MUSEUM

PRESS RELEASE
10 August 2026



MUSEUM ORDRUPGAARD, press photo Copenhagen Drone.

ORDRUPGAARD RENAMED
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Ordrupgaard is pleased to announce its new name **MUSEUM ORDRUPGAARD** – coinciding with the launch of a new visual identity and website developed in partnership with the strategic design office ***Urgent.Agency***. The rebranding is designed to elevate the museum's profile and strengthen its position on both a national and international scale. The changes occur in response to **MUSEUM ORDRUPGAARD's** transformation into a modern museum complex, offering an increasingly diverse range of cultural experiences tailored to a broad audience.

'We have eagerly anticipated unveiling our idea for a new visual identity, website, and name. In line with the museum's strategic vision, our name has been upgraded to Museum Ordrupgaard. This allows us to more clearly communicate the experiences that await our visitors, ensuring that we are more identifiable to our partners. The new website and visual identity support our ambition to bring our diverse activities together into one cohesive whole, highlighting the many unique assets that make up Museum Ordrupgaard.'

- **Gertrud Oelsner,** director, Museum Ordrupgaard.

The new name, Museum Ordrupgaard, and the tag line 'Home to iconic art and Danish design', emphasise the museum's unique position within the cultural landscape. Ordrupgaard refers to the historic manor house from 1918, where the founding couple lived with their impressive art collection in the early twentieth century. Over the years, the museum has evolved to include new dimensions such as the Art Park, Finn Juhl's House, the café, and the shop. Yet, the distinct, intimate atmosphere of a home has been preserved and even enhanced by the addition of Finn Juhl's House.

In addition to our world-renowned collections of French and Danish art – particularly from the nineteenth century – and the many temporary exhibitions, the museum offers contemporary art in the open and a full events programme. This is complemented by a striking architectural profile, with notably Finn Juhls hus attracting design and architecture enthusiasts from around the world. Museum Ordrupgaard thus offers a wide range of cultural experiences for both children and adults who delight in art, design, and architecture.

The new visual identity weaves together the museum's multiple facets into a powerful and recognisable brand, seamlessly linking all our activities. Moreover, the new website enhances accessibility and the user experience, ensuring that both domestic and international visitors will discover Museum Ordrupgaard with minimal effort and navigate its multifaceted cultural universe.

Working with Museum Ordrupgaard in all its facets has been a dream project. Not despite its complexity but precisely because of it. Our objective was to create a visual and strategic system that integrates the museum's numerous narratives and enables guests to easily discover and navigate the diverse range of activities, ensuring relevance for both current and new target groups.'

- **Mads Quistgaard,** founder and design director, Urgent.Agency.

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