

APPENDIX

1.D LOUNGES

COPENHAGEN AIRPORT SHOPPING CENTER

AIRSIDE

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1.D

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DOCUMENT INFO

This manual is an appendix to Copenhagen Airport’s Unit Design Manual for Airside (UDM) and highlights design considerations that are specific to lounges in CPH. Design guidelines from UDM should be followed in general and all layouts must be approved by CPH.

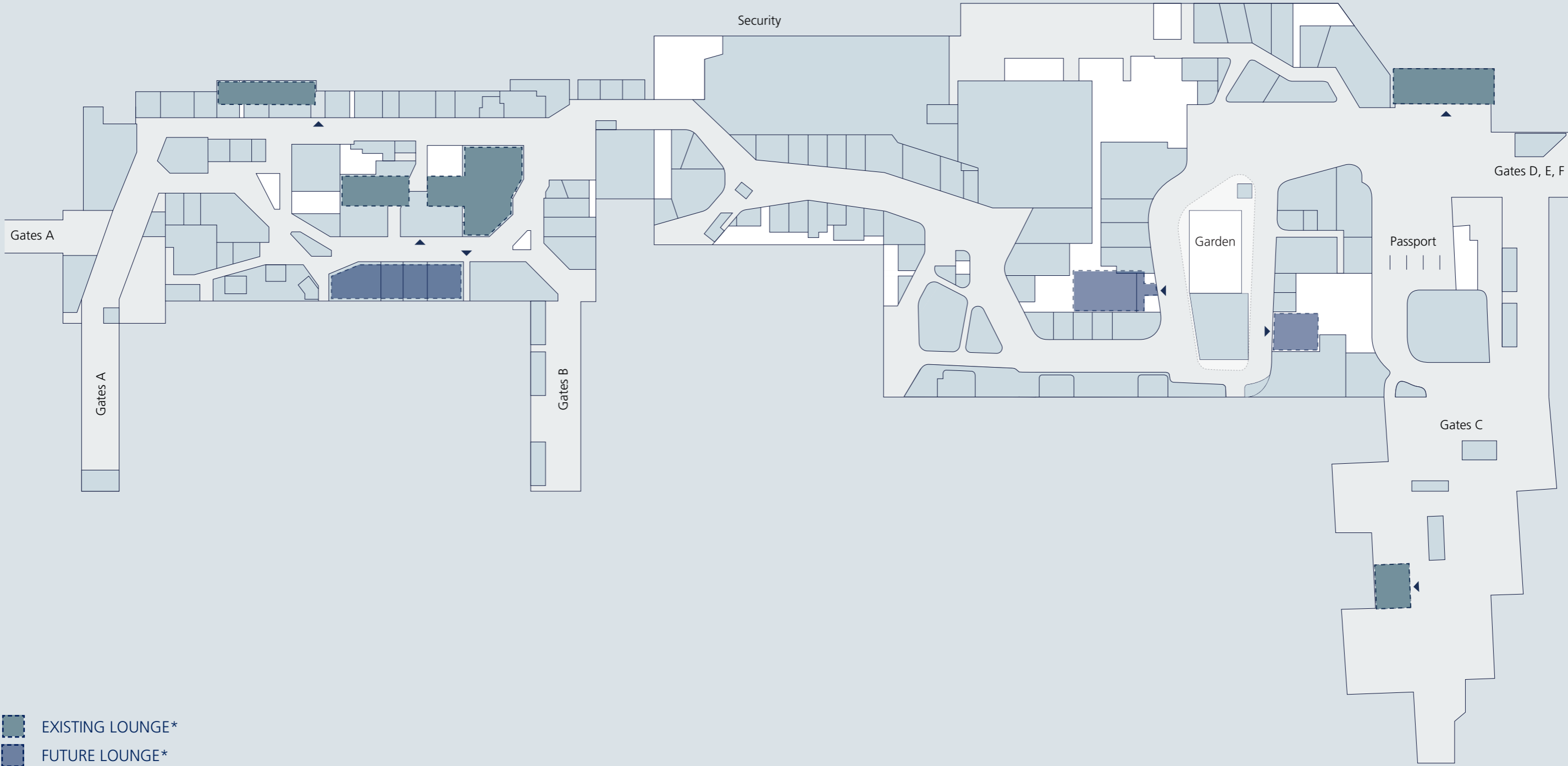
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Lounges Overview

LOUNGES

At Copenhagen Airport, we are committed to creating standout lounge experiences for our travelers. Our lounges offer a distinctive space that captures the spirit of Copenhagen and sets a new standard for airport hospitality to truly host and delight guests and bring back the exclusivity of visiting the airport lounge.

Lounges in Copenhagen Airport consists of a mix between dedicated airline lounges and common-use lounges.



- EXISTING LOUNGE*
- FUTURE LOUNGE*

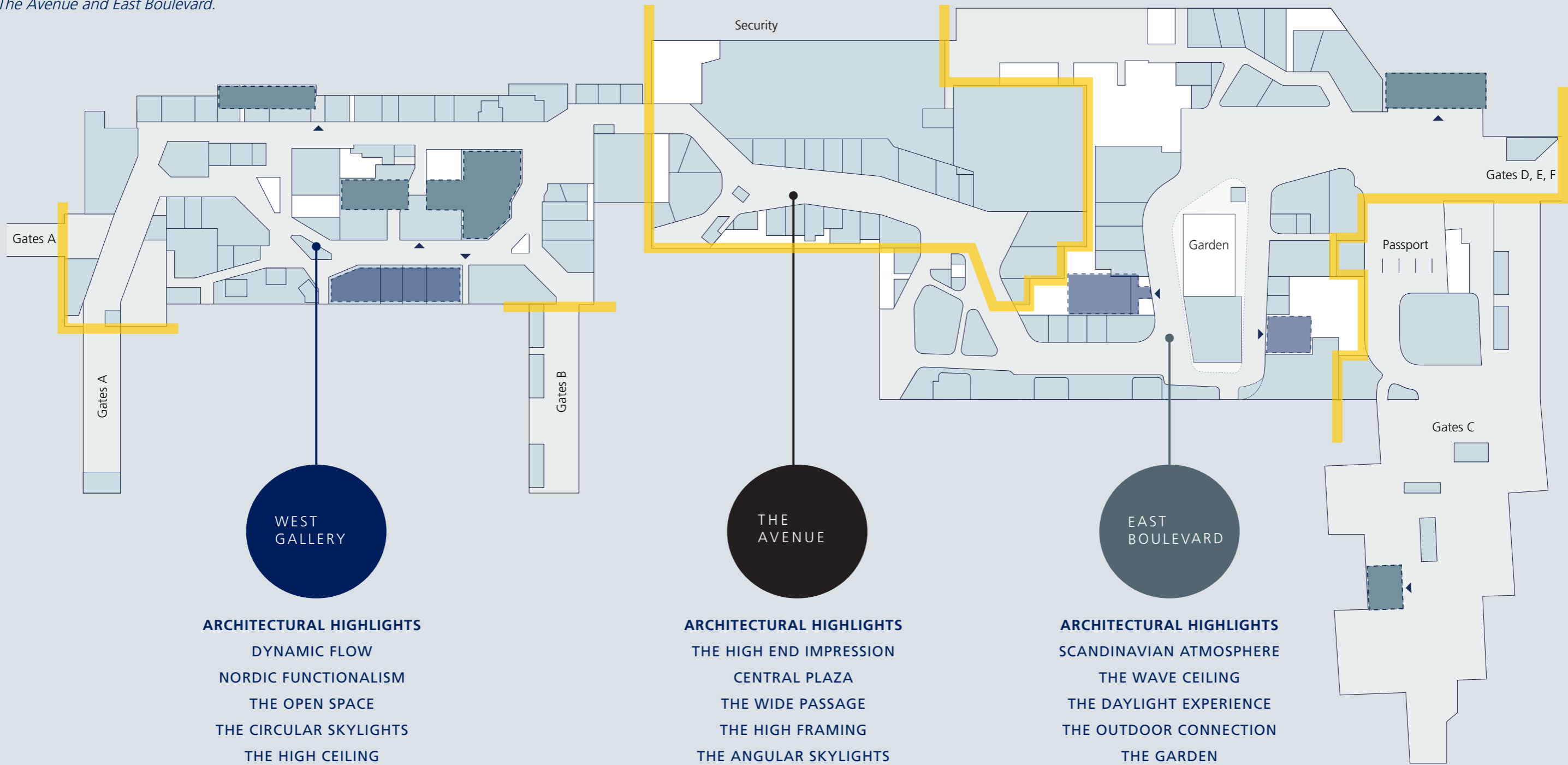
* lounges are typically located on the upper floor with entrances from the main passenger area

Architectural Context

LOUNGE EXPERIENCE IN COHERENCE WITH THE ARCHITECTURAL CONTEXT

The areas at Copenhagen Airport have different architectural qualities that should be taken into consideration when planning new lounges in the terminals. The design of the lounges should both stand out and comply with the Nordic Design look & feel of Copenhagen Airport.

Kindly refer to CPH's Unit Design Manual for further characteristics of West Gallery, The Avenue and East Boulevard.



1.D-3

Nordic Sense of Place

NORDIC SENSE OF PLACE

The ambience, spaces and environment are essential for the hospitality experience. The lounges should have a unique Nordic Sense of Place e.g. by using materials and colors that adhere to Nordic colors and local design.

The Nordic look & feel will be achieved through the choice of materials, lighting, finishes and lounge layout. Furthermore visual noise should be minimized by creating visual coherence between the distinct lounge areas.

Keywords for lounge visitors in this regard are:

- Situation control
- Clear wayfinding
- Mixed zones
- Fast & slow
- Well-being – Healthy Living
- Nordic ambience and recognizable architecture
- Nature & organic shapes
- Light, air & sound

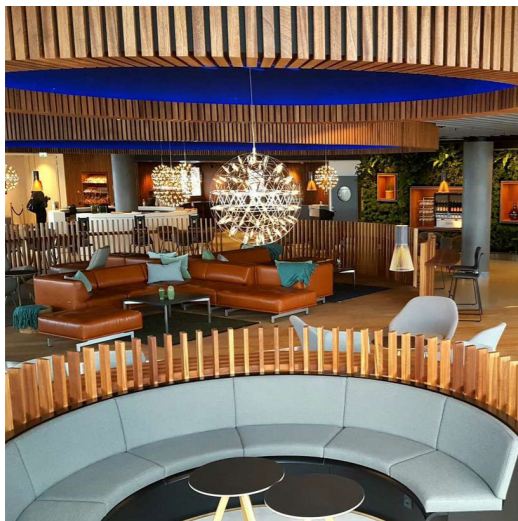
MATERIALS

The materials in the lounges should correspond with CPH's overall architecture. Genuine and natural materials like stone, light wood, leather, brass, anodised aluminum/tombak and live trees that have a great impact are strongly recommended. Artificial materials, such as printed nature patterns, should not be a part of the design.



Overall Guidelines

01



INCORPORATE LOCAL SENSE OF PLACE
REFERENCES

02



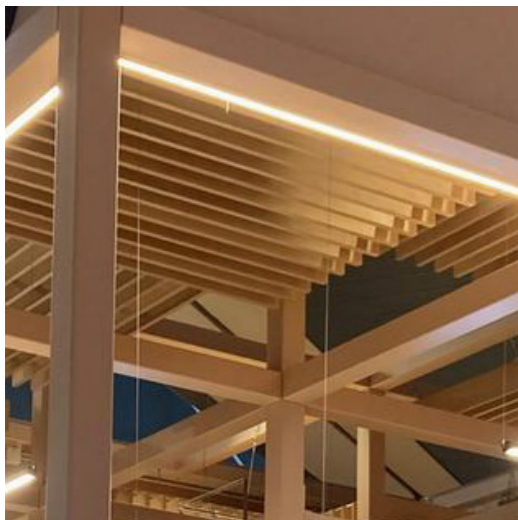
MAKE ENTRANCE PART OF CONCEPT

03



INCORPORATE "PARKING" FOR TROLLEYS

04



USE LIGHT AS DESIGN ELEMENT
REFERENCES

05



DISCRETION FILM ON GLASS

GUIDELINES

To ensure a clear and enhanced passenger experience, we encourage lounge operators to take the following into consideration when planning and designing the exterior of the lounges.

01. INCORPORATE A LOCAL SENSE OF PLACE

The branding should incorporate a local sense of place at Copenhagen Airport to make the lounge site specific.

02. MAKE ENTRANCE PART OF CONCEPT

The entrance on ground floor should be part of the lounge concept. The brand is welcome to stand out, with respect to the architectural context.

03. INCORPORATE "PARKING" FOR TROLLEYS

When planning the entrance of the lounge, the parking of trolleys should be taken into consideration.

04. USE LIGHT AS DESIGN ELEMENT

For an enhanced passenger experience, consider using light as a design element at the entrance.

05. DISCRETION FILM ON GLASS (DK 'FOLIE')

Glass facades are not advertising surfaces and can only be used for subdued branding.

When using film on glass, it should be part of the design concept.

A view to the outside should be maintained.

Using film on exterior walls facing the apron is not permitted.

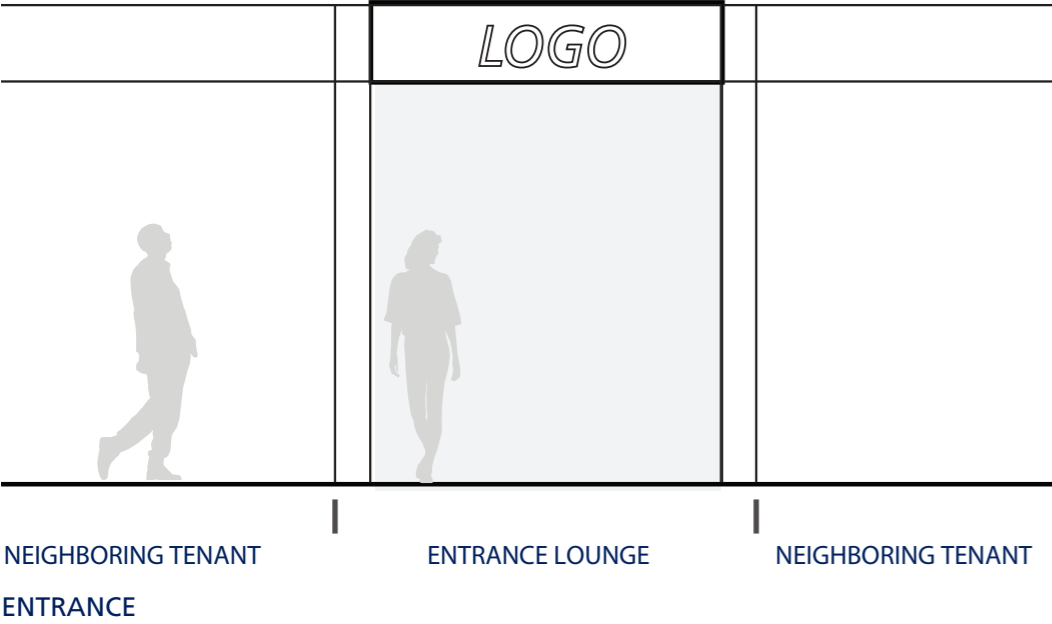
* All layouts must be approved by CPH.

INDICATIVE ILLUSTRATION

NOT A DESIGN PROPOSAL

1.D-5 Signage

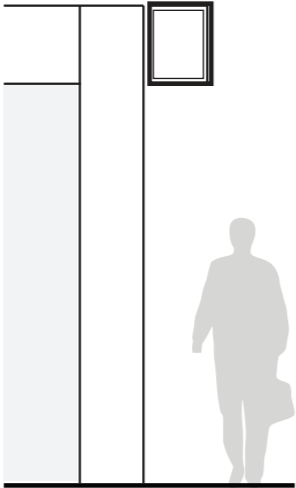
01



02



REFERENCE



ENTRANCE
LOUNGE

FLOW

GUIDELINES

It is important to consider the first hand impression of the lounge through the facade & flag sign. Consider how the facade and flag sign of the lounge can create attention and attract passengers from a distance. A good overview of the area ensures the guest an easy entrance and access towards the lounge.

The facade and flag sign should be placed in accordance with the facade guidelines in Copenhagen Airport's Unit Design Manual.

01. FACADE SIGN AT ENTRANCE

The sign must either be backlit or have illuminated letters and should be placed above the entrance with a design that is limited within the CPH shop framing.

Multiple signs, whether side by side or above each other, are not permitted. The sign may not be made of film.

Artificial materials, such as printed nature patterns, should not be a part of the design.

02. LOGO IN FLAG SIGN

The lounge signs creates brand visibility from both directions. They are made of film / DK 'Folie' (Tenant) and are fixed on to the acrylic displays on both sides of the sign.

Light is integrated in the flag sign.

All cords must be hidden.

* All layouts must be approved by CPH.

INDICATIVE ILLUSTRATION

NOT A DESIGN PROPOSAL

1.D-5 Signage

03



MAKE ENTRANCE PART OF CONCEPT
DIGITAL, INTEGRATED SIGNS
REFERENCE

04



FEW AND WELL PLACED SIGNS
DESIGN PRINCIPLES



SIGNS, INTEGRATED IN DESIGN CONCEPT



SIGNS, NOT INTEGRATED IN DESIGN CONCEPT

GUIDELINES

03. DIGITAL, INTEGRATED SIGNS

Consider placing an information screen at the entrance of the lounge.
The information screen should digital and integrated in the design.

04. VISUAL HIEARCHY

For a better wayfinding and to minimize visual noise, consider the hierarchy of branding & logos.

To ensure that lounges placed upstairs have great visibility please adhere to the following guidelines. Careful consideration should be given to the signage of the specific site to take into account the area concept, immediate surroundings and the need for a strong visual impact.

No items are allowed to be placed on the stairs.

No A-signs are allowed. Pylons should be placed by staircase or within the unit.

Film on staircase handrails is intended for subtle wayfinding - not branding.

* All layouts must be approved by CPH.

1.D-6

Wayfinding



WAYFINDING AT CPH

To ensure that passengers can easily find their way to the areas where our lounges are located, we have placed overview maps and digital wayfinding stands at selected key locations in the terminals.