

Cover image: Susanne Ussing and Carsten Hoff, Communal building of the  
ten-week building experiment in The New Society/The Thy Camp 1970,  
Denmark. Photo: Flemming Østergaard Nielsen

First published 2023  
by Routledge  
105 Third Avenue, New York, NY 10158

Printed by Routledge  
Park Square, Milton Park, Abingdon, Oxon, OX14 4RN

Routledge is an imprint of the Taylor & Francis Group, an informa business

© 2023 selection and editorial matter, Kjetil Fallan, Christina Zetterlund and  
Anders V. Munch; individual chapters, the contributors

The right of Kjetil Fallan, Christina Zetterlund and Anders V. Munch to be  
identified as the authors of the editorial material, and of the authors for their  
individual chapters, has been asserted in accordance with sections 77 and 78 of  
the Copyright, Designs and Patents Act 1988.

The Open Access version of this book, available at [www.taylorfrancis.com](http://www.taylorfrancis.com),  
has been made available under a Creative Commons Attribution-Non  
Commercial-No Derivatives 4.0 license.

This publication is supported by The Joint Committee for Nordic Research  
Councils in the Humanities and Social Sciences (NOS-HS).

**Trademark notice:** Product or corporate names may be trademarks or registered  
trademarks, and are used only for identification and explanation without intent  
to infringe.

ISBN: 978-1-032-29042-3 (hbk)  
ISBN: 978-1-032-31351-1 (pbk)  
ISBN: 978-1-003-30932-1 (ebk)

DOI: 10.4324/9781003309321

Typeset in Sabon  
by codeMantra

## Contents

<i>List of Figures</i>	vii
<i>List of Contributors</i>	xi

<b>Introduction: Nordic Design Cultures in Transformation, 1960–1980</b>	<b>1</b>
KJETIL FALLAN, CHRISTINA ZETTERLUND AND ANDERS V. MUNCH	

### PART I

<b>Transforming Discourse</b>	<b>9</b>
-------------------------------	----------

<b>1 The Way North: Merging Ideology and Methodology on the Road to Ecological Design</b>	<b>11</b>
KJETIL FALLAN	

<b>2 The Total, Global, Living ‘Environment’: A Key Concept in the Danish Design Debate around 1970</b>	<b>24</b>
ANDERS V. MUNCH AND HANS-CHRISTIAN JENSEN	

<b>3 Students of Architecture as Environmental Activists: Two Sister Exhibitions about the Environmental Crisis in Sweden and Norway, 1968–1969</b>	<b>42</b>
BEATA LABUHN	

<b>4 Exhibition as a Critical Tool: A Conversation with Gunilla Lundahl on Exhibitions, Making Change and Participation</b>	<b>62</b>
CHRISTINA ZETTERLUND	

<b>5 Nordic Revival: Crafting Rural Development in Finnish and Norwegian Design Discourse</b>	<b>72</b>
MALIN GRAESSE AND KAISU SAVOLA	

<b>6 Sami Mobilisation: Institutions and Exhibitions in the 1970s</b>	<b>83</b>
ANNA WESTMAN KUHMUNEN	

Transforming Institutions	101
7 Exhibiting New Cultures of Design: Representing the Cultural and Social Meanings of Design in Three Nordic Exhibitions	103
PEDER VALLE, SABINA MARIA ROSSAU AND LEENA SVINHUFVUD	
8 On a Stormy Sea: Design Education and Politics in Finland	123
PEKKA KORVENMAA	
9 Voices of Rebellion: Interviews with Former Students at the Copenhagen School of Arts and Crafts 1969	130
VIBEKE RIISBERG, ANDERS V. MUNCH AND PATRICIA FIE NIELSEN	
10 Harmful or Useless? Victor Papanek and the Danish Design Students' Protests	142
ANDERS V. MUNCH, ALISON J. CLARKE, VIBEKE RIISBERG AND LENE KIÆRBYE PEDERSEN	
PART III	
Transforming Practices	155
11 Designing Together: On Histories of Scandinavian User-Centred Design	157
MARIA GÖRANSDOTTER	
12 Between Craft and Commerce: Norwegian and Danish Textile Design in a Time of Change	178
TONE RASCH AND TRINE BRUN PETERSEN	
13 Sewing and Sisterhood: Elverhøj, the First Collective Craft Store in Copenhagen	192
TAU LENSJOLD	
14 Knowledge to the People: The Professionalisation of Graphic Design in the Norwegian Book Publishing Industry	206
THOMAS T. NORDBY	
<i>Index</i>	223

## Figures

1.1	The SDO seminar 'Human and Environment' organized in Stockholm in July-August 1968 as covered by the Swedish design magazine <i>Form</i> . Courtesy of Form	14
1.2	Front cover of Stein Jarving's book <i>Grønt liv</i> (Green life) published in 1974, two years before he and Paul Hofseth taught a course on 'Ecology and Resource Problems' at the National College of Art and Design. Cover design by Peter Haars. Courtesy of Gyldendal	18
1.3	Page from <i>Rapport från ekoteket</i> , no. 4-5, 1978—a special issue dedicated to documenting the ARARAT exhibition. The images show the distinct collaborative and processual nature of the project. Courtesy of Varis Bokalders	21
1.3	As an extension of the exhibition format, a collaboratively produced series of booklets were published to accompany the ARARAT show and elaborate on core themes such as human ecology, renewable energy sources, etc. Courtesy of Gunilla Lundahl	22
2.1	Ussing & Hoff, <i>Sensation Room 4</i> , Domus Danica, Bella Centre, Copenhagen 1970. Copyright Carsten Hoff	29
2.2	Ussing & Hoff, building modules and participatory constructions, the Thy Camp, 1970. Copyright Carsten Hoff	32
2.3	"Word ...", column in the periodical, <i>Danish Industry</i> , 11 November 1974	37
3.1	The 'car-poster' reoccurred in the Swedish and the English <i>So What</i> as well as in the here portrayed Norwegian <i>And After Us</i> where one can read: 'The invention of the century – the automobile. [The car] was designed to drive 100km per hour and promote individual mobility. Out of this marvel of technology, man has managed to create an instrument of collective immobility. To transport 100 000 people per hour, 60 car lanes or two subway tracks are needed. Furthermore: the car requires space, consumes energy, poisons the air, makes noise, disables people, kills people. Is technical progress always [the same] as development?' Image courtesy of <i>og etter oss</i>	44
3.2	The people-counting poster with the sound installation at the <i>And After Us</i> exhibition, 1969. Photo courtesy of Dag Norling	50