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# Scandinavian Design



## Synopsis

Scandtastic! The best of design from northern Europe Scandinavians are exceptionally gifted in design. They are world-famous for their inimitable, democratic designs which bridge the gap between crafts and industrial production. The marriage of beautiful organic forms with everyday functionality is one of the primary strengths of Scandinavian design and one of the reasons why Scandinavian creations are so cherished and sought after. This all-you-need guide includes a detailed look at Scandinavian furniture, glass, ceramics, textiles, jewelry, metalware and industrial design from 1900 to the present day, with in-depth entries on over 180 designers and design-led companies, plus essays on the similarities and differences in approach between Norway, Sweden, Finland, Iceland, and Denmark. Also included is a list of important design-related places to visit for readers planning to travel to Scandinavia. Including: DESIGNERS Verner Panton, Arne Jacobsen, Alvar Aalto, Timo Sarpaneva, Hans Wegner, Tapio Wirkkala, Sigvard Bernadotte, Stig Lindberg, Ingeborg Lundin, Finn Juhl, and many others. COMPANIES Fritz Hansen, Artek, Le Klint, Gustavsberg, Iittala, Fiskars, Volvo, Saab, Orrefors, Royal Copenhagen, Holmegaard, Arabia, Marimekko, Georg Jensen, and many more. About the Series: Bibliotheca Universalis "Compact cultural companions celebrating the eclectic TASCHEN universe at an unbeatable, democratic price! Since we started our work as cultural archaeologists in 1980, the name TASCHEN has become synonymous with accessible, open-minded publishing. Bibliotheca Universalis brings together nearly 100 of our all-time favorite titles in a neat new format so you can curate your own affordable library of art, anthropology, and aphrodisia. Bookworms' delight "never bore, always excite!

## Book Information

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## Customer Reviews

Another one of those excellent Fiell/Taschen overviews on design. This time, a huge 704 page, beautifully designed and printed pictorial collection of the essence of Scandinavian creativity. Although it covers the obvious furniture, metalware, glass, textiles and ceramics it also considers commercial products from companies like Fiskars, Hasselblad, IKEA, Lego, Saab, Volvo and nicely, even a company like Kompan, a producer of childrens playground equipment that is sold worldwide. I think there is a reason for the commercial and creative success of Scandinavian products: they believe that good, simple design should be applied to everything and be available to all, the introduction calls these products democratic objects. The book is a joy to look at. Each designer (or company with their logo) starts on a spread with a small head shot of the person, some text and the rest of the space, sometimes over several pages, devoted to photos. Interestingly with so many photos (more than 1600) many of which came from various sources, the colour values are very similar and they all blend together throughout the book. I think Taschen are to be congratulated on producing (yet again) a stunning looking book that covers the subject so well and anyone involved with craft creativity and design will be pleased to have a copy.

Be aware before you buy this book (not like I did !) : This is a new edition which was made smaller to decrease the price. First edition was close to an A4 format, therefore it was more pleasant to read it. This new edition is only 15.5 x 20.5cm.

A good reflection of the design work that has come from the Scandinavian countries through the years. Good photos, good organization.

I like the book. It includes various subject for people who interested in design and like to know its trend in depth. I am very happy with the content. The only problem I have with this book is its text too small, for the portion of each designer's profile, hard to read without wearing my glasses.

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