

NORDIC

Interior Design

Manuela Roth

BRAUN

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Manuela Roth

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Project coordinator: Manuela Roth

Text editing: Geoffrey Steinherz (English)

Translation: Manuela Roth (German)

Graphic concept: Michaela Prinz, Berlin

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Preface

The Nordic countries of Sweden, Denmark, Norway, Finland and Iceland have always enjoyed the reputation for stylish but unconventional interior design. The inhabitants of these countries have a highly developed feeling for nature, in part because of the long, dark and cold winters, but also because of the long, sun filled summers. Nature is something they cherish, which has taught them to make the best of circumstances and to respect the natural resources. The first thing one thinks about in connection with Scandinavia and interior decorating is Ikea, which has become the largest home furnisher in the world. The global concern started out in Sweden with the idea of developing overall spatial concepts instead of individual pieces of furniture and also making their outlets accessible to remote locations in the country. The result is always as practical as it is stylish. Aside from this internationally known concept, a design consciousness has developed, with which the Nordic countries combine in a unique way tradition and technological progress. In the foreground of this design consciousness, in addition to functionality, is the deliberate contact to nature, with its resources and above all with light and color. The approximately 50 projects presented in this book feature various unique and surprising solu-

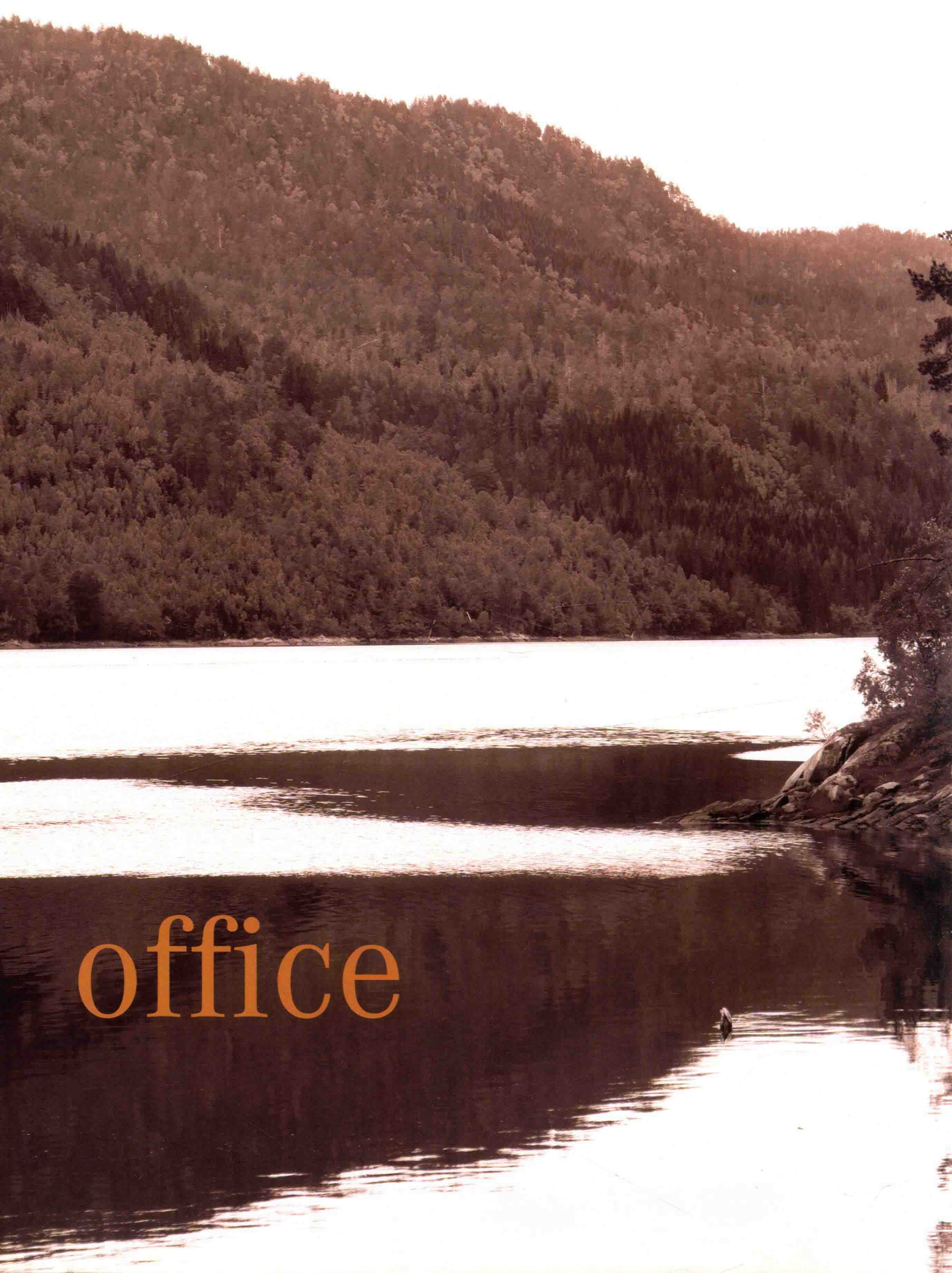
Die nordischen Länder, zu denen Schweden, Dänemark, Norwegen, Finnland und Island gehören, standen schon immer in dem Ruf, einfache aber dennoch stilvolle und unkonventionelle Innenräume zu gestalten. Bedingt durch die langen, dunklen und kalten Winter, aber auch die ebenso langen und sonnigen Sommer, haben die Bewohner dieser Länder ein ausgeprägtes Naturempfinden. Sie schätzen die Natur und haben gelernt, sich mit den Gegebenheiten zu arrangieren und die natürlichen Ressourcen zu respektieren. Denkt man an Inneneinrichtung und Skandinavien, denkt man als erstes an Ikea, das mittlerweile größte Einrichtungshaus der Welt. Ein Weltunternehmen, das einst in Schweden aus der Idee entstand, nicht nur einzelne Möbelstücke, sondern Gesamtkonzepte für Räume zu entwickeln und diese auch in die entlegenen Orte auf dem Land zu verbreiten. Diese sollten ebenso funktional wie modisch sein. Auch abseits dieses international expandierten Konzeptes hat sich ein Gestaltungsbewusstsein entwickelt, mit dem die nordischen Länder auf einzigartige Weise Tradition und technischen Fortschritt verbinden. Neben der Funktionalität steht der bewusste Umgang mit der Natur, mit ihren Ressourcen und vor allem mit Licht und Farben, im Vordergrund der Innenraumkonzepte. Die in diesem Buch präsentierten, rund 50 Projekte, zeigen sowohl unterschied-

Vorwort



tions from all areas of day to day life. Ranging from the all white reserve of office spaces by the interior decorator Linda Bergroth in Helsinki, to the natural, warm, light wood colors in the residences by Norm Architects in Denmark, to the apartment in Stockholm inspired by the bright colors of the seasonal foliage change, the interior designers and architects present their very individual solutions. Other examples, like the Café Foam by the NOTE design studio or the Energy Hotel by Helen & Hard display the love of experimentation with forms and colors and the interplay of traditional and regional materials with contemporary, more international influences. That makes Nordic Interior Design natural, traditional and modern, warm and cool, locally inspired and internationally successful. It is just as diverse as the countries and their nature, with its water and mountains, and its glaciers and volcanoes. The designers reflect the tradition of the natural materials and forms, drawing on them to create contemporary concepts with the technology of today in a globally successful mixture that makes these projects stand out.

liche als auch einzigartige und überraschende Lösungen aus allen Bereichen des täglichen Lebens. Angefangen bei zurückhaltenden, ganz in weiß gehaltenen Büroräumen von der Innenarchitektin Linda Bergroth in Helsinki, über natürliche, in warmen, hellen Holztönen gehaltene Wohnhäuser von Norm Architects in Dänemark, über ein knallig buntes, vom Farbenspiel der Blätter im Laufe der Jahreszeiten inspiriertes Apartment in Stockholm, Schweden, haben die Innenarchitekten und Designer ganz individuelle Lösungen gefunden. Weitere Beispiele, wie das Café Foam von NOTE design studio oder das Energy Hotel von Helen & Hard zeigen die Experimentierfreude mit Formen und Farben und das Spiel von traditionellen und regionalen Materialien mit zeitgenössischen, internationalen Einflüssen. Nordisches Interior Design ist also natürlich, traditionell und modern, warm und kühl, lokal inspiriert und international erfolgreich. Es ist ebenso abwechslungsreich wie die Länder und ihre Natur, die aus Wasser und Bergen besteht, aus Gletschern und Vulkanen. Die Designer besinnen sich auf die Tradition der natürlichen Materialien und Formen, und verarbeiten diese in zeitgemäßen Konzepten und mit der Technik von heute zu einem weltweit erfolgreichen Mix, der diese Projekte so einzigartig macht.



office





Typical of Nordic interior design is...

light and fresh office space
where hard work seems effortless.

Viewmasters of Helsinki

Linda Bergroth

Address: Pursimiehenkatu 13, 1150 Helsinki, Finland. **Client:** Viewmasters of Helsinki. **Completion:** 2009. **Main function:** Office. **Materials:** Lizz chairs by Piero Lissoni for Kartell, Aluminium Chairs by Eames for Vitra, tables by Lepo Products, lights Profoto Softbox Octa.

Linda Bergroth was commissioned to design the office interior for Viewmasters of Helsinki, an agency for photographers and creative people. The street level space was designed as neutrally and flexibly as possible for easy transformation for changing needs – i.e. into a photographer's studio. The office with different workplaces is exposed to the street, bringing life to the neighborhood and allowing the passersby to follow the everyday life of this creative space. Suspended lights made from professional photographer's soft boxes give an even light to the office, symbolizing photography like a neon sign through the big windows to the outside.

Linda Bergroth wurde beauftragt, dieses Büro für Viewmasters of Helsinki, eine Agentur für Fotografen und kreative Menschen, zu entwerfen. Der ebenerdige Raum wurde so neutral und flexibel wie möglich gestaltet, um ihn einfach für andere Anforderungen umbauen zu können, zum Beispiel auch in ein Fotostudio verwandeln zu können. Das Büro mit mehreren Arbeitsplätzen ist zur Straße hin offen und bringt so Leben in die Nachbarschaft. Passanten können den Alltag der Kreativen von außen verfolgen. Die Deckenleuchten wurden aus professionellen Fotografenleuchten hergestellt, sie spenden ein gleichmäßiges Licht im Büro. Wie eine Leuchtreklame scheinen sie als Symbol für Fotografie durch die großen Fenster nach außen.



- ↖ Meeting room seen from the entrance. Besprechungsraum, vom Eingang aus gesehen.
- ↑ View from the office to the entrance area. Blick vom Büro in den Eingangsbereich.
- ← Working desk. Arbeitsplatz.
- ↓ Layout. Grundriss.
- Detail communal working table. Detail großer Arbeitstisch.
- ↘ Meeting room with view to the entrance. Besprechungsraum mit Blick zum Eingang.
- ↗ Detail meeting room. Detail Besprechungsraum.

