



Scandinavian Design: Alternative Histories

Kjetil Fallan

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Scandinavian design is still seen as democratic, functional and simple, its products exemplifying the same characteristics now as they have done since the 1950s. But both the essence and the history of Scandinavian design are much more complex than this. *Scandinavian Design: Alternative Histories* presents a radically new assessment, a corrective to the persistent mythologies and reductive accounts of Scandinavian design.

The book brings together case studies from the early twentieth century to today. Drawn from fields as diverse as transport, engineering, packaging, photography, law, interiors, and corporate identity, these studies tell new or unfamiliar stories about the production, mediation and consumption of design. An alternative history is created, one much more alive to national and regional differences and to types of product.

Scandinavian Design analyses a century of design culture from Denmark, Finland, Norway and Sweden and, in so doing, presents a sophisticated introduction to Scandinavian design.

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