

# UNIT DESIGN MANUAL

COPENHAGEN AIRPORT

AIRSIDE

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# COPENHAGEN AIRPORT SHOPPING CENTER



Paul Smith

# 1.1 VISION



## The best and most extraordinary airport shopping center in the world

In Copenhagen Airport (CPH) nothing is coincidental. Every detail is thoroughly analysed before launching new brands, shops or spaces. Experiential features throughout the airport from the overall terminal experience and down to the slightest design detail answer to insights regarding customer needs for flow and buying behaviour.

CASC (Copenhagen Airport Shopping Center) has developed this manual to guide and inspire tenants with refurbishments and designs of new units to create an outstanding and unique shopping center experience.

Our common goal is to strive to be "The best and most extraordinary airport shopping center in the world".

The manual describes three areas within the shopping center and provides design guidelines in relation to the unit design, signage, lighting etc. for these areas.

The manual does not prescribe fixed design elements, but is intended to inspire and guide within the airport context.

### APPROVAL PROCESS

All design proposals must be approved by CPH.

The approval process is set out in the following appendix in your contract:  
"APPENDIX 3b - The rules applying to the lessee's works, deliveries etc."

### SPECIFIC AND DETAILED RESTRICTIONS

Further detailed restrictions described in appendix 3.2 + 3.7 of your contract must be read and met.

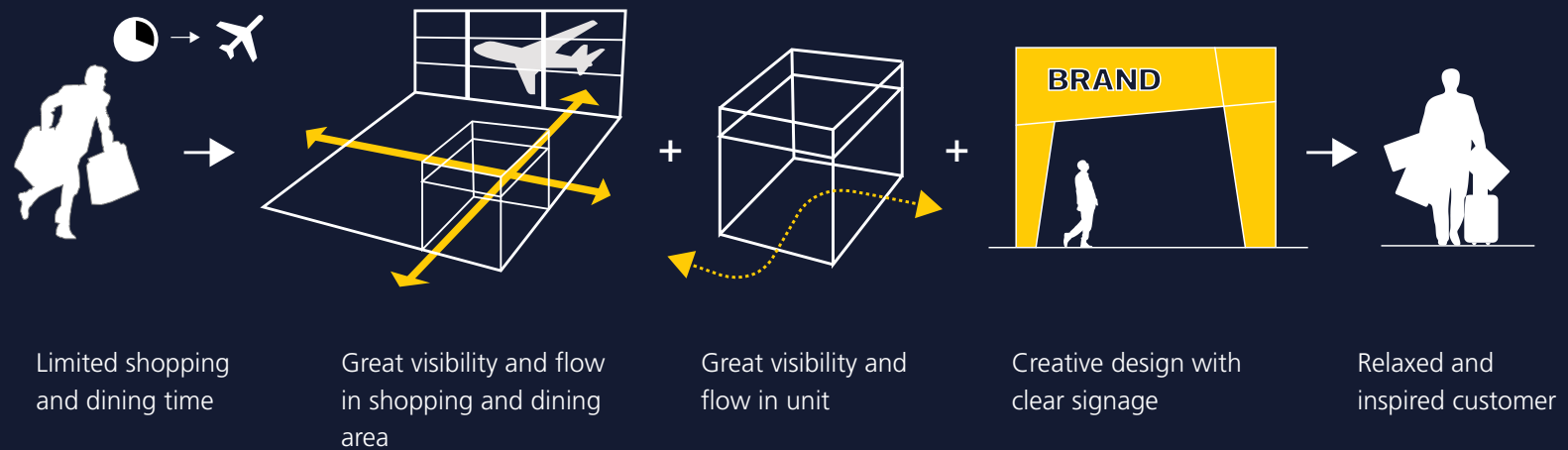


# 1.2

## TRAVELLING CUSTOMER FOCUS

### Simplicity and visibility

Travelling customers are time constrained and often stressed. They have limited time to make a purchase and therefore need more guidance than the average shopper. Simplicity and visibility are important features to facilitate a stress-free shopping and dining experience.





# 1.3

## ARCHITECTURAL STRATEGY IN CPH

### Units should be designed in line with key architectural features of CPH

Copenhagen Airport builds on a proud architectural heritage and has historically had a unique ability to engage architects, designers and artists to create spaces and physical frames of absolute world class.

As one of the world's first civil airports, Copenhagen Airport is a unique example of an ongoing transformation with a series of characteristic buildings. Copenhagen Airport's architectural identity reflects a modern and efficient airport that is orchestrated by the framework of excellent Scandinavian design.

The airport is both part of Copenhagen and a connection point to the world. Travellers must be able to see and sense that. It is our intention that Copenhagen Airport's physical environment leaves our guests with a clear sense that they are not just in an airport, but in one of the world's design capitals: Copenhagen.

For Copenhagen Airport to stand out as an extraordinary dining and shopping location it is essential to respect the overall architectural framework and unit designs must be in line with key architectural airport features. Architectural considerations should always include ease of passenger and operational flow in the terminal space. Copenhagen Airport finds it important to:

- Support passenger conditions of orientation, visibility, flow and wayfinding
- Support operational logistics
- Provide natural light from the exterior towards interior spaces
- Apply appropriate details and choice of materials based on a guiding experience of Nordic colours and Scandinavian design

A further detailed description of the Architectural Strategy in CPH is set out in the document "Architectural Strategy for Copenhagen Airport".



# 1.4

## SUSTAINABLE APPROACH

Aesthetically appealing design solutions with minimum environmental impact during both construction and the entire life cycle of materials.

Copenhagen Airport is committed to reducing its environmental impact through continuous efforts and collaboration with partners and stakeholders to achieve its sustainability goals.

Where possible consider the following sustainability design guidelines:

- **Material Selection:** Use eco-friendly, renewable, and locally sourced materials for construction, fixtures, and finishes to minimize environmental impact.
- **Reuse of Materials and Products:** Reused and recycled materials and products are encouraged to be incorporated into the design to minimize carbon footprint.
- **Energy Efficiency:** Incorporate energy-efficient lighting, HVAC systems, and appliances to reduce overall energy consumption.
- **Waste Reduction:** Implement strategies for waste reduction and recycling where possible.
- **Sustainable Sourcing:** Collaborate with suppliers to prioritize sustainable, ethically sourced products.
- **Design for Disassembly:** Ensure that store fixtures, furniture, and components are designed for easy disassembly and reuse, enabling the materials to be recycled or repurposed at the end of their life cycle.
- **Customer and Staff Engagement:** Design spaces that educate and involve customers and staff in sustainability efforts, through signage, product information, and waste-reduction initiatives.
- **Collaboration and Partnership:** Engage with stakeholders, including suppliers and service providers, to promote and ensure alignment with sustainability goals.



# 1.5

## UNIQUE BRAND EXPERIENCE

### Designs must be creative and coherent

We encourage our partners to design shops and food & beverage (F&B) areas which maximise product expression and go above standard solutions. They must be open and inviting, thus ensuring a strong sense of place in a busy and contemporary travel environment.

#### **A DESTINATION**

Imaginative and individually branded design, from the overall concept to the detail, will turn the unit into a specific destination and give the customer a unique shopping and dining experience.



# 1.6

## TRENDS

Implementing the newest trends and technologies will make CPH stand out and become a destination

These are the trends CPH is focusing on:

- Authenticity, local and freshly made products
- Blurred lines between products, hospitality and entertainment
- Rapid change, flexible or changeable appearance of units
- Plug in possibilities (power)
- Seamless payment options
- Digital integration, interactive storytelling
- Experimental retail and working 'theatre'
- Personalised products and experiences
- Accommodating more and more demanding consumers



# 1.7

## QUALITY SOLUTIONS

### Timeless, durable and integrated details

The airport is exposed to an extreme load due to the high and frequent customer flows.

To maintain a quality appearance, without visible wear, it is important to choose and construct furniture and displays of high quality with timeless, durable and integrated solutions, from joints to surfaces, which also meet the applicable requirements for fire safety.

Uniform design and quality solutions will signal a strong quality brand and ensure the tenant less maintenance over time as the wear and tear of the many customers is quite damaging to the furniture.



# 1.8

## FLOW

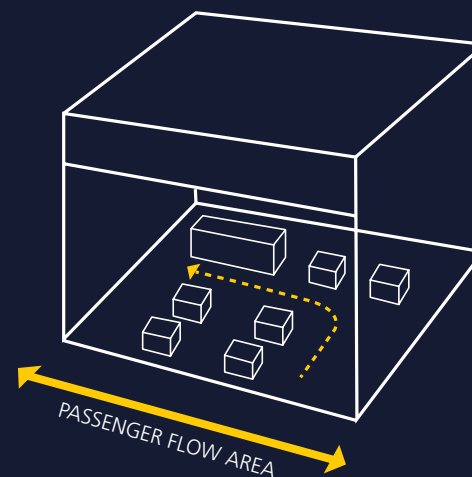
### Unit designs must incorporate space for flow and queues in the layout

When designing a unit, make sure to add an integrated space for queuing in the layout. The passenger flow area outside the unit must not be used for queuing. This will interfere with the flow in the hallways and be a hazard for escape routes in case of emergencies.

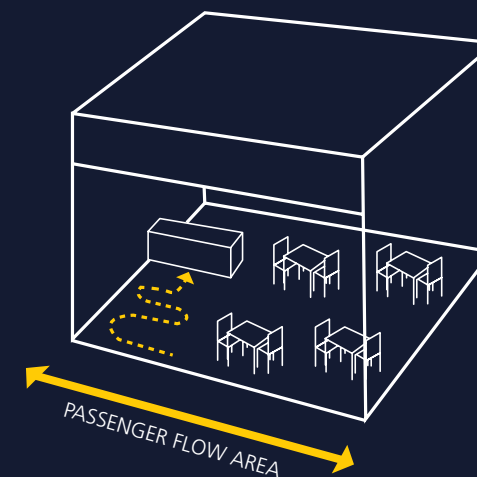
Consider how the layout can ensure a constant and clear customer flow and clearly showcase how the customer will enter the unit and move around it.

Try to guide the customer flow without using separation bollards within the unit.

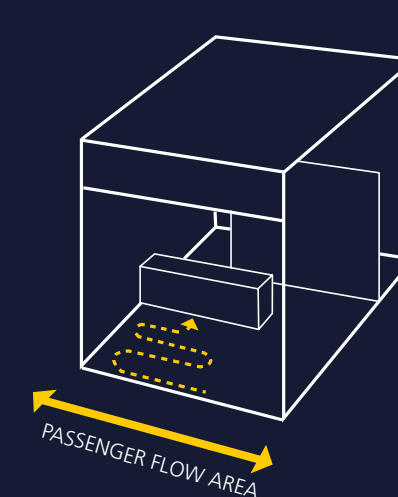
RETAIL



F&B



SERVICE PRODUCT



QUEUING WITHIN UNIT  
INDICATIVE ILLUSTRATIONS

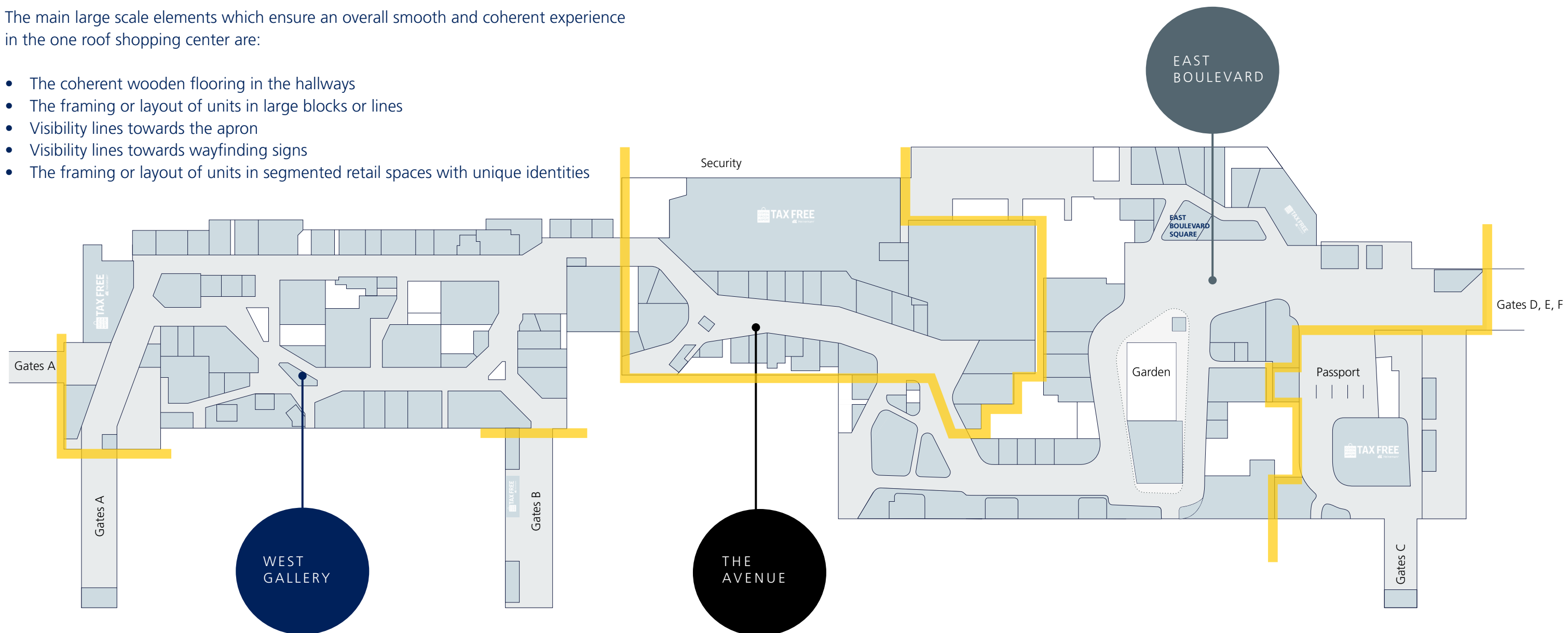
# THREE AREA CONCEPTS

## ONE ROOF THREE AREA CONCEPTS

To ensure a diverse shopping experience we define our one roof shopping center in three differentiated areas. The areas have various types of flows, passenger mix, architectural features and ambiances. The following sections (2.2 - 2.4) describe the characteristics for each area.

The main large scale elements which ensure an overall smooth and coherent experience in the one roof shopping center are:

- The coherent wooden flooring in the hallways
- The framing or layout of units in large blocks or lines
- Visibility lines towards the apron
- Visibility lines towards wayfinding signs
- The framing or layout of units in segmented retail spaces with unique identities





# 01. TRANSPARENCY

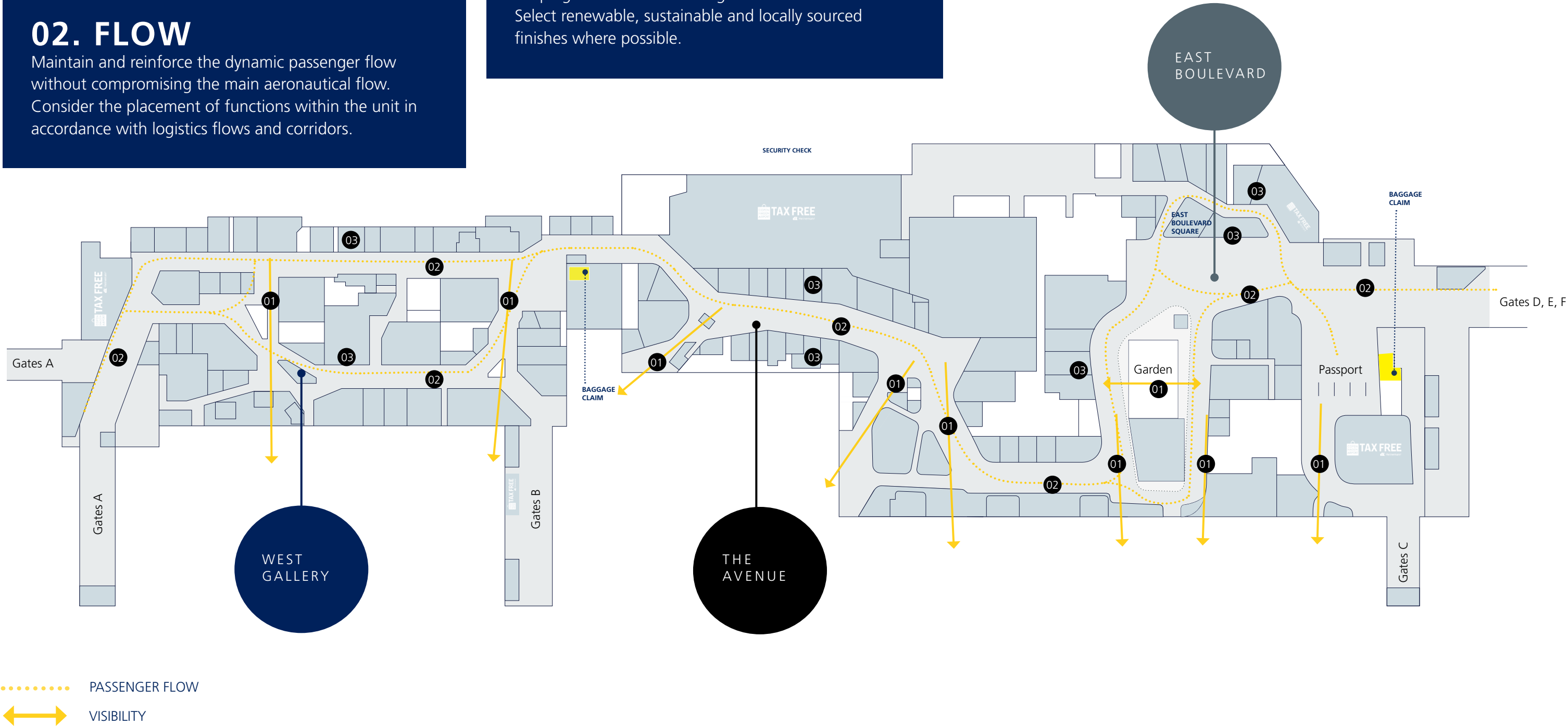
Maintain an open view and connections across the space with clear visibility throughout the shops and dining areas.

# 02. FLOW

Maintain and reinforce the dynamic passenger flow without compromising the main aeronautical flow. Consider the placement of functions within the unit in accordance with logistics flows and corridors.

# 03. FACADES

Maintain and reinforce the architectural simplicity with straight and clear lines and well-defined units ensuring high brand expression.  
Maintain and reinforce the solitary units, designed in keeping with the surroundings on all sides.  
Select renewable, sustainable and locally sourced finishes where possible.



# WEST GALLERY

## ARCHITECTURAL HIGHLIGHTS

DYNAMIC FLOW

NORDIC FUNCTIONALISM

THE OPEN SPACE

THE CIRCULAR SKYLIGHTS

THE HIGH CEILING

## CHARACTERISTICS

A varied marketplace with a cosy and dynamic feel drawing inspiration from Scandinavian design. This welcoming and attractive area displays the very best products from local heroes and international brands.

The West Gallery hosts passengers of European destinations and domestic flights.



WEST  
GALLERY





# THE AVENUE

## ARCHITECTURAL HIGHLIGHTS

THE HIGH END IMPRESSION

CENTRAL PLAZA

THE WIDE PASSAGE

THE HIGH FRAMING

THE ANGULAR SKYLIGHTS

## CHARACTERISTICS

With elegant surroundings of high ceilings and extravagant store fronts, this area unites a variation of luxury brands in a unique shopping environment.

The Avenue with dual flows is located in the middle of the airport shopping center and is the starting point of the passenger shopping experience.



THE  
AVENUE





# EAST BOULEVARD

**ARCHITECTURAL HIGHLIGHTS**  
**SCANDINAVIAN ATMOSPHERE**  
**THE WAVE CEILING**  
**THE DAYLIGHT EXPERIENCE**  
**THE OUTDOOR CONNECTION**  
**THE GARDEN**

## CHARACTERISTICS

An open and inviting area of the airport that has a fresh and current atmosphere. This diverse area of endless possibilities pampers to the cosmopolitan lifestyle with a focus on contemporary and high street brands from around the world.

The East Boulevard is situated on the route towards long haul flights and our low cost terminal. It is therefore an area that caters to a wide variety of passengers from all nationalities.



EAST  
BOULEVARD





# RETAIL

## UNIT DESIGN

## GUIDELINES



WEST  
GALLERY

THE  
AVENUE

EAST  
BOULEVARD



## REFERENCES

# 3.1 RETAIL STRATEGY

## GUIDELINES

To ensure an extraordinary shopping experience, we encourage tenants to consult the following subjects when designing a unit:

- Give a unique brand experience
- Use the unit design for storytelling
- Celebrate the airport feel
- Give the unit a sense of place
- Make the unit open and inviting
- Use tailor-made and site-specific unit designs
- Choose sustainable solutions, materials and lighting
- Use quality interior design suited for airport load
- Select options that supports the flow in the interior design
- Make the unit convenient for the customer
- Incorporate the newest trends, digital integration, personalisation etc.
- Integrate storage in solutions





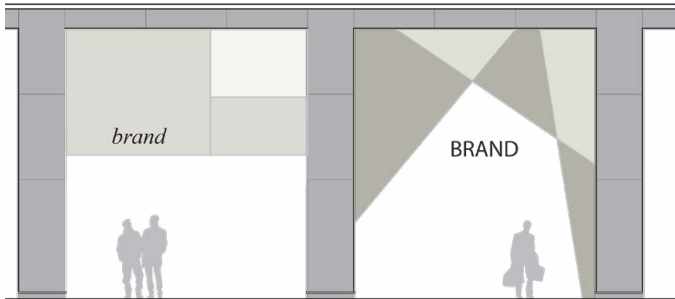
## INDICATIVE ILLUSTRATION

NOT A DESIGN PROPOSAL

# 3.2 RETAIL FACADES

### THE AVENUE

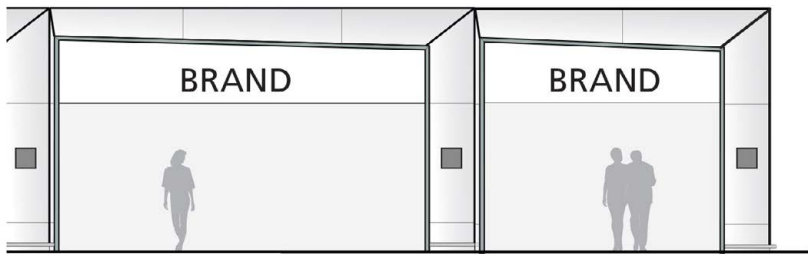
- Equal existing frames
- Free shop front design within the frame
- No flag sign on shop front (only within unit)



UNITS SIDE BY SIDE

### EAST BOULEVARD SQUARE (LOCATED IN EAST BOULEVARD)

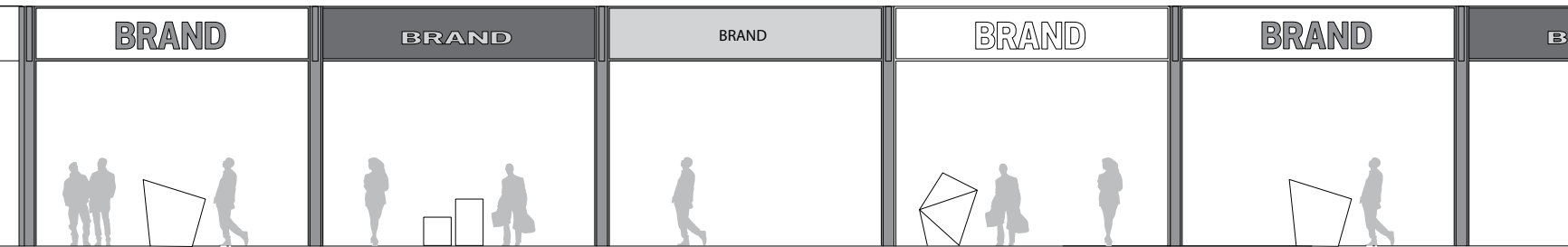
- Skewed concrete/aluminium frames
- Rectangular front design within the frame
- Minor brand signage on vertical shop frame



UNITS SIDE BY SIDE

### WEST GALLERY + EAST BOULEVARD

- Aligned top edge of bulkhead/shopfront
- Shopfront design within CPH shop frame
- Flag signage within CPH shop frame



UNITS SIDE BY SIDE

### CREATIVE AND COHERENT UNIT DESIGN

Shop fronts should be creative, of high quality and well-designed. The shop front should be coherent with the interior design.

It is important to consider the first hand impression of the unit through the facade. The facade should stand out architecturally in order to create attention from a distance and to attract passengers.

### BOUNDARIES

The framing/boundary of individual shop fronts varies throughout the shopping area.

At The East Boulevard and West Gallery the bulkheads on the 1-2 sided shop fronts must be aligned with the surrounding shop top edges. Careful consideration should be put into how the unit is adjacent to neighbour units.

At The East Boulevard Square in The East Boulevard the design is limited within the concrete/aluminium framing.

At The West Gallery the design is limited within the CPH shop framing.

On The Avenue the design is limited within the high framing.

### OPENINGS

Where roller shutters are used, they should be incorporated into the design. High transparency through roller shutters ensures branding in the hours when the unit is closed.

Facade openings on The Avenue should be at least 3.6 m in height

### LIGHTING

If lighting of the front zone is needed, it must be incorporated discreetly, e.g. in the bottom of the bulkhead.

### APPROVAL

*All facades must be approved by CPH.*



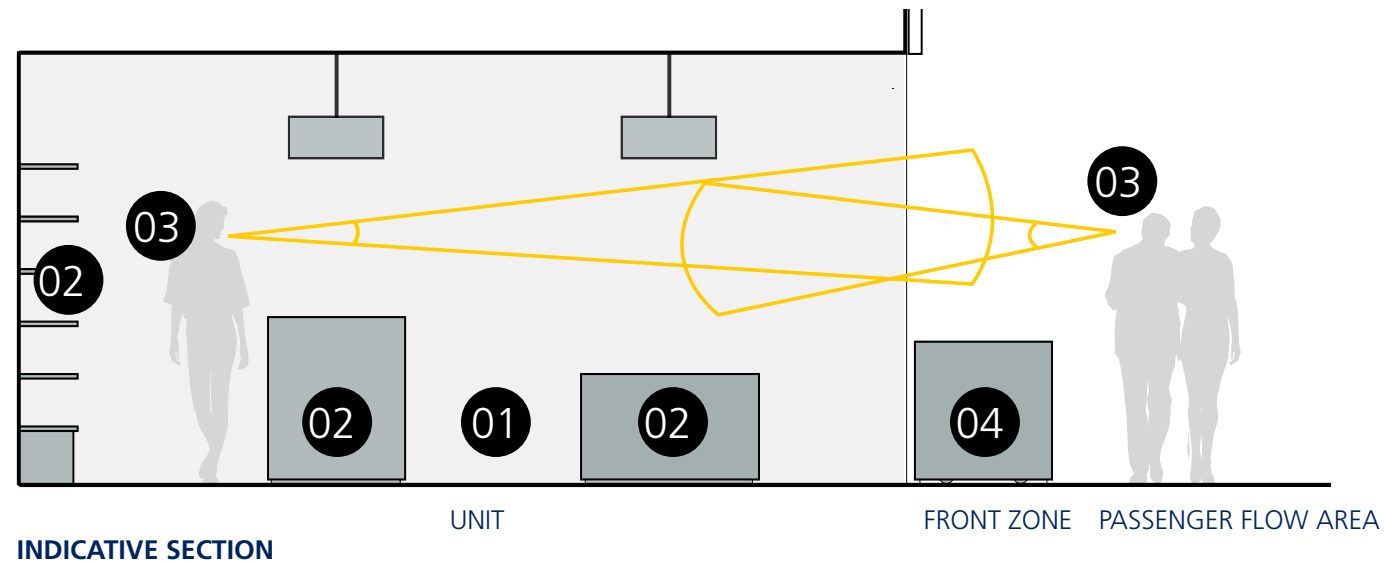
WEST  
GALLERY

THE  
AVENUE

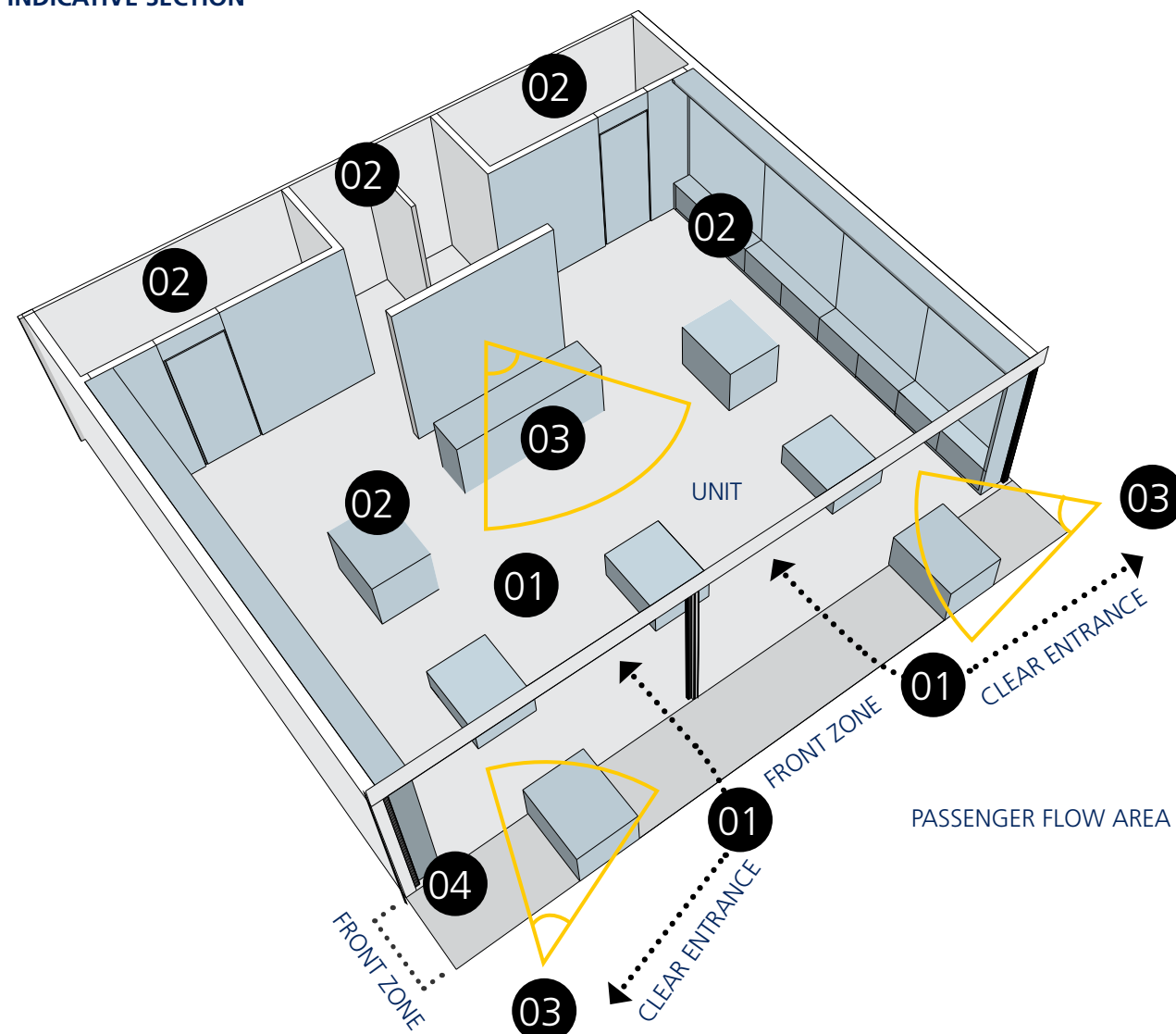
EAST  
BOULEVARD

## INDICATIVE ILLUSTRATION

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INDICATIVE SECTION



# 3.3 RETAIL LAYOUT

### 01. FLOW

Consider how the layout can ensure a constant and clear customer flow and clearly showcase how the customer will enter the unit and move around it.

Ensure a clear entrance into the unit

Create a feeling of spaciousness between unit interior elements

### 02. COHERENT DESIGN & STORAGE

The design concept should be coherent in the choice of surfaces, furniture and details.

Careful consideration should be put into all operational functions. Visible and misplaced storage and waste can have a negative impact on operations and customer experience. Consider how much storage for inventory and waste is needed and how it can be integrated.

Hidden storage space must be incorporated so no pallets, cardboard boxes, waste containers or similar, are visible.

### 03. VISIBILITY

Consider how the furniture and design of the unit can help guests to get an easy overview of the area. A good overview ensures the guest an easy entrance and access towards the counter/store staff. The counter should be easy to locate.

### 04. FRONT ZONE

Furniture or displays in the front zones must be a natural extension of the interior in the store. It must take up no more than 50% of the front zone floor area. A maximum of 2/5th of the shop furniture is permitted to be higher than 130 cm, however max. 150 cm. The exact size of the front zone by your unit is described in your contract.

### APPROVAL

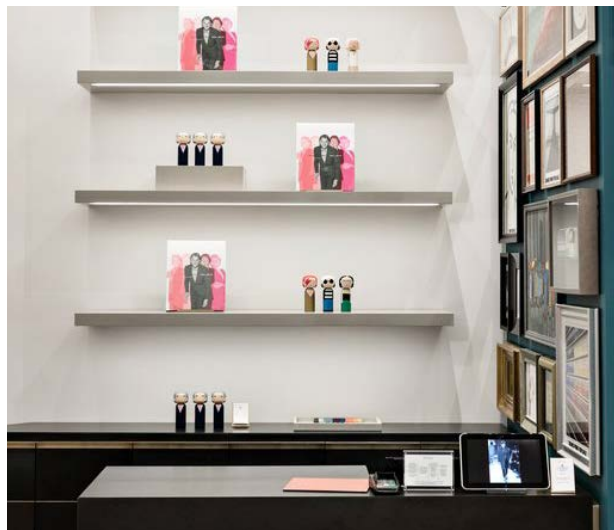
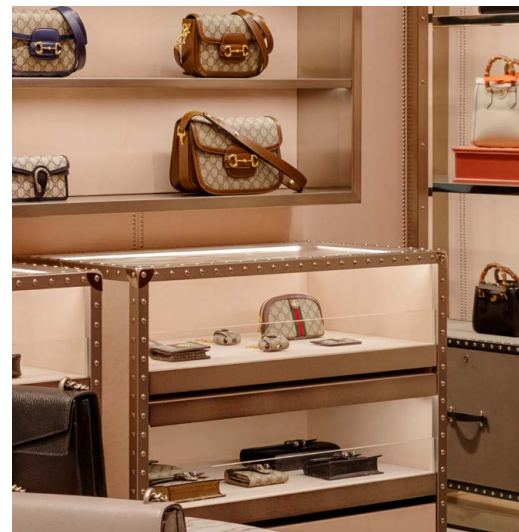
All layouts must be approved by CPH.



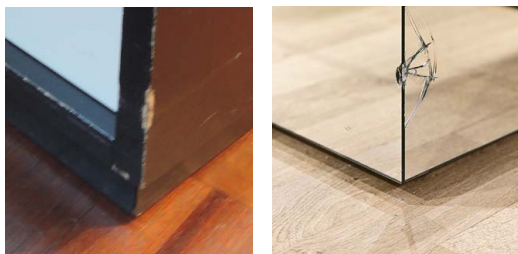
WEST  
GALLERY

THE  
AVENUE

EAST  
BOULEVARD



REFERENCES



CORNERS MADE OF FRAGILE MATERIALS ARE NOT RECOMMENDED

# 3.4

## RETAIL FURNITURE

**CREATIVE AND SUSTAINABLE DESIGN**

Imaginative and unique designs in sustainable materials are encouraged. It will make the unit appear contemporary and attractive.

**COLLISION WITH CARTS AND TROLLEYS**

Choose furniture solutions that can withstand collisions with carts, suitcases and cleaning machines, but remain elegantly integrated into the design.

**MATERIALS AND JOINTS**

Natural, genuine materials are to be used, meaning that horizontal surfaces such as table tops are not to be covered with fake wood vinyl. Chipboard and laminate with glued corners/edges is not permitted. Corners are to be reinforced or made of sturdy materials such as solid wood.

If the furniture is provided with wheels, at least half the wheels must be lockable. Movable furniture must be provided with protecting felt, plastic or rubber pads underneath to prevent marks on the floor.

**STORAGE**

Consider how much storage is needed and how it can be integrated into the space or furniture, as this helps prevent messy visible storage in the store that could reflect poorly on the brand and potentially have a negative impact on operations.

A small refrigerator (max. 60 liter) can be integrated in the interior in a place not visible to the customer. Due to fire regulations the refrigerator can not be placed in the back office.

**APPROVAL**

*All furniture must be approved by CPH.*

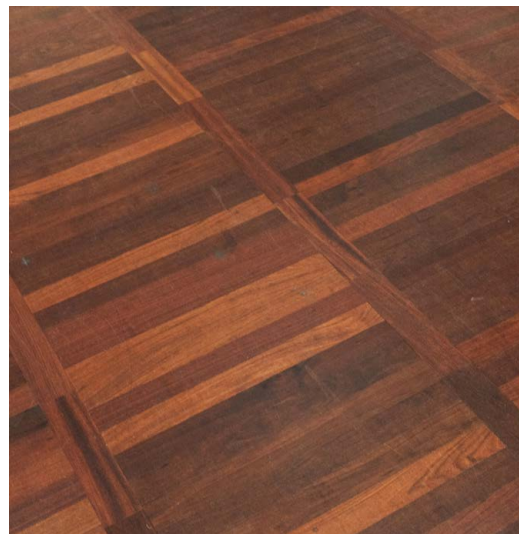


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GALLERY

THE  
AVENUE

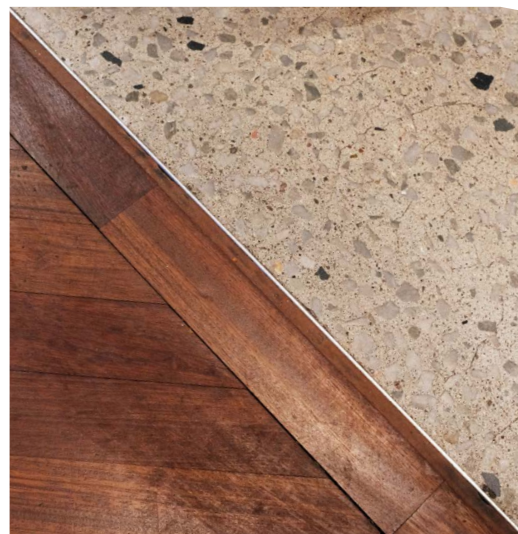
EAST  
BOULEVARD

01

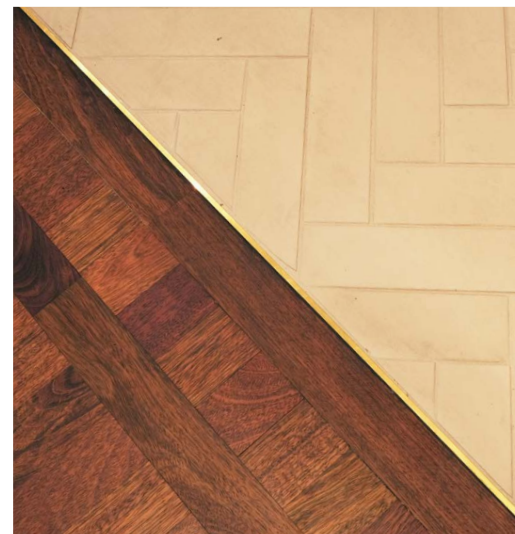


WOODEN FLOOR  
REFERENCES

02

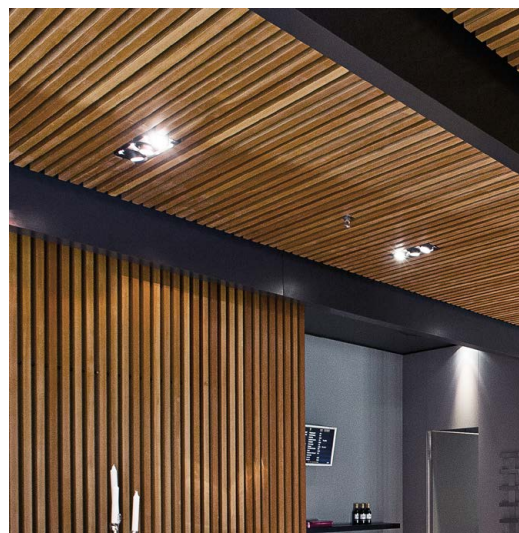


THRESHOLD



DETAIL WOODEN + TILE FLOOR THRESHOLD

03



WOODEN PANEL CEILING  
REFERENCES



DEMOUNTABLE CEILING



FIXED CEILING W. ACCESSIBLE INSTALLATIONS

# 3.5

## RETAIL SURFACES

### 01. FLOORING - GENERAL GUIDELINES

As a rule of thumb, the existing solid wooden flooring (type: Jatoba) should be preserved, as it supports a direct sense of flow with the hallway.

It is not allowed to place a new floor on top of an existing floor.

Carpets are only allowed for design highlights for interior decoration and not as the predominating floor.

### 02. FLOORING - UNIT PROVIDED WITHOUT WOODEN FLOOR

Choose a floor that is coherent with the design concept and supports a sense of being at Copenhagen Airport. Hard flooring must be chosen due to the severe wear on the floors caused by trolleys, cleaning machines etc. Linoleum is not a hard floor. The floors must have a durability of min. 5 years.

The threshold from each unit to the hallway must be on one level. If one level is not possible, ensure there is an equalization between the existing and the new floor without physical obstacles for trolleys and wheelchairs. This also prevents the risk of tripping over the edge of the threshold.

Choose a very durable threshold e.g. wood as the existing floor in the hallway. It will provide an elegant transition without adding another material.

### 03. CEILINGS

If a unit is not delivered with a suspended ceiling, the tenant will need to provide it. The suspended ceiling should be demountable or include access to installations for reparations and maintenance. Acoustic ceilings can improve the shopping experience.

All technical installations must be hidden.  
Open ceilings with visibility to installations above is not permitted.

### APPROVAL

*All surfaces must be approved by CPH.*

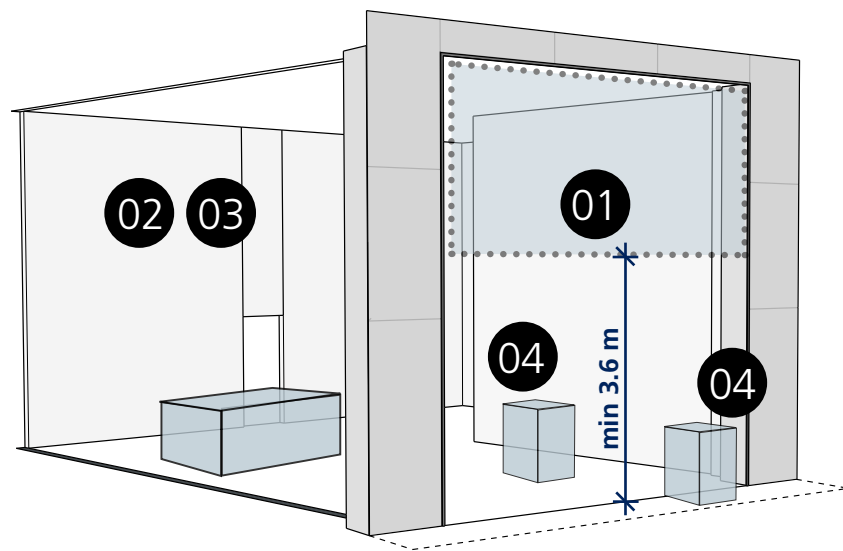




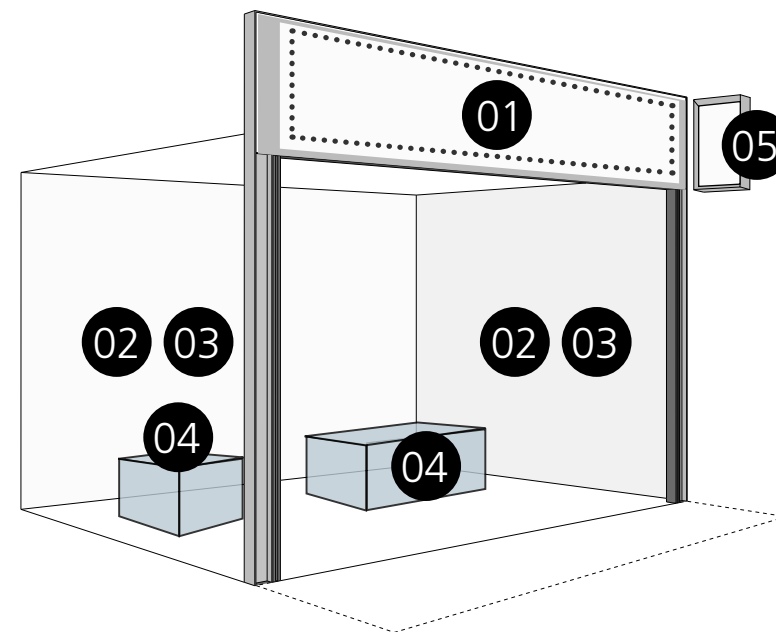
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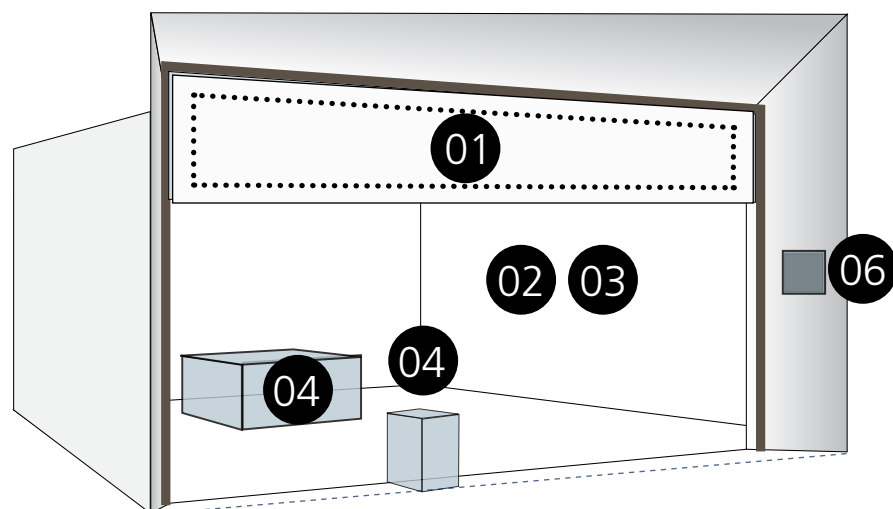
# 3.6 RETAIL SIGNAGE



THE AVENUE



WEST GALLERY + EAST BOULEVARD



THE BOULEVARD SQUARE (LOCATED IN EAST BOULEVARD)

### UNITS

In general, signage should be well proportioned and integrated into the store layout with a clear hierarchy of signs used within the unit. The signage of the specific site should be given careful consideration. The area concept, the immediate surroundings and the need for strong visual impact must be taken into account.

### POSSIBLE TYPES OF SIGNAGE

- 01 Tenant sign on facade
- 02 Tenant sign inside shop
- 03 Supplier signs
- 04 Sign placed on furniture side and top
- 05 Flag sign, illuminated
- 06 Fixed street sign on facade  
(Only allowed in The Boulevard Square)

Roll-ups are not allowed in CPH.

### FILM (DK 'FOLIE') ON GLASS

Film on glass railings, windows and doors can be used as part of the signage concept, but a dense cover-up with film can decrease the visibility into the unit, making it appear closed or under construction, not revealing the activity in the unit.

Film on glass must not cover more than 50% of the glass area and should be transparent, have a design in line with the unit concept and be well-proportioned. This ensures high visibility into the unit. Moreover, film on flooring is not permitted.

### APPROVAL

*All signage must be approved by CPH.*



WEST  
GALLERY

THE  
AVENUE

EAST  
BOULEVARD

01



REFERENCES

02



REFERENCES

# 3.6

## RETAIL SIGNAGE

### 01. TENANT SIGN ON FACADE

The sign should be placed above the entrance in accordance with the facade guidelines (3.2, p.23).

The sign must either be backlit or have illuminated letters.

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.

In The Avenue suspended signs behind glass is possible.

### **NO DIGITAL SCREENS OR MOVING IMAGES IN BULKHEADS UNLESS SPECIFICALLY AGREED IN COMMERCIAL CONTRACT**

Digital facades should be designed to have a great impact from distance. They should support the overall impression of the shop and respect the quality of the products sold. If the digital facade uses moving content, this must have slow deliberate movements with no flashing. Shifting images must slowly fade in and out.

Extent of the digital element of the signage as well as content must be approved by CPH as part of the overall layout project.

Changes in content must be sent to the Retail Business Partner at least 3 weeks prior to implementation. Changes cannot be implemented without CPH approval.

### 02. TENANT SIGN INSIDE SHOP

If a logo is placed on the walls or other elements, then consider the sizing so it differs from the main sign.

### APPROVAL

*All signage must be approved by CPH.*



WEST  
GALLERY

THE  
AVENUE

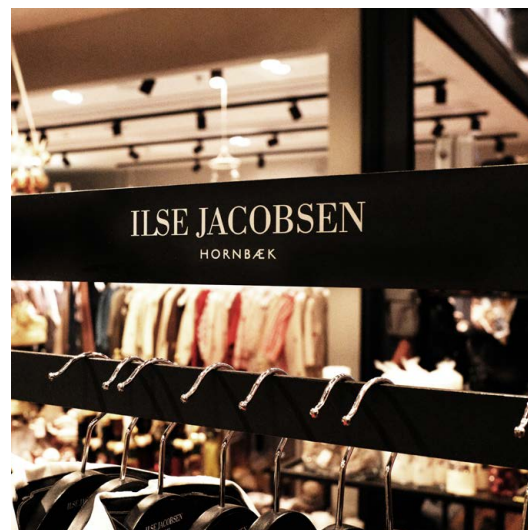
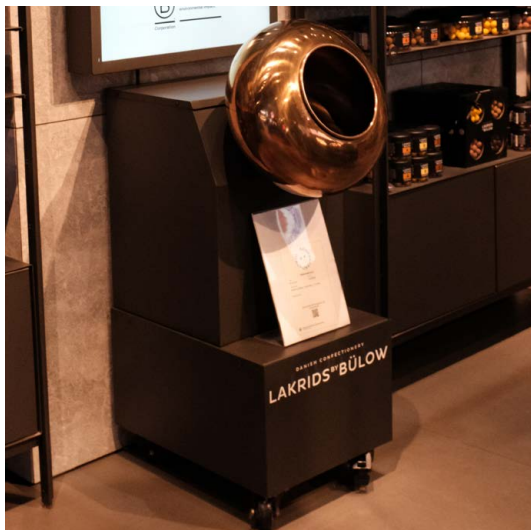
EAST  
BOULEVARD

03



REFERENCES

04



REFERENCES

# 3.6

## RETAIL SIGNAGE

### 03. SUPPLIER SIGNS

Supplier logos within the store must be less dominating than the tenant brand logo. They must relate to the brand and be part of the design concept.

Supplier signs and commercials are not permitted on the facade.

### 04. SIGN PLACED ON FURNITURE SIDE AND TOP

If signs are placed on furniture sides, they must be durable and securely mounted.

Signs placed on top of furniture e.g. offers must be of good quality, stable and not handwritten or mounted with tape.

### APPROVAL

*All signage must be approved by CPH.*



WEST  
GALLERY

EAST  
BOULEVARD

05

CPH

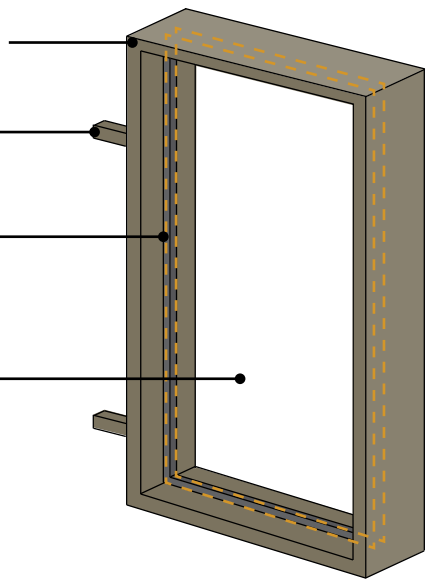
TENANT

CPH FRAME

SPACE FOR CORDS

STEEL FRAME

TWO ACRYLIC DISPLAYS  
READY FOR TENANT SIGN



FILM SIGN



REFERENCES



# 3.6

## RETAIL SIGNAGE

**05. UNITS WITH FLAG SIGN DESIGN**

Creates brand visibility from both directions

The tenant signs are made of film / DK 'Folie' (Tenant).

The tenant signs 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.

**APPROVAL**

*All signage must be approved by CPH.*



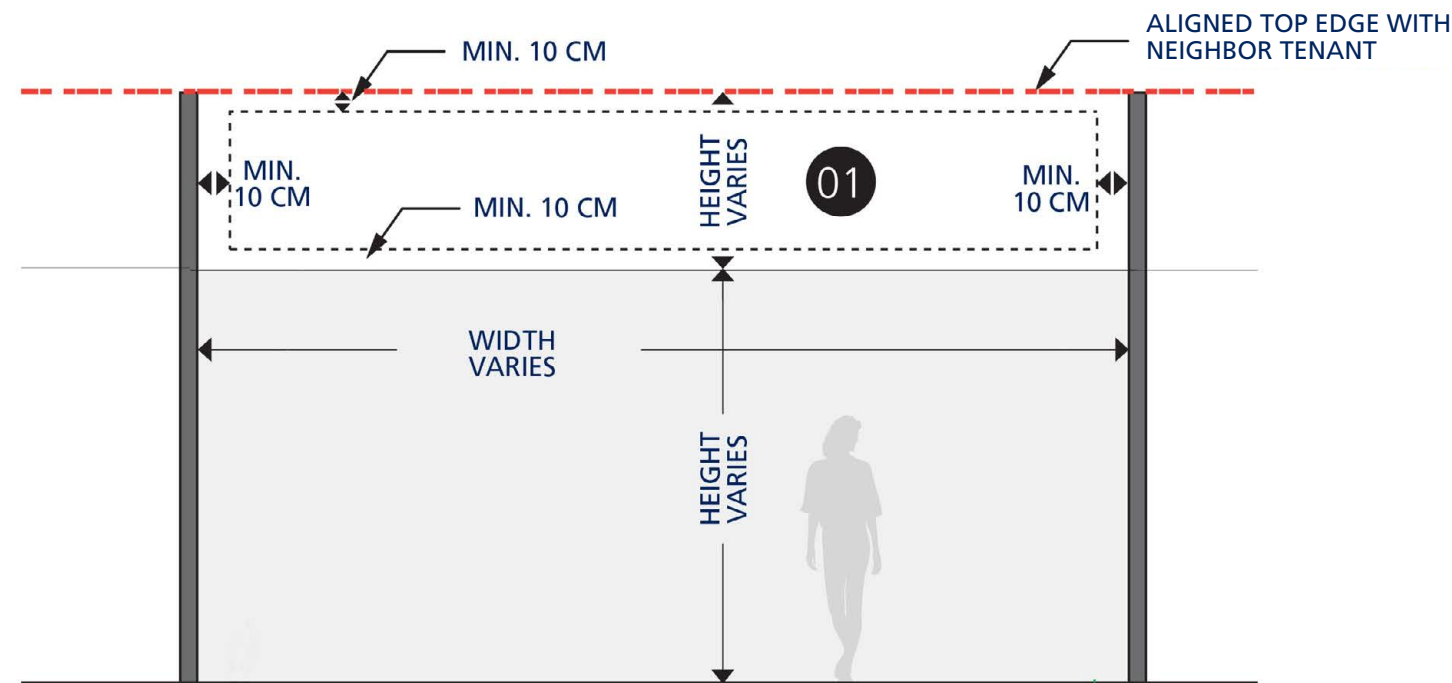
WEST  
GALLERY

EAST  
BOULEVARD

## INDICATIVE ILLUSTRATION

NOT A DESIGN PROPOSAL

# 3.6 RETAIL SIGNAGE



INDICATIVE ELEVATION

### 01. TENANT SIGN (MAIN SIGN) SIZE AND PLACEMENT

The main signs are preferred recessed in the shop front/bulkhead, but can also be protruded on the shop front/bulkhead.

Placement of logo must be within the dotted line. Min. 10 cm offset from the neighbour's boundary and 10 cm offset from top and bottom edge of bulkhead. The shop front/bulkhead must not exceed D: 12 cm.

On the East Boulevard Square the bulkhead must be produced with a 0.5 cm gap between the aluminium frame and the shop front/bulkhead and cover the frontzone lighting track.

### 06. STREET SIGN SIZE AND PLACEMENT (EAST BOULEVARD SQUARE)

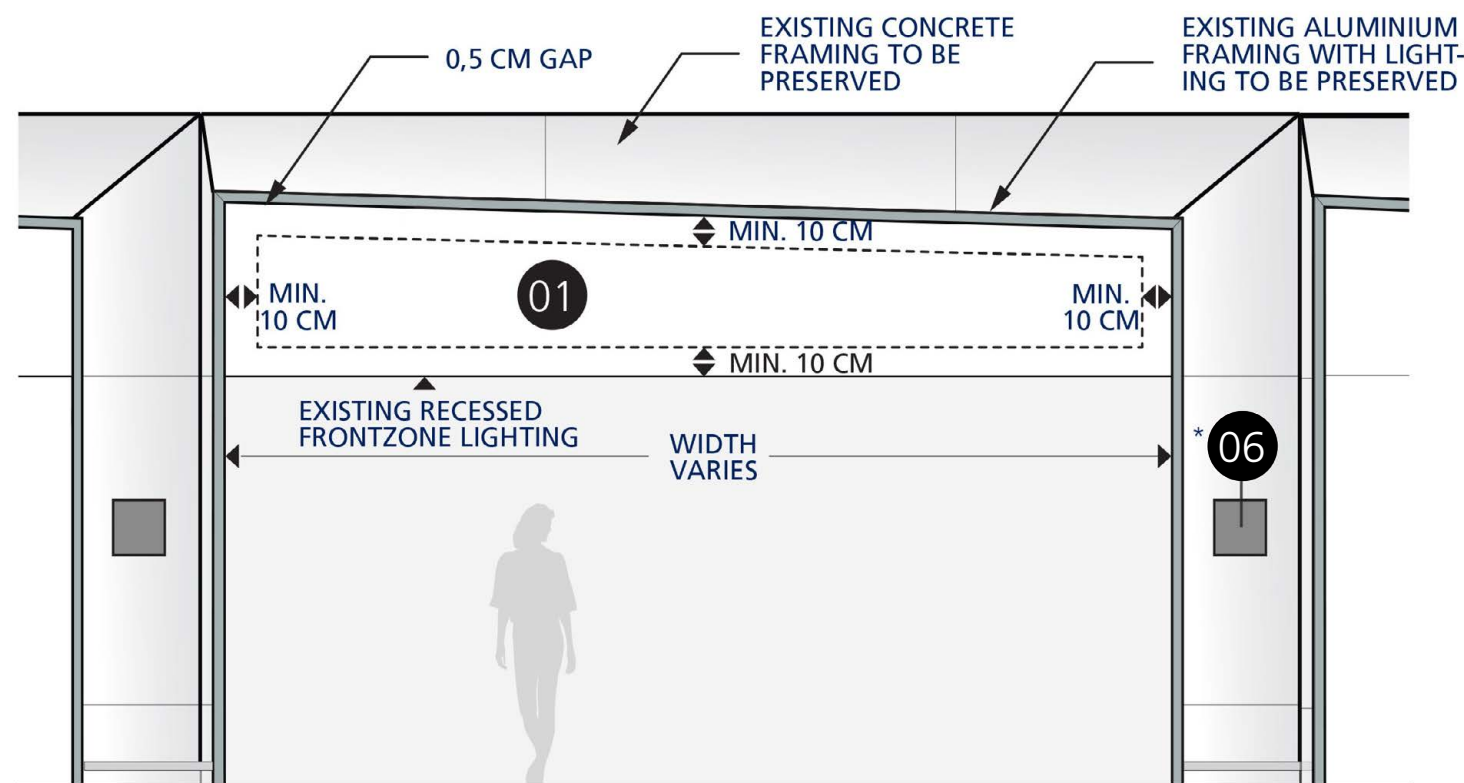
The street sign has a predefined detachable backplate in anodized aluminium. The placement is fixed and the mounting bracket must be reused when the sign is changed. Alternative design, material or placement is not allowed. Colour: Anodized aluminium, B2, MY20, MIN 12. Size: H: 305 cm x W: 297 cm x D: 0.5 cm. Product: Plan Sign from DanSign.

The tenant logo must be attached to the aluminium backplate and consist of protuded letters or logo in coated acrylic. Colour: Pearl Gold - Ral 1036, finish: clear matt lacquer, depth: 4 mm.

### APPROVAL

*All signage must be approved by CPH.*

EAST  
BOULEVARD  
SQUARE



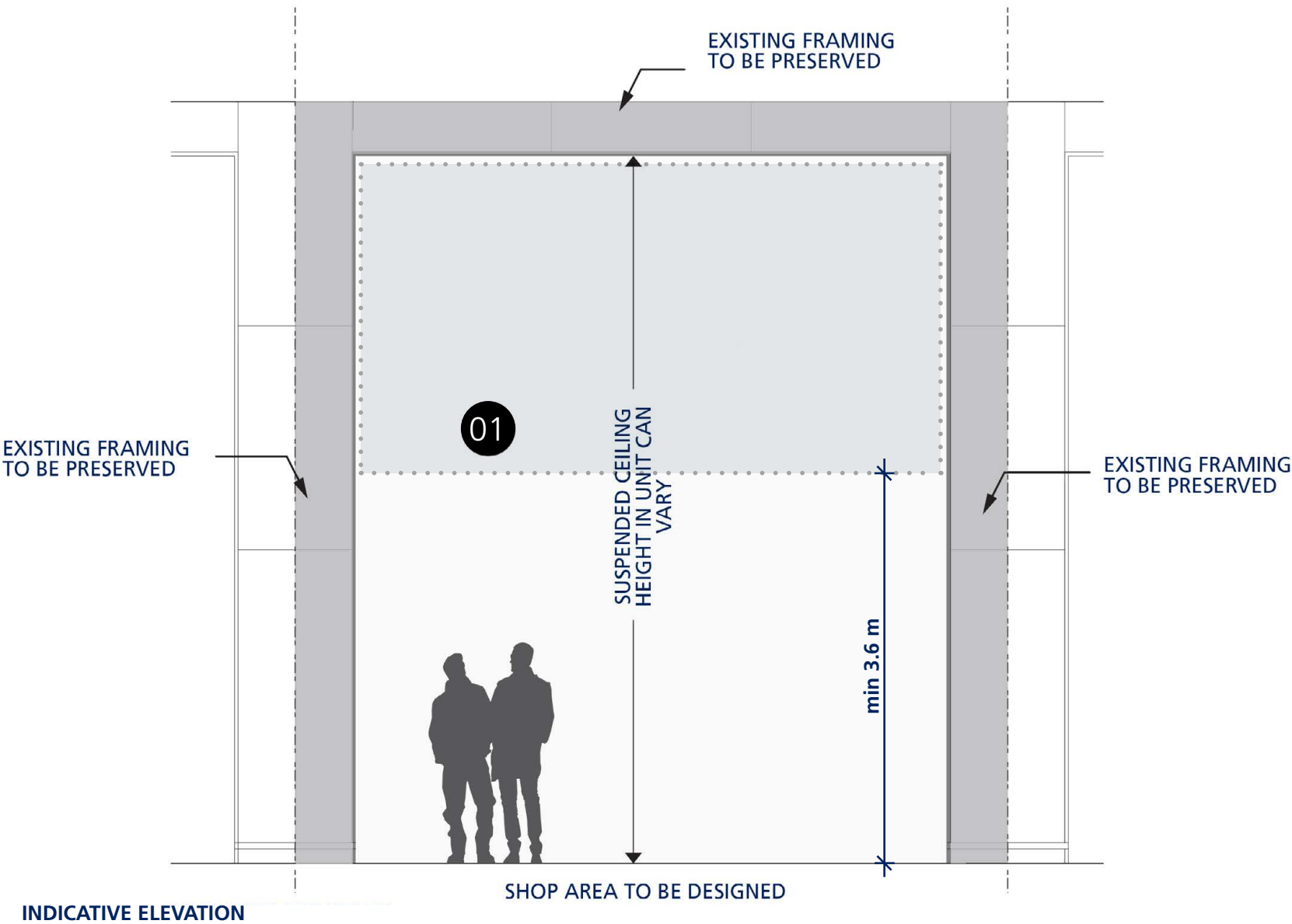
INDICATIVE ELEVATION

\*06 ONLY RETAIL UNITS ON THE EAST BOULEVARD SQUARE



# INDICATIVE ILLUSTRATION

NOT A DESIGN PROPOSAL



# 3.6 RETAIL SIGNAGE

## 01. TENANT SIGN (MAIN SIGN) SIZE AND PLACEMENT

On The Avenue the placement of the tenant sign is more free; however multiple signs, side by side or above each other, are still not permitted.

Signage should be placed on the upper section of the facade and stand out architecturally with a strong impact from distance to attract passengers.

Facade openings on The Avenue should be at least 3.6 m in height

## APPROVAL

*All signage must be approved by CPH.*



REFERENCES

WEST  
GALLERY

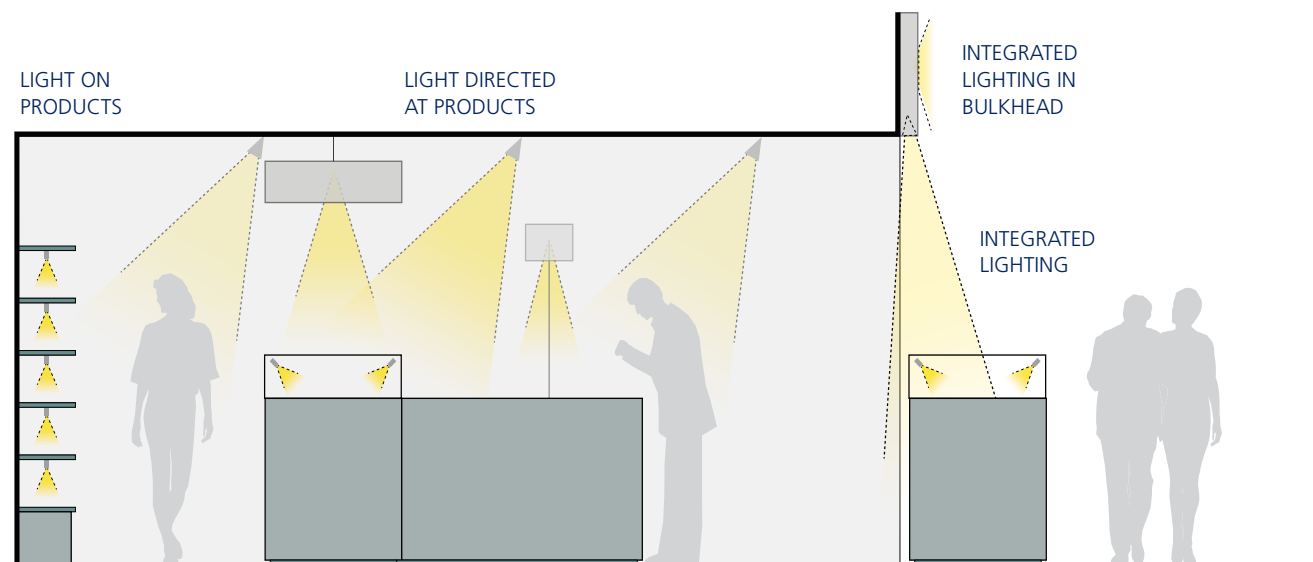
THE  
AVENUE

EAST  
BOULEVARD

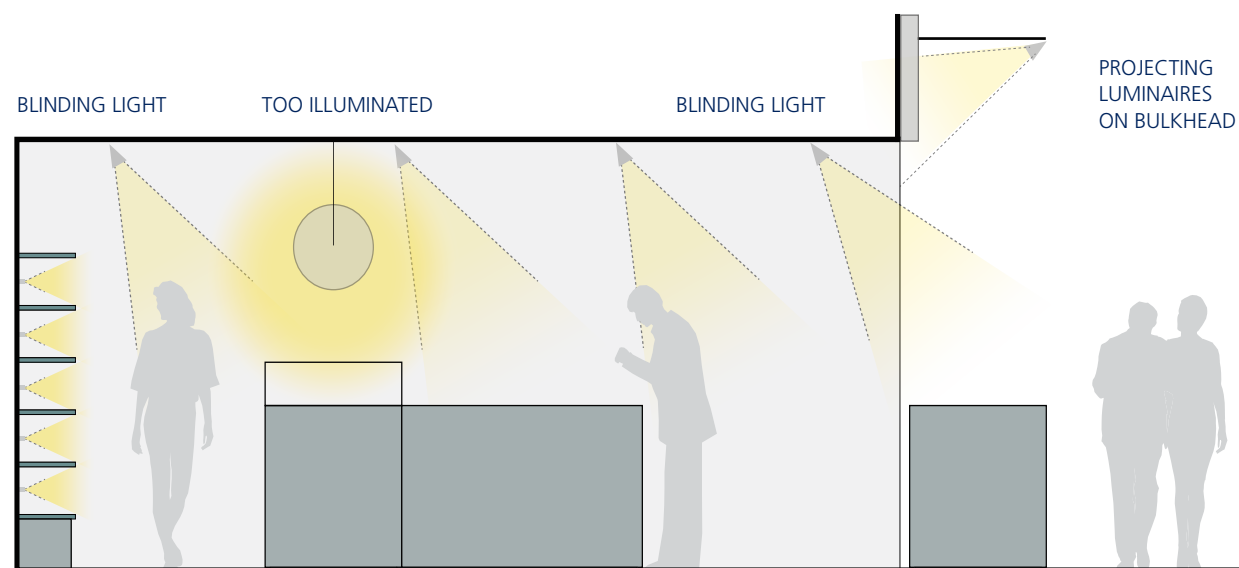
## INDICATIVE ILLUSTRATIONS

NOT A DESIGN PROPOSAL

# 3.7 RETAIL LIGHTING



### RECOMMENDED LIGHTING CONCEPT



### NOT RECOMMENDED LIGHTING CONCEPT

#### GUIDELINES

Lighting should be in accordance with ambience and function and be developed as an integrated part of the design concept.

Fixtures which will highlight products should ideally be located at a distance of 100 to 120 cm from the wall. This gives a good direction of light with low amount of glare.

Due to the change of light through the day and the seasons of the year, the lighting concept should be changeable and adaptable to the different scenarios. Consider the representation of colours and its affect on the attractiveness of unit products.

Light sources should generally be LED and light sources should be hidden. Lighting values in the front zone: Ra-value min. 90. Average Lux-value between 800-1200. The power consumption must not exceed 20 watts per sqm.

#### Lighting of the front zone:

If the unit is handed over with a front zone lighting, this must be preserved. Lighting of products in the front zone should be elegantly integrated in the furniture. The lighting fixtures must be of high quality and be incorporated discreetly, e.g. in the bottom of the bulkhead or in the ceiling, mounted in a track so the lighting fixtures are easy to change, maintain and slide into new positions. The lighting must not blind the customers in the hallway and must only light up the defined front zone area of the specific unit. All cables and installations must be integrated. Alternatively, cables should be of the same color as ceiling and spots.

#### APPROVAL

A lighting plan, including the selection of lamps, luminaires, light directions and locations, as well as power consumption per sqm must be approved by CPH.



WEST  
GALLERY

THE  
AVENUE

EAST  
BOULEVARD



REFERENCES

# 3.8

## CONSTRUCTION SITE WALLS

### CREATIVE AND WELL-DESIGNED

During the construction period of a new unit we expect the tenant to promote the upcoming retail shop by utilizing a construction site wall. A creative and well-designed front will not only cover up the refurbishment but ensure awareness and signal a strong brand while informing the passengers fittingly. Construction site walls are made of isolated aluminum panels on which a branding film is attached.

Construction site walls may not show third party branding as it is in violation with our advertising contract.

Construction site walls may not refer to commercial units outside of Copenhagen Airport.

Construction site walls must reflect the store's brand, creating a banner that is purposeful for the customer, while covering the refurbishment.

When a construction site wall has multiple sides it is a requirement to have branding on all of these to guarantee exposure from every angle.

Avoid stating a specific date as to when the store is scheduled to open.

### APPROVAL

*All branding film and graphics must be approved by CPH.*



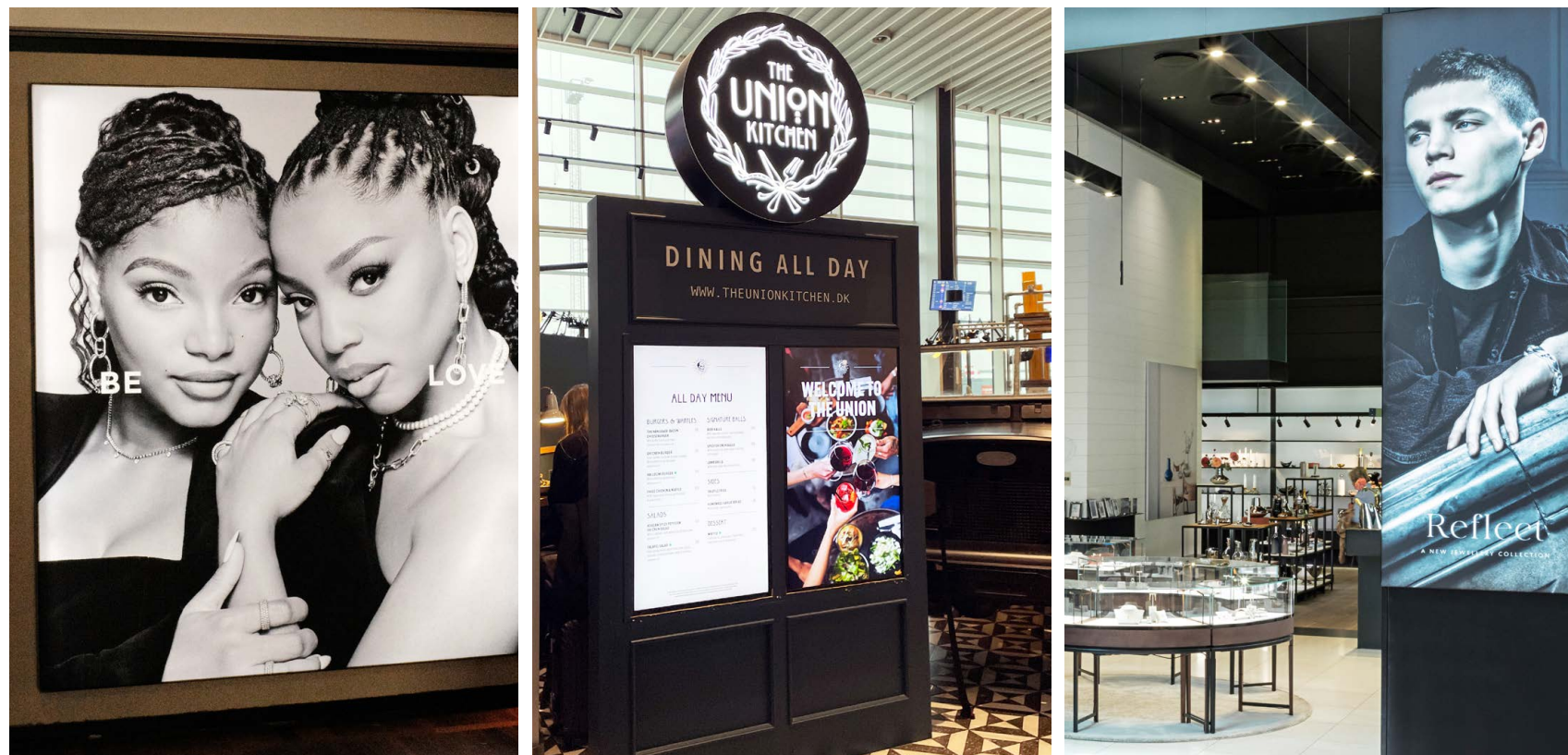
WEST  
GALLERY

THE  
AVENUE

EAST  
BOULEVARD

# 3.9

## DIGITAL SCREENS



REFERENCES

### DIGITAL SCREENS AND LIGHT BOXES IN RETAIL

Digital screens and light boxes are encouraged when they are a part of the unit design and whenever they add storytelling, branding or product knowledge. Placement, design and content must be approved by CPH, and will be individually evaluated in relation to the surrounding area.

Digital screens and light boxes cannot show third party branding as it is in violation with our advertising contract.

Digital screens and lightboxes must be an integrated part of the design and support the brand.

Sound on digital screens is only allowed inside the unit and only when it is a condition for the functionality.

Digital surfaces can be composed of several screens all though moving images cannot have more than one position facing in the same direction.

No digital screens or moving images on facade bulkheads unless specifically agreed in contract.

Content on digital screens must be of high image quality. All video material should consist of slow deliberate movements and down tempo editing. Changing images must slowly fade in and out.

### APPROVAL

*All content on digital screens must be approved by CPH.*



# FOOD & BEVERAGE UNIT DESIGN GUIDELINES



REFERENCES

# 4.1

## F&B

### STRATEGY

**GUIDELINES**

To ensure the traveller a unique experience, we encourage the tenants to have the following subjects in mind:

- Focus on the product
- Give a unique brand experience
- Use the unit design for storytelling
- Celebrate the airport feel
- Offer plug in possibilities (power) on fixed furniture
- Give the unit a sense of place
- Make the unit open and inviting
- Use tailor-made and site-specific unit designs
- Choose sustainable solutions, materials and lighting
- Use quality interior design suited for airport load
- Consider flow in the interior design
- Make the unit convenient for the customer
- Incorporate the newest trends, digital integration, personalization etc.
- Integrate storage in solutions
- Prevent guests from seeing directly onto a floor in a staff area
- Consider any potential visibility of the unit from above





## INDICATIVE ILLUSTRATION

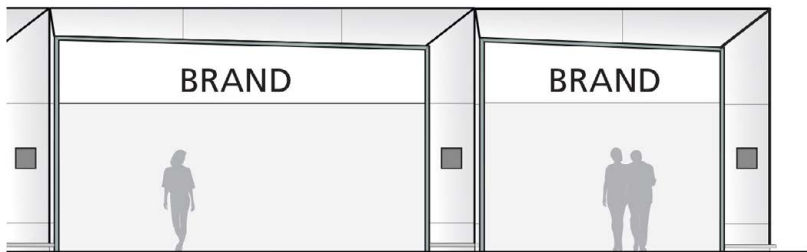
NOT A DESIGN PROPOSAL

# 4.2

## F&B FACADES

### EAST BOULEVARD SQUARE, (LOCATED IN EAST BOULEVARD)

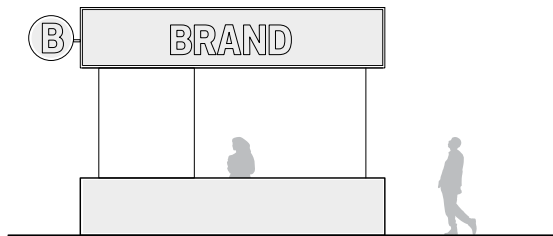
- Skewed concrete/aluminium frames
- Rectangular front design within the frame
- Minor brand signage on vertical shop frame



UNITS SIDE BY SIDE - INTEGRATED UNIT

### WEST GALLERY + EAST BOULEVARD

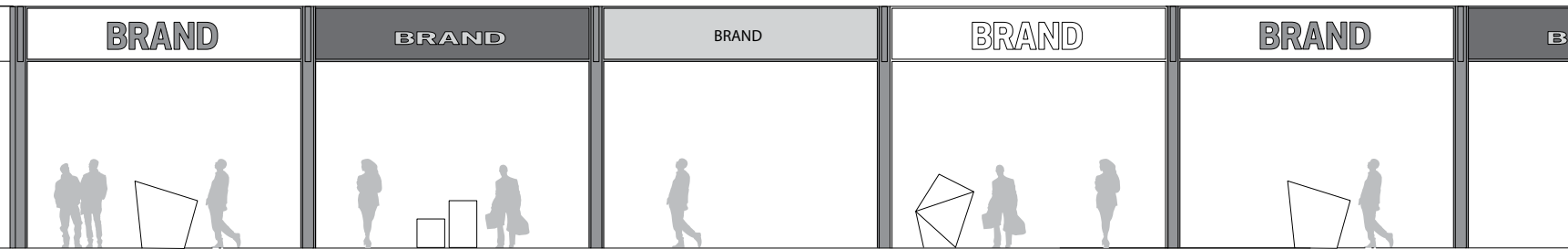
- A multi-sided, see through unit
- Active and engaging from all sides
- Unique expression



FREE STANDING UNIT

### WEST GALLERY + EAST BOULEVARD

- Aligned top edge of bulkhead/shopfront
- Shopfront design within CPH shop frame
- Projecting signage within CPH shop frame



UNITS SIDE BY SIDE - INTEGRATED UNIT

### CREATIVE AND COHERENT UNIT DESIGN

F&B facades should be creative, of high quality and well-designed. The facades should be coherent with the interior design.

It is important to consider the first hand impression of the unit through the facade. The facade should stand out architecturally in order to create attention from a distance and to attract passengers.

### BOUNDARIES

The framing/boundary of individual facades varies throughout the shopping area.

At The East Boulevard and West Gallery the bulkheads on the 1-2 sided shop fronts must be aligned with the surrounding shop top edges. Careful consideration should be put into how the unit is adjacent to neighbour unit.

At The Boulevard Square in The East Boulevard the design is limited within the concrete/aluminium framing.

At The West Gallery the design is limited within the CPH shop framing.

### OPENINGS

Where roller shutters are used, these should be incorporated into the design. High transparency through roller shutters ensures branding in the hours when the unit is closed.

### APPROVAL

*All facades must be approved by CPH.*

WEST  
GALLERY

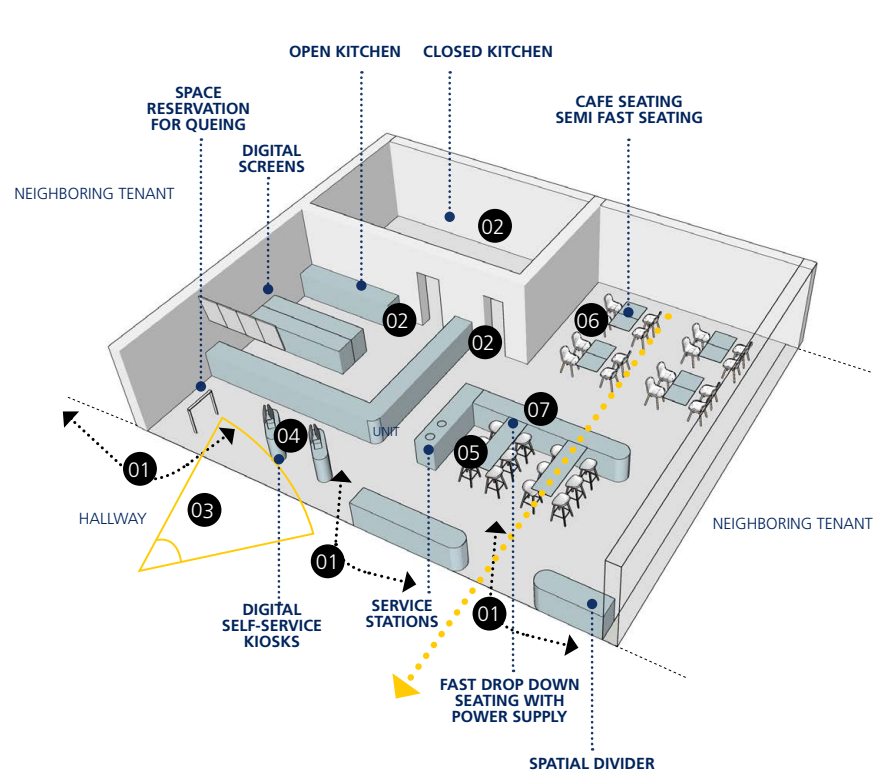
THE  
AVENUE

EAST  
BOULEVARD

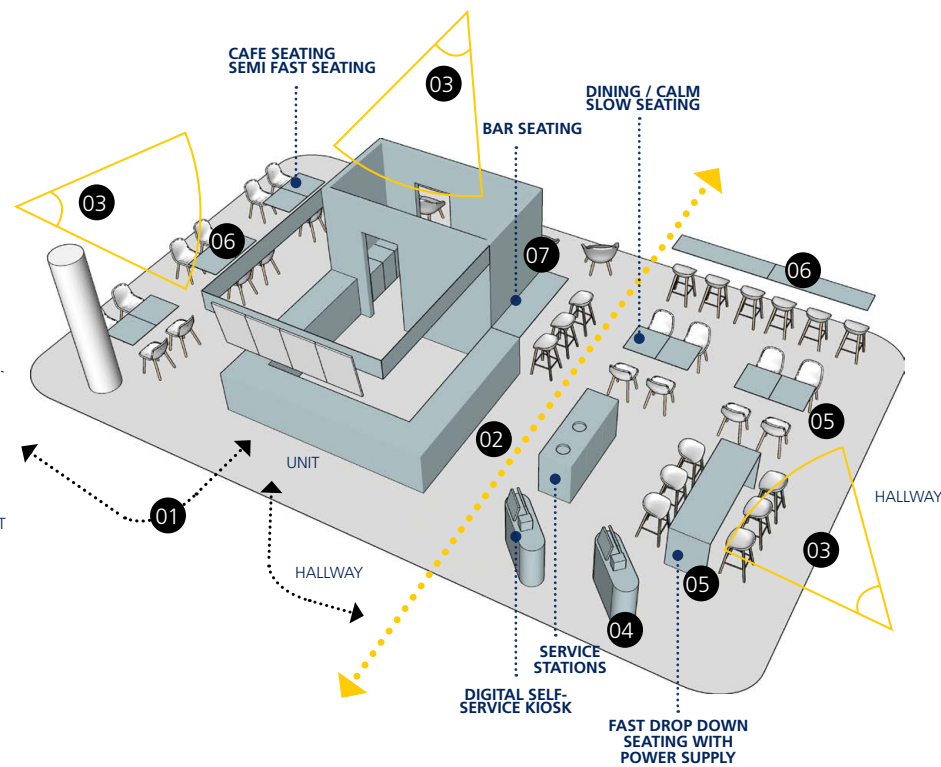
## INDICATIVE ILLUSTRATION

NOT A DESIGN PROPOSAL

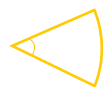
# 4.3 F&B LAYOUT



F&B INTEGRATED  
1-SIDED



F&B FREESTANDING  
MULTI-SIDED



VISIBILITY



FLOW



VIEW TOWARDS  
SHOPPING CENTER AND APRON  
(DEPENDENT ON UNIT LOCATION)

### TYPES OF F&B UNITS

Depending on its location in the shopping center, an F&B unit can either be an integrated 1-sided unit - e.g. as part of a shop front row - or a free standing multi-sided unit.

### LAYOUT FEATURES

- 01 Flow
- 02 Service flow including waste management
- 03 Visibility from distance
- 04 Digital self-service kiosks
- 05 Space for luggage
- 06 Various & optimised seating
- 07 Plug in at fixed furniture

### SPECIFIC GUIDELINES FOR FREE STANDING F&B

Free standing units may not have a backside. All sides should be active and engaging.

Applicable to units that can be seen from above is a cleaning friendly treatment of the roof surface to be in line with the overall look & feel of the terminal with no visible installations.

Incorporate night closure of the unit in the layout.

Columns are considered as ambience elements specific to CPH, and their overall affect on the architectural experience should be preserved. Branding is only allowed on columns within the unit's footprint. The maximum height of branding on columns equals to the height of the unit.

A direct look into the unit production area and back of house from above is not allowed (applicable to all units that can be seen from above).



WEST  
GALLERY

THE  
AVENUE

EAST  
BOULEVARD

01



02



03



REFERENCES

# 4.3

## F&B LAYOUT

### 01. SMOOTH FLOW

Consider how the layout will ensure a constant and clear customer flow and clearly showcase how the guest will enter the unit and move around it.

Add space for queuing within the unit.

### 02. SERVICE & WASTE MANAGEMENT

All operational functions need careful consideration. Consider how to ensure an efficient floorplan for the unit staff.

Waste must be sorted in the same fractions as in CPH passenger areas. Consult CPH for specific waste guidelines.

Guests should be prevented from seeing directly onto a floor in the staff's operational area. If needed place partitions and doors to screen the view.

The clearing of tables and handling of used cutlery and crockery must be considered in the overall design and layout.

### 03. VISIBILITY

Consider how the furniture and design of the unit can help guests get an easy overview of the area. A counter that is easy to locate will make the staff accessible to guests.

### APPROVAL

*All layouts must be approved by CPH.*



WEST  
GALLERY

THE  
AVENUE

EAST  
BOULEVARD

04



05



06



07



REFERENCES

# 4.3

## F&B

### LAYOUT

#### 04. DIGITAL SELF-SERVICE KIOSKS

Place digital self-service kiosks and consider placing Grab & Go products at the entrance of the unit

#### 05. SPACE FOR LUGGAGE

Consider how to accommodate the different customer groups' need for storage space. Space between seats/tables and hooks for jackets/bags will result in relaxed customers.

Consider how much storage for inventory and waste is needed and how it can be integrated.

#### 06. VARIOUS & OPTIMISED SEATING

Consider how the arrangement of tables and chairs can be flexible accommodating all from one person to groups and still ensure privacy.

#### 07. PLUG-IN AT FIXED FURNITURE

Offer plug-in possibilities that are evenly distributed in the fixed furniture of the unit.

#### APPROVAL

*All layouts must be approved by CPH.*



WEST  
GALLERY

THE  
AVENUE

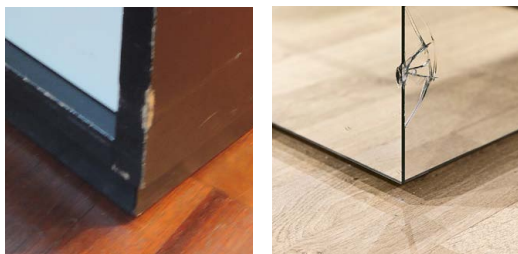
EAST  
BOULEVARD

# 4.4

## F&B FURNITURE



### REFERENCES



CORNERS MADE OF FRAGILE MATERIALS ARE NOT RECOMMENDED

### COHERENT, CREATIVE AND SUSTAINABLE DESIGN

Imaginative and unique designs in sustainable materials are encouraged. It will make the unit contemporary and attractive.

### TRENDS

Consider how to integrate the newest trends; e.g. digital integration or working theatre

### COLLISION WITH CARTS AND TROLLEYS

Choose furniture solutions that can withstand collisions with carts, suitcases and cleaning machines, but which are still elegant and integrated into the design.

### MATERIALS AND JOINTS

Natural, genuine materials are to be used, meaning that surfaces such as table tops are not to be covered with fake wood vinyl. Laminate with glued corners/edges is not acceptable. Corners are to be reinforced or made of sturdy materials.

If the furniture is provided with wheels, at least half of the wheels must be lockable. Movable furniture must be provided with protecting felt, plastic or rubber pads underneath to prevent marks on the floor

### APPROVAL

*All furniture must be approved by CPH.*





01



THRESHOLD  
REFERENCES

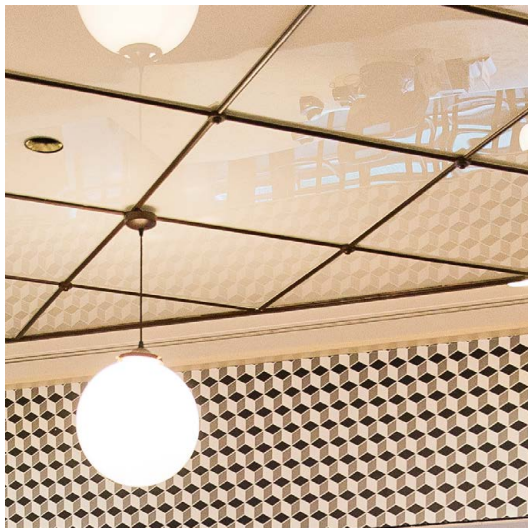


TILE FLOOR



CONCRETE FLOOR

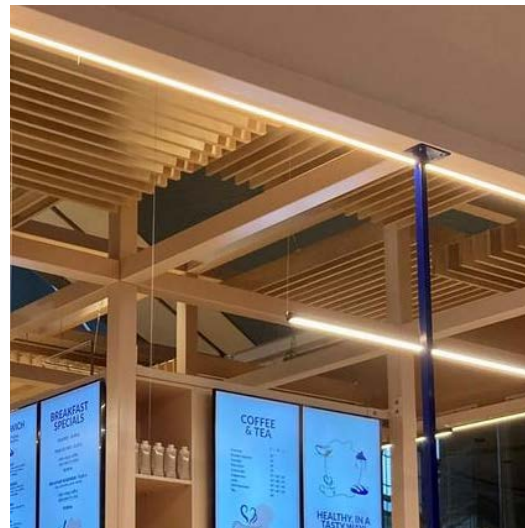
02



GLASS CEILING - INTEGRATED UNIT  
REFERENCES



DECORATIVE CEILING



WOODEN CEILING - FREE STANDING UNIT

# 4.5

## F&B SURFACES

### 01. FLOORING

Choose a floor that is coherent with the design concept and supports a sense of being at Copenhagen Airport. Hard flooring must be chosen due to the severe wear on the floors caused by trolleys, cleaning machines etc. Linoleum is not a hard floor. The floors must have a durability of min. 5 years and the threshold from each unit to the hallway must be on one level. If the unit is handed over with CPH flooring this should be preserved.

If one level is not possible, ensure there is an equalization between the existing and the new floor without physical obstacles for trolleys and wheelchairs. This also prevents the risk of tripping over the edge of the threshold.

Choose a very durable threshold e.g. wood as the existing floor in the hallway. It will provide an elegant transition without adding another material. The angle of the threshold should secure a smooth transition from the hallway and into the unit.

Film on flooring is not permitted.

### 02. CEILINGS

Ensure easy access to the installations above the ceiling. Acoustic ceilings can improve the dining experience.

There are strict regulations regarding cleanliness of ceilings and/or suspended elements in F&B units. Therefore the design of suspended elements must be well thought through in terms of easy or low maintenance.

Open ceilings with visible installations are not allowed.

Applicable to units that can be seen from above is a cleaning friendly treatment of the of the roof surface to be in line with the overall look & feel of the terminal with no visible installations.

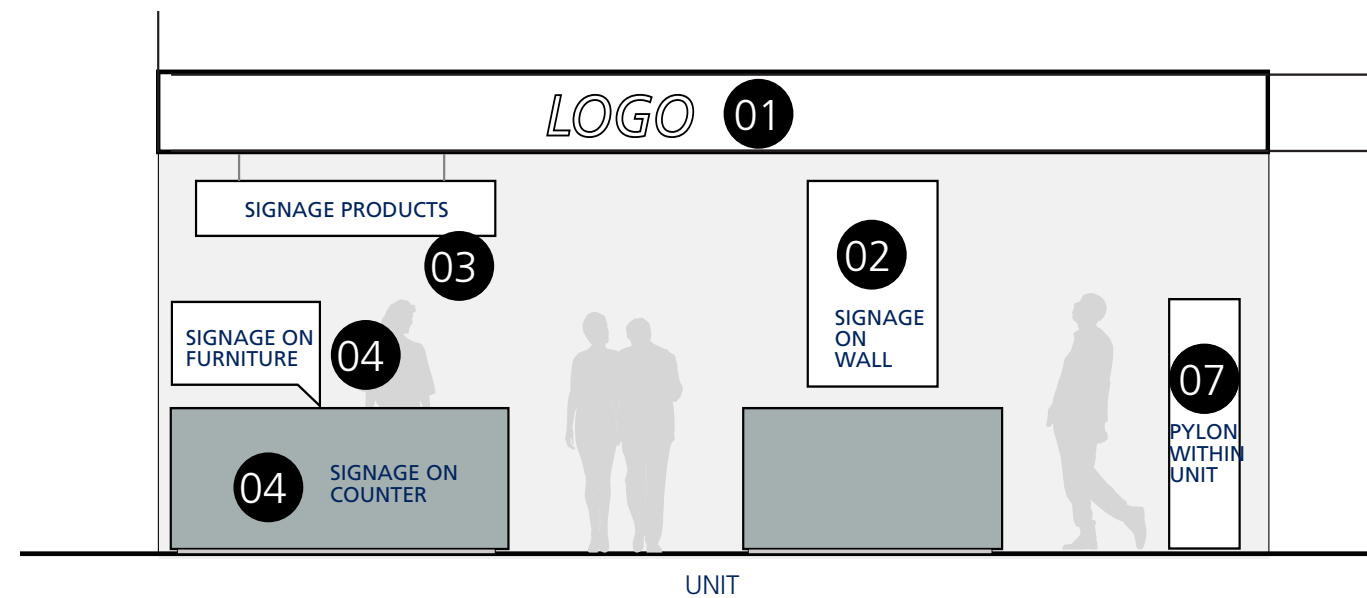
### APPROVAL

*All surfaces must be approved by CPH.*





## WEST GALLERY + EAST BOULEVARD

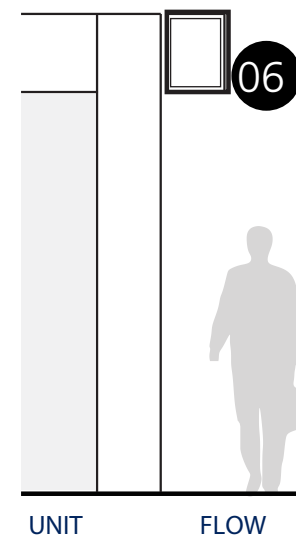


INTEGRATED F&B

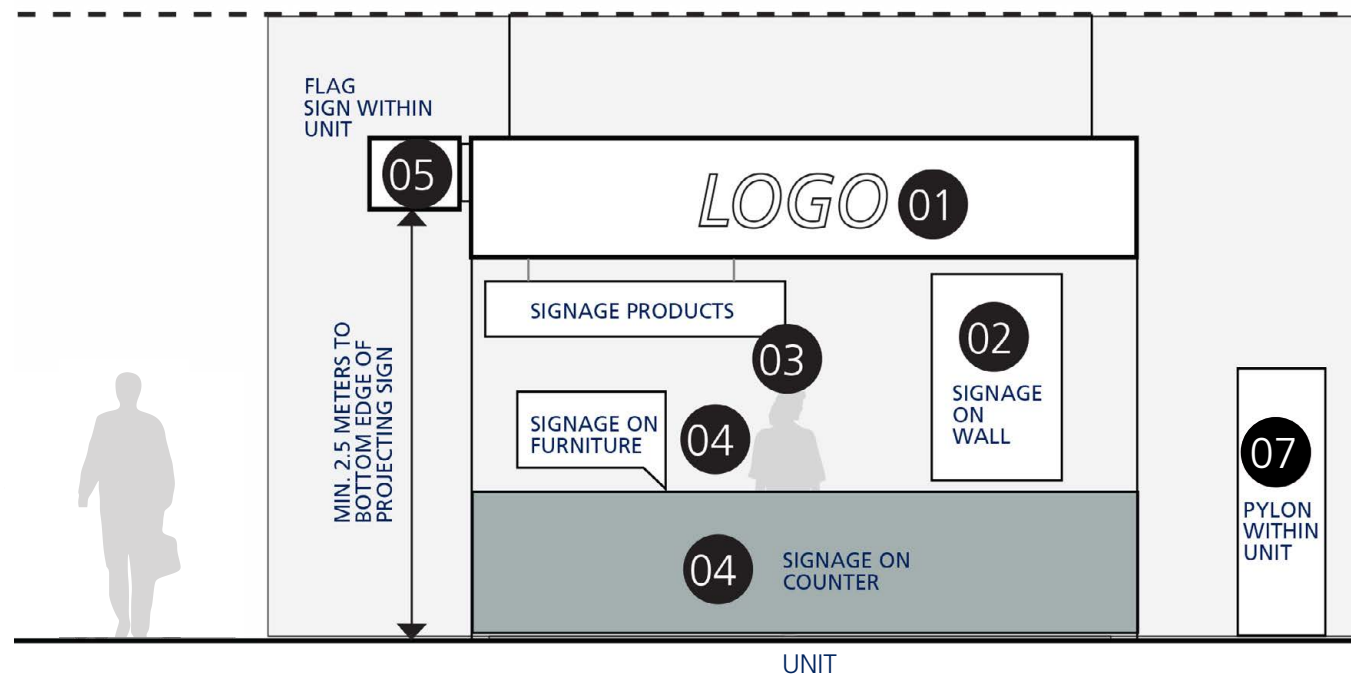
## INDICATIVE ILLUSTRATIONS

NOT A DESIGN PROPOSAL

## WEST GALLERY



UNIT FLOW



FREE STANDING F&B

# 4.6

## F&B

# SIGNAGE

### UNITS ON MAIN FLOOR

In general, signage should be well-proportioned and integrated into the unit layout with a clear hierarchy of signs used within the unit. 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.

Consider using a subtitle to communicate the type of products the brand is offering.

### POSSIBLE TYPES OF SIGNAGE - INTEGRATED & FREE STANDING F&B

- 01 Tenant sign on facade bulkhead (or slab edge)
- 02 Tenant sign on wall or plate
- 03 Secondary signage
- 04 Sign placed on furniture side or top
- 05 Flag sign, illuminated, free standing unit
- 06 Flag sign within CPH frame
- 07 Pylon within unit / by staircase
- 08 Film on glass
- 09 Street sign (East Boulevard Square)

Roll - ups are not allowed in CPH.

Free standing sandwich boards outside the unit are not allowed.

### VISIBILITY FROM ALL SIDES

Study the passenger flows in the hallways, so the signs are located (within the signage guidelines) with high visibility from various directions.

Suspended signage should be treated with regards to visibility from all sides and with no visible installations.

### APPROVAL

All signage must be approved by CPH.

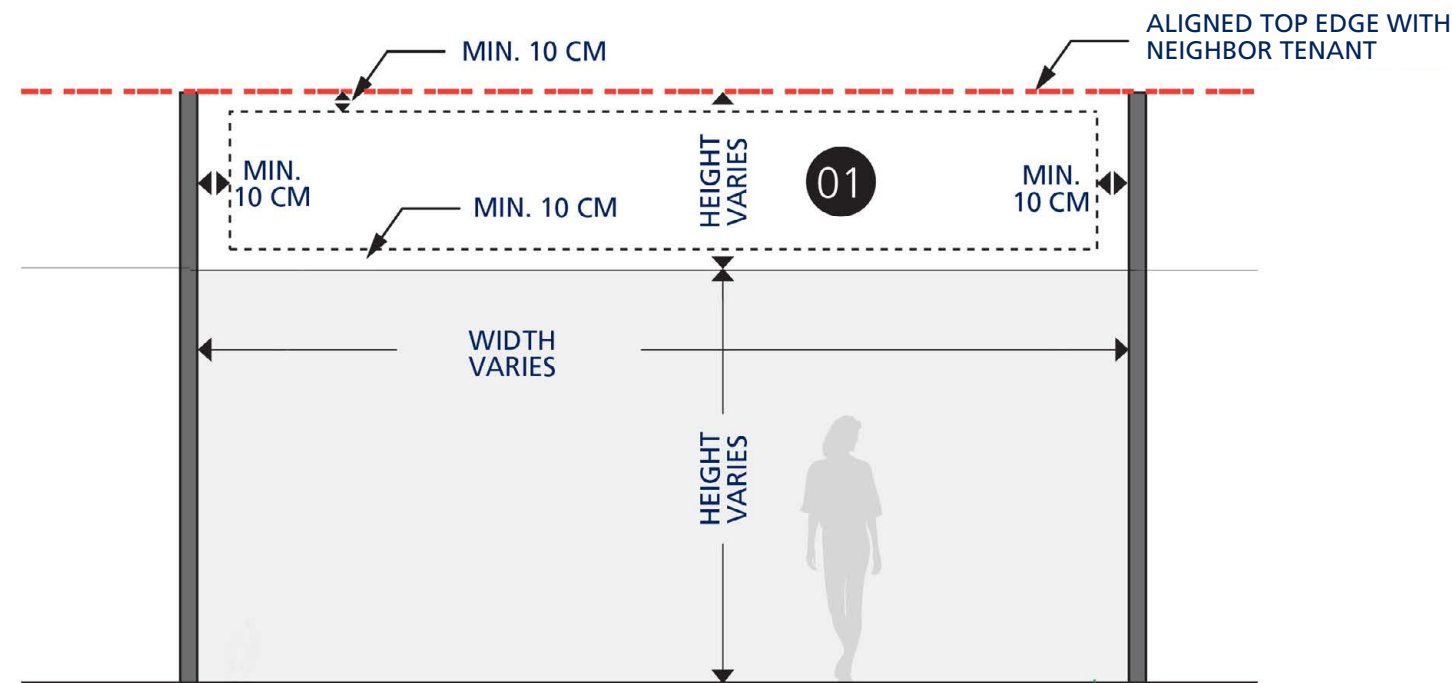
WEST  
GALLERY

EAST  
BOULEVARD

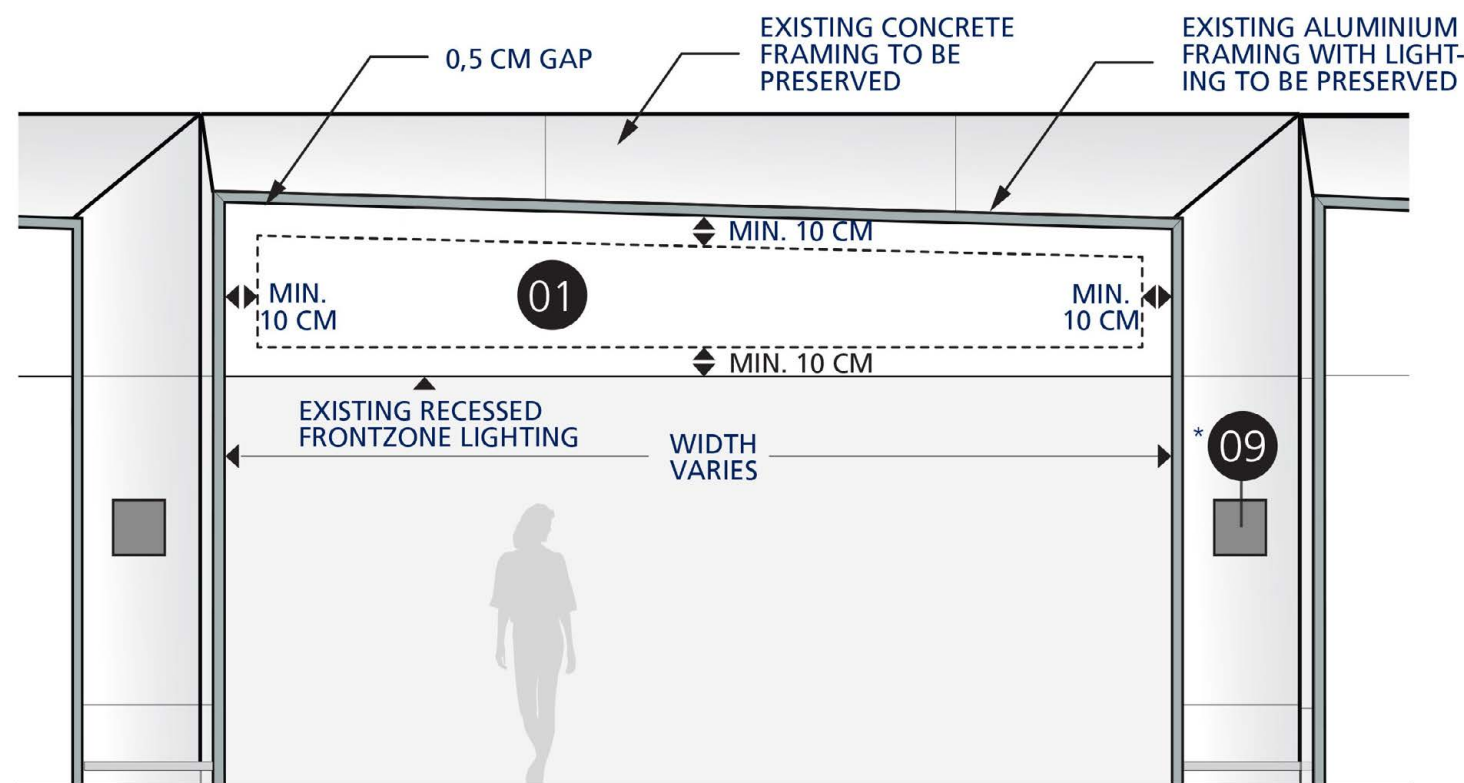
## INDICATIVE ILLUSTRATION

NOT A DESIGN PROPOSAL

# 4.6 F&B SIGNAGE



INDICATIVE ELEVATION



INDICATIVE ELEVATION

\*09 ONLY INTEGRATED F&B UNITS ON THE BOULEVARD SQUARE

### 01. TENANT SIGN (MAIN SIGN) INTEGRATED UNITS WITH CPH FRAME, SIZE AND PLACEMENT

The main signs on the facade of integrated F&B units in West Gallery and East Boulevard, are preferred recessed in the shop front/bulkhead, but can also be protruded on the shop front/bulkhead.

Placement of logo must be within the dotted line. Min. 10 cm offset from the neighbour's boundary and 10 cm offset from top and bottom edge of bulkhead. The shop front/bulkhead must not exceed D: 12 cm.

On the East Boulevard Square the bulkhead must be produced with a 0.5 cm gap between the aluminium frame and the shop front/bulkhead and cover the frontzone lighting track.

The sign must either be backlit or have illuminated letters.

The sign must not be made of film (DK 'folie').

### 09. STREET SIGN SIZE AND PLACEMENT (EAST BOULEVARD SQUARE)

The street sign has a predefined detachable backplate in anodized aluminium. The placement is fixed and the mounting bracket must be reused when the sign is changed. Alternative design, material or placement is not allowed. Colour: Anodized aluminium, B2, MY20, MIN 12. Size: H: 305 cm x W: 297 cm x D: 0.5 cm. Product: Plan Sign from DanSign.

The tenant logo must be attached to the aluminium backplate and consist of protruded letters or logo in coated acrylic. Colour: Pearl Gold - Ral 1036, finish: clear matt lacquer, depth: 4 mm.

### APPROVAL

All signage must be approved by CPH.



WEST  
GALLERY

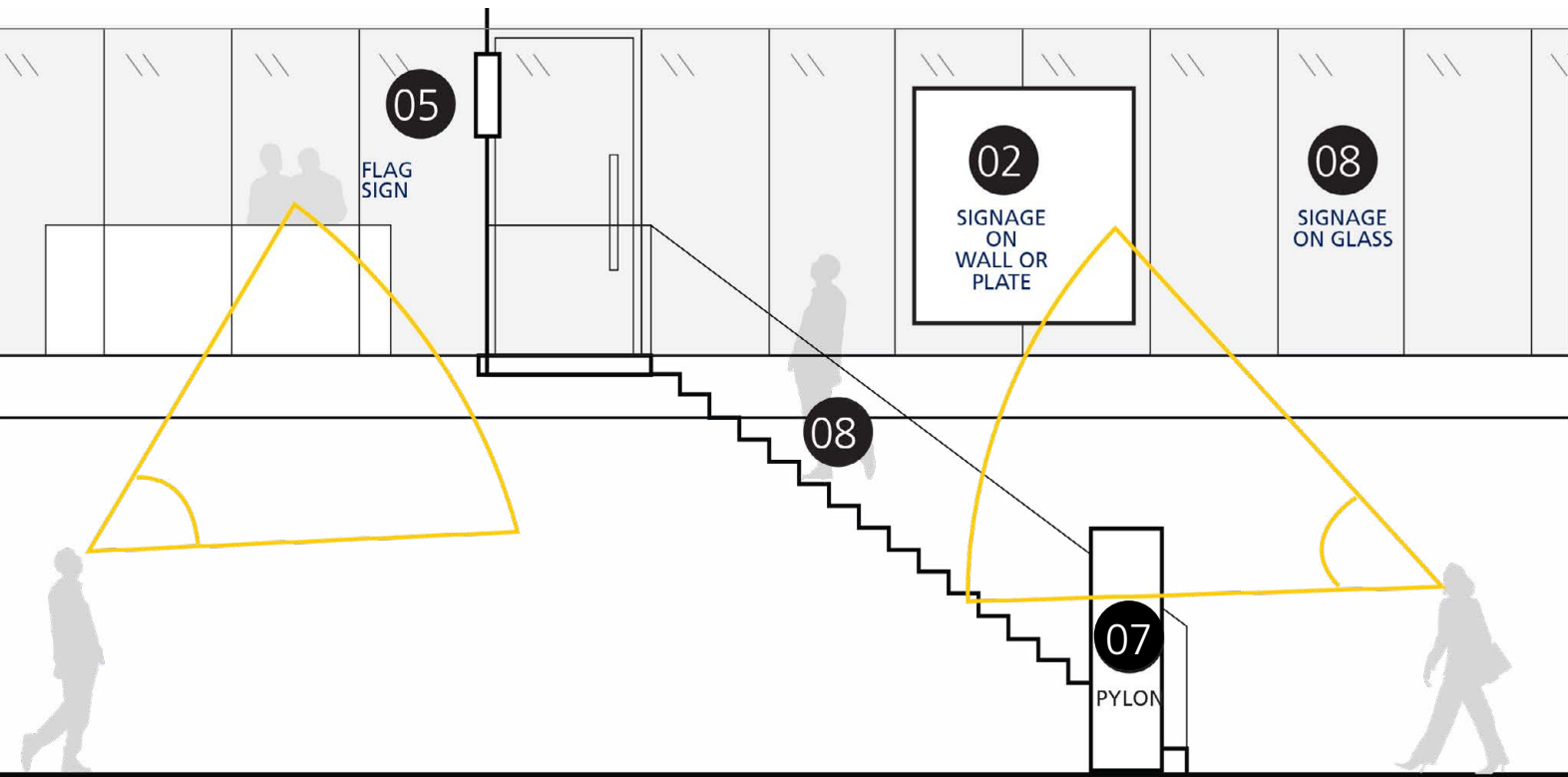
EAST  
BOULEVARD

## INDICATIVE ILLUSTRATIONS

NOT A DESIGN PROPOSAL



INDICATIVE ELEVATION - UPSTAIRS UNIT



INDICATIVE ELEVATION - UPSTAIRS UNIT

# 4.6 F&B SIGNAGE

### UPSTAIRS UNIT

To ensure units 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.

### POSSIBLE TYPES OF SIGNAGE - UPSTAIRS UNITS

- 01 Tenant sign on facade bulkhead or slab edge
- 02 Tenant sign on wall or plate
- 03 Secondary signage
- 04 Sign placed on furniture side or top
- 05 Flag sign, illuminated
- 06 Flag sign within CPH frame
- 07 Pylon within unit / by staircase
- 08 Film on glass
- 09 Street sign (East Boulevard Square)

### 02. TENANT SIGN (MAIN SIGN)

The sign must be placed in line with the center of the main entrance.

### 08. FILM (DK 'FOLIE') ON GLASS

Film on staircases is intended for subtle wayfinding - not branding.

### VISIBILITY FROM ALL DIRECTIONS

Study the passenger flows in the hallway, so the signs are located (within the following guidelines) with high visibility from all directions.

### APPROVAL

All signage must be approved by CPH.

WEST  
GALLERY

THE  
AVENUE

EAST  
BOULEVARD

01



REFERENCES



03



REFERENCES



# 4.6

## F&B

### SIGNAGE

#### 01. TENANT SIGN ON UNIT (MAIN SIGN) FOR FREE STANDING, MULTI-SIDED UNITS, WITHOUT CPH FRAME

A clear placement; central location, above entrance or by counter.

The sign should be placed above the entrance or counter in accordance with the facade guidelines (4.2, p.38).

Main tenant sign on slab edge, only as cut-out letters located above entrance (NB! Only regarding units with slab edge). Max. height of letters 45 cm with a min. offset by 7.5 cm from the top and bottom slab edge boundaries.

The sign must either be backlit or have illuminated letters.

The sign must not be made of film (DK 'folie').

Multiple signs, whether side by side or above each other, are not permitted.

#### 02. TENANT SIGN ON WALL OR SIMILAR

If a logo is placed on the walls or other elements, then consider the sizing so it differs from the main sign.

#### 03. SECONDARY SIGNS

Supplier logos within the unit must be less dominating than the tenant brand logo. They must relate to the brand and be part of the design concept.

Secondary signs and commercials are not permitted on the facade.

#### APPROVAL

*All signage must be approved by CPH.*

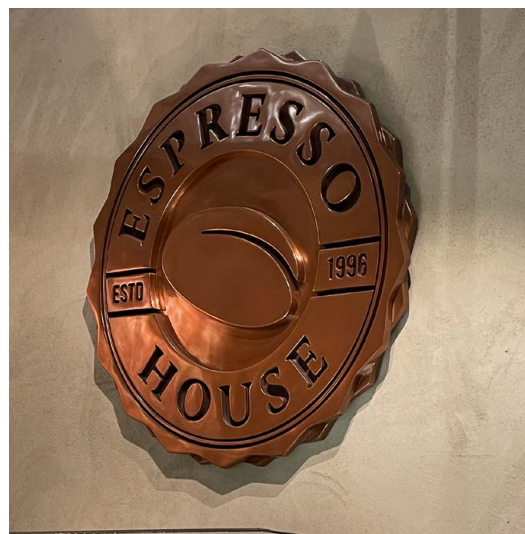


WEST  
GALLERY

THE  
AVENUE

EAST  
BOULEVARD

04



REFERENCES

05



REFERENCES

# 4.6

## F&B

### SIGNAGE

#### 04. SIGN PLACED ON FURNITURE SIDE AND TOP

If signs are placed on furniture sides, they must be durable and securely mounted.

Signs placed on top of furniture e.g. offers, must be of good quality and stable. Signs must not be handwritten cardboard signs or similar and must not be mounted with tape.

#### 05. FLAG SIGN (NB! ONLY WITHIN UNIT AREA)

There must be a clear reference to the overall design concept.

Must be integrated in the design from the beginning.

In general, placed in line with main tenant sign, but with a min. of 2.5 metres to bottom edge of sign.

Only one per unit.

Backlit only.

All fixings must be hidden.

#### APPROVAL

*All signage must be approved by CPH.*

WEST  
GALLERY

THE  
AVENUE

EAST  
BOULEVARD

06



REFERENCES

07



08



REFERENCES



# 4.6

## F&B

### SIGNAGE

#### 06. FLAG SIGN WITHIN CPH FRAME

The tenant signs are fixed on to the acrylic displays on both sides of the sign, see p. 50.

#### 07. PYLON WITHIN UNIT

Pylons are encouraged for showing menus and as a substitution for using sandwich boards to attract customers.

Pylons must be an integrated part of the unit design. Location and content must be agreed with CPH.

Max. size of pylon: Height: 200 cm, width: 70 cm, depth: 20 cm.

#### 08. FILM ON GLASS (DK 'FOLIE')

Film is allowed as dense cover up where necessary to hide installations etc. and has to be coherent with the surrounding area. Film is allowed if it helps wayfinding or daily operations but can only contain logo and color - no text or advertising allowed.

Film on glass must not cover more than 25% of the glass area and should be designed and well-proportioned with the glass. This ensures high visibility into the unit.

#### APPROVAL

*All signage must be approved by CPH.*





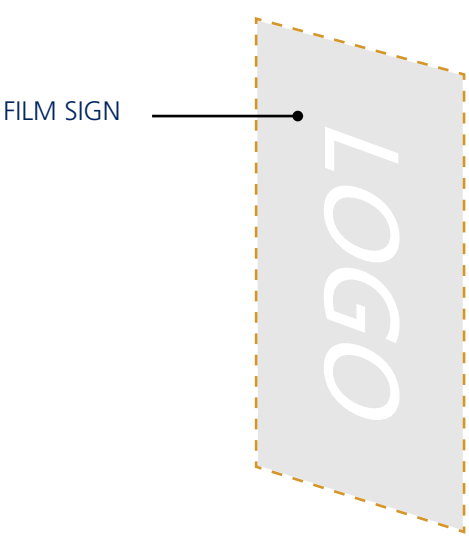
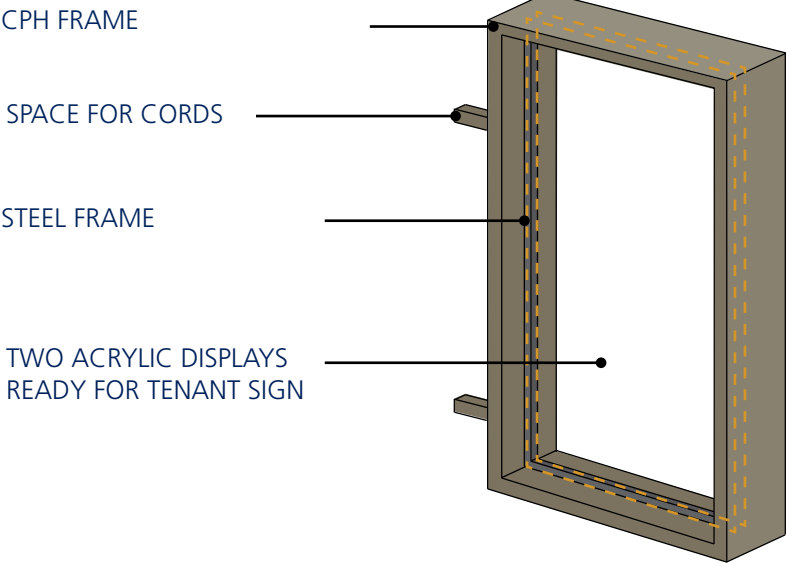
# 4.6

## F&B

### SIGNAGE

CPH

TENANT



#### REFERENCES



#### UNITS WITH FLAG SIGN DESIGN

Creates brand visibility from both directions.

The tenant signs are made of film / DK 'Folie' (Tenant).

The tenant signs are fixed on to the acrylic displays on both sides of the sign.

Light is integrated in the projecting sign.

All cords must be hidden.

#### APPROVAL

*All signage must be approved by CPH.*



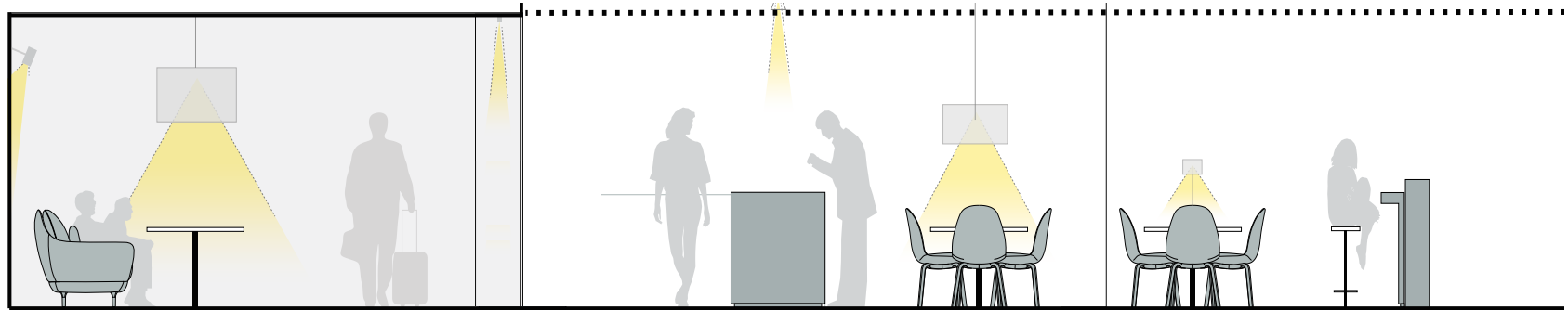
## INDICATIVE ILLUSTRATIONS

NOT A DESIGN PROPOSAL

# 4.7

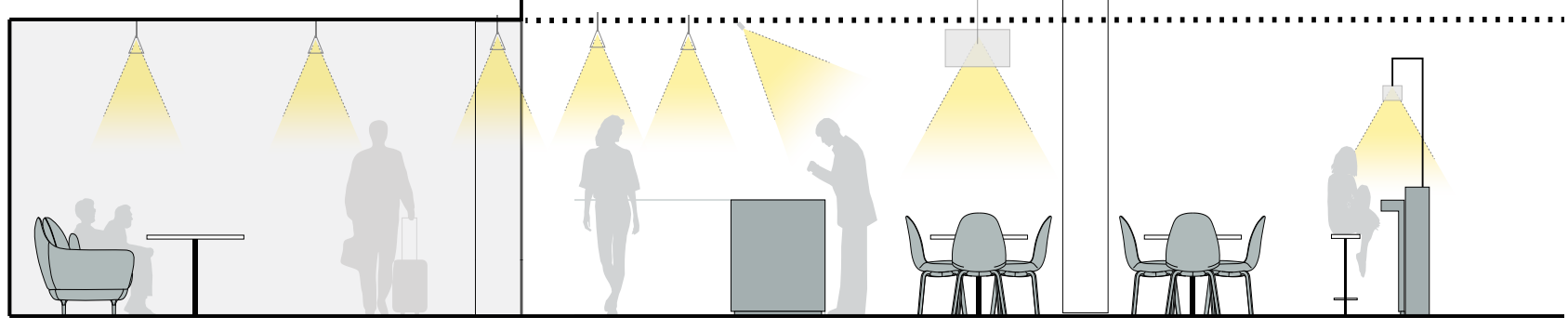
## F&B LIGHTING

WALL WASH LIGHT ON WALL ART    SOFT LIGHT IN COSY AREAS    LIGHT BY THE CASHIER    SPOT LIGHT ON PRODUCTS    LIGHT ON DINING AREAS



### RECOMMENDED LIGHTING CONCEPT

INCOHERENT LIGHT    TOO ILLUMINATED    BLINDING LIGHT    INCOHERENT LIGHT



### NOT RECOMMENDED LIGHTING CONCEPT

#### GUIDELINES

Lighting should be in accordance with ambience and function and be developed as an integrated part of the design concept.

Consider how the lighting concept suits the change of the natural light during the day and the seasons of the year in Denmark.

F&B units should be inviting with a cosy lighting concept. Consider the representation of colours and its affect on the attractiveness of unit products.

Light sources should generally be LED and light sources should be hidden. Lighting values in the front zone: Ra-value min. 90. Average Lux-value between 800-1200. The power consumption must not exceed 20 watts per sqm.

Consider the position of fixtures to highlight products, create a good ambience and give a good direction of light with low glare.

Due to the change of light through the day and the seasons of the year, the lighting concept should be changeable and adaptable to the different scenarios.

#### APPROVAL

*A lighting plan, including the selection of lamps, luminaires, light directions and locations, as well as power consumption per sqm must be approved by CPH.*



WEST  
GALLERY

THE  
AVENUE

EAST  
BOULEVARD



REFERENCES

# 4.8

## CONSTRUCTION SITE WALLS

**CREATIVE AND WELL-DESIGNED**

During the construction period of a new unit we expect the tenant to promote the upcoming F&B unit by utilizing a construction site wall. A creative and well-designed front will not only cover up the refurbishment but ensure awareness and signal a strong brand while informing the passengers fittingly. Construction site walls are made of isolated aluminum panels on which a branding film is attached.

Construction site walls may not show third party branding as it is in violation with our advertising contract.

Construction site walls may not refer to commercial units outside of Copenhagen Airport.

A construction site wall must reflect the unit's brand, creating a banner that is purposeful for the customer, while covering the refurbishment.

When a construction site wall has multiple sides it is a requirement to have branding on all of these to guarantee exposure from every angle.

**APPROVAL**

*All branding film and graphics must be approved by CPH.*

WEST  
GALLERY

THE  
AVENUE

EAST  
BOULEVARD

# 4.9

## DIGITAL SCREENS

### DIGITAL SCREENS AND LIGHT BOXES IN F&B UNITS

Digital screens and light boxes are encouraged when they are a part of the unit design and whenever they add storytelling, branding or product knowledge. Placement, design and content must be approved by CPH, and will be individually evaluated in relation to the surrounding area.

Digital screens and light boxes cannot show third party branding as it is in violation with our advertising contract.

Digital screens and lightboxes must be an integrated part of the design and support the brand.

Sound on digital screens is only allowed inside the unit and only when it is a condition for the functionality.

Digital surfaces can be composed of several screens all though moving images cannot have more than one position facing in the same direction.

No digital screens or moving images on facade bulkheads.

Content on digital screens must be of high image quality. All video material shall consist of deliberate movements and down tempo editing.

### APPROVAL

*All content on digital screens must be approved by CPH.*



REFERENCES