

NEW MAGS

10 YEARS



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NEW MAGS, HQ, SHOWROOM

WELCOME TO NEW MAGS HQ

This year, New Mags celebrates its 10-year anniversary, proudly marking a decade of redefining books — from something we simply read to something we live with.

Founded in Copenhagen in 2016, New Mags emerged from a simple fascination with the tactile pleasure of magazines and books. What began as a passion project has grown into a global distribution platform for coffee table books, connecting publishers, creative studios, and design-conscious readers aaround the world.

Over the past 10 years, we've carefully built our portfolio, title by title, with attention to design, relevance, and quality. Our vision is clear; we celebrate the meaningful, the beautiful, the big, the small, the weird, and the essential. Our passion lies in the world of books, and we believe in the magic of them to enlighten, entertain, and elevate.

Beyond distribution, we act as a creative partner within print culture, working closely with publishers and emerging voices to develop and bring new ideas into publication. This ongoing collaboration reflects our belief in print as a living medium, and we're proud to take part in the creative culture around it.

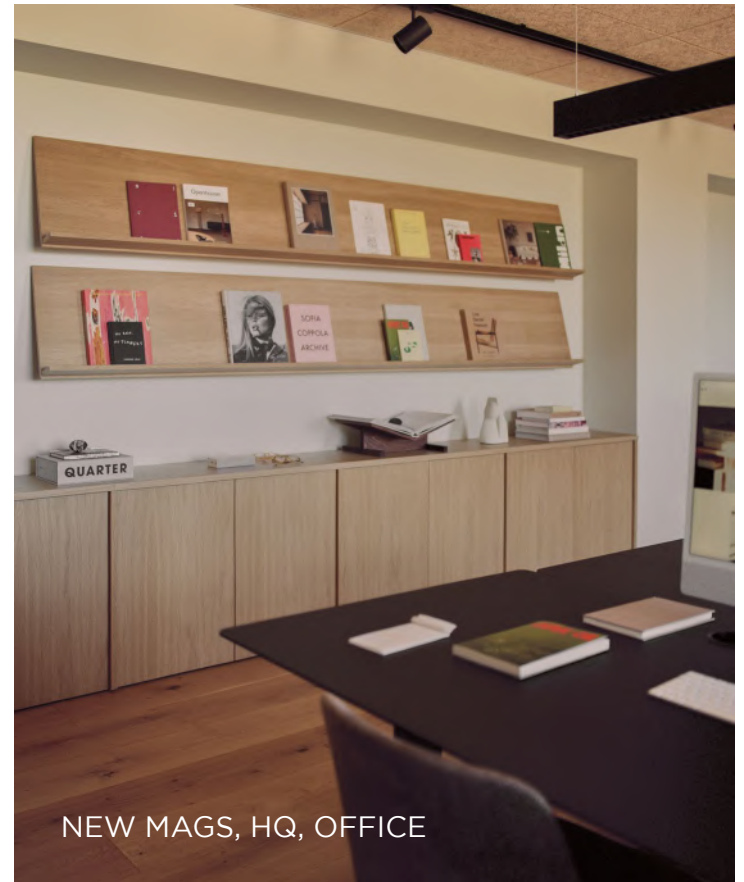


NEW MAGS, HQ, CANTEEN

As we celebrate our 10-year anniversary, we mark another important milestone — we've moved into our new HQ, and we're excited to share a first glimpse of it.

Located in Horsens, Denmark, our warehouse, showroom, and head office are now gathered under one roof, designed to connect our daily work and bring inspiration to everything we do. From curating new titles to preparing orders to your store, hotel or home.

If you're nearby, coffee's always brewing and we would be happy to see you at *Rosenkrantzvej 28, 8700 Horsens, DK*



NEW MAGS, HQ, OFFICE



NEW MAGS, HQ, OFFICE



NEW MAGS, HQ, CANTEEN



NEW MAGS, HQ, WAREHOUSE



NEW MAGS, HQ, WAREHOUSE



NEW MAGS, HQ, WAREHOUSE

FOUR FAST FACTS

2,000 sqm warehouse and 500 sqm office space

A curated selection of approximately 5,000 titles

Distributed across 91 countries

Trusted by more than 2,200 clients worldwide



CONCEPT STORE & SHOWROOM

CONCEPT STORE & SHOWROOM



CONCEPT STORE & SHOWROOM

Our Copenhagen Concept Store & Showroom extends our vision. Conceived as a hybrid between retail space and gallery, it presents books and magazines as objects in dialogue with design, interiors, and culture. It functions both as a destination and a platform – hosting events, launches, and collaborations that bring together a creative community around print.

Stop by to say hi.

Ny Østergade 28, 1101 CPH, Denmark

NEW MAGS
10 YEARS



CONCEPT STORE & SHOWROOM



IN MY DREAM LAST NIGHT
HELENA CHRISTENSEN & CAMILLA STÆRK

A QUARTER PAST NOON
& TRADITION



EVENT HIGHLIGHTS



APOLLO: STATE-OF-THE-ART
COOKING AND A PARTY
FREDERIK BILLE BRAHE

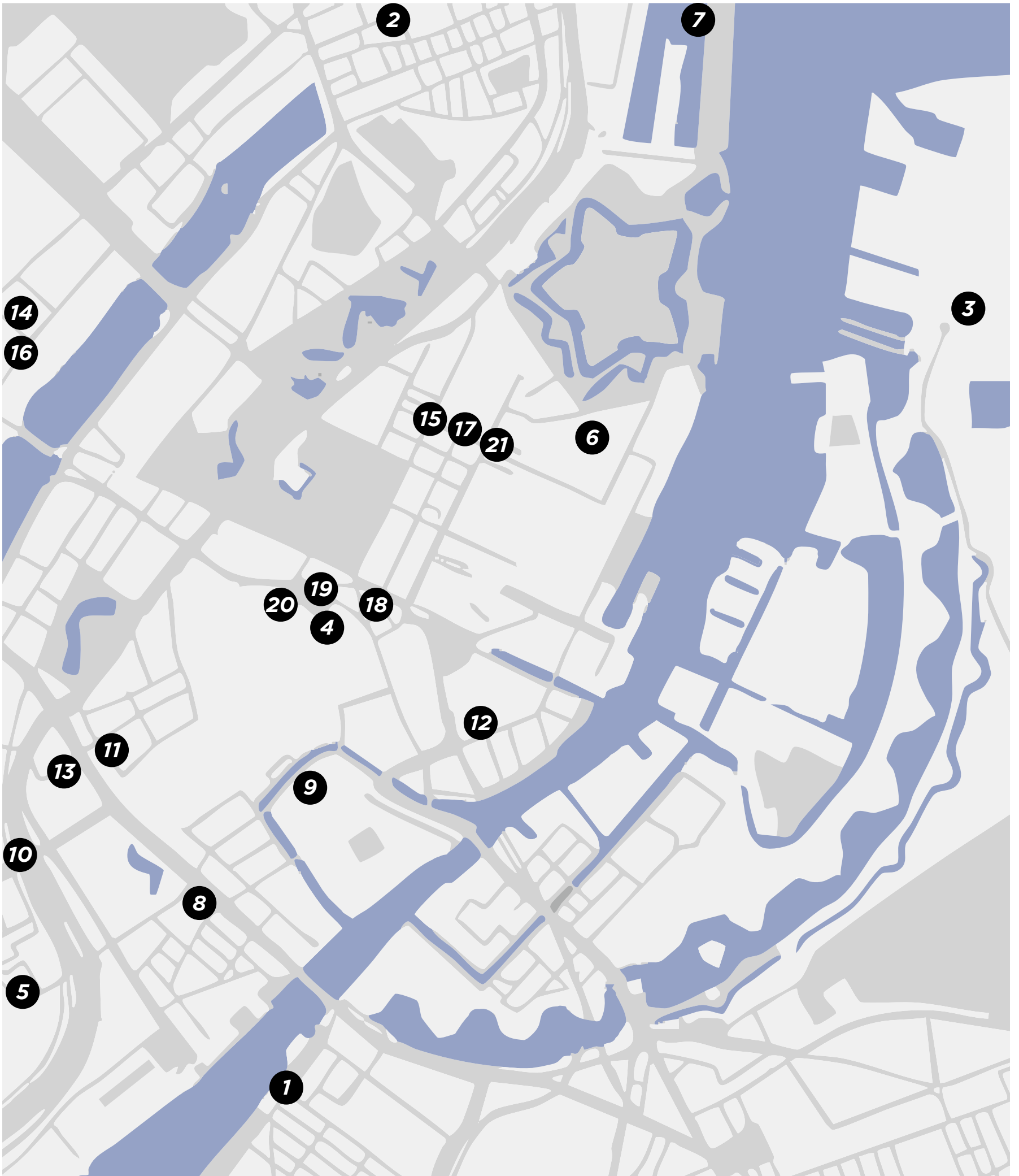




GANNI X DISNEY
CPH FASHION WEEK



THE IMPORTANT FLOWERS PLANNER 2026
SOFIA COPPOLA
W. SIDSEL ALLING & FREDERIKKE TOFTSØ



DISCOVER COPENHAGEN THROUGH A NEW MAGS LENS - A CITY SHAPED BY CREATIVITY, DESIGN, ARCHITECTURE, AND FOOD. THIS GUIDE BRINGS TOGETHER PLACES THAT INSPIRE US, FROM BUSTLING CAFÉS AND INDEPENDENT SHOPS TO CULTURAL SPACES, RESTAURANTS, AND HOTELS.

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IT'S A
NEW MAGS
GUIDE TO
COPENHAGEN

BAKERIES

- 1** Hart
- 2** Juno
- 3** Lille Bakery
- 4** La Cabra
- 5** Prolog

HOTELS

- 10** Coco Hotel
- 11** Hotel Bella Grande
- 12** Hotel Sanders
- 13** Henriks Hotel

SPACES

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- 20** Stoy
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EXPLORE

- 6** Design Museum Danmark
- 7** Harbour Swimming
- 8** Ny Carlsberg Glyptotek
- 9** Thorvaldsens Museum

RESTAURANTS

- 14** Graziano
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- 16** Osteria 16
- 17** Bottega Barlie



HOW TO
A GREAT DAY

GET A

LEAD A

GO FOR A

REPEAT IF

HAVE

COFFEE

BOOK

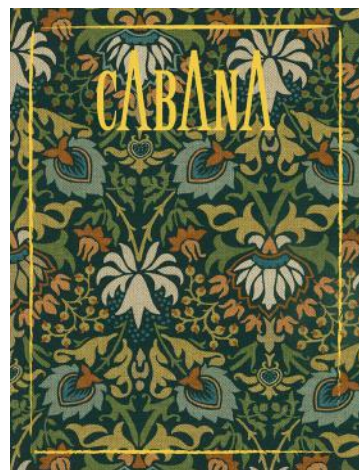
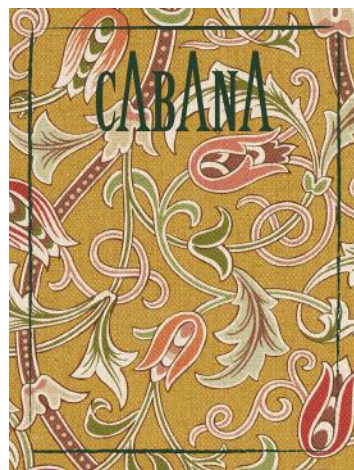
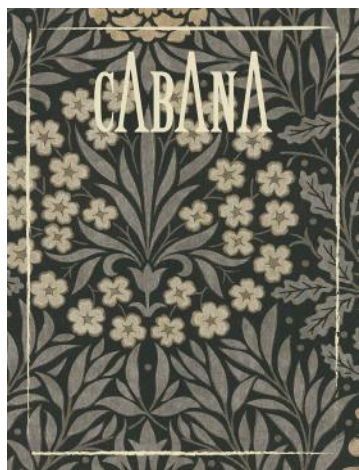
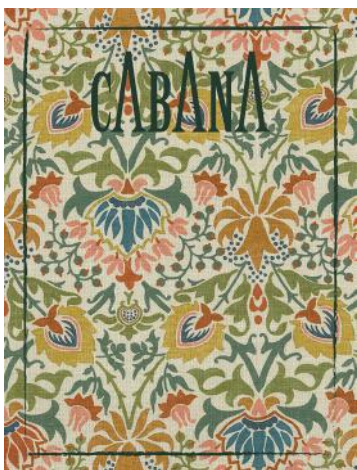
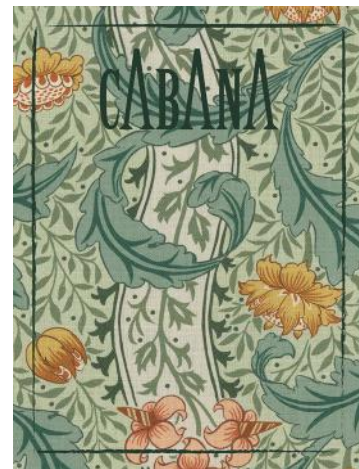
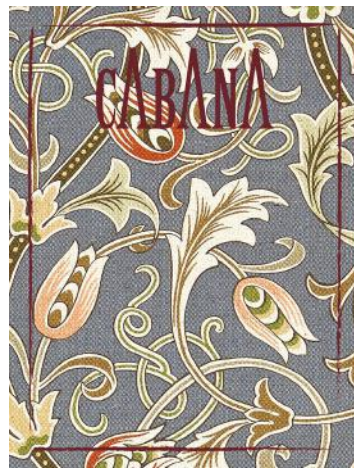
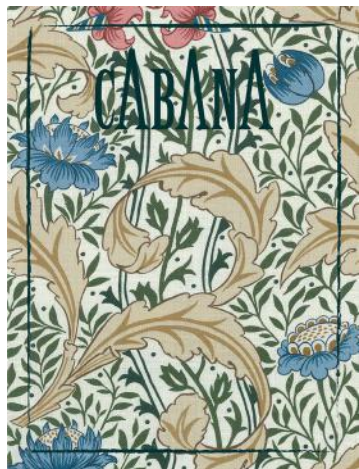
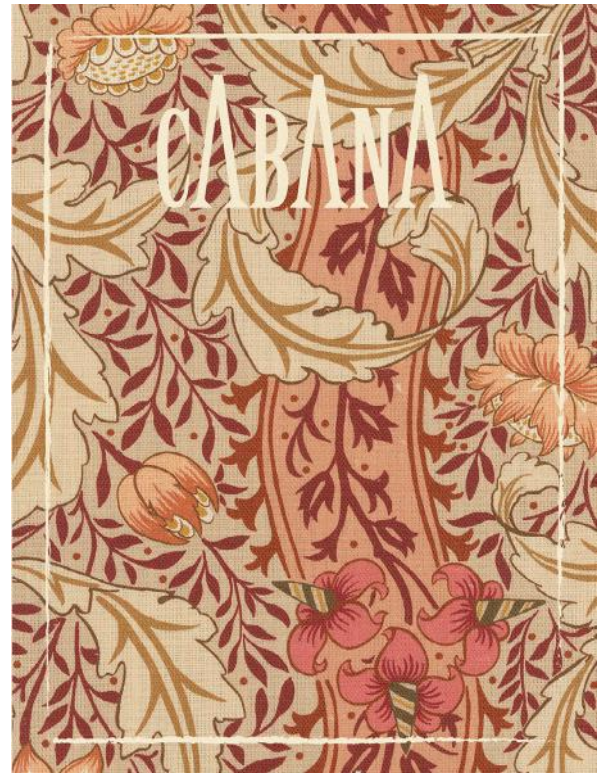
WALK

NECESSARY

CABANA

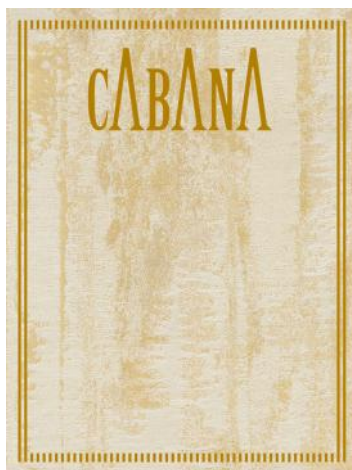
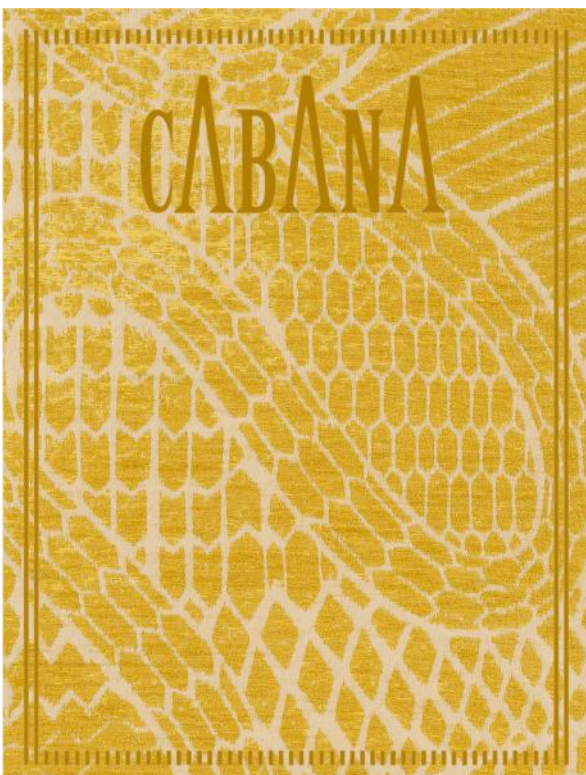
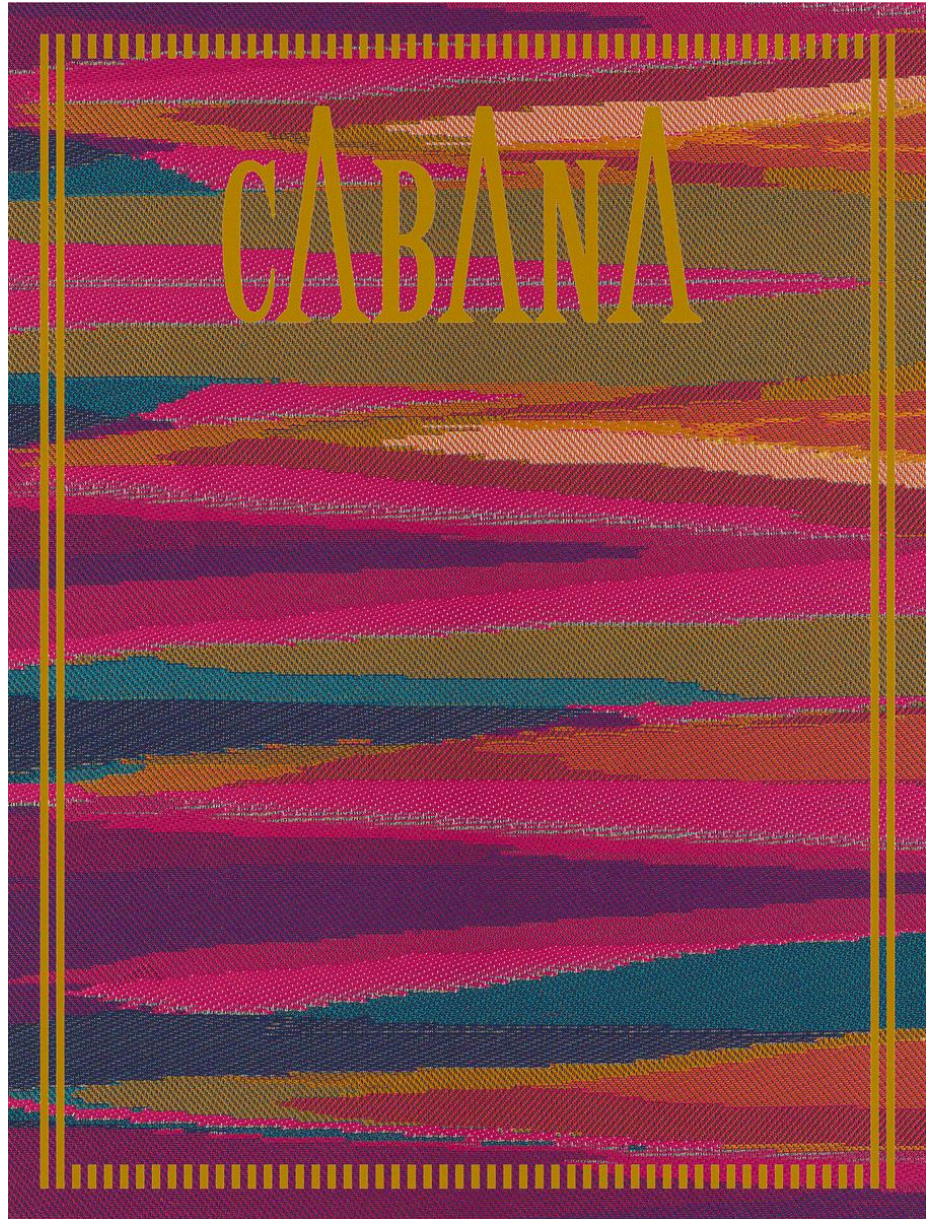
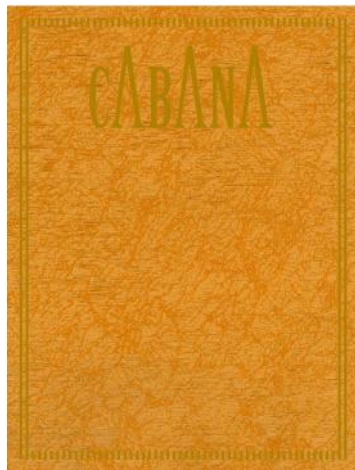
MAGAZINE

Published twice per year in April and October, Cabana Magazine explores the deeply personal relationships we have with the objects and interiors around us. The German word *gemütlich* encapsulates the Cabana Mood, conveying an inviting feeling of warmth and sense of space. With striking photography and world-exclusive stories, each issue is conceived as a design object in itself with its graphic treatments of features, embellished borders, lavish paper stock and tactile covers with past partners including Chanel, Gucci, Ralph Lauren, Valentino, Loewe, and Tiffany & Co, amongst others.



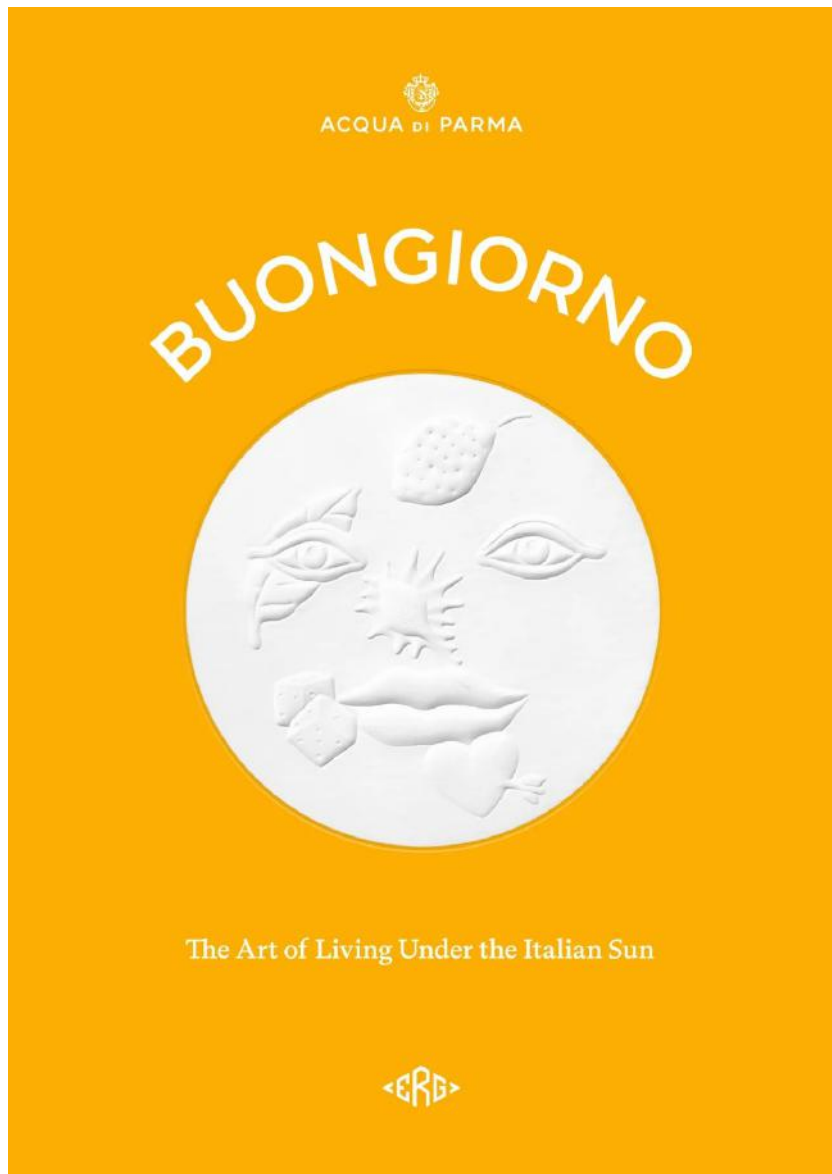
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BUONGIORNO

THE ART OF LIVING UNDER THE ITALIAN SUN



Explore Italy like never before with Buongiorno - The Art of Living Under the Italian Sun, an immersive, multi-sensory journey across the country highlighting the places, crafts, and people that define it, shaping its unique identity and culture.

With original photography from iconic Italian locations, more than 500 carefully selected addresses, and first-hand contributions from more than 50 prominent personalities, the book transports readers to Italy page after page, in a bright kaleidoscope of colours, flavours, and scents. Woven throughout the pages, Gstaad Guy's signature wit provides additional insights into the country, delivered in his unmistakable style.

Interviews with artists, creatives, chefs, and discerning travellers offer precious and unexpected tips on how to experience Italy like a local, living the culture rather than just travelling through it. From advice on ordering at a restaurant to insider recommendations for authentic bars, shops, and hidden gems, Buongiorno is a treasure trove of Italy's best-kept secrets, designed to present the country through a fresh, elevated lens.

Printed in Italy on premium paper, the large-format volume is bound in a soft-touch cover that echoes the shades of light from sunrise to sunset, featuring a pattern by Italian artist Matteo Cibic. The book is housed in a vibrant linen slipcase, finished in the iconic Acqua di Parma yellow and integrating a sun motif imagined by Cibic, hand-embossed on a white disc.



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LONDON

IN FASHION

A beautifully illustrated visit to one of the most stylish destinations in the world. Essential for fans of fashion and travel.

London is the most diverse of all the great fashion megacities, drawing from a vast palette of cultures, artistic disciplines and historical references to produce some of the world's best loved and most influential trends. From the flappers of the 1920s to the swinging '60s, from punks and new romantics to the 21st-century modes of sustainability and representation, the storied British capital has made a habit of crystalizing youthful rebellion by wearing its identity on the outside. Home to Vivienne Westwood, Burberry and Palace, iconic stores like Harrods, Harvey Nichols and Selfridges, as well as some of the most famous fashion streets on Earth, including Carnaby Street, King's Road, Savile Row and many more.

London. In Fashion is an unmissable opportunity to walk among London's trendsetters without leaving your own home.

ALSO IN THIS SERIES:



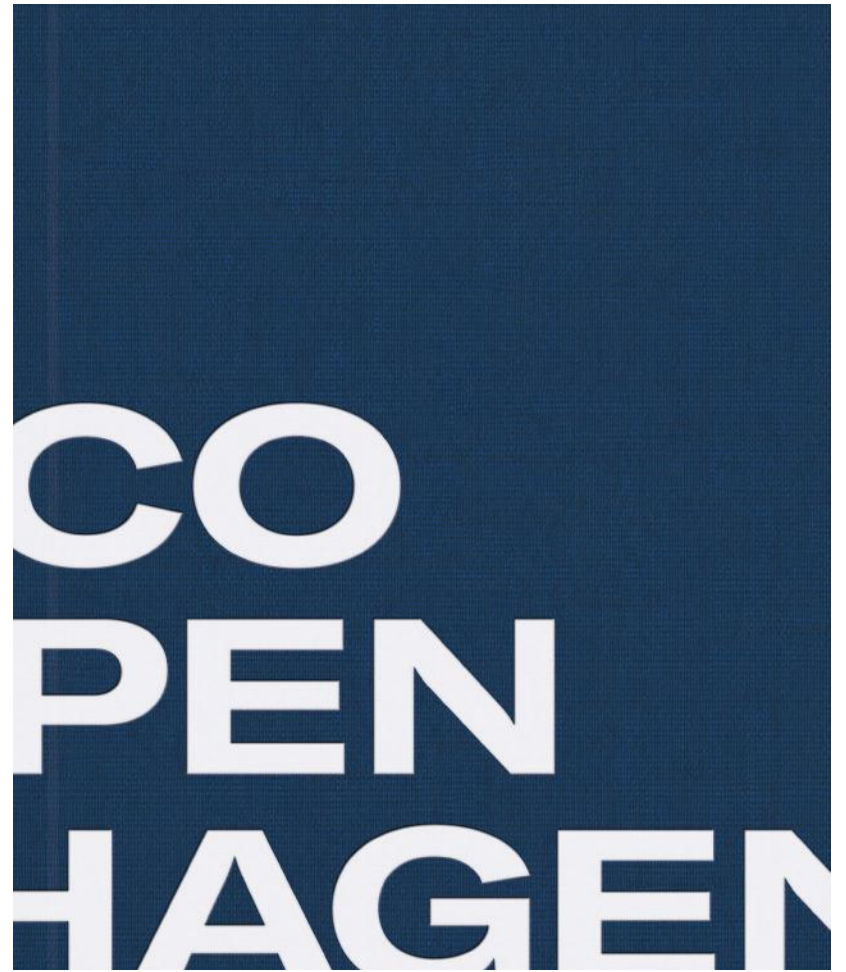
From Paris and New York to more surprising hotbeds of style, the In Fashion series invites you to discover the most fashionable locations in the world. Covering high fashion, classic street style and trendsetting people, as well as interiors, streets, shops and more, each beautifully presented volume offers a unique glimpse into the clothes and fashion culture of a distinct and remarkable destination.

COPENHAGEN

Many books have already been written about Copenhagen. So why make another one? Because something still felt missing. A portrait of contemporary Copenhagen. A lifestyle book that takes the pulse of the city and explores the people, places, and everyday rituals that make it such a distinctive place.

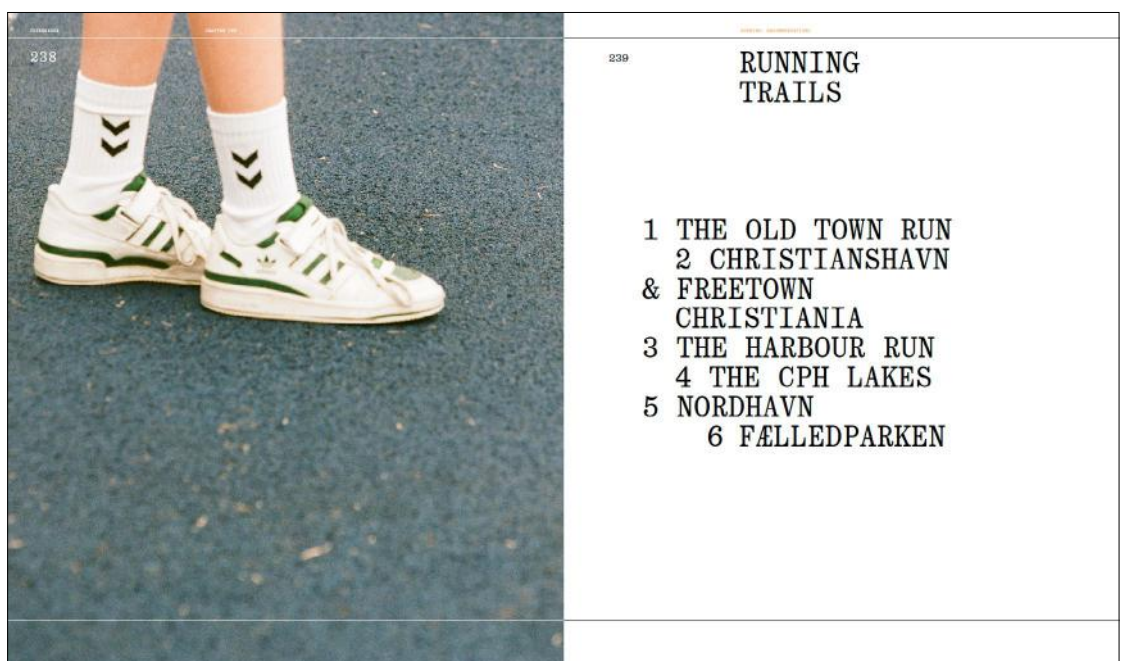
Whether you are visiting for a short stay or a longer period, this is a book for anyone who wants to understand the city, and even for the people who shape it. It is also the book you can take with you when you leave, as a way of remembering Copenhagen. Or give to a good friend who is about to visit.

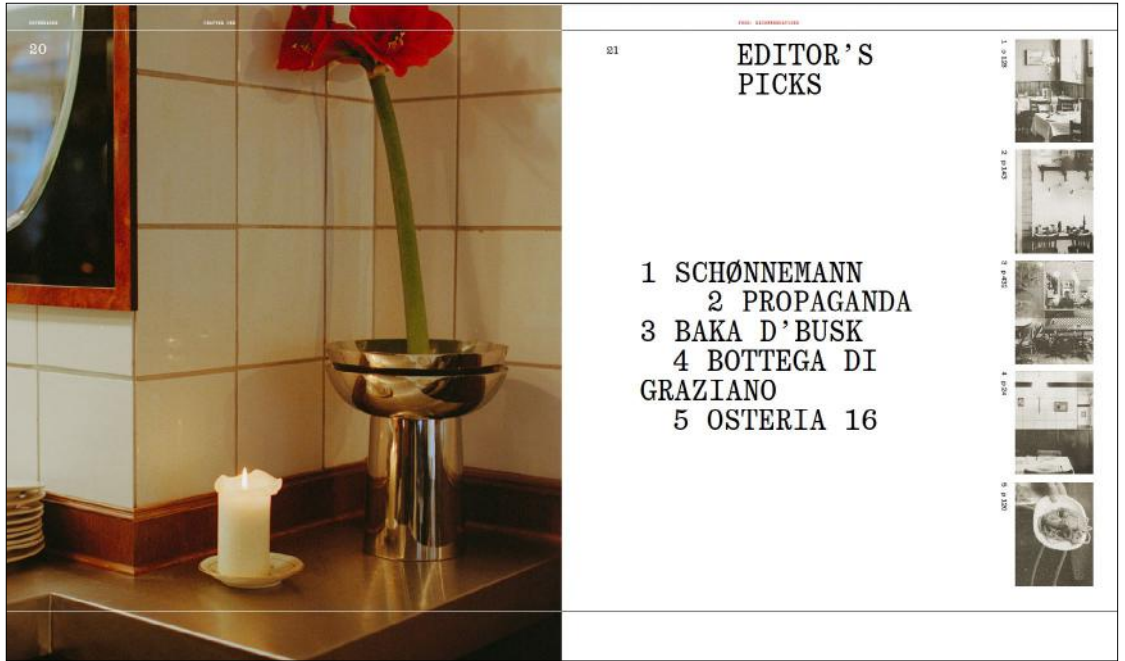
Whatever the reason, here it is. So please, enjoy exploring.



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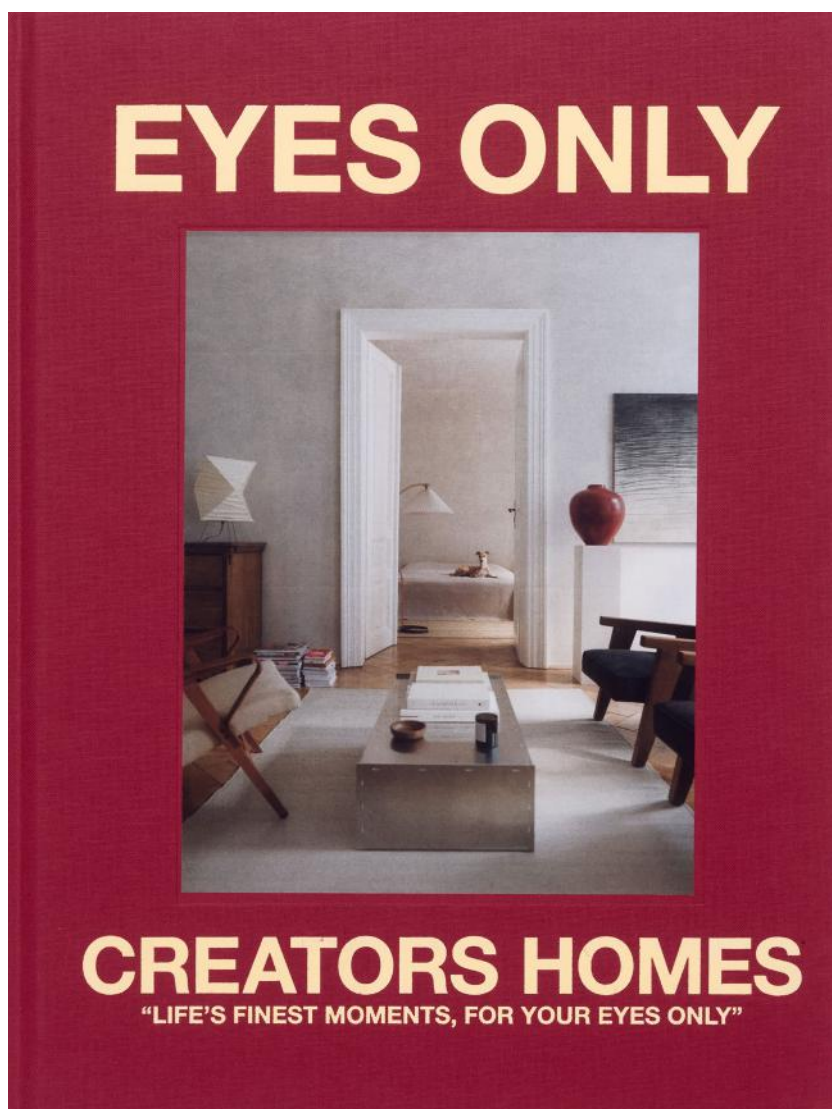
10 YEARS





EYES ONLY

CREATORS' HOME



More than perfectly styled rooms, these homes reveal personality. Through natural light, textures, objects and spontaneous moments, each space becomes an extension of the creator behind it. While the imagery inspires, the book also invites exploration. A curated index at the end allows readers to discover their favourite design pieces featured throughout, offering insight into the objects, designers and details that define each space.

CREATORS' HOMES is a reflection of modern living, where digital influence meets personal expression. A visual narrative of creativity, lifestyle and the art of making a space your own.

EYES ONLY – Creators' Homes is an intimate journey into the places where creativity happens. Each home and atelier tells a story, reflecting its owner's aesthetic, mindset and way of life. Featuring content creators, stylists and visual storytellers from around the world, the book captures interiors that are both curated and lived in. Spaces that are constantly evolving, reflecting individual taste, creativity and everyday life.



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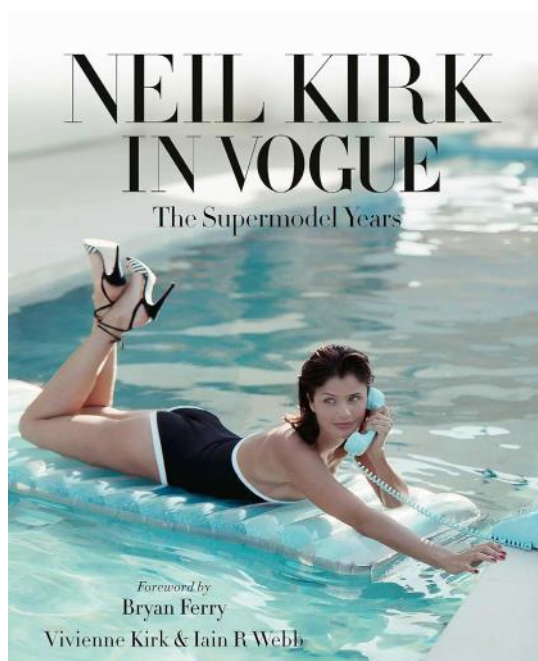
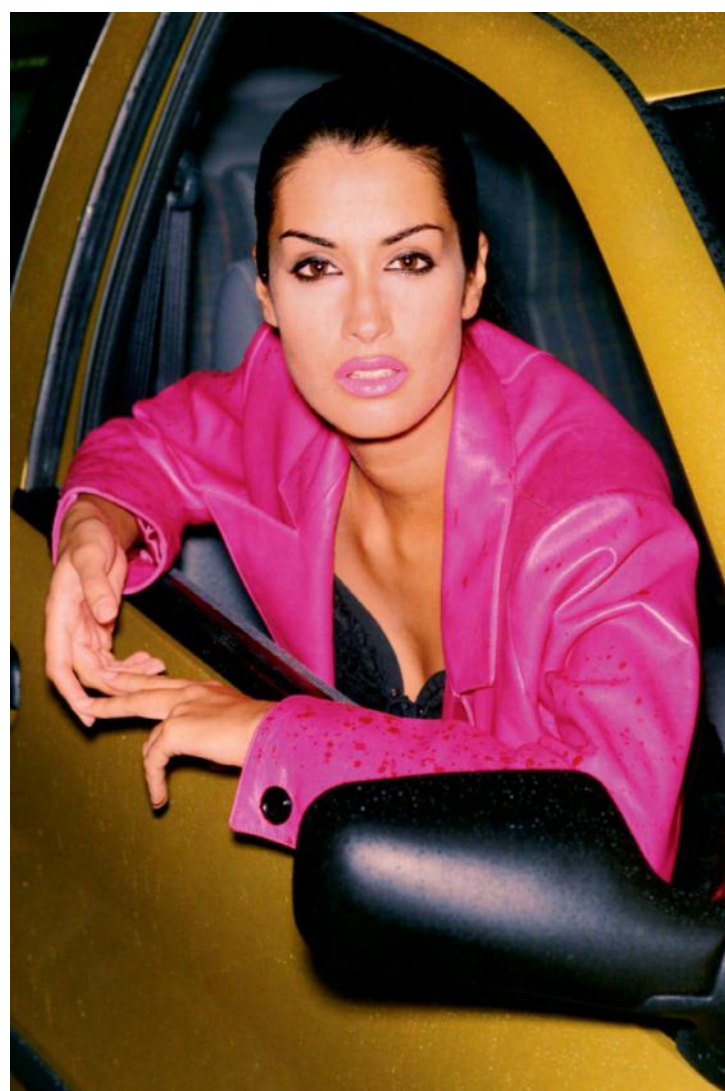
NEIL KIRK IN VOGUE

THE SUPERMODEL YEARS

Neil Kirk in Vogue: The Supermodel Years is a unique retrospective of 1980s and '90s fashion, as captured by one of the most exceptional photographers of the era.

A prominent and prolific fashion photographer for over four decades, Neil Kirk's sensational body of work has left a lasting impression on designers, editors and catwalk models across the fashion industry. A frequent contributor to Vogue US, British, Italia and Deutsch throughout the '80s and '90s, his photographs helped propel some of the biggest fashion names into the public sphere during an era when supermodels were becoming A-list celebrities and fashion designers were pioneering an innovative take on modern luxury.

With a foreword by Bryan Ferry and contributions from Helena Christensen, Claudia Schiffer, Manolo Blahnik, Sam McKnight, Stephen Jones, Yasmin Le Bon, Christian Lacroix and Jasper Conran among others, this is every fashion lover's dream in one beautifully illustrated, must-have volume.



MAGAZINE B

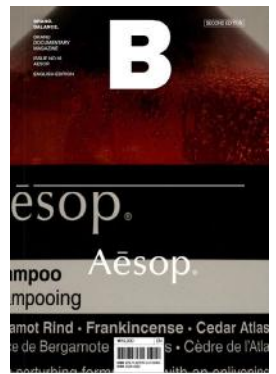
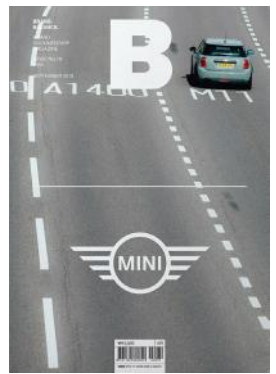
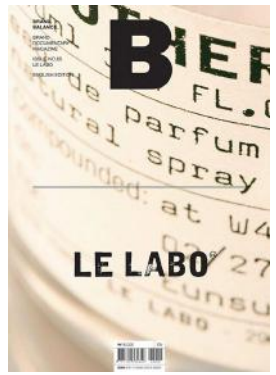
In a world flooded with brands, Magazine B talks about what a good brand is and communicates the value of a single brand in each printed issue. B identifies a well-balanced brand using four elements—beauty, practicality, price, and philosophy—and offers unique insights into and in-depth analysis of one well-balanced brand.

F is a food documentary magazine cocreated by B and Baemin, a Korean food delivery unicorn startup. Each issue introduces one ingredient that has had a significant impact on the table around the world, with particular focus on how everyday ingredients are produced, how they are used from region to region, what the economic impact is, and how chefs handle each ingredient. In short, F encompasses the past, the present, and the future of food culture.

B is the first Korean periodical to be translated into English and grow a global readership in 40 countries. Aesthetic-conscious readers — from young planners, designers, and startup creatives to marketing personnel and directors of global brands — enthusiastically support the pursuits of the publication.

NEW MAGS

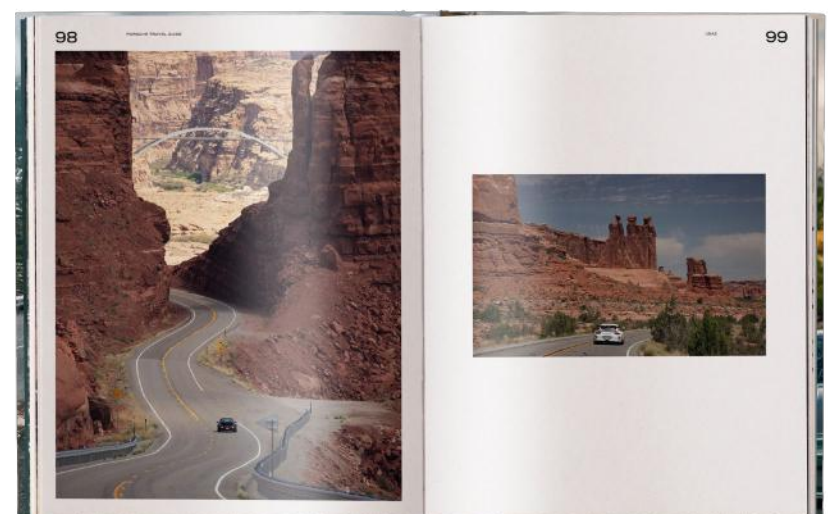
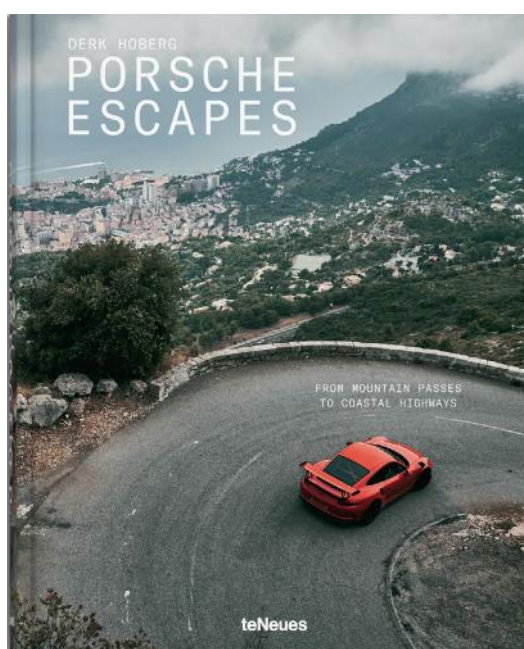
10 YEARS



PORSCHE ESCAPES

A lifestyle-driven travel photo book by the former deputy editor-in-chief of Porsche Club Germany magazine, showcasing the captivating curves, iconic locations, and events that bring the Porsche dream to life.

"Porsche Escapes" is an exclusive photographic journey that celebrates Porsche not merely as a car, but as a lifestyle. Authored by Derk Hoberg, former deputy editor-in-chief of Porsche Club Germany magazine, the book takes readers on a visual tour of the most breathtaking routes, legendary locations, and signature events that define the Porsche experience. From the majestic Alpine passes such as the Großglockner High Alpine Road to the legendary Nürburgring "Green Hell" and the stunning coastal roads of California, this volume combines emotive imagery with expert insight.



NEW MAGS
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More than a premium coffee table book, "Porsche Escapes" serves as a source of inspiration for Porsche enthusiasts seeking to elegantly express their passion within their living spaces.



HOW ITALY FEELS

THROUGH THE LENS, REGION BY REGION

How Italy Feels: Through the Lens, Region by Region is a stunning, photo-forward guide that aims to break through the homogenisation of the country's narrative to harness the true experience of Italy, created by globally renowned editorial platform Italy Segreta.

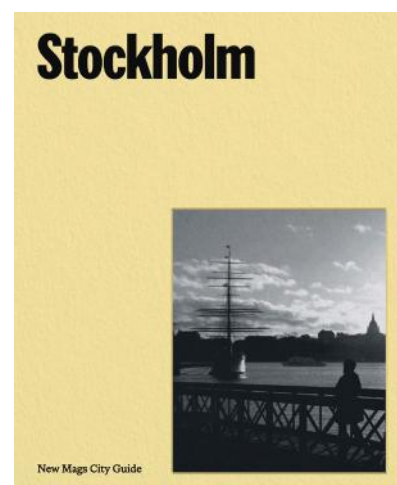
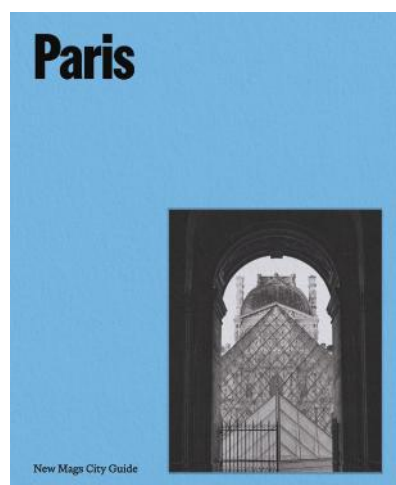
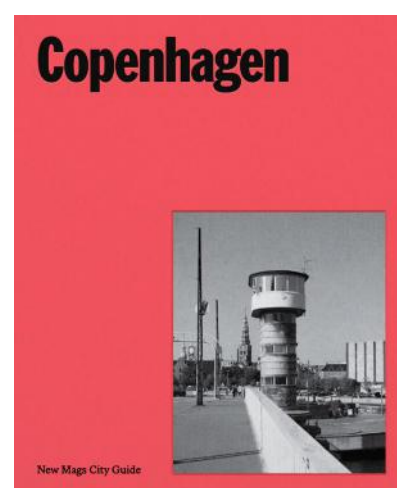
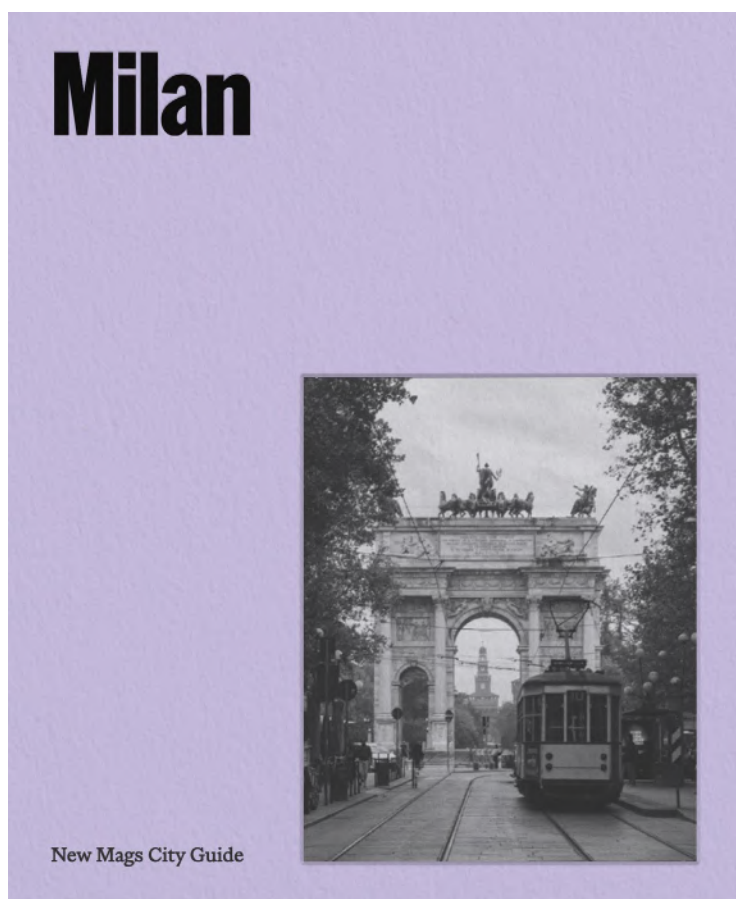
Each chapter is dedicated to one of Italy's 20 regions, shot by one photographer who is based in that respective region, with additional secret gem travel information from the Italy Segreta team. Moving the spotlight from the over-circulated images of places like Amalfi and Cinque Terre, readers will be introduced to lesser-known but equally beautiful regions like Marche and Molise through the intimate lens and recommendations of those who know it best.

This book captures not only the beauty of the Italian peninsula, but the way everyone – whether locals or visitors – experience the country's marvelously complex regions. How Italy Feels offers an escape into the light, sounds, smells and feelings of Italy straight from your coffee table.

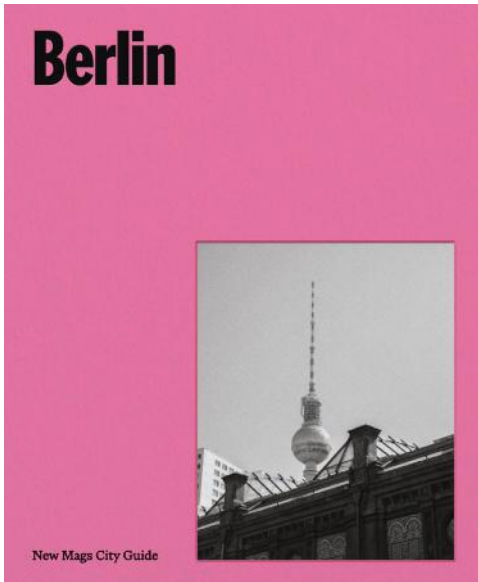


NEW MAGS CITY GUIDES

Dive into the bustling cities of Milan, Paris, Copenhagen, Stockholm, Berlin, and London.



NEW MAGS
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STAY CHARLOTTENBURG WILMERSDORF **The Hoxton Charlottenburg** 49

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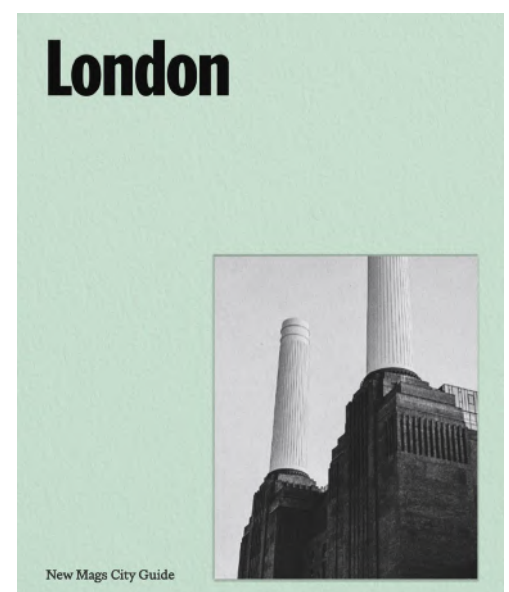
The Hoxton's German debut had to make a statement, and where better than Charlottenburg, just off Kurfürst, the city's iconic shopping avenue. The Hox landed in 2023 with 234 rooms and its signature open-house spirit. Inside, the look is "rough nouveau", a mash-up of Charlottenburg's golden-era glamour and Berlin's brutalist edge. Expect unrefined plaster walls paired with Art Deco lighting, vintage finds set against emerald tiles, and a lobby dominated by a bespoke mural from local artist Stefanie Klüg. Public spaces are layered and textured, Murano chandeliers over Bauhaus furniture, a wraparound bar leading to a Winter Garden, and plenty of corners to linger with coffee or cocktails. Food and drink are equally bold. House of Tandoor serves up spice-driven Indian sharing plates cooked in copper tandoor ovens, while The Teahouse takes you from masala chai in the morning to cocktails by night. Add in The Apartment, a 1920s-style events space under the eaves, and you've got one of West Berlin's hottest new hangouts. As with every Hoxton, the hotel doubles as a community hub. Local collabs with Record Magazine and Berlin makers stock the Hox Shop and soundtrack the lobby turntables.



NEIGHBOURHOODS

A cityscape is defined by the sum of its neighbourhoods. They are the heartbeat of a city, infusing life and diversity into its very soul. Some are artsy and vibrant, others are more serene and exclusive. Each neighbourhood has its own unique character, and we all have our favourite areas that we feel connected to. In this section, we break down the city and introduce you to the coolest neighbourhoods. All the locations in the book, along with a few bonus spots, are marked on detailed neighbourhood maps, making it easy for you to discover your favourite district.

With the New Mags City Guide, you can make the most of your time, whether you're seeking a great meal, an inspiring hotel stay, a perfect cup of coffee, or an unexpected art experience. The New Mags City Guide offers an updated, handpicked selection of the best hotels, restaurants, bars, coffee shops, retail concepts, and cultural landmarks.



WANTED

WRITE

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STARTED

LIST

TO

NOVEL,

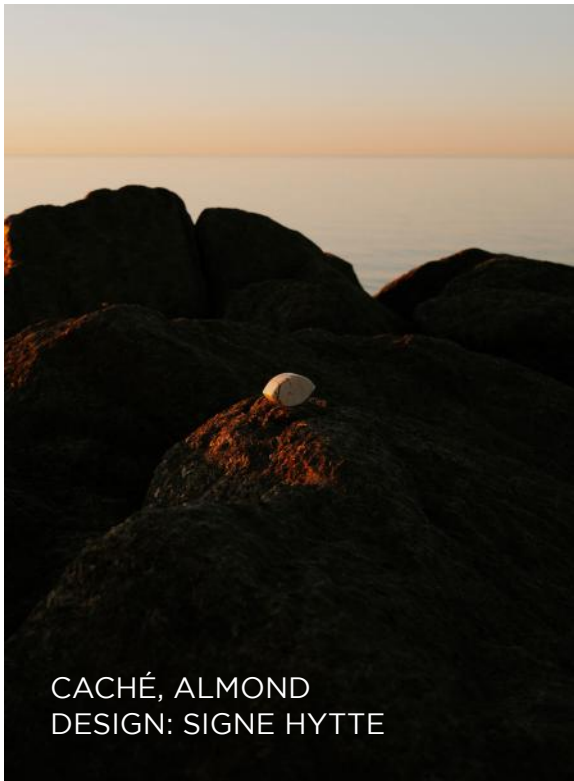
A GROCERY

INSTEAD.



CACHÉ, EQUI
DESIGN: SIGNE HYTE

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10 YEARS



LET'S TALK CACHÉ

Sculptural objects for the home.

Caché is a selection of sculptural objects designed to elevate what you treasure most. Tied to the universe of books. Designed with simplicity, honesty and pure aesthetics in mind.

Integrating so seamlessly with the cultured home, every Caché object almost appears to be hiding in plain sight. Whatever your treasured books and magazines may be, they now have striking sculptural companions that never fail to feature a useful detail or function.

SCAN





JONAS BJERRE- POULSEN

JONAS BJERRE-POULSEN, DESIGNER

CACHÉ, NORM I, NORM II, NORM III
MATERIALS: SYNTHETIC SAND
YEAR: 2023

Q: What are you into at the moment?

(JB): I'm currently in the process of finishing a new book project called *The Art of Less*, so I've been speaking with many creatives — artists, designers, and architects — about restraint in their work, and how they approach balance, materiality, space, contrast, and rhythm in their daily creative practice. It has been a deeply inspiring and explorative process.

Q: A coffee table book you keep coming back to?

(JB): In *Praise of Shadows* by Jun'ichirō Tanizaki is one I continuously return to. Not a traditional coffee table book, perhaps, but its reflections on shadow, atmosphere, and subtle beauty have deeply shaped the way I think about architecture and interiors. Even though it is a relatively small book, it continues to be profoundly inspiring.

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RELEASE: AUTUMN 2026



Q: Which do you prefer: Books or magazines?

(JB): I appreciate both, but if you force me to choose, it would be books. Books have a permanence and longevity that allow for immersion and contemplation in a way that feels increasingly rare today. Magazines, however, have a wonderful immediacy — they capture a particular moment in culture beautifully. Ideally, there is room for both.

Q: Your portfolio is extensive. Do you have any object you wish you had designed?

(JB): The PK22 by Poul Kjærholm. It car-



CACHÉ, NORM II

ries an extraordinary sense of clarity and reduction, yet still feels warm and human. Designing something that distilled is incredibly difficult.

Q: A place you return to?

(JB): Japan. Not only physically, but mentally. There is a sensitivity to atmosphere, ritual, materiality, and proportion there that continues to inspire me profoundly.

Q: City or nature?

(JB): Nature. The city can inspire intellectually, but nature restores balance. Much of our work at Norm is ultimately about reconnecting people with a sense of calm that often originates in nature.

Q: A material you never get tired of?

(JB): Wood. It develops character beautifully over time. It has warmth, tactility, and a certain honesty that fits naturally within our philosophy of soft minimalism.

Q: On a busy day at the office, what is always on your desk?

(JB): Coffee, paper, and pencils. Despite all the digital tools available to us, ideas still seem to arrive more clearly and effortlessly

through drawing by hand.

Q: What do you always seem to collect?

(JB): Books, naturally — but also stones, small objects, and fragments from travels. Things with texture and memory rather than monetary value.

Q: Off the top of your head — which 3-5 titles from the New Mags collection are your favourites?

(JB): Besides my own books — The Touch, The Reinvention of Forms, Soft Minimal and Stillness, I enjoy Peter Lindbergh - On Fashion Photography, all the Ark Journals, Wabi Inspirations by Axel Vervoordt and Tatsuro Miki. They all share a certain quietness and timelessness that resonates with me — books you return to not only for reference, but for atmosphere.

JOSEFINE WINDING

Q: What are you into at the moment?

(JW): After an incredibly busy period working on my exhibition in South Africa earlier this year, I've gone back to art school for a while. Right now, I'm experimenting with reliefs, paint, textures and impressions in plaster. I believe it's important to return to the classroom once in a while to stay curious, inspired, and open to new directions. I'm at a point in life where something new needs to happen.

Q: Which do you prefer: Books or magazines?

(JW): I love books, but magazines hold something very special for me. I'm deeply drawn to aesthetics, images, and the way stories and moods can be communicated visually, so honestly, I'd rather not choose.

Q: Your portfolio is extensive. Do you have any object you wish you had designed?

(JW): My great-grandfather was the architect Mogens Lassen, who designed the iconic Kubus candle holder. Even though I didn't design it myself, I feel like a small part of my DNA lives within it, and it's something I'm incredibly proud of.

Q: A place you return to?

(JW): I always return to the peaceful place



JOSEFINE WINDING, DESIGNER

CACHÉ, BETWEEN THE WORDS
MATERIALS: CONCRETE / HANDMADE
YEAR: 2022

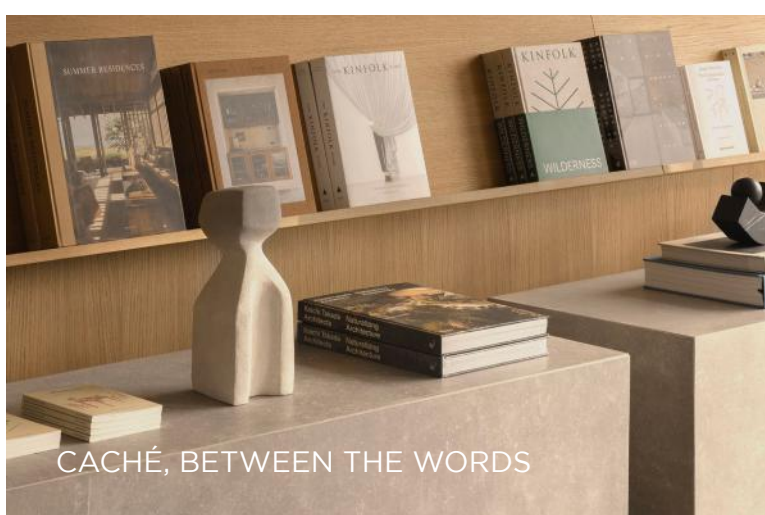
CACHÉ, SOLO
MATERIALS: SYNTHETIC SAND
YEAR: 2025

NEW MAGS

10 YEARS



CACHÉ, SOLO



within myself. But if I have to name a physical place, I'm endlessly drawn back to old European cities. I love sensing the soul of a city and feeling the presence of history in places like Paris, London, and Rome.

Q: City or nature?

(JW): If I have to choose, I'll go with nature. Being in nature instantly recalibrates something within me — it lifts my energy and brings me back to myself. I'm not particularly drawn to the stress and pace of big cities, even though I deeply love the history and soul they can hold. Recently, I visited Kyoto in Japan, and for me it was the perfect combination of nature, stillness, and history.

Q: A material you never get tired of?

(JW): I never get tired of working with plaster. I started using it only a couple of weeks after beginning art school, and it has

remained an essential part of my artistic signature ever since.

Q: On a busy day at the office, what is always on your desk?

(JW): I don't really have a traditional desk. My studio is filled with materials, tools, and ongoing experiments. Alongside plaster, scrapers, and sanding tools, they're an essential part of my daily process.

Q: What do you always seem to collect?

(JW): I have a deep love for stones I find in nature. I can't walk past a beautiful stone without picking it up. My home office is filled with stones collected from places I've travelled to, for example Jordan, canyons in the US, Japan, South Africa, and the Maldives. They take up quite a bit of space, but I simply can't help myself. One day, I'll have to create a massive artwork from all the stones I've collected over the years.

THOUGHT

ENDED UP

REARRANGING

MY

ABOUT

GOING OUT,

SOCK

DRAWER.

BOOKS.

ANYWHERE.

EVERYWHERE.



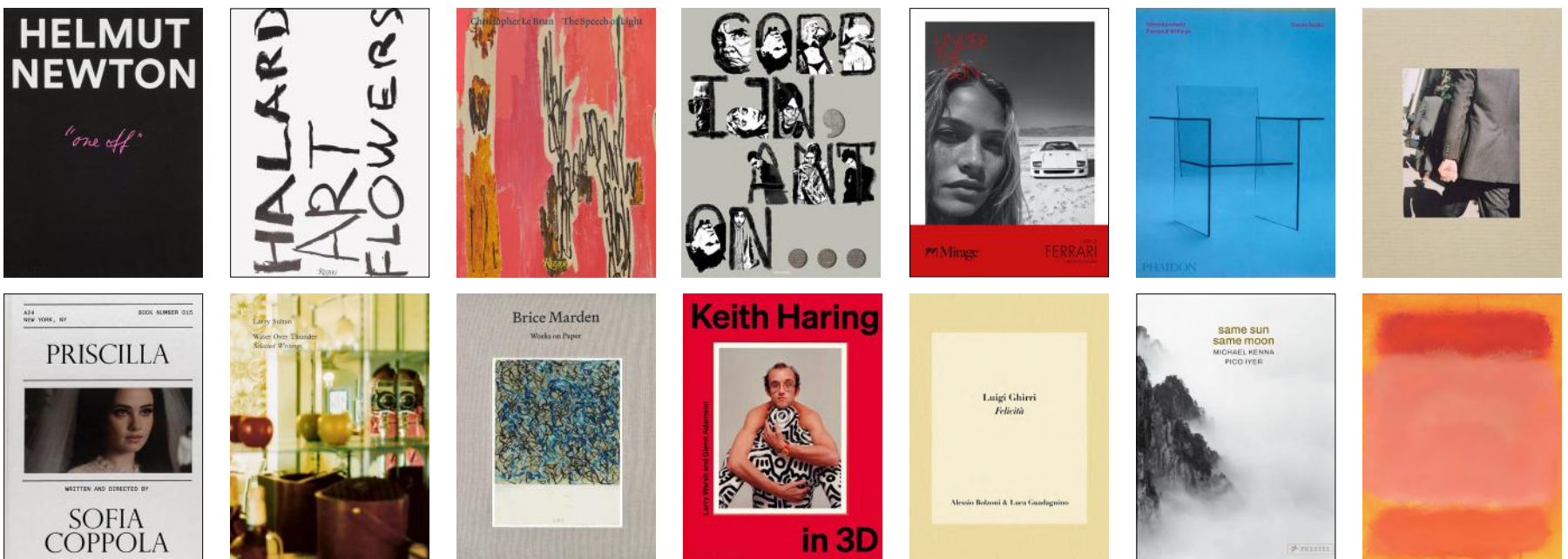
A CURATED SELECTION

THE HOTEL VIBE



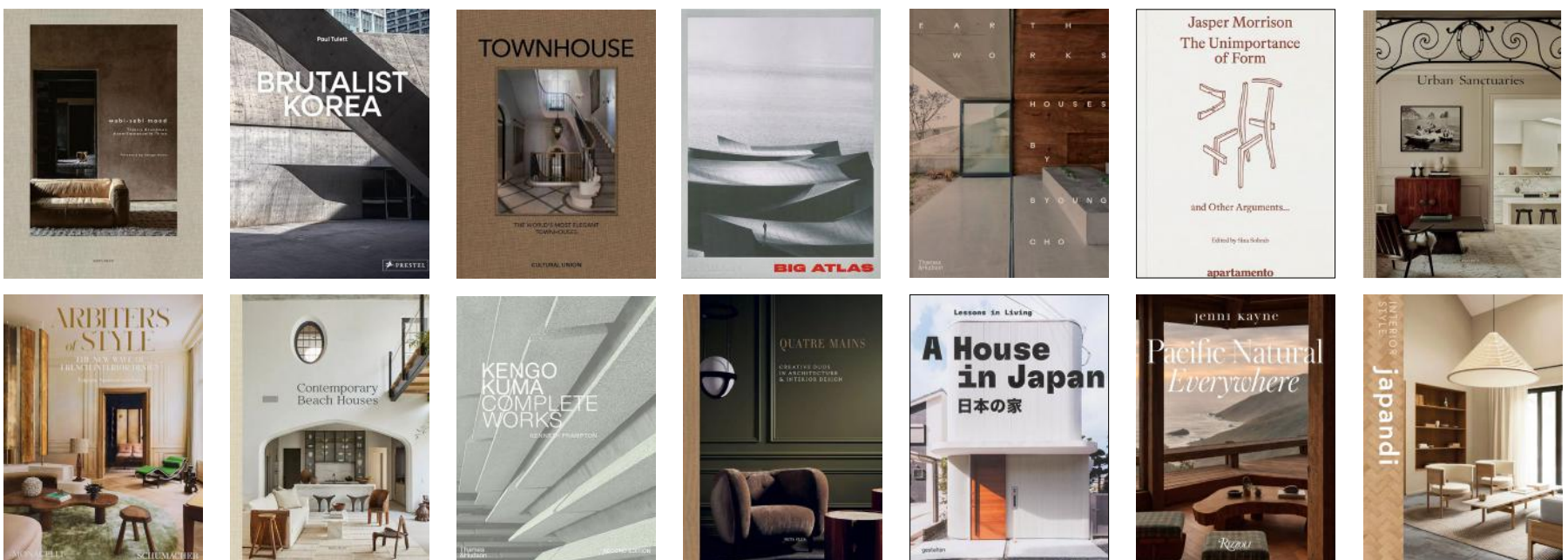
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PHOTO & ART LOVER



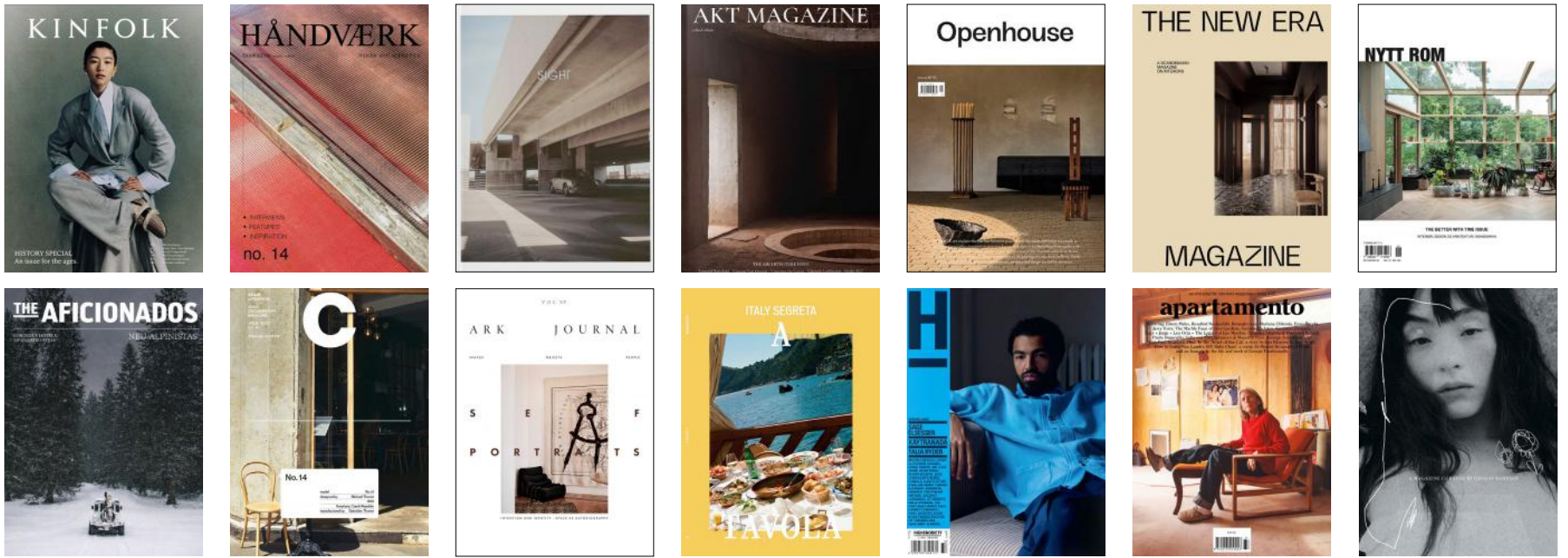
A CURATED SELECTION

INTERIOR ADDICT



A CURATED SELECTION

MAGAZINE ENTHUSIAST



A CURATED SELECTION

COOK AHOLIC

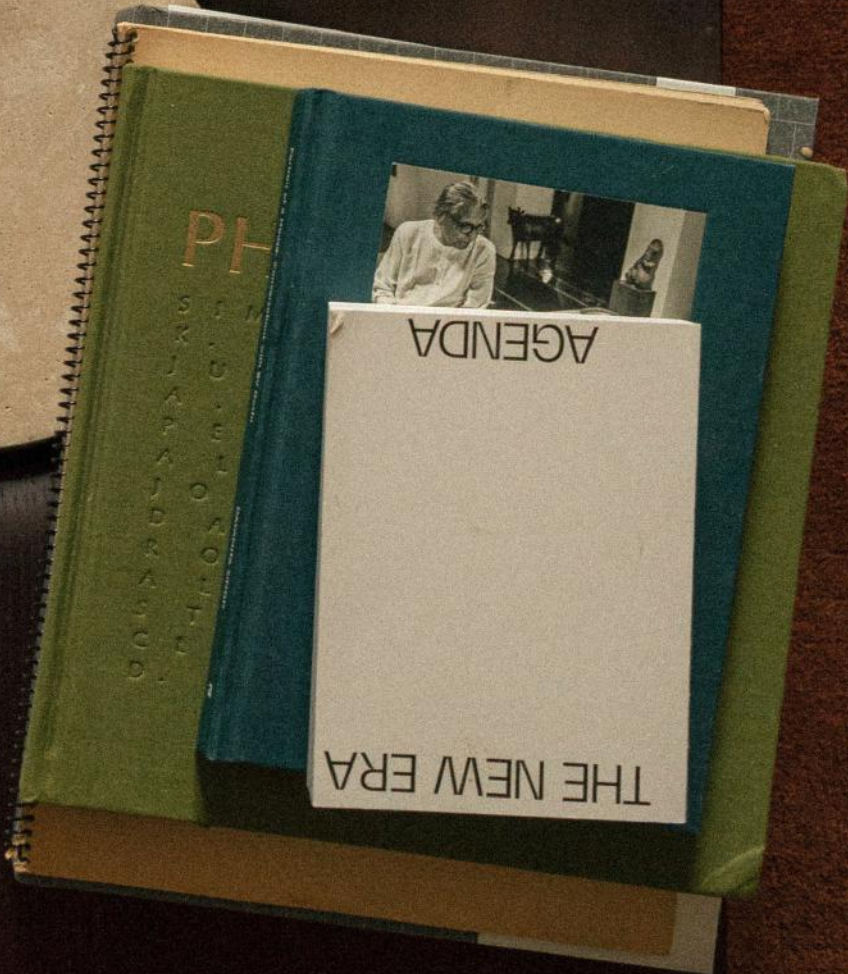
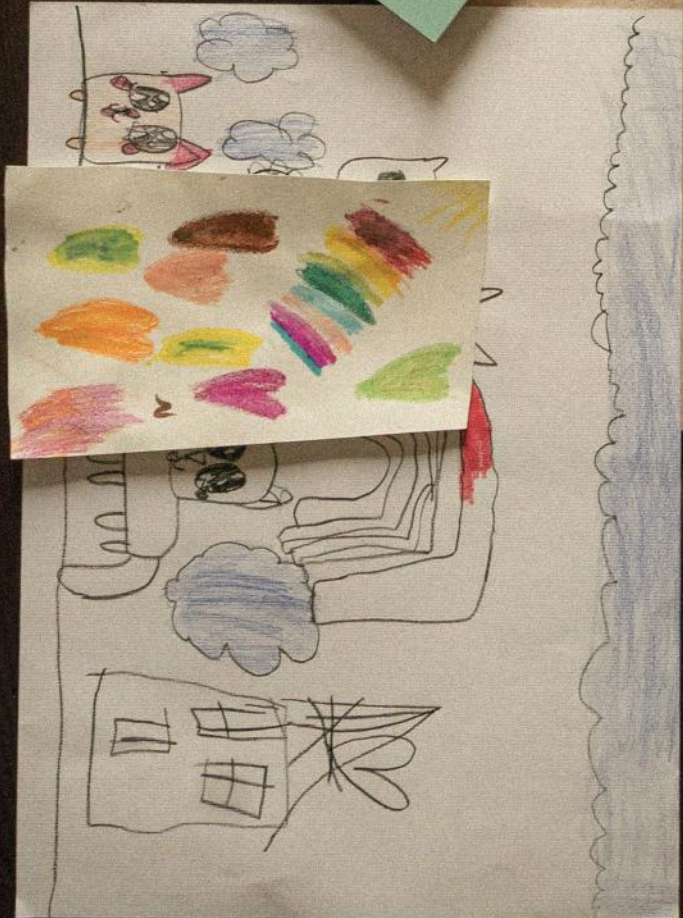
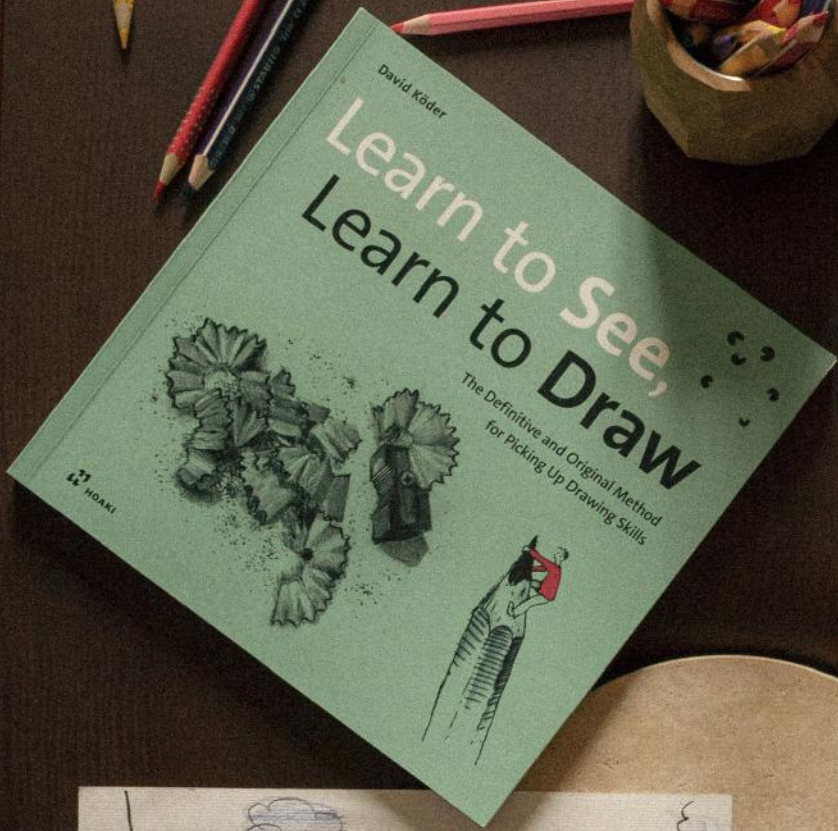


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CULTURE COLLECTOR



NEW MAGS
10 YEARS





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