



SCANDINAVIAN

By Moji T

DEFINITION

What does it mean to be SCANDINAVIAN?



Scandinavianstandard.com, 2021

It's a word that shows a relation between a group of northern European countries that includes Denmark, Norway, Iceland, Faroe Islands and Sweden, or to the people, languages, or cultures of those countries.

The background of the image is white, decorated with numerous circular brushstrokes in a light brown or tan color. These brushstrokes are scattered across the page, varying in size and opacity, creating a textured, artistic effect.

As a **STYLE** ¿?



Hygge

Definition - a quality of cosiness and comfortable conviviality that engenders a feeling of contentment or well-being (regarded as a defining characteristic of Danish culture).





1951



1954



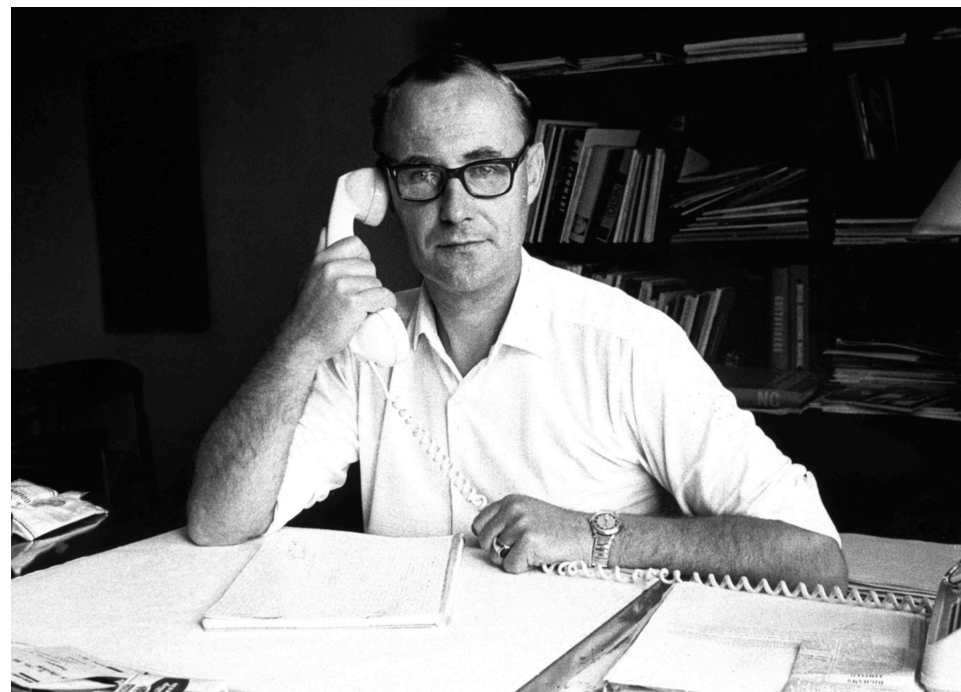
1967



1981



1983



Ingvar Kamprad



DEMOCRATIC DESIGN

*Having a product that is good in design,
functionality, quality and sustainability with low
prices*



The Golden Age

Definition - The period when a specified art, skill, or activity is at its peak.

Within the golden age of Scandinavian design from the 1930s to the 1970s, there were a number of furniture designers that had a huge impact on design philosophy and style.

Trends;

- Floors - wooden floors, in light wood tones
- Interior Surfaces - warm tones found in teak and oak are preferred
- Eco-Friendly Materials - promote eco-friendly homes with organic, sustainable building materials for flooring, walls, siding and roofing.
- Colours - white walls and cool blue and grey textiles are common.
- Accessories - less is more. Therefore, usually scaled back to create less clutter and fewer visual distractions.
- Fireplaces - Fireplace designs are usually simple, but often embellished with beautiful tiles.



Finn Juhl (1912-1989)



- studied architecture at the Royal Academy in Copenhagen.
- was a pioneer of Modern design in Denmark,
- In 1945, he opened his own design office, where he specialized in furniture and interior design.
- his work became increasingly influential, particularly on the style of homes abroad.
- Juhl created furniture with soft edges and organic shapes, and became known for his chairs that used "floating" seat surfaces.



1945 Model 45 Chair, by Finn Juhl

Design in Scandinavia (Exhibition)

- April 20, 1954 through May 16, 1954 at Brooklyn Museum then after, they have continued with the three years tour museums in the United States and Canada.
- includes 700 objects which got influenced by among the four countries of Denmark, Finland, Norway and Sweden.



As a philosophy??

- main purpose of Scandinavian design is to improve daily life.
- characterised by functionality, simplicity, and clean lines.
- things should be made to last rather than be replaced.
- promotes a simple home environment that enhances a free lifestyle.
- It promoted beautiful designs and quality, sustainable products that were affordable and easily accessible to people in all walks of life.



In conclusion

It's a style in Interior Design which were originated from the Northern European countries. The style they have is quite opposite to the traditional way and we can call it contemporary, involving a lot of organic lines and shapes which what found rare to do during that time. Moreover, with the philosophy this style have, it attracts more people, especially with the Americans. Therefore, there was the golden age when this style has become increasingly popular.

THANK YOU FOR LISTENING

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