

Tuesday 15 March 2022: Press Release – 4T System Showcase at Clerkenwell Design Week 2022

“Icons of Denmark Exhibits new 4T System – A scalable kit of parts for the workplace”



The 4T System as wall unit with planters, whiteboards, pin boards and shelves, along with a mobile unit.

Exhibited as part of Clerkenwell Design Week is Icons of Denmark’s 4T System, created in collaboration with award winning Danish designer Hee Welling.

Since its initial concept in late 2020, the 4T System has developed to include large scale pavilion style constructions, as well as its original configurations of wall units, focus booths and mobile units. During Clerkenwell Design Week, Icons of Denmark will be showcasing the system within our showroom. Since its success at last year’s London Design Week, with the launch of 4T Rooms and a 12-meter-long pavilion, the 4T System has seen tremendous success for its first year on the market.

Specified by international firms such as BNP Paribas, The Office Group, BT and others, the 4T System has demonstrated its suitability for large scale office projects. Jesper Jensen, Owner and Director of Icons of Denmark comments, “As a scalable kit of parts, the 4T System can demonstrate its tremendous capabilities and how it is the perfect solution for today’s flexible, fast changing workplaces. Very few products offer the same stability and flexibility of a free-standing system as 4T and I think this is impressive”.



Jesper Jensen, Company Owner and Director of Icons of Denmark.

The 4T System has been designed as a reconfigurable product. When designing the 4T, Hee Welling and the Icons team took a holistic approach in its design – making sure that it was as sustainable as it is practical. Being reconfigurable means it can be altered, added to, or subtracted to create a new configuration – one that can be taken to the next location when the company expands. With some consideration, there is now no need to replace the product with something entirely new.

Hee Welling adds, “The system is constructed in a very sustainable manner, and there are no limits. We separated out the materials. None of the components are made in a way that they can’t be detached afterwards. This makes it a long-lasting system – you can always add or remove different panels which helps change the expression and the functionality. This system can be used for many years and hopefully passed on to the next owner of the location or the office – or taken with you.”



Hee Welling, Designer of the 4T System.

“I like to think of the 4T as a deck of cards. No matter how many times you shuffle them, you will still create something unique and personal to you. No two configurations will be the same and I think that is important for designers when choosing a workplace scheme” comments Jay Grant, Corporate Account Manager at Icons of Denmark. “The uniqueness of the product is its ability to be endlessly reconfigured so even if you see a similar configuration to your own – add something new! Then it will be unique again.”



The 4T as a tall wall unit, dividing space with reeded glass panels.

Notes to editors and publishers:

About Icons of Denmark

Icons of Denmark is a furniture manufacturer with a mission: to enrich people's lives at work. Founded in London, we work with new and established designers all with the ambition to create furniture that is timeless by design, adaptable and functional. Each of our designs are created to support the behaviours and activities of the workplace, dedicating ourselves to the transformation of the office environment. Our collection is Danish at heart and boldly international in expression, telling our story through furniture pieces that seek to provide solutions for common interior design challenges, while being able to build an emotional connection with their users.

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