GOOD DESIGN IS A BASIC HUMAN RIGHT

There was the essential message of Swedish writer, critic, educator, feminist and humanist Ellen Key’s 1899 iconoclastic text
“Beautify for All” (Beauty in the Home). Key believed that it was essential to our well-being to live in a functional, bright, and
uncluttered environment, and that this could be accomplished anywhere, regardless of location or economic circumstance.

In 1919, Swedish art historian Goran Paulsson expanded on Key’s ideas in his pamphlet: “Skönhetsvårdaren” (Better
Things for Everyday Life). It is called for a modern design language reflecting new materials and methods and for good
design to be available to all.

These two thinkers helped transform how we design our homes and workplaces and laid the foundation for what would become
“Scandinavian design.” The ideas have evolved over the last 100 years as techniques advanced and people added their own touches.

Jenny Ljungberg, owner of c/o The Maidstone, describes the decor of her hotel as “Scandinavian cozy—warm, rich, and filled with heritage
pieces alongside new, bold design.” Whatever your interpretation of Scandinavian design, it is timeless, the core values that Paulsson and Key introduced are still there: good-quality design equals a better quality of life. The recipe calls for equal parts innovation, accessibility, functionality and beauty.

A MAGAZINE YOU CAN WALK INTO

Austere is a new kind of showroom for Scandinavian design and innovation. We set out to evolve the retail experience
because we believe that there is a better way to experience design. When we opened our first location—a
5,000-square-foot space in downtown Los Angeles in May, 2014, it was described as a “magazine you can walk into.” We like that
description, if we are talking about a lifestyle magazine focusing on design, where you can purchase the things you read about.

In the spirit of Scandinavian design, we look to surround ourselves with fewer, better things. Things that are functional and do the
job, while also being beautiful or interesting to look at. Every day we aspire to post a little dose of inspiration or to shine a spotlight on
something we feel deserves a moment in the light. We publish this on Austere.co, send it to our newsletter subscribers and let you
experience it at a growing number of “magazines you can walk into” across the country.

Like Ellen Key, we believe that good design makes us happier. Just take a look around this hotel. It makes you feel good to be here.
doesn’t it? We want you to be able to take this feeling with you when you leave. So on the following pages, and all around this building,
we have assembled some of our favorites pieces to share with you. We hope you will discover (or re-discover) some things to make your
life even more functional and beautiful.

The Austere Team

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WE HONOR GREAT DESIGNERS AND WE HONOR GREAT DESIGN. THAT IS WHAT WE DO, THAT IS WHAT AUSTERE IS ABOUT.

– Fredrik Carlström, Austere founder

ARTEK

STOOL 60

DESIGNED BY ALVAR AALTO, 1933
$2,295

The streamlined Tea Trolley 901 is based on a serving cart Alvar Aalto created for the Parhmi Tuberculosis
Sanatorium. It features his signature closed-loop birch frame and large, wooden wheels banded with rubber
(for quiet wheeling across hospital floors). A tea lover, Aalto designed the 60 in 1933, he tested its
strength by repeatedly throwing it onto the floor and shouting, “We’re going to sell thousands of these one day!” Indeed, there
was much to be excited about. Aalto had spent years developing the wood-bending techniques that allowed him to shape the
stool’s curved legs from plywood rather than steel—an impressive breakthrough for the time and one that led to many
more bentwood designs and even a new company through which to sell them.

Born insuistina, Finland, in 1896, Aalto was one of the greatest architects of the 20th century, though most people
outside his native country know him for his design. His iconic glass vases are beloved Scandinavian classics, and his supple,
gracefully curved furniture—much of it Scandinavian classics, and his supple,
gracefully curved furniture—much of it

ARTEK

ARMCHAIR 400

DESIGNED BY ALVAR AALTO, 1936
$5,240 – $6,305

SUPPORTED BY BIRCH-WOOD CANTILEVER LEGS. ALVAR AALTO’S NAME WAS ADDED TO THE PRODUCTION LINE IN 1955, FOR SYLVIA PANGDELL, WHO DESIGNED THE BIRCH-WOOD FRAME. THE RESULT WAS ZEBRA PRINT CUSHIONS WHEN IT LAUNCHED AT THE 1955 MILAN TEGGALEN, THOUGH SEVERAL YEARS LATER. OPTIONS ARE NOW AVAILABLE IN BRUSHED WOOL, TRADITIONAL SHEEPSKIN, OR WOOL. THE DESIGNER CAI ALVAH-FELT CAME UP WITH THE NAME “THE TAD.”
For many decades, the multi-purpose bench Krobo has been a fixture in Norwegian homes. Its flexible design allows it to be used as a storage unit, a display area or just a place to take a load off. Torbjørn Afdal considered as one of Norway’s most influential designers. His furniture was featured in the collections of the White House and the Japanese Emperor.

To order these items and view more great design, visit maidstone.austere.co.

One of the first things that hits you when you look at mid-century Norwegian design is how relevant and modern it seems. The second thing: How come I have never seen this stuff before?

Unlike its Scandinavian cousins, Norway is not known as a design leader. But that was not always the case. Post-WWII, Norway had a strong and diverse furniture and home goods manufacturing industry, just like Sweden, Denmark and Finland,” says Andreas Engesvik, one of the country’s most influential contemporary designers. “But that changed when we found oil in the 1960s. The growth of the oil industry was so tremendous that it sucked up all the labor, which meant that pretty much every furniture and home goods production facility closed. The entire interior design industry fell into chironium and creative young Norwegians turned to set or architecture instead.

However, in the early 2000s, design students Torbjørn Andersen, Espen Voll and Andreas Engesvik managed to turn Norway’s contemporary design scene into a hotbed for young, exciting talent again. The trio launched a company with the assertive name “Norway Says” and started showing their work in international fairs, pursuing foreign companies to produce their collection. Their model worked. Today, the country is teeming with designers who are based in Norway but produce their goods abroad. “We proved that it was possible to find a way to succeed,” says Engesvik.

As new Norwegian design is garnering more and more acclaim, the past is starting to catch up as well. A few surviving heritage manufacturers have released new collections in collaboration with contemporary makers. One such effort is the line of Bunad blankets that Andreas Engesvik made for Mandal Veveri. These vibrant textiles are inspired by bunader, the beautiful regional folk dresses that Norwegians don on national holidays. “There’s a strong sense of national pride,” says Engesvik. “Norway has only been independent from Sweden and Denmark for a little more than a century, so it’s important for us to have an identity.” And little by little, that identity is becoming synonymous with great design.

The elegantly playful Birdy table & floor lamp was designed by Birger Dahl, 1952. The lamp is easy to move around and is suitable for use as a table lamp or a floor lamp. The design has been updated with an eye for contemporary aesthetics, while maintaining the original quality and materiality.

The Tiivoli wood chair by Hans Brattrud is a true classic. The chair is a timeless design that has been produced for decades, offering comfort and durability. The chair is made of solid wood, with a curved backrest and seat, providing support and cushioning. The legs are sturdy, ensuring stability and longevity.

The beautiful Tivoli wool blanket by Andreas Engesvik is a winter-essential. It is made from 100% wool, providing warmth and comfort. The blanket is handcrafted, with a traditional pattern that is distinctively Norwegian. The colors are vibrant, making it a bright and cheerful addition to any home.

The Northern Lighting Birdy table & floor lamp is a modern design that is both functional and stylish. The lamp is made from high-quality materials, ensuring it is durable and long-lasting. The design is simple yet elegant, suitable for use in a variety of spaces.

The R&B Tweed blanket is a luxurious choice for those who appreciate high-quality textiles. The blanket is made from soft and warm wool, ensuring comfort and warmth. The design is stylish and modern, adding a touch of elegance to any interior.
Finland has always occupied a place on the fringe of Scandinavia—it’s wilder and more unkempt, it took longer to modernize, its language is unintelligible to its Viking neighbors, and its thoughtful, quietly reserved people are often mistaken for “cold.” But in spite of its outsider status (or perhaps even because of it), Finland has made a serious contribution to Scandinavian design. Its output during the mid-century years was bolder, more daring, and in some ways more influential than that of the other Nordic countries, which makes sense, considering that the underdog nation always has more to prove.

Nowhere is this more evident than in Finnish glass design, and, in particular, the progressive art glass and everyday glasswares produced by the Finnish company Iittala. Founded as a small glass factory in 1881, its reputation soared during the 20th century through collaborations with some of Finland’s best designers, whose cutting-edge creations earned worldwide recognition and scores of international awards.

Today, some of Iittala’s most popular designs are those produced from the 1930s to the ‘60s, and they are as fresh now as they were when they first debuted. By providing designers with the freedom to experiment and collaborate with its craftsmen, Iittala made it possible for them to create something entirely new—pieces that were unprecedented for their day, yet still timeless, functional, and designed to be thoroughly used. Alvar Aalto’s iconic undulating vases, Kaj Franck’s sublimely minimal drinkware, and Tapio Wirkkala’s crusty-surfaced bowls, inspired by melting Lapland ice, all show how Finnish designers pushed the limits of production, both technically and aesthetically.

And yet while Finnish designers created the most of modern expressions, they also borrowed heavily from the past, drawing inspiration from the shapes and textures of their formidable landscape and from their heritage of resourcefulness and craft. Like many mid-century Finnish manufacturers, Iittala pinned its future on its new wave of modern, mass-produced goods, but the company and its designers never lost sight of the qualities that make the Finns uniquely Finnish. And, in the process, the sense of “belonging and not belonging” created a place for innovation to happen where it usually does: on the fringe.

**BEST IN GLASS**

**FINNISH DESIGN CLASSICS FROM IITTALA**

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A GLOW IN DENMARK
LOUIS POULSEN’S LIGHTS FANTASTIC

There are certain words that instantly take you back to a nostalgic place of comfort and well being. For me, one of those words is Volvo. I grew up with a powder blue 1967 Volvo Amazon Kombi with the registration number FDY 613. He was known as Storen (which can be loosely translated into Biggie) and it is without exaggeration that I say that he was a cherished family member, ranked slightly higher than the neglected Newfoundland. And yes, in spite of the feminine model name, Storen was, for some reason, regarded as male.

I loved him. I felt safe and cozy in his roomy back seat, where I would lie on a blanket and read. (This was before mandatory seat belts.) Once upon a time, Storen had been a fancy car, before a patina of rust, mud splatter and dog hair aged him and he was once a curved chassis made him seem antique. I was very proud of his heritage. Whenever we would be on the ferry between Germany and Denmark. We had no choice but to roll him down the harbor and across the German border. I even asked my mother if we could buy a fancy car, before a patina of rust, mud splatter and dog hair aged him and he was once a curved chassis made him seem antique. I was very proud of his heritage.

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As for Storen, he met his demise when I talked my mother into selling him to my loser boyfriend at the time. He regretted it almost immediately afterwards. It only took the loser six months to drive Storen to the ground. By then, of course, he was no longer my boyfriend, and my mother and I grieved for our old friend, whom we had forsaken and lost. I sometimes dream about finding him again.

For or a land that spans months of the year shrouded in darkness, it’s no surprise that Scandinavia lays claim to some of the best modern lighting in the world. Clean lines, clever forms and practical functionality prevail, but so does an emphasis on warmth and comfort. The Danish lighting manufacturer Louis Poulsen has been at the center of this tradition since the very beginning, thanks in large part to the innovative lamps that have been at the center of this tradition since the very beginning, thanks in large part to the innovative lamps that Poulsen designed for the company starting in the 1920s.

One of the first designers to study light from a scientific perspective, Henningsen was obsessed with developing lamps that set the right mood. “It doesn’t cost money to light a room correctly,” he famously said, “but it does require culture.” His theories centered around the idea that light should not be too glaring or bright, but rather soft, warm and welcoming. Even in the depths of the Scandinavian winter, Henningsen thought interior lighting didn’t need to be any stronger than the golden tones of sunset or the gentle gleam of the kerosene lamps he grew up with. His radically shaped fixtures are revered not only for their novel forms but for the quality of light they deliver. Each graduated tier and petal-like layer is carefully calibrated to obscure the blinding glare of the bulb while diffusing its light in the most naturally pleasing way.

In Danish there is a word called ‘hygge,’ which roughly translates to cozy but means so much more—like being snuggled up indoors on a cold winter’s night, surrounded by friends and the ambient glow of a fire. It’s a cultural sense that permeates much of Scandinavian design, and it’s a feeling that Henningsen was after in his quest to produce lamps that “make the evening restful and relaxing.” Over the years, as Louis Poulsen went on to partner with more great Danish designers, from Arne Jacobsen and Verner Panton to contemporaries like Louise Campbell and Ross Lovegrove, it never lost focus of this desire to create a beautiful and inviting home.

TO ORDER THESE ITEMS AND VIEW MORE GREAT DESIGN, VISIT MAIDSTONE.AUSTERE.CO
The story of PP Möbler began in 1953, when brothers and highly skilled craftsmen Ejnar and Lars Peder Pedersen founded their woodworking workshop. One day, one of their clients paid them a visit. Within the first year that PP Möbler was founded, Hans Wegner visited the workshop. The brothers were working on a prototype for the Papa Bear chair, one of Wegner’s most exclusive classics, and Wegner was curious to see how they were doing. Surprisingly, Wegner found that the quality of work exceeded his expectations. He suggested to Ejnar that they should be less fastidious about the finish of the frames, as they would be hidden underneath upholstery anyway. Ejnar replied that it was their business to set the quality standards. The conversation triggered a friendship and mutually respectful collaboration that lasted throughout Wegner’s life.

– Kasper Holt Pedersen, third generation PP Möbler Master Craftsman

Wegner started to develop furniture specifically for PP Möbler in the 1960s, and by 1990, he had moved production and sales of most of his finest works there. The company still launches hidden gems from the Wegner design archives, such as the visionary Tub chair seen here. Until now, only extremely rare vintage Tub chairs have existed, but they are now finally available to order.
SCANDINAVIAN LIVING

What is Scandinavian living, and is there really such a thing? We would argue that, yes, there is. And its definition could be summed up something like this: high-quality, close to nature, functionality over status. These are values that are ingrained in the national soul, and even though Scandinavians tend to travel a lot and move around in the world, we always bring them with us. Here, we have put together a sample of some of our favorite things. It’s an eclectic mix of evergreen classics and modern innovations, with design that ranges from restrained and serious to experimental and playful. But it all comes from the same pragmatic point of view: quality, functionality and love of natural materials. For simplicity’s sake we have divided the goods into separate sections: things you wear, things you eat and things for your home. It’s Scandinavian living without the long, dark winters. You could call it the best of both worlds.

All of the items are available for purchase right here at the hotel or for easy delivery to your house or office. If you have questions, ask one of the hotel staff, email hello@austere.co or call 1-844-AUSTERE (287-8373).

EAT

FIKA

One of the most important Swedish words for a foreigner to learn is “fika.” It means the communal activity of taking a break and indulging coffee together, preferably with a cookie or two (“fikabröd”). Fika occurs at least twice daily in Swedish homes and workplaces, usually in the late morning and afternoon. The New York-based Fika introduces Manhattanites to Swedish coffee habits in its cozy cafes that serve baked goods, its own 100% Arabica coffee bean roast and handcrafted chocolate by master chocolatier Håkan Mårtensson. A 12-ounce bag of regular, decaf or espresso beans is $12.

SOCKERBIT

Every Saturday, Scandinavian children test over to their nearest corner shop to pick out their weekly candy allowance. It’s called getting “lördagsgodis” (Saturday sweets), and it’s a ritual filled with joy and promise. Sockerbit brings you a little “lördagsgodis” magic with its delicious selection of Scandinavian candies. They’re made with higher quality ingredients than most U.S. candy and are free of trans fats, artificial colors and genetically modified ingredients (GMOs). And, true to form, they look pretty, too.

DO

AUSTERE BOOKSHOP

Based out of a garage in Stockholm, the seven-year-old startup Teenage Engineering has made a name for itself with innovative music hardware, including its best-known design, the portable ALL-IN-ONE SYNTHESIZER OP-1 ($849). Fans of the futuristic music workstation include Beck, Swedish House Mafia and Pharrell Williams, along with amateur music makers looking to have a little fun. The newly released OD-11 CLOUD SPEAKER ($699) was designed in collaboration with the Stig Carlsson Foundation.

POC

BikeID’s founders hail from a little city in the north of Sweden, where, like most Scandinavian cities, cycling has been the preferred mode of transportation for over 100 years. Now headquartered in Stockholm, the company makes PREMIUM CITY BIKES ($699 – $790) that are inspired by classic designs from the 50’s and 60’s. Full of innovative components and modern details that make them ideal for contemporary riders. WE HAVE BIKES FOR LOAN, JUST ASK THE FRONT DESK.

POINT 65° KAYAKS

With its endless archipelagos and long stretches of coastline, Sweden is a kayaker’s paradise. Point 65°, which takes its name from an idyllic kayaking spot located on the 65th parallel in northern Sweden, has been manufacturing excellent kayaks in the country for close to twenty years. Founded by brothers Tomas and Richard Olman, the company is built around cutting-edge marine designers, legendary paddling experts and people who love waking up every day, getting in a kayak and seeing where it will take them. ASK THE FRONT DESK IF YOU’D LIKE TO TAKE ONE OUT FOR A TEST.

TEENAGE ENGINEERING

Poc earned international recognition in 2006 when U.S. alpine ski racer Julia Mancuso won the gold medal in the Giant Slalom wearing one of its helmets. Since then, the Swedish company has also started making bike helmets. Like the OCTAL ($270), which are developed with the same rigid focus on performance, safety and innovation. Its product development team includes world-class engineers, designers, material specialists, neurologists and athletes.

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**DO**

The Swedish company Playsam makes toys that kids love (and that parents may love even more). Its fanciful and functional wooden designs—including the Streamliner Classic wooden toy car ($45), the Rocket or the Airliner (both $60)—are rooted in the principles of traditional Scandinavian design and make delightful gifts for young and old alike.

Fiskars got its start in 1649 when a Dutch merchant named PeterThorwöste set up a small blast furnace and forging operation in the tiny village of Fiskars, Finland. Today, the Helsinki-headquartered corporation is best known for its scissors, gardening tools and high-quality leaves like the SUPER PRUNER FOR $35.

Shirts are everywhere. But really great shirts? They’re not so easy to find. And that’s why Schnayderman’s exists. The Swedish company opened in 2011 with the goal of doing one thing really well: making expertly tailored, handcrafted shirts from the finest fabrics. Its three lines—Formal, Leisure and Oxford—are all based on the same cut, so customers can easily replenish with new styles once they find their fit. SHIRTS FROM $195.

Alexander Stutterheim was rifling through an abandoned barn one day when he discovered his granddad’s old raincoat from the 1960s. “Both stunningly cool and very practical,” he brought it home and made a replica. From that design, which he named Arholma, grew his new company Stutterheim and an entire line of handcrafted raincoats and weather accessories that mirror the sensible, utilitarian durability of his granddad’s original. LEFT: STOCKHOLM RAINCOAT, FROM $348.

The Swedish skincare line Recipe for Men was founded in 2005 by four guys with a love of skiing and all things outdoorsy. Though its grooming products were originally designed to combat the harsh effects of Sweden’s winter climate, they’re also ideal for year-round, everyday use. Each formula is developed around high concentrations of active ingredients, smooth textures and subtle fragrances. One particular favorite are the UNDER EYE PATCHES, $36 FOR THREE PAIRS.

High-quality, hand-picked ingredients are at the heart of everything Björk & Berries makes. Steeped in Sweden’s 100-year-old traditions of perfume and skincare manufacturing, the company sources raw components such as birch leaves and balsam which have been used in Sweden for both medicinal and beauty purposes for years—and meticulously refine them into natural, organic products for the face, body and home.

**FISKARS**

**WEAR**

Schnayderman’s

Stutterheim

Recipe for Men

Björk and Berries

**SCHNAYDERMAN’S**

**STUTTERHEIM**

**RECIPE FOR MEN**

**BJORK AND BERRIES**

TO ORDER THESE ITEMS AND VIEW MORE GREAT DESIGN, VISIT MAIDSTONE.AUSTERE.CO.
Stockholm-based designer Caroline Villard dreamt of becoming Walt Disney when she grew up, which makes sense the minute you set eyes on her work. Designers like her top-hat eggcups, guillotine garlic chopper and rifle-inspired umbrella (made in Sweden’s last surviving umbrella factory) are all clever and playful with a hint mischievous whim. Almost comically simple, her MORE AND BRASS NECKLACE ($260), is a chic and stunning design made from the most basic of materials.

Did you sleep well last night? If you spent the night at the Maidstone, you probably did. That extraordinarily comfy bed you lay in was crafted by hand in the small Swedish town of Köping and is made of only natural materials like pure flax, cotton and wool, top-quality Swedish pine and, the key component, genuine, hypoallergenic horsehair. (This explains the name and logo, as “Hästens” means “the horse’s.”) Hästens has been making beds since 1885, so they’ve had some time to perfect their concept. We’re pretty sure you know what we’re talking about. For more information email hello@maidstone.co.

Menu prides itself on making innovative designs that are rooted in Scandinavian tradition. Founded in 1976, the Danish brand partners with leading designers and design firms from around the world to create clean, minimal wares for the kitchen and home. Products like its FINE BASKET ($199-$95) and the OLASS TEAPOT AND HEATER ($50 and $60), both designed by Norm Architects, highlight its focus on functionality, ambiance and effortless style.

The Swedish company Tangent Garment Care believes in high-quality garments. As in, the kind that last a lifetime. However, longevity requires maintenance. That’s why Tangent GC’s products are designed to gently clean and nourish your clothing. The TG1C01 4 FINE WASH ($25) is specifically developed for the cell structure of natural fabrics such as wool, silk, mohair, down and cashmere. It’s ideal for hand-washing, and is basically like taking your sweater to the spa.

Swedish design designer Alexander Lervik uses light as a source of play and interaction as well as illumination. The SENSE LIGHT SHOWN ($2,465) was made in collaboration with techno-Finnish lighting company Saas Instruments. Its seat is made of transparent acrylic that contains a strip of high-powered LEDs. It’s best enjoyed during dark summer nights, when its glowing back-and-forth motion creates a spectacular light show. He is also the designer behind the illuminated TWILIGHT BIRD FEEDER ($120) you see in our garden and the TINGEST COLLECTION OF CANDLE STICKS ($132).

Grythyttan was founded in 1895 in the rural Swedish village Grythyttan, where the family-owned company still operates and manufactures its expertly crafted steel and wood outdoor furniture. Designed by Artur Lindqvist, the AZ CHAIR ($179 AND UP) found in our garden, has been a best-selling classic since its launch in 1950 and it looks just as modern today.

In 1967, the economically savvy Swedish King Karel IX concluded that an efficient way to pay off the country’s debt would be to start up an industry that refined copper into brass. He settled on the village Skultuna as a suitable location for a brass foundry, and since then, the company has produced brass and steeling silver objects of the highest quality for both everyday use and special occasions. The modernist TULIP CANDLESTICKS (150 FOR A SET OF THREE) were designed in the 1960s by Pierre Forsell, one of Sweden’s leading mid-century silversmiths.

Relaxation is taken seriously at Skargaarden. The Swedish manufacturer creates luxury furniture for outdoor living, dining and reclining that offers maximum comfort and clean silhouettes that blend in with the natural surroundings they’re meant to be part of. The tightly curated collection includes classics like BLOM MALMEN’S MID-CENTURY RECLINER HSS ($700) and FALSTERBO, A SERIES OF ARM CHAIRS, LOUNGE CHAIRS AND SOFAS (FROM $2,455) designed by Carl Jansgärde och Jocim Wahlström.

Skargaarden

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Swedish design designer Alexander Lervik uses light as a source of play and interaction as well as illumination. The SENSE LIGHT SHOWN ($2,465) was made in collaboration with techno-Finnish lighting company Saas Instruments. Its seat is made of transparent acrylic that contains a strip of high-powered LEDs. It’s best enjoyed during dark summer nights, when its glowing back-and-forth motion creates a spectacular light show. He is also the designer behind the illuminated TWILIGHT BIRD FEEDER ($120) you see in our garden and the TINGEST COLLECTION OF CANDLE STICKS ($132).
VICTOR HASSELBLAD — THE INVENTOR

Victor Hasselblad (1906 – 1978) was the wayward son who transformed his family’s business, F.W. Hasselblad & Co., from a successful local camera trading company to the world’s most revered camera manufacturer. His first major invention occurred in 1940, after he had broken off from the Hasselblad business and opened his own company. Victor Foto. With WWII raging on and Germany on the verge of invading Sweden, the Swedish government approached thirty-four-year-old Victor and asked him if he could produce a replica of a recovered German aerial surveillance camera. Legend has it that Victor responded “No, but I can make a better one.” That year, Victor began reverse engineering the German camera and designed what would be the first Hasselblad camera, the 100 K. In the next few decades he went on to create the groundbreaking Hasselblad system, which featured top-quality consumer cameras that were built on the principles of modularity, versatility, reliability, and last but not least, beautiful design.

LEE FRIELANDER — THE VOYEUR

The mostly self-taught photographer Lee Frielander (born 1934) is known for taking evocative and poignantly composed pictures that document the beauty and ardor of modern life. His images are often shot from a detached and somewhat voyeuristic point of view—they often feature his own reflection and shadow—but each of his subjects is portrayed with humanity and dignity. Working mostly with a medium-format Hasselblad camera, Frielander moves around the world to capture fleeting moments on the street or views from a car window. But he also takes quiet studies of landscapes and nude bodies. Most famous nudes are see of a young, fresh-faced Madonna, taken in 1979 when she was an unknown dance student. The unflinchingly candid images reveal the young artist’s unsheltered beauty, and are possibly the sweetest pictures ever taken of her.

ANSEL ADAMS — THE REFORMER

Few artists have been more enduringly admired than Ansel Adams (1902 – 1984), and few championed their favorite cause more effectively than he did. The master landscape photographer reinvented the way the camera was used by taking lush, dramatic images of panoramic vistas that were closer to paintings than photos. But he also changed the way we looked at nature by elevating the magnificence and beauty of America’s National Parks in his images. Adams was an ardent advocate for wilderness preservation, and his work played a seminal role in launching the first broad-based citizen environmental movement. His passion, optimism and passion for nature lives on in his photographs, which have become American classics.

NEIL ARMSTRONG — THE ASTRONAUT

What would we think of space if we had never seen pictures taken from it? Would we even be able to comprehend its existence? We’ll never know; because on July 20, 1969. Neil Armstrong took a two-hour-and-30-minute moonwalk accompanied by a Hasselblad 500EL camera. The result was a series of surreal and stunning photographs of a stately, beautiful lunar landscape set against the Milky Way and the endless darkness beyond. As the bulky figure of Buzz Aldrin bounces around on the craggy surface in movements that are simultaneously awkward and triumphant, this photo session did something even larger than documenting a realm that exists outside our planet: It captured man’s never-ending determination to conquer and modify nature.

I want you to make fashionable luxury leather goods, all you have to do is to do it really, really well for a long, long time. Harry was founded in 1837. Böle Tannery was established in 1899. Both companies make handcrafted products that are meant to last a lifetime and both create custom goods for royalty. But the similarities pretty much end there. Böle Tannery will never sell ties in airports or take out double-page ads in Vogue. Because by stubbornly sticking to what they know, they have managed to make customers come to them—to a tiny Swedish village along the banks of the Pite river just south of the Arctic Circle.

BÖLE TANNERY

Cut from one single piece of naturally colored vegetable-tanned Swedish cattle leather, the Böle tote bag is the epitome of luxurious simplicity. It features exterior stitching that provides long-lasting durability and a handy inside pocket. Carry it by hand or shoulder with the detachable shoulder strap.

This apron is a slightly refined version of the classic tanning apron that has been worn by Böle’s master tanners since 1899. It features robust leather straps that are reinforced with hand-hammered copper wedges. The apron can be customized with your initials stamped on an elegant piece of copper leather.