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Nota di contenuto	Introduction -- 1. Art to Industry: 1840s to 1910s The nations' struggle for product dominance Education for increased industrial competitiveness On a mission to improve taste and morality The promised land of Windsor chairs and iron stoves The product range grows and is differentiated Inventions pave the way for the manufacturing industry The new industrial products are aestheticized but criticised Attempts at artistic renewal -- 2. On the industry's terms: 1910s to 1940s Serial production enables the breakthrough of consumer goods Swedish luxury production excels The Stockholm exhibition paves the way for the factory good Functionalist ideas pervade society Furniture design is renewed and professionalised Prominent defenders of "good taste" The vision of the Swedish welfare state materialises -- 3. The promotion of soft values: 1940s to 1950s Women's understanding of home economics is utilised The industrial designer demonstrates his talents Integrated design thinking Colourful plastic replaces the black era Mobility increases and the leisure sector expands The foundation is laid for the Swedish safety philosophy Human dimensions and requirements govern design The Swedish Society of Crafts and Design attain their goal of more beautiful everyday goods Everyday items with classic status -- 4. Broadened

design commissions: 1950s to 1980s The industrial design profession finds its form Advertising becomes ever more important within design Breakthrough for female designers Factory packaging drives out bulk Rationality shapes everyday life Design protests against a grey and unjust world Design with a user focus becomes a speciality -- 5. Limitless design: 1980s to 2000s Visual values are upgraded Design is recognised as an economic success factor A personal signature becomes increasingly important The budget giants step into the sphere of design The need for strategic brand design increases Standards of taste and the gender power order are challenged Sustainability permeates design Collections, meeting places, archives, awards. Bibliography Index.

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### Sommario/riassunto

Swedish Design: A History provides a fascinating and comprehensive introduction to the development of design in Sweden from the mid-nineteenth century to the early twenty-first. Leading design historian Lasse Brunnstrom traces the move from artisanal crafts production to the mass production and consumption of designed objects, a process by which the role and profile of the designer became increasingly important. His survey, richly illustrated with images of the designed objects discussed, takes in forms of design traditionally associated with Sweden, such as household objects and textiles, while also considering some less-written about genres such as industrial and graphic design. Brunnstrom questions many established ideas about design in Sweden, notably its aesthetics and its relationship to Sweden's national and political culture. He argues that the history of design in Sweden has been far more complex and less straightforwardly 'blond' than hitherto understood.

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