

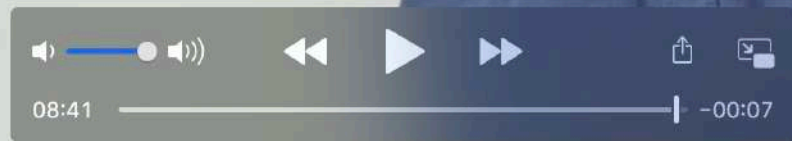
Photo: Åsa Liffner

> A unique exhibition
"The largest and only international
collection of its kind"



SCANDINAVIAN DESIGN OF EVERYDAY LIFE

DOMESTIC DESIGN CLASSICS



and show our modern history.

> DESIGNKLASSIKER FÖR HEMMET

Skandinavisk design är ett välkänt begrepp internationellt. Samtidigt är bruksföremålen, de enkla vardagstingen, en hittills mindre känd del av denna rörelse. I Skandinavien har formgivning av bruksföremål haft en stark ställning. Från trettioalet fram till sjuttioalet skapade en rad av våra bästa formgivare bruksföremål för hem och offentlig miljö.

Sigvard Bernadotte, Folke Arström, Karin Björkquist, Aino Aalto, Timo Sarpaneva, Erik Herlöv och Torbjörn Rygh gav liv åt massproducerade klassiker vars form, funktion och ekonomi samspelade framgångsrikt. Produkterna exporterades och kopierades över hela världen och väckte uppmärksamhet på internationella utställningar och mässor.

Idag saknar museernas samlingar till stor del denna typ av moderna bruksföremål. Traditionella museer har fokuserat på bondesamhällets och överklassens föremål och designmuseer visar främst konsthantverk och möbeldesign. Thomas Lindblads omfattande samling av Skandinavisk bruksdesign, cirka 5000 föremål och dokumentation, hittills sex böcker, har byggts upp under 25 år. Det är den internationellt största och enda samlingen i sitt slag.

Vad kan vi lära oss av våra bruksföremål och historierna bakom tillkomsten av dem? Vilka var de politiska strömningarna, sociala initiativen, materialen och möjligheterna som bidrog till framgångarna av den Skandinaviska funktionalismens klassiker?

Utställningen Scandinavian Design of Every Day Life är producerad av samlaren och författaren Thomas Lindblad och Tove Alderin Studio. Här visas bruksföremål av pressglas, rostfritt stål, aluminium och plast ur hans unika samling, ett kulturarv som belyser och kommenterar begreppet hållbar design. Med utställningen vill vi också inspirera andra länder att ta tillvara sin egen formhistoria genom möjligheten att i anslutning till den skandinaviska delen framvisa landets egna bruksdesign. Utställningen Scandinavian Design of Everyday Life öppnades på Kulturen i Lund hösten 2022. Och erbjuds nu till svenska och utländska museer i Europa, USA och Japan.

Välkomna att höra av er för närmare detaljer

Tove Alderin & Thomas Lindblad
Curator / Collector

> Scandinavian Design of Everyday life

> THE COLLECTOR

> THOMAS LINDBLAD

The private collector and author Thomas Lindblad has built up his extensive collection of around 5,000 everyday objects over a period of 25 years – Scandinavian pressed glass, stainless steel, aluminium and plastic utility design from between 1930 and 1970. It is the largest and only collection of its kind in the world.

> PUBLICATIONS

Thomas Lindblad has written several books about Scandinavian industrial design based on his collection. The latest, *Design till vardags – 100 designklassiker för hemmet (Design for Everyday Life – 100 Household Design Classics)* complements the exhibition. Published in 2021 by Bonnier fakta. Photography by Åsa Liffner.

> EXHIBITIONS

Parts of Thomas Lindblad's collection have been shown at some thirty Swedish museums including Röhsska museet / the Museum of Design and Craft Göteborg, Dunkers kulturhus, Helsingborg, and Nordiska museet in Stockholm, Sweden's national museum of cultural history. It has also been shown, for example, at Centre Culturel Suédois, Paris. This confirms a substantial interest in utility design.

> REPRESENTATION

Parts of the collection have been acquired by Nationalmuseet, Oslo; Designmuseo, Helsinki; MAK, Vienna; Museum of Design in Plastics, Bournemouth UK; Die Neue Sammlung, Munich; Werkbundarchiv, Berlin; MOMA New York and Konstindustrimuseet, Copenhagen.

Books by Thomas Lindblad

Bruksföremål av plast /
Plastic Utility Ware
Signum, 2004. Second edition, 2008

Sigvard Bernadotte och skandinavisk industridesign /
Sigvard Bernadotte and Scandinavian Industrial Design
Signum, 2010

Funkisglas - pressat och blåst /
Functional Style Glass – Pressed and Blown
Co-author Anna Livén West. Signum, 2011

Aluminium och rostfritt stål
Skandinavisk bruksdesign från 1920-tal till 1970-tal /
Aluminium and Stainless Steel
Scandinavian Utility Design from the 1920s to the 1970s
Atlantis, 2015

Formgivaren Pierre Forssell /
Designer Pierre Forssell
Appell Förlag, 2020

Design till vardags /
Everyday Design
Bonnier Fakta, 2021



SCANDINAVIAN DESIGN OF EVERYDAY LIFE

THE COLLECTION

> UTILITY DESIGN

Design of everyday objects has been strong in Scandinavia. Between 1930 and 1970 new materials were introduced in the form of aluminium, plastic and stainless steel. Production took off after the war when these industries competed for delivering the very best products: durable, affordable utility ware for everyday use that combined form and function. These improvements garnered wide acclaim and won awards at exhibitions and trade fairs. The Thomas Lindblad Collection is a design gem highlighting this rich legacy of form and materials.

> PRESSED GLASS Pressed glass came to the fore in the mid-1800s. Decorated glass became affordable and accessible to every level of society. In the 1930s, production was automated and products were simplified in the spirit of functionalism. Flat, smooth surfaces replaced heavy ornamentation and pressed glass was used more for everyday use than for show.

> ALUMINIUM Aluminium was introduced in the 1890s. It replaced older materials such as copper and iron for cookware and the possibilities were unlimited. Aluminium cookware dominated the market until the mid-1950s.

> STAINLESS STEEL Stainless steel production took off in the 1920s. It was a hard material that was difficult to work with, and many years were spent on refining the technique. Cutlery, cookware and jugs that did justice to the material appeared in the thirties. The Swede Folke Arström made an important contribution in terms of giving stainless steel a modern design.

> PLASTIC The first thermosetting plastic, Bakelite, was of great importance e.g. for the electrification of society. New types of thermosetting plastics arrived in the forties. These were cheaper to produce and could be used for almost any type of everyday object. Contemporary design was combined with vibrant, strong colours. Plastic made household chores easier and allowed women to enter working life.



> Utility design

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PREES

SEIDG

LASS









> Massproduced objects in a
crisp floating exposé

>> A Collector and his Collection
of exquisite design,
largely overlooked

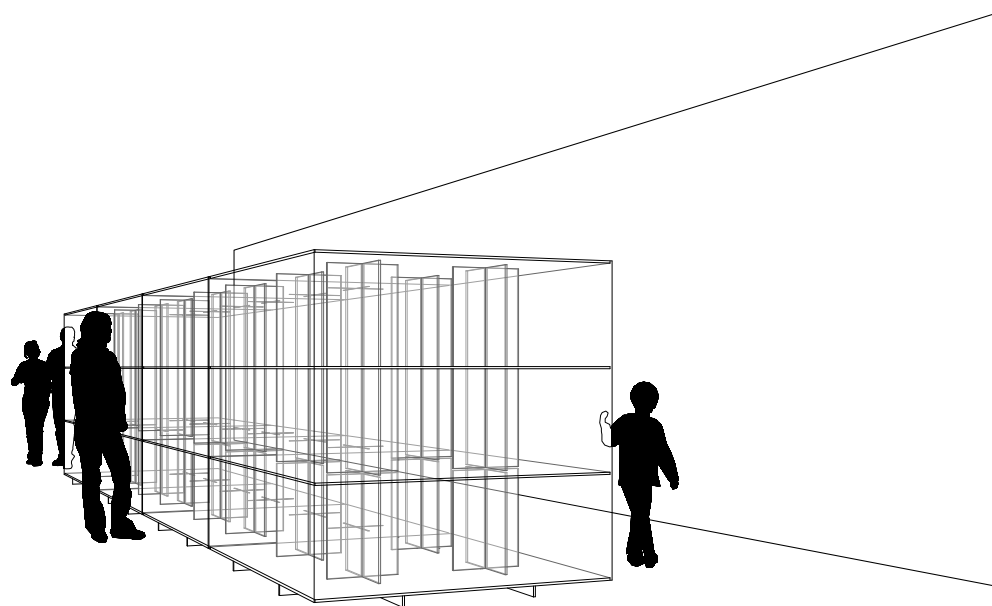
> THE EXHIBITION

> GENERAL INFORMATION

Thomas Lindblad's unique collection of mass-produced objects is displayed in modular, easily assembled cubes. This is a collection of largely overlooked design.

The transparent display cases remove the objects from their everyday context, enhancing form, function, materials, designers and the objects' great importance for social change. The exhibition is accessible and easy to move around in, and the pieces are highly recognizable. Well-known design classics are shown alongside unexpected companions. The freestanding, transparent acrylic display cases reinforce the vibrant colours and lustrous metal for a striking sense of richness and space. A film featuring Thomas Lindblad completes the exhibition.

A variety of display options (content and arrangement) are available to suit different exhibition spaces and the host museum's requirements.



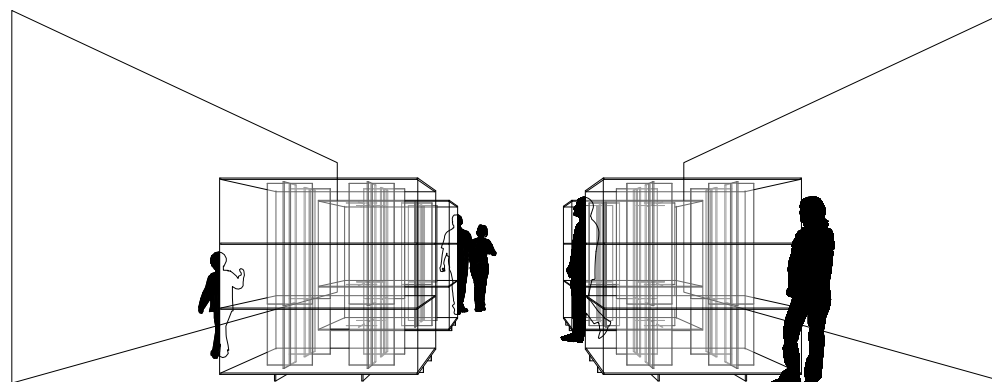
> DESIGN ELEMENTS

Display cases and artefacts

- Transparent acrylic display cubes 4 + 1.
- Utility ware in 4 materials, approx. 300

Footage and text.

- Written introduction
- A film on the collector and his collection
- Exhibition guide



> DISPLAY OPTIONS

> CONTENT

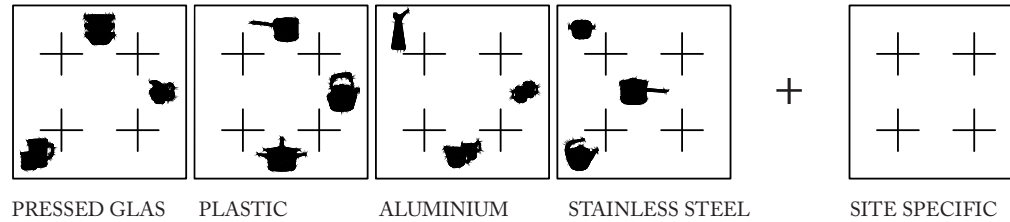
The exhibition is prepared to be exhibited with limited preparation but can be altered in some ways regarding content and spatial arrangement according to each specific site and its conditions.

Core content The Thomas Lindblad Collection (4)

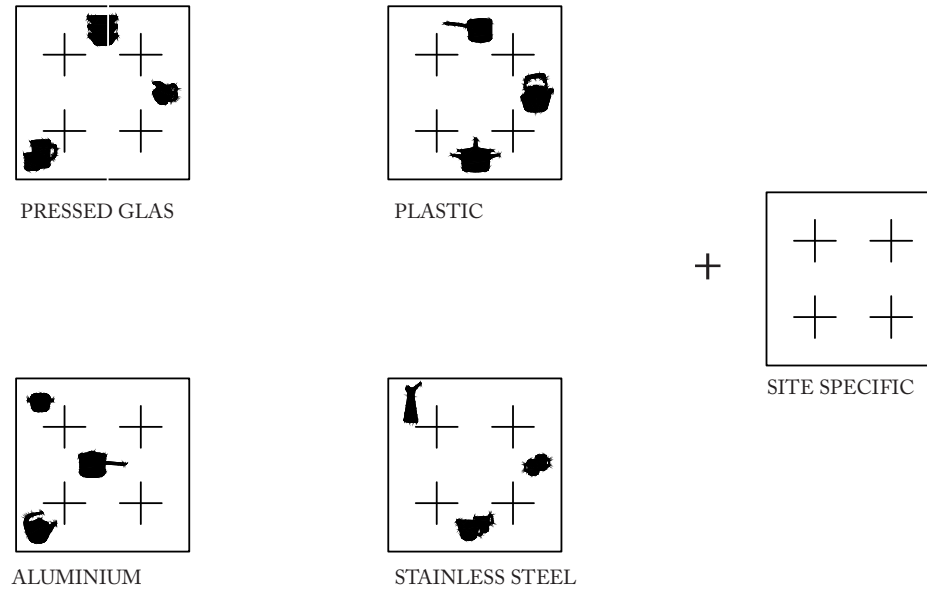
Optional content The Thomas Lindblad Collection (4) + site specific objects (1)

Spatial arrangement The possible suggested arrangements are a collected linear display or a separated display with free-standing modules.

LINEAR ARRANGEMENT



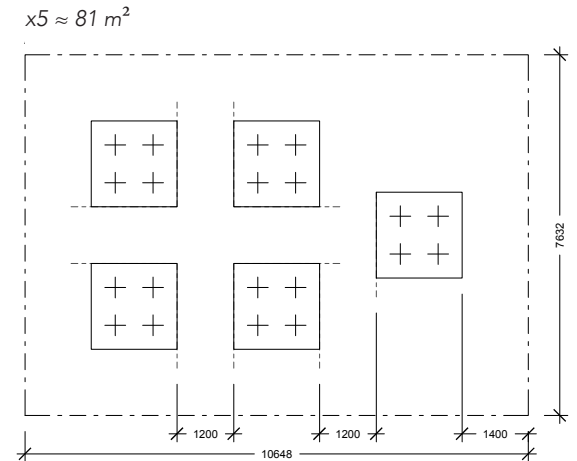
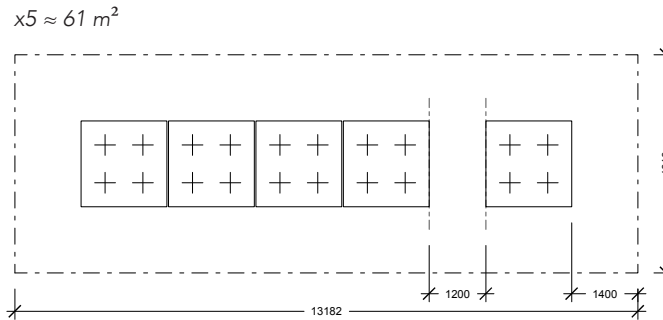
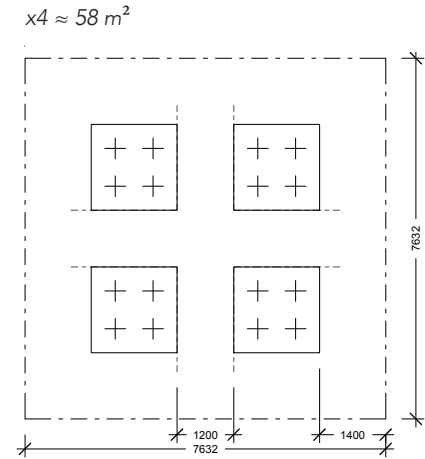
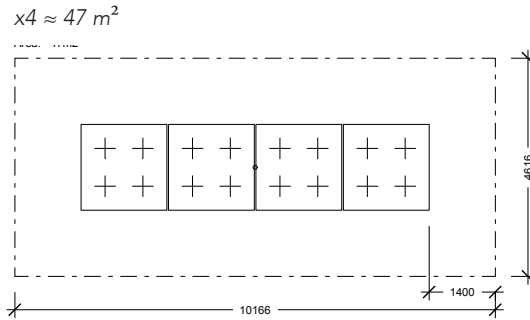
SEPARATED ARRANGEMENT



AREA REQUIRED

> PROPOSED MINIMUM AREA

The area of the exhibition space can be bigger but the smallest proposed area in square meters to encompass an all around display of the modules, and accessibility for all visitors, is estimated here. The measurements are based on passage dimensions of the outer corridors at 1,4m and 1,2m in between modules.



> TECHNICAL INFORMATION

> MODULES

Each cube module is identical and measures 1810 x 1810 x 1860 (h). Each module without artifacts weigh in total about 310kg. The horizontal sheets weigh 38kg each and is the largest weight to handle separately. All measurements are in mm.

> ASSEMBLING

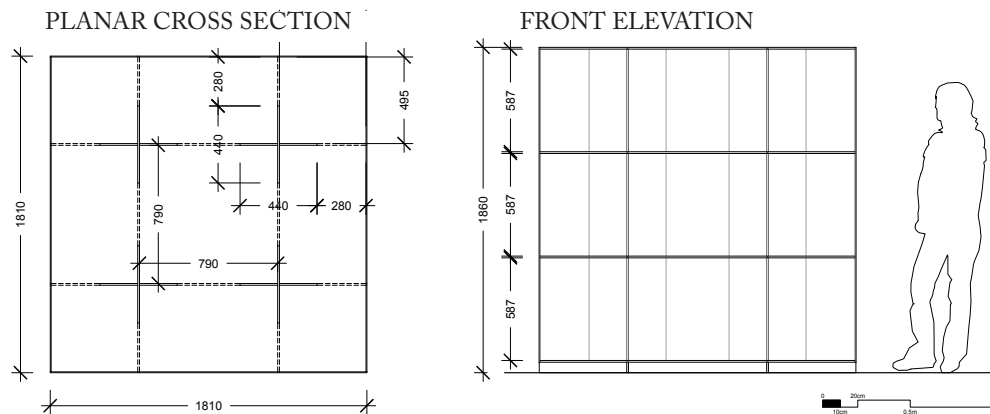
The easily assembled cube modules are constructed of planar sheets of transparent acrylic. Four square, horizontal sheets are stacked on vertical crosses. The lowest sheet is placed on one low, base-cross to slightly lift the cube of the floor. Stacking is done by measurements for vertical alignment. Covering sides are fixed by screws at given positions into horizontal planes. No glue is required.

> MATERIAL

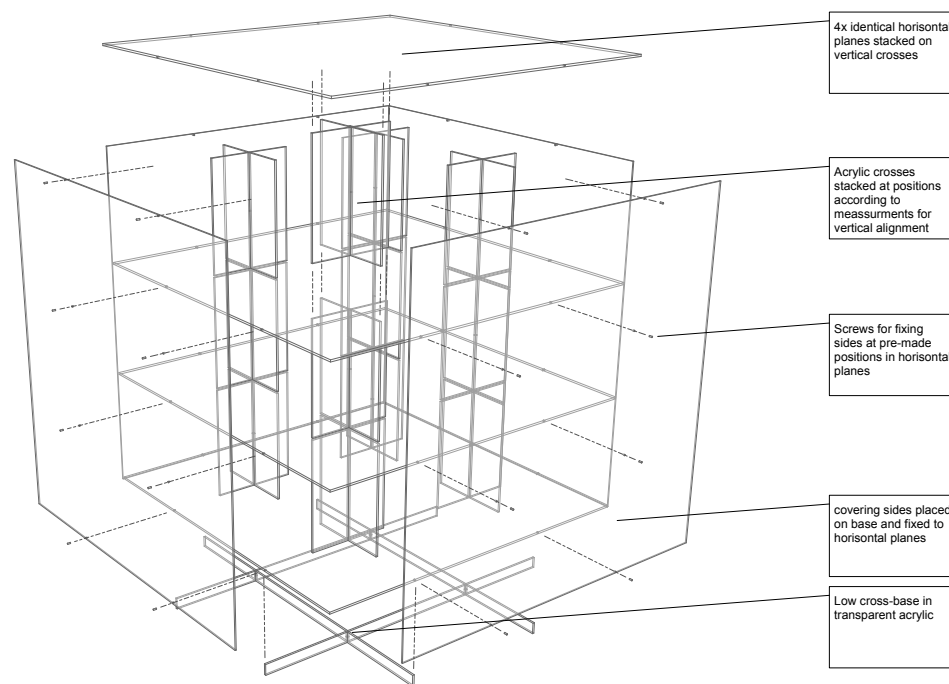
The acrylic sheets are 100% transparent and of high quality to reduce the risk of scratches. The crosses and horizontal sheets are 10mm thick. The protective sides are 6mm thick to reduce weight when handling.

> PACKAGE

All the sheets of the construction are transported as flat packages in well protected boxes.

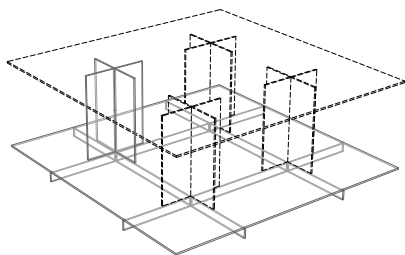


EXPLODED EXPLANATORY VIEW



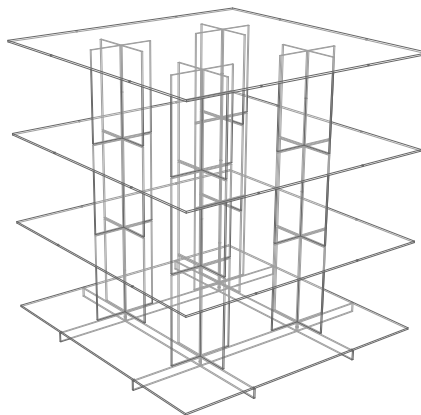
- 1.** Placement in the room and assembly of horizontal sheets and vertical load-bearing elements.

Assemble the socle and place the bottom sheet on top. The remaining sheets are to be inserted from the bottom up after accurate measuring.

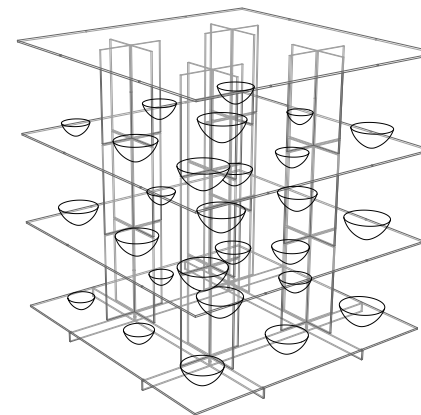


- 2.** The complete core consists of 4 horizontal sheets and vertical load-bearing elements.

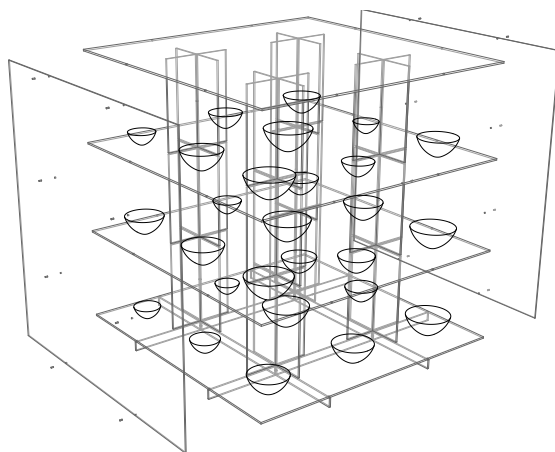
Carefully measure out the precise alignment of load-bearing elements and sheets.



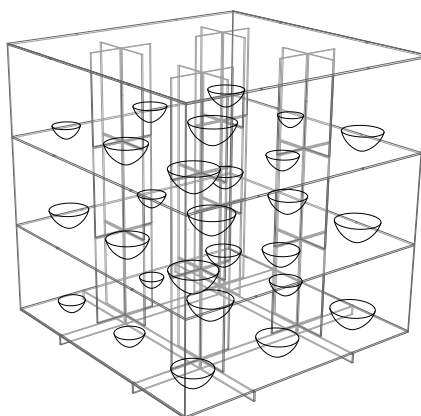
- 3.** Placing the artefacts. According to design drawing showing display case open on all four sides.



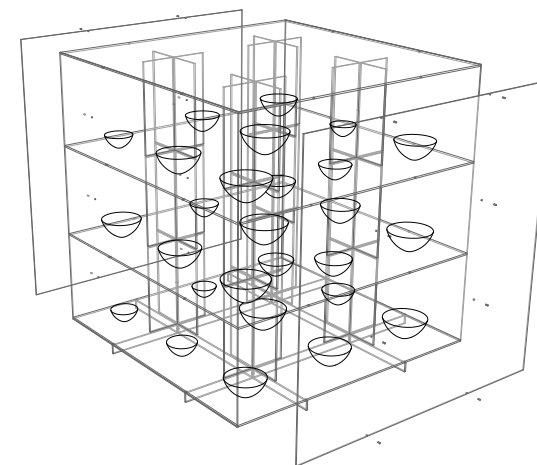
- 4.** Assembly of 2 opposing panels. sidor. The 2 panels are placed on the protruding socle and are then screwed on to the horizontal sheets where indicated using countersunk bolts.



- 5.** Adjustment of artefacts. Final placement in display case open on two sides. Placing of identification cubes.



- 6.** Sealing of display case. The 2 remaining panels are screwed on to the horizontal sheets where indicated using countersunk bolts.



SCANDINAVIAN DESIGN OF EVERYDAY LIFE

> HYRA AV UTSTÄLLNING

> VILLKOR

Allmänna.

Närmare villkor utarbetas i dialog med inlånande part

> UTSTÄLLNINGSPERIOD

Efter överenskommelse

> FÖRSÄKRINGSVÄRDE

> BETALNINGSMODELL

SKR 150 000 ex. moms grundhyra 3 månader

SKR 7000 ex. moms per extra vecka efter 3 månader

> KONTAKT

Välkommen att kontakta oss vidare för att diskutera intresse för uthyrning av utställningen

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Samlare / Co kurator

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>UTSTÄLLNINGSSSET

- Utställningsset 4 + 1 kubiska transparenta akrylmontrar inklusive artefakter av 4 material (ca 300 stycken ur samlingen)
- Filmat material om samlaren och hans föremål - 1 stycken
- Introtext - 1 stycken (sve/eng))
- Folder med föremålstexter - 1 stycken (sve/eng)
- Instruktioner för installation
- Emballage
- Marknadsföringsunderlag (text och bild)

Tillval

- Tryck av vykort och affisch. (Foto Åsa Liffner)
- Visning / föredrag av Thomas Lindblad.

> HYRA AV UTSTÄLLNING / INLÅNANDE PARTS ÅTAGANDEN

- Hyra av utställningsset 4 + 1 kubiska transparenta akrylmontrar inklusive artefakter av 4 material (ca 300 stycken ur samlingen)
- Projektor / skärm
- Print av introduktionstext på av formgivare föreskrivet material och anpassat format
- Print av folder med föremålstexter på av formgivare föreskrivet format och material (möjlighet att lägga in museets logga)
- Installationer
- Upppackning / nedpackning
- Ljussättning /armaturer
- Uppackning, uppsättning, nedmontering samt de förberedelser som krävs för det
- Magasinering och transport – tur och retur samt förvaring av packmaterial
- Lossning och lastning
- Skador på utlånande parts ägodelar under inlåningstiden
- Bevakning, eftersyn, städning
- Marknadsföring – marknadsförs av inlånande part i dialog med TAS Studio
- På tryckt material, webb och annat publicerat material skall Tove Alderin Studio och Thomas Lindblads namn krediteras.
- Uppsättningskostnad föremål (resa och logi för 2 personer)

Tillval

- Tryck av vykort och affisch. (Foto Åsa Liffner)
- Visning / föredrag av Thomas Lindblad.

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Thomas Lindblad Tove Alderin Studio