**Copenhagen introduces a wedding celebration
like no other in the heart of Danish culture**

Today, love took centre stage in Denmark in a way the world had never seen before. In a world-first event, 50 couples from across the globe were married on the same day at Denmark’s most iconic cultural landmarks, including castles, museums, botanical gardens, and even aboard the world’s largest Viking ship. The event marked the launch of a brand new Danish wedding ritual rooted in art, history, and inclusivity.

**Press photos:** [**https://flic.kr/s/aHBqjCtWXW**](https://flic.kr/s/aHBqjCtWXW)

**Video news release:** [**https://vnr.tv/golden-days-2025**](https://umipc.us15.list-manage.com/track/click?u=5fc06bb8d076b20eba830e4c5&id=4439245756&e=388d7e6878)

On September 13, 2025, the renowned Golden Days Festival hosted The Big Day – a once-in-a-lifetime wedding celebration where 50 couples said “I do” in some of Denmark’s most iconic cultural landmarks.

In a country known for its progressive values, fairy-tale settings, and design sensibilities, The Big Day reimagined the wedding ceremony as a cultural ritual for the modern age – inclusive, spectacular, and free. Hosted by ten of Denmark’s most prestigious museums across Zealand, the initiative invited couples from all over the world to apply for the chance to be married in an unforgettable setting, surrounded by art, history, and architecture.

Adding a unique touch to the ceremonies, celebrated Danish artists, performers, and cultural personalities served as ceremonial masters – crafting personal, meaningful experiences tailored to each location. Among them were actress Ellen Hillingsø, author Glenn Bech, artist Apolonia Sokol, natural scientist Eske Willerslev and fashion designer Henrik Vibskov.

The 50 couples were selected through a large-scale application process that invited people from all over the world to apply for one of the highly sought-after spots. The vision behind The Big Day is to establish a lasting cultural ritual, that many more couples can take part in for years to come.

**Denmark: The World’s Most Romantic Secret**
For years, Denmark has quietly become a leading destination for international couples seeking to marry with ease, elegance, and meaning. Thousands of foreign couples flock to Copenhagen each year for its straightforward marriage laws and magical settings. From same-sex weddings to cross-cultural unions, Denmark has earned a reputation as one of the world’s most inclusive and accessible wedding destinations – so much so that today, half of all civil weddings in Copenhagen are between foreign couples.

The Big Day took that appeal to new heights, offering the couples free dreamlike settings for the ceremony of a lifetime:

* Vows were exchanged in the Baroque grandeur of Frederiksborg Castle's Knight’s Hall.
* Couples said “I do” amidst Danish design masterpieces at Designmuseum Danmark.
* Weddings unfolded beneath the eerie beauty of The Cisterns, a former underground reservoir turned art space.
* Commitments were made aboard the world’s largest Viking ship in Roskilde Fjord.
* Love was sealed in Nikolaj Kunsthal, a former church transformed into a contemporary art space in the heart of Copenhagen.

Golden Days Director Svante Lindeburg explains:

*“With ‘The Big Day’ we’ve introduced a new kind of love ritual – one that’s solemn yet secular, personal yet shared. It reflects who we are today: open, creative, and connected by culture. Denmark was the first country to legalize same-sex partnerships in 1989, and we continue to lead when it comes to rethinking rituals of love and togetherness.”*

One of the selected couples, Olha from Ukraine and Farzan from India, found their way to each other through years of long-distance love across war and pandemic:

*“We come from different worlds and our love has crossed borders, religions, and years of separation through war and pandemic. We dreamed of a wedding that didn’t force us to choose between our cultures or compromise who we are. A place where love itself could be the tradition. When we discovered The Big Day, we felt seen for the first time. It’s not just a wedding. It’s a ritual that embraces difference, honours complexity, and offers a space for love that doesn’t fit into old boxes.”*

Olha and Farzan were married alongside 49 other couples on September 13th. The organizers welcomed 12,000 wedding guests across the 50 weddings – all hosted in one day at ten museum locations. The wedding locations were: Cisternerne, Copenhagen Contemporary, Designmuseum Denmark, Frederiksborg Castle, Rudolph Tegners Museum, Sophienholm, Nikolaj Kunsthal, The Botanical Gardens, The Viking Ship Museum and Ordrupgaard.

**A Festival of Love for All**
The Big Day was part of Golden Days Festival’s 2025 theme of Kærlighed (Love), a 17-day cultural celebration exploring the complexities and beauty of love across time, identity, and society. From September 5–21, over 300 events unfolded across Greater Copenhagen – featuring exhibitions, performances, readings, and debates that delved deep into the human heart.

In addition to the weddings, each museum hosted a full day of free, love-themed programming open to all. With art installations, live music, talks, rituals, and communal gatherings, each venue became a public celebration of love in all its forms.

**About Golden Days**
Golden Days is an annual cultural-historical festival presented in collaboration with more than 100 partners across the Greater Copenhagen area. Each year, the festival attracts 30,000–40,000 visitors as Golden Days brings knowledge, history, and culture to life.

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