced.









Wonderland also created the new visual identity for RØRT and the overall image theme for branding.





VEGA

2022 LIGHTBAR

Since March, we have been working on a new project at VEGA, where we have created a new light bar for the house.

A bar that reflects the building, the walls, the foundation on which VEGA is built. The bar itself is crooked, to date the crookedest bar I have designed, it has a very special shape that reflects the room it stands in.

A crooked room, strange crooked surfaces that form the frame for the walls in the Lyngsiesalen. The bar is a “reverse” of well-known panel-clad walls, which are repeated at VEGA. It can also light up in all RGB colors - it can, if anything, occupy the room - I hope you will see and use it one day in Lille Vega - because like so much else in this digital age, it must be experienced LIVE.











LAGO

RESTAURENT DESIGN

In December 2021, together with good and thirsty partners, we opened LAGO. LAGO is a restaurant and wine bar located down to Peblinge Lake in Copenhagen.

Wonderland has been responsible for interior design and construction process.







Spacial branding

We Build Brands!

At Wonderland we are passionate about building brands, quite literally. For the past years we've been designing and building creative spaces and branded interior solutions for a lot of different clients. Although brand integration can be as simple as placing a logo on a wall, it encompasses more than just basic brand visibility.

Engaging brand experiences forge ongoing relationships with customers and leverage brand values and culture that creates emotional connections.

Carlsberg



Tuborg





CARLSBERG

HALL OF CARLSBERG



Wonderland was given the task to design and create the bar at Hall of Carlsberg in Parken.

We came up with the solution to make a great dynamic wall that illustrates swishing beer, in which the iconic Carlsberg logo emerges. In the creation process we used the latest technologies and digital options, which made it possible to create an installation made in wood, but with the dynamic and vivid look of liquid.

With the use of computer rendering, the back wall was made to show the organic formations that liquid creates in different conditions. The installation was made in green, wood and black.



Hall of Carlsberg is located in Parken: the Danish national arena.







SVEND AUKEN
SALEN

TUBORG

TUBORG
2011-2021

Wonderland has since 2011 successfully collaborated with VEGA on various interior design projects.

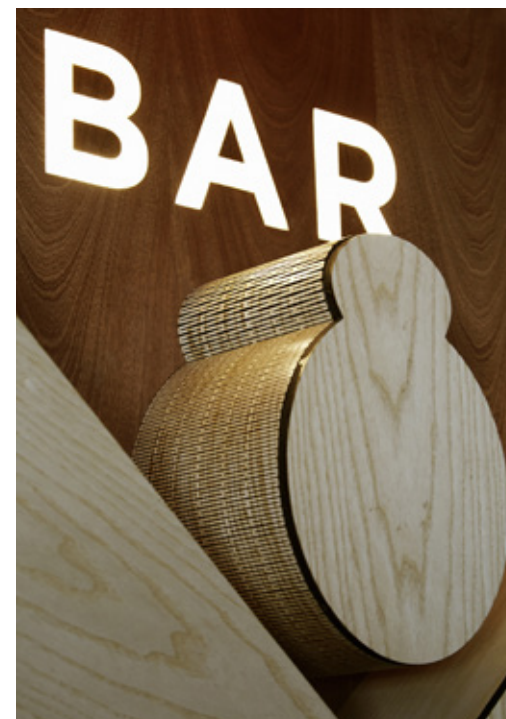
Tuborg and VEGA wanted to create a common visual identity that could connect Tuborg's sponsorship to Vega and be integrated as part of the renowned music venue.

The task resulted in a new visual identity with graphics inspired by PLAY, STOP, FORWARD, RECORD buttons known from the world of music. These new elements was combined with the famous 50's style interior and architecture that VEGA is known for.

In addition to the visual identity, Wonderland also designed and produced new tables and different mobile bar solutions to fit the vibrant venue.



Mobile bar units and permanent bar at Store VEGA foyer



BARKORT **VEGA**

TUBORG FADØL



Lille 30 cl.
TUBORG 33 kr.
CLASSIC 36 kr.

Stor 50 cl.
TUBORG 55 kr.
CLASSIC 60 kr.

Mega 75 cl.
TUBORG 83 kr.
CLASSIC 90 kr.

DRINKS

ALM. 65 kr. 2x2cl
VODKA Smirnoff Red
GIN Gordon's, Plymouth
ROM Havana Club Blanco
Captain Morgan
WHISKEY Johnnie Walker Red

LUX 75 kr.
VODKA Sobieski Estate
GIN Tanqueray
ROM Havana Club 7
WHISKEY Jameson
Johnnie Walker Black
Jack Daniel's
Southern Comfort

VIN 45 KR 25cl
Jacob's creek hvid
Jacob's creek rød

SHOTS 25 kr. 2cl
Tequila José Cuervo
Fisk
Fernet Branca

CIDER 50 kr. 33cl
Somerby apple

SODAVAND 50 kr. 25cl
JUICE 25 kr. 25cl
CHIPS 25 kr.
ØREPROPPER 10 kr.



The Node is designed especially for VEGA





Visual identity

Be somebody, not just anybody!

With a bold approach to visual identity and packaging, we can help bring your brand to life and make your product stand out from the rest.

We take pride in creating unique visual universes, and we have helped out several successful brands with all steps of building a visual identity, from the first brainstorm sessions to the final product launch.

Somersby



Rørt



VEGA



ROCCAMORE





SOMERSBY UNLIMITED

LEAD BUREAU FOR FOUR YEARS

We were challenged to create a new Somersby sub-brand targeted the young Danish party segment. We came up with an upbeat and daring concept based on the target audience's interest in clubbing and fashion. The concept was rolled out over three years, developing with a new collection (and flavour) each year inspired by the seasons biggest fashion trends.

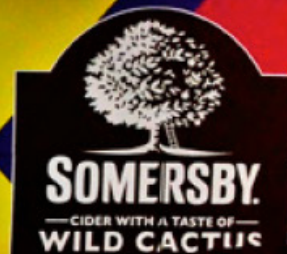
Our work with Somersby Unlimited included an overall strategy, brand name, visual identity and packaging design. The first collection was based on the, at the time, ever-present animal print. In 2014, the success was followed up with dashing floral prints whereas the 2015 collection was inspired by fashion designers who dictated metallic colours and iconic symbols with references to pop art.





**THERE'S A NEW
ANIMAL IN TOWN**

100% SOMERSBY • 1000% ANIMAL







RØRT

Wonderland has helped create
the new RØRT 2.0

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VEGA

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agency for VEGA since 2011.

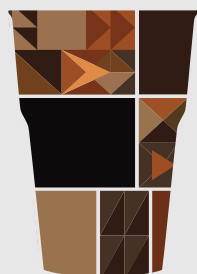
BARKORT



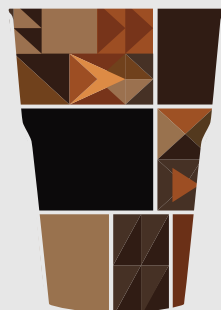
TUBORG FADØL



Lille 30 cl.
TUBORG 33 kr.
CLASSIC 36 kr.



Stor 50 cl.
TUBORG 55 kr.
CLASSIC 60 kr.



Mega 75 cl.
TUBORG 83 kr.
CLASSIC 90 kr.

DRINKS

ALM. 65 kr. 2x2cl
VODKA Smirnoff Red
GIN Gordon's, Plymouth
ROM Havana Club Blanco
Captain Morgan
WHISKEY Johnnie Walker Red

LUX 75 kr.
VODKA Sobieski Estate
GIN Tanqueray
ROM Havana Club 7
WHISKEY Jameson
Johnnie Walker Black
Jack Daniel's
Southern Comfort

VIN 45 KR 25cl
Jacob's creek hvid
Jacob's creek rød

SHOTS 25 kr. 2cl
Tequila Jose Cuervo
Fisk
Fernet Branca

CIDER 50 kr. 33cl
Somersby apple

SODAVAND 50 kr. 25cl

JUICE 25 kr. 25cl

CHIPS 25 kr.

ØREPROPPER 10 kr.



LET'S DANCE



ROCCAMORE

Campaign design and identity

ROCCAMORE CAMPAIGN DESIGN

Throughout 2020 and 2012, Wonderland has been part of Roccamore's campaign #roccamorerebel. We have made art direction and concept.

Made in collaboration with copywriter and creative wizard Jakob Stålby and photographer Marie Hald. The campaign portrays strong women and a man.



LET'S DANCE

Mia Wagner. CEO. Investor. Mother.
And #RoccamoreRebel.



roccamore

DANISH DESIGN ITALIAN ATTITUDE

PERFECTION IS PURE FICTION

Leonora Christina Skov. Bestselling author.
And #RoccamoreRebel



roccamore

DANISH DESIGN ITALIAN ATTITUDE

Brand activation

Activating your brand in a physical space requires planning and experience. Over the years, Wonderland has done brand activation for many customers, all of whom have had a good experience. We go the extra mile to make an activation a success.

Winning brands will be those who realise the importance of adapting quickly and focus their strategy on building lasting relationships that enforce cultural relevance and engagement.

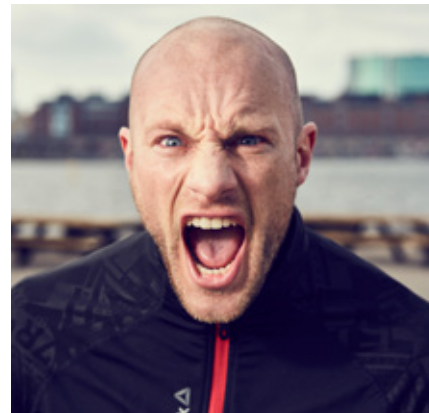
Tuborg Nul



Tuborg



Fitness World



Absolut









Gooooood
Roskilde
Festival!

Nup en
togbajer



Reventiømsgade
Udgang Exit

Bernstorffsgade
Udgang Exit

Reventiømsgade
Udgang Exit

50 m til en bedre burger

MAX

TUBORG X ROSKILDE

Activation, event, sampling & bar setup





FITNESS WORLD

Beach Bootcamp events.



ABSOLUT VODKA

Events, art installations & activation.

Please visit us at www.madeinwonderland.dk to check out our work and learn more about Wonderland.

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