

**Urgent.Agency**

# From image to action

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Honorary Affiliate Professor  
Member of the Danish Design Council

# Louise Møllermark

## melula.com

Kickstarter  
Instagram  
Data  
'Netografi'  
Tracktion  
Launch  
Press  
Blogs  
Viral  
Friends & likes  
Finished product



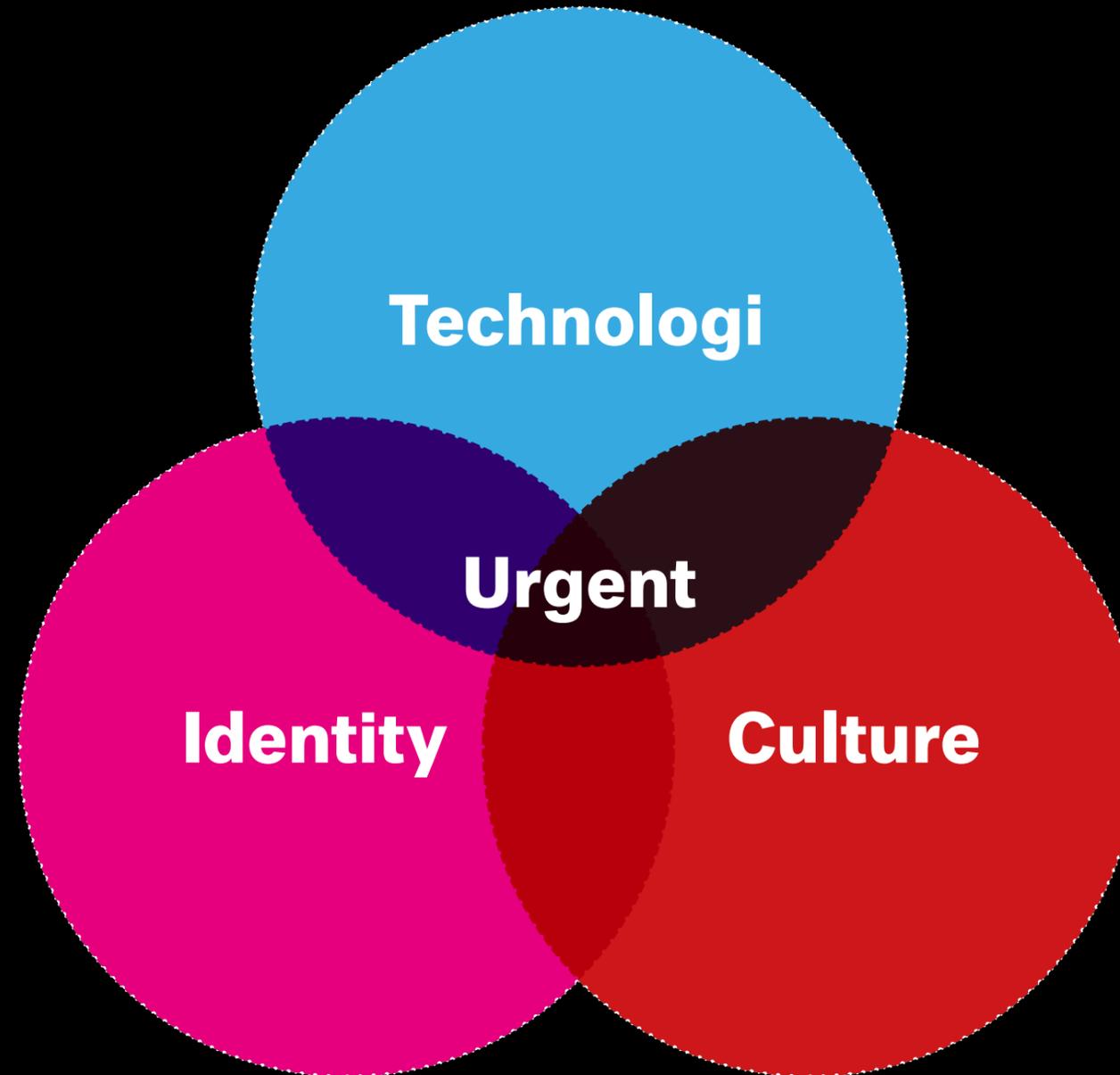
**We are a bastard  
agency; a dedicated  
crossbreed between  
culture analysis and  
design**



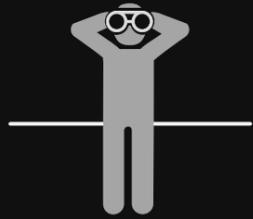
**I always act on a  
sense of urgency**

**Hans Ulrich Obrist**

# Urgent focus areas and sweet spot



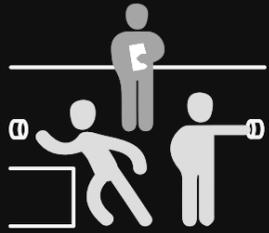
## CULTURAL ANALYSIS TOOLS



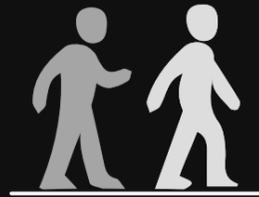
OBSERVING  
PEOPLE



LISTENING TO  
PEOPLE



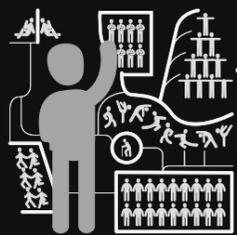
QUALITY MAPPING



USER JOURNEY



SPATIAL  
ANALYSIS



UNDERSTANDING  
SYSTEMS

# CULTURE DESIGN

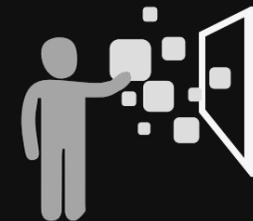
## DESIGN TOOLS



SCENARIO  
DEVELOPMENT



GETTING LOADS  
OF IDEAS



TANGIBLE  
VISUALIZATION



CO-CREATION



PROTOTYPING



USER TESTING

# CARLSBERG

**How to attract people to a part of town,  
that's been closed off forever - and ex-  
press the spirit of a new neighborhood.**















# SWISS EMBASSY

Reacting to change in  
European diplomacy

# 'IT'S HARD TO SELL THE ALPS WITHOUT THE GLACIERS'

Determined to be anything but another elusive bureaucrat, the new Swiss ambassador to Denmark talks bicycles, liberal philosophy and Switzerland's anti-immigration referendum on his state visit to Denmark. Does a business relationship with China mean compromising human rights?

'OLD SCHOOL' and 'new school' aren't the sorts of words you expect to be uttered by a diplomat. But standing in the modern concrete annexe to the Swiss embassy in Hellerup, north of Copenhagen, you get the feeling that Benedikt Wechsler doesn't want to be an ordinary diplomat.

"It's no longer sufficient to be discreet, observe, and write home. We need to look at diplomacy in a more new-school way," says Switzerland's new ambassador to Denmark.

Today he will be escorted to the palace Amalienborg and present his credentials to the Queen, as official protocol requires. But as a first for an incoming ambassador, he will do so by bicycle. Outside his ambassador's residence he shows off his ride, a renovated Swiss military bicycle from 1945.

It's just one indication that Wechsler wants to move beyond a role that prioritises discretion, cultivating relationships, and promoting interests behind the security of diplomatic compounds.

"We need to do much more public diplomacy and be more present by engaging with civil society, think tanks, NGOs, the media. The Swiss embassy is much more used to adopting a low key presence," he says as he mounts the bicycle. "My staff at the embassy weren't even used to writing press releases!"

Wechsler flashes his refurbished military bicycle and a watch bearing the flags of the Swiss cantons.



"Switzerland has many interesting designers and architects. Denmark does too, but they do

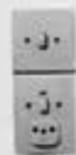
a reception following his inauguration, stresses that his wife's dress is made by a famous Swiss

with the alpine state. This included freezing negotiations to integrate Swiss and EU energy















**+**

Welcome to the first Pop-Up Embassy  
**Meet the Swiss Ambassador for a coffee in Copenhagen**

For more information on venues and dates see our Facebook page: Embassy Switzerland in Denmark

**Welcome to the first Pop-Up  
Embassy in Copenhagen!**

**Meet the Swiss Ambassador  
for a coffee ...**

For more information on venues and dates see our Facebook page:  
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15.1

Cafe Europa  
Amagertorv 1

22.1

Paludan Bogcafe  
Fiolstræde 10

29.1

Cafe Norden  
Østergade 61

5.2

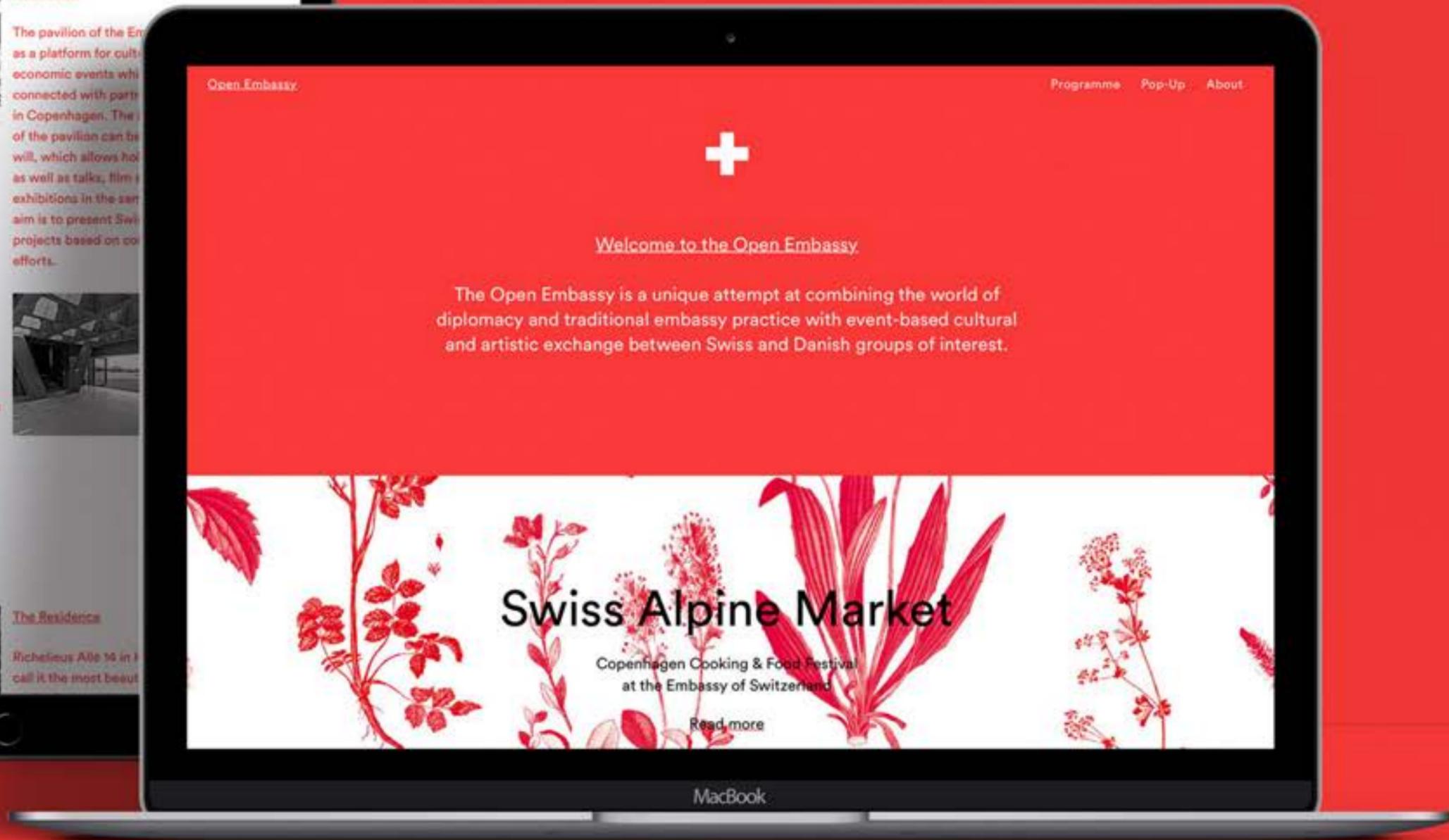
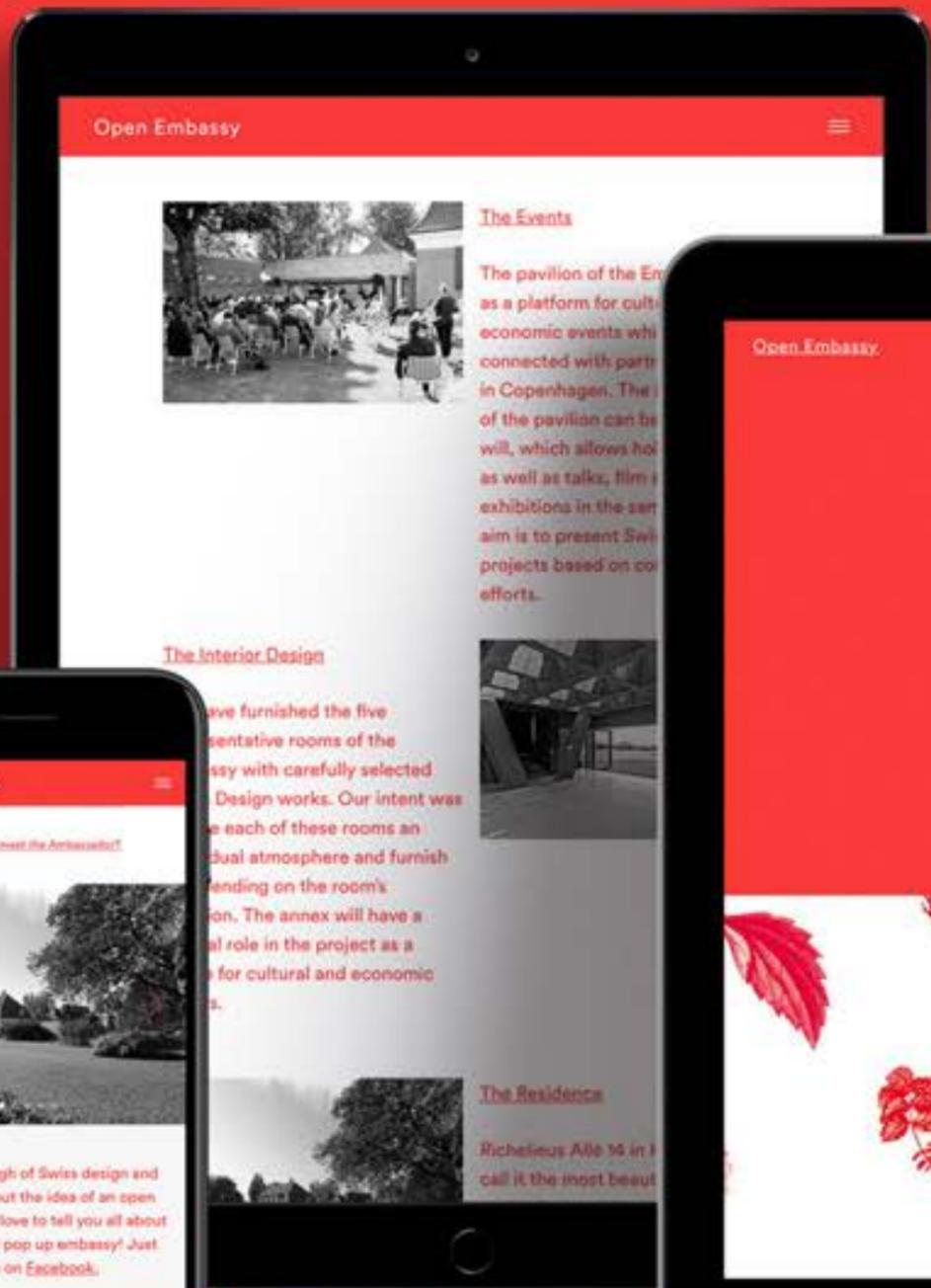
Cafe Dag H  
Dag Hammerskjolds Allé 38

11.2

Cafe Oscar  
Bredgade 58







3daysofdesign at the Swiss Embassy  
Personal invitation



Dear Mrs Kirsten Birgit

As we are about to launch our new project  
Open Embassy you are kindly invited to  
our first exclusive event The Swiss Pavilion.

Exclusive Sessions  
At the Pavilion

We would especially like to have you over  
for the following exclusive sessions:

Exclusive Preview

26th of May  
Presented by curator  
Alfredo Häberli

Exclusive Preview

27th of May  
With special guests  
Anne-Louise Sommer  
(Designmuseum  
Denmark)  
Mateo Kries  
(MoMA, New York)

Open Embassy  
About The Project

As a novelty, the Swiss Embassy in Denmark  
dedicates itself to design and art and launches  
the new project Open Embassy. Both Denmark  
and Switzerland share a long and influential tra-  
dition in the field of arts and design. The new  
series of events at the Swiss Embassy will shed  
light on these remarkable ties.





The Swiss Pavilion Club

Dear Mrs. Birgit

Welcome to the Swiss Pavilion Club.  
Lorem ipsum dolor sit amet, consectetur  
adipiscing elit. Etiam congue, lacus quis  
consequat faucibus, diam ante tempor

Swiss Pavilion Club  
Membership Card

# Thank you

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