

MUUTO

New Nordic

Northern Living Festival 2011

Morten Kaaber – Brand Manager, Muuto

MUUTO

New Nordic

FOUNDED IN 2006

PRODUCER OF FURNITURE, LIGHTING AND HOME ACCESSORIES

EXPORT TO MORE THAN 45 MARKETS

DANISH DESIGN PRODUCER OF THE YEAR 2007 AND 2008

NEW NORDIC DESIGN AGENDA

- SCANDINAVIAN DESIGN DNA
- THE GOLDEN ERA
- A DECLINE?
- THE NEW ERA – NEW NORDIC
- MUUTO

SCANDINAVIAN DNA

MATERIALS

CRAFTSMANSHIP

WEATHER

RESULTING VALUES:

SIMPLE – HONEST – FUNCTIONAL

MID-CENTURY SUCCESS

- GOLDEN ERA
- HIGH PROFILE DESIGNERS
 - JACOBSEN, WEGNER, ASPLUND, AALTO
- SHORTAGE OF MATERIAL → DEMAND FOR LASTING QUALITY
- POST-WAR DEMOCRATIZATION OF WEALTH
- DESIGN FOR THE PEOPLE



AALTO VASE, 1937



WISHBONE CHAIR, 1950



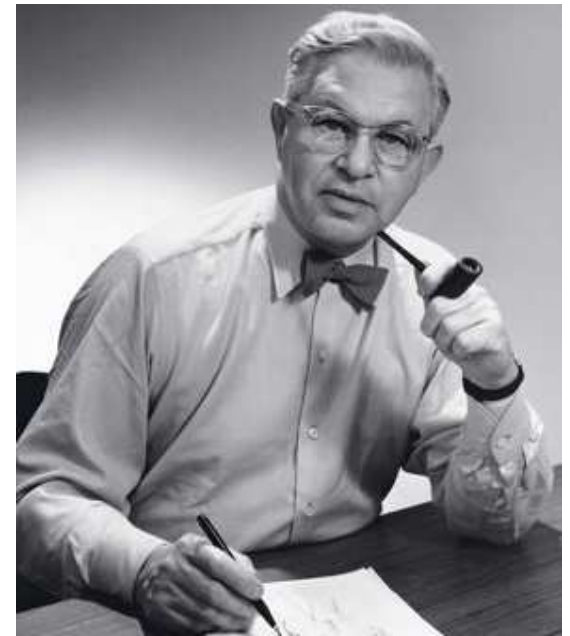
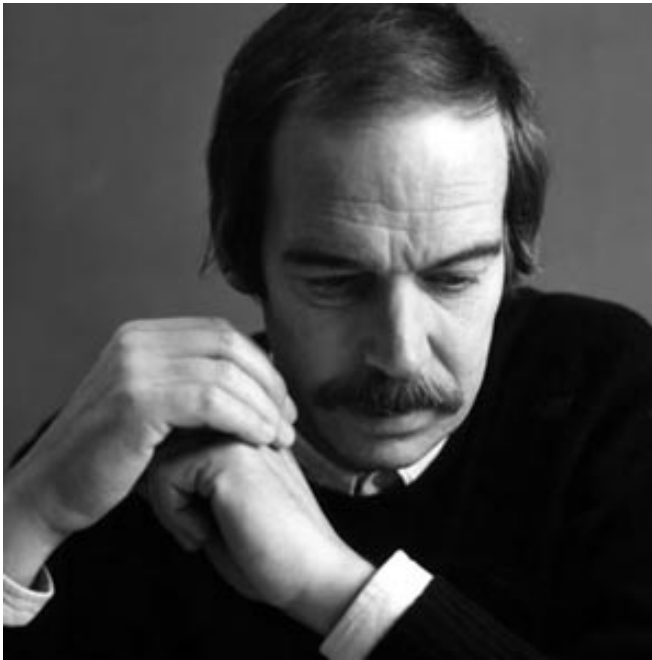
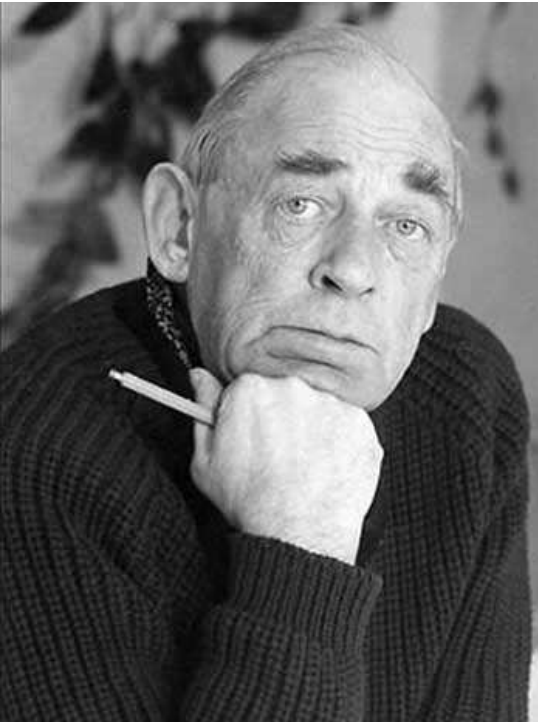
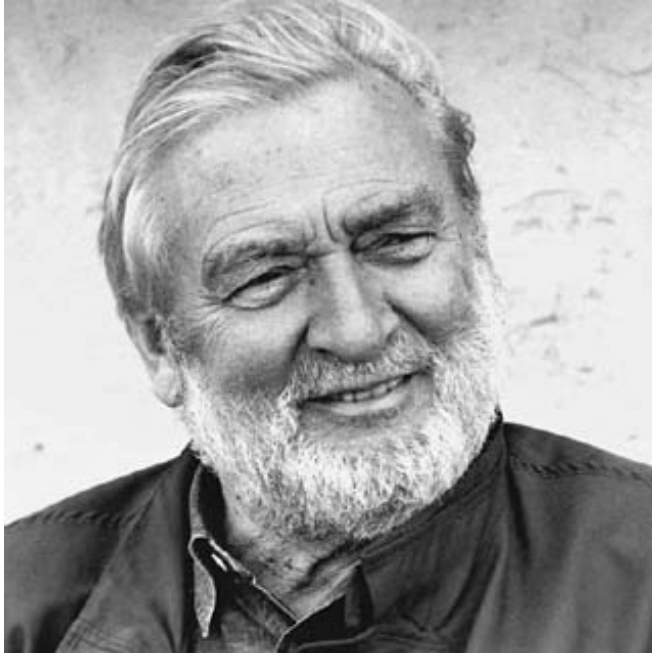
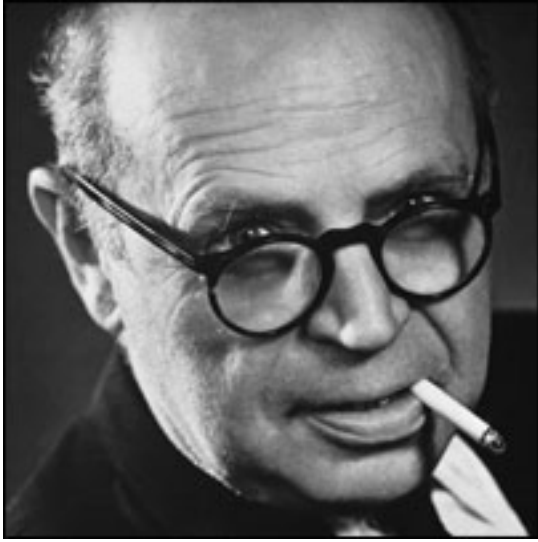
EGG CHAIR, 1956



SERIES 7, 1955



PH 5, 1958



QUIET YEARS

ZZZ...

SCANDINAVIAN DESIGN BEFORE **VS** SCANDINAVIAN DESIGN TODAY

CRAFTSMANSHIP

WIDE VARIETY OF METHODS
AND TECHNOLOGIES

WOOD AND UPHOLSTERY

VARIED USE OF MATERIALS

LOCAL

GLOBAL INFLUENCE, MEDIA,
PRODUCTION AND DISTRIBUTION

FEW DOMINATING DESIGNERS

MANY DESIGNERS WITH DIVERSE
BACKGROUND, PHILOSOPHIES
AND PERSONALITIES.

SLOW PRODUCT DEVELOPMENT

SPEED – FAST DEVELOPMENT –
RAPID PROTOTYPING –
FREQUENT LAUNCHES

THE SECOND WAVE – NEW NORDIC

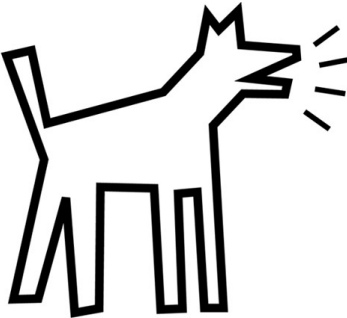
DESIGN
Stockholm
HOUSE

MUUTO
NEW NORDIC

SWEDESE

& tradition[®]
COPENHAGEN

HAY



normann

WHAT'S IN A NAME?

OUR NAME IS OUR MISSION STATEMENT

MUUTO from the finnish word muutos:

CHANGE OR NEW PERSPECTIVE.



FROM OUR MISSION STATEMENT

Muuto is striving to expand the Scandinavian design tradition through new and original perspectives. We want to bring Scandinavia back as the World's leading region of design.

BY THE LEADING SCANDINAVIAN DESIGNERS



“To us good design starts with the person. We handpick the brightest talent in Scandinavia and give them the freedom to express their individual story through everyday objects”

**FURNITURE
LIGHTING
ACCESSORIES**

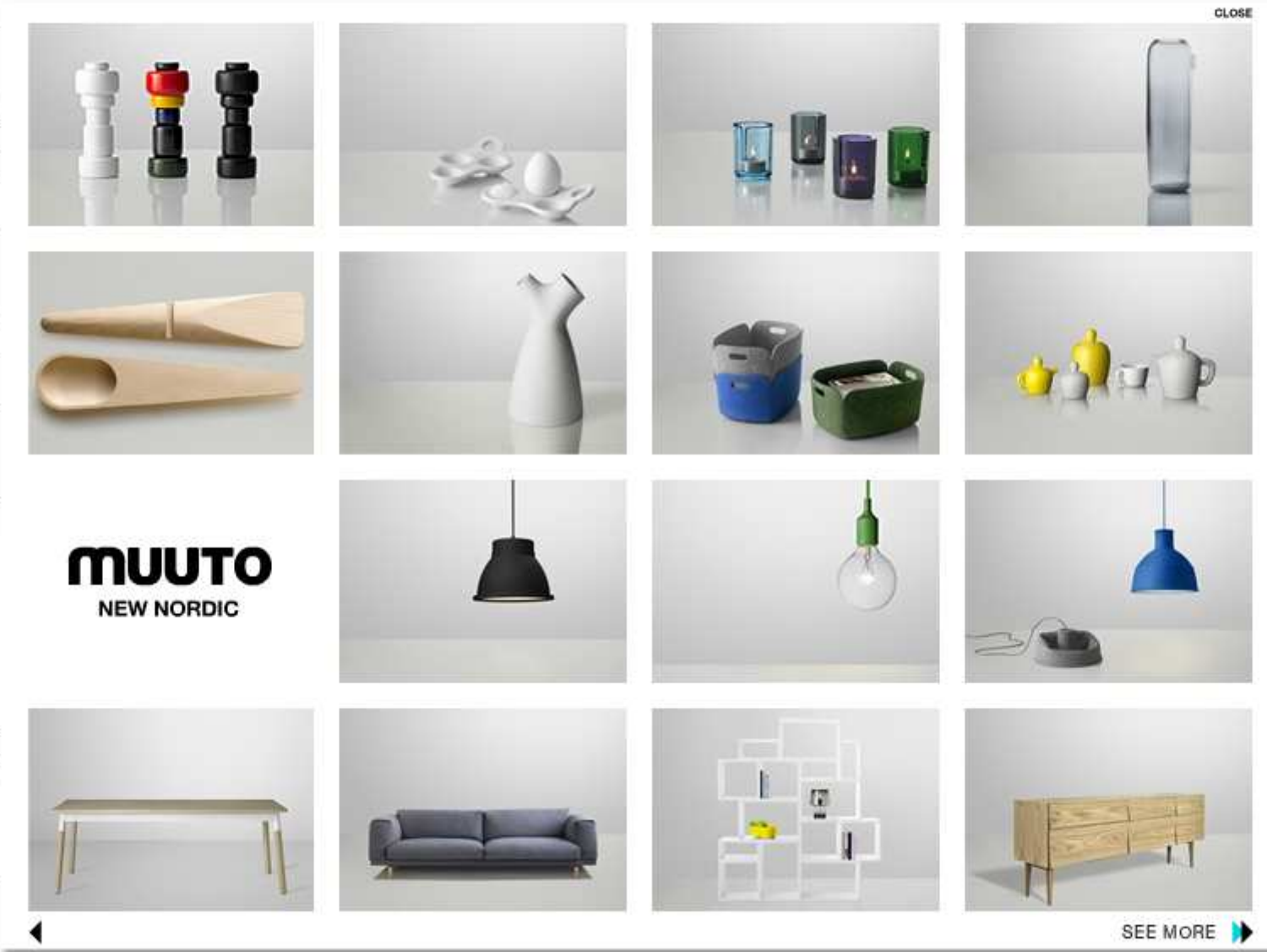
MUUTO
NEW NORDIC

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CONTACT
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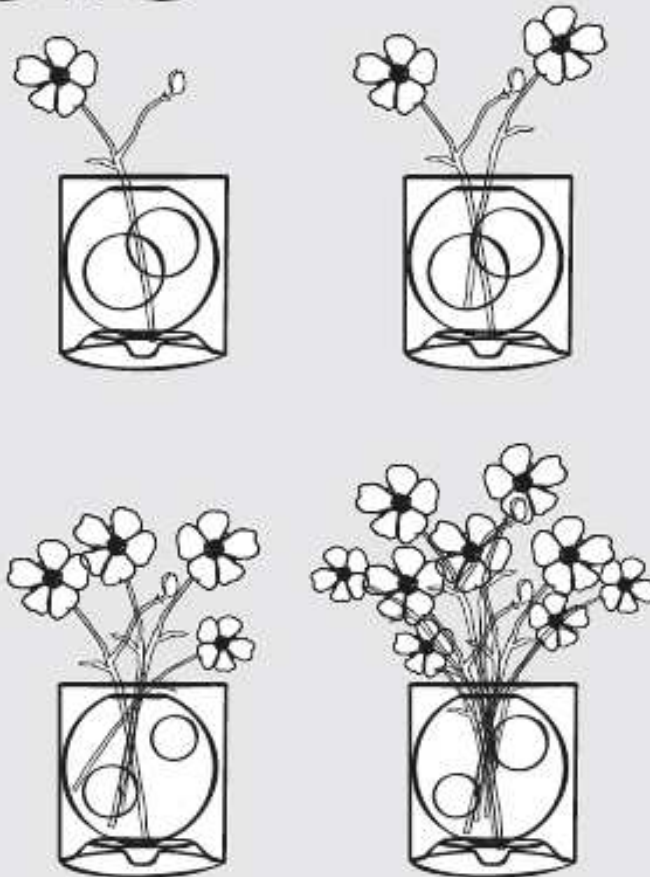


|||||

**MATTI
KLENELL
FOUR
FLOWER VASE**



ONE VASE FOUR OPTIONS



*turn ball to create four
different sized vases*

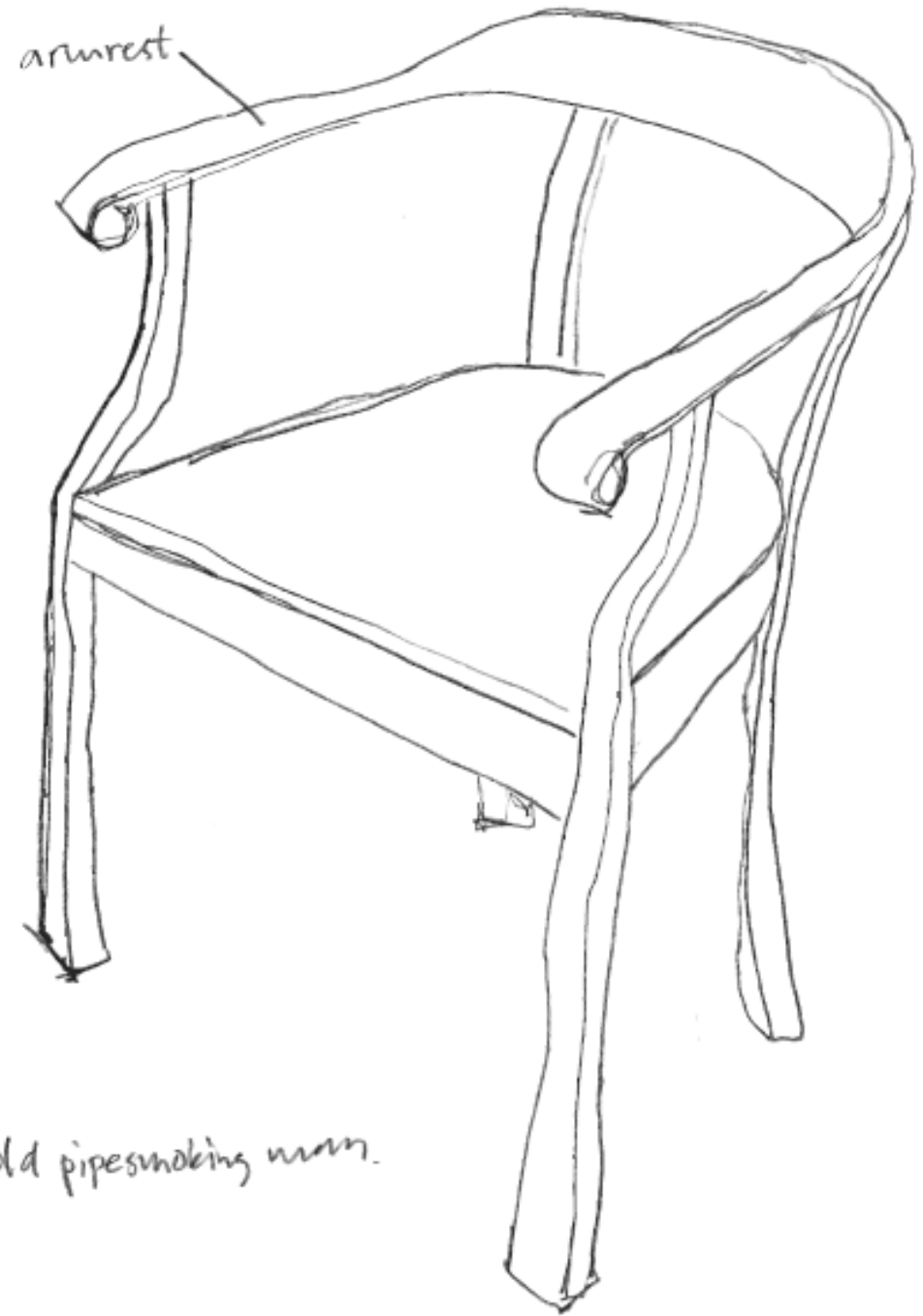




**JDS ARCHITECTS: BIG-SCALE ARCHITECTURE
APPLIED TO SMALL-SCALE OBJECTS**

JDS ARCHITECTS
STACKED
SHELF SYSTEM





old pipesmoking man.



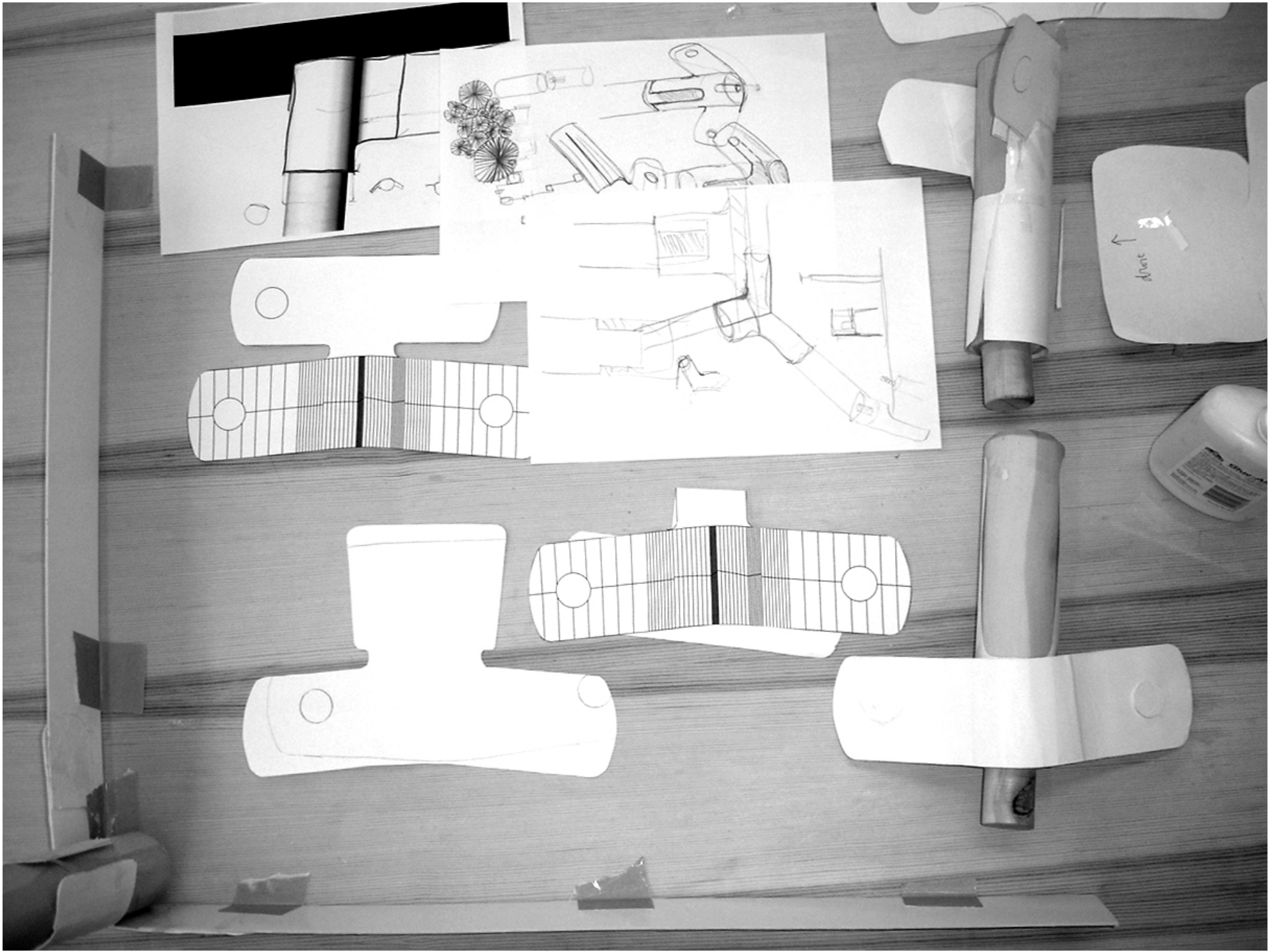
JENS FAGER

Raw candelabre

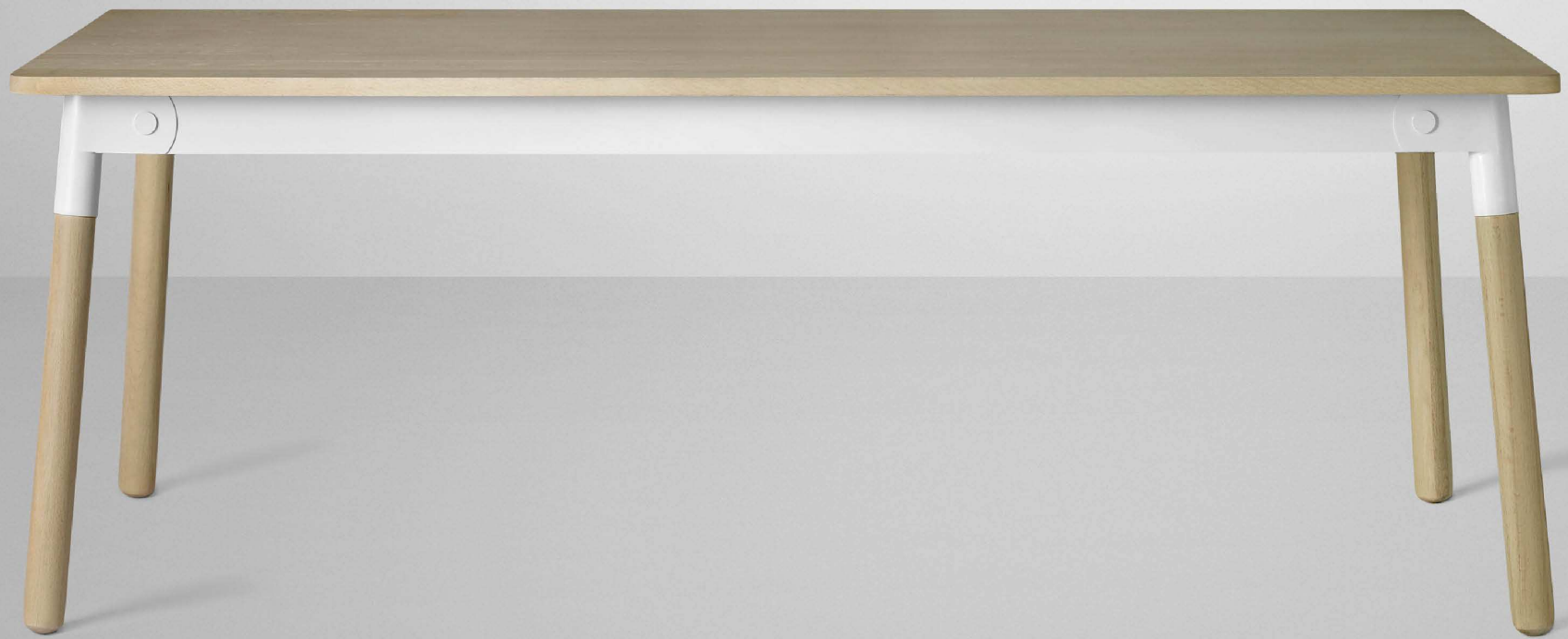


JENS FAGER
RAW
CHAIRS





TAF ARCHITECTS
ADAPTABLE
TABLE





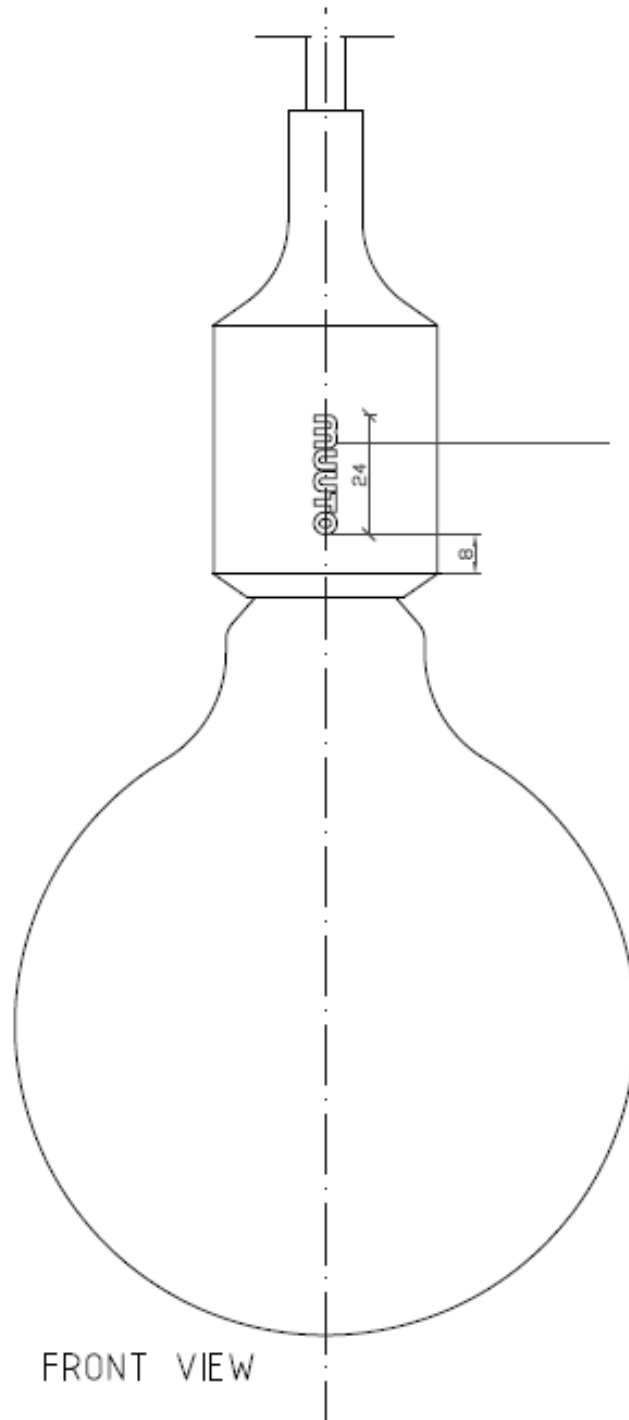
TAF

ARCHITECTS

*Adaptable
Table*



MUUTO



FRONT VIEW

MATTIAS STÅHLBOM

E27

PENDANT
LAMP



MATTIAS STAHLBOM

E27
Pendant lamp



Ein Stück für MUUTO 2008

MUUTO







MILUTO TALENT AWARD
WINNER
2009





THANK YOU

muuto
NEW NORDIC