

DISTINCT AND WELL-DEFINED: DESIGN FROM SCANDINAVIA

SPORTING SIMPLICITY, FUNCTIONALITY AND STRAIGHT LINES, THE JEWELRY AND DESIGNS FROM SCANDINAVIA SPEAK A CLEAR LANGUAGE. IN ADDITION TO PRESENTING SOME EXAMPLES FROM THE CURRENT COLLECTIONS FROM UP NORTH WE RECOMMEND YOU TO READ OUR INTERVIEW WITH DR. LAURA LARES, CEO OF THE LAPONIA CULT BRAND, WHO TALKS NOT ONLY ABOUT JEWELRY DESIGN BUT ALSO ABOUT THE JEWELRY PREFERENCES OF SCANDINAVIAN WOMEN. WE ALSO FOUND IT VERY INTERESTING WHAT THE MEMBERS OF LAPONIA'S MOTLEY TEAM OF DESIGNERS HAD TO SAY WHEN WE ASKED THEM "WHAT IS TYPICALLY SCANDINAVIAN?" AND WHAT WOULD YOU SAY?

ALLURINGLY FRESH

LAURA LARES TALKS ABOUT HER COUNTRY IN GENERAL AND JEWELRY IN PARTICULAR



What is typically Scandinavian for you?

For me, the most distinctive characteristic of Scandinavia is functionality. Here in the north we all have a passion for, as well as the ability to "make everything work". Be it our society, social services, transportation, bureaucracy, our everyday life or the latest technologies, we expect that everything runs smoothly, efficiently and without complications.

Which design feature is typically Scandinavian, both in general and with regard to jewelry in particular?

What crosses my mind here first is functionality again, referring to both. Also, the well-known purism of Scan-

dinavian design is the result of a mindset focused on functionality, combined with a well-developed sense of aesthetics.

Where are the roots of Scandinavian jewelry design?

They go back very far into history. Scandinavians have a particularly well-developed tradition of jewelry making that was started by the Vikings, the Laps (actually the Sami) and other peoples of the Nordic civilization. As early as in the time of the Vikings jewelry was traded worldwide, thus influencing the jewelry designs of other cultures and in turn being influenced by them. The puristic Scandinavian design can, in part, also be interpreted as a counterpoint to the ornamental richness of other jewelry traditions. Jewelry whose design is inspired by finds from historic graves, combined with the latest fashion, is very popular in many Scandinavian countries.

What do you think are the most important differences between Scandinavian jewelry design and that of other countries?

What I think stands out – in addition to functionality – is the use of a wide variety of colors and straight-lined gradations of hues, not only

by including gemstones but also by combining different gold and silver nuances. It is hard to describe, but a Scandinavian piece of designer jewelry can often be recognized by details that we perceive as alluringly fresh, but would be perceived as reserved by a different audience.

What are the occasions for which Scandinavian women put on jewelry?

Actually, there are three occasions for wearing jewelry. On the one hand, people wear pieces they hold dear to let their thoughts wander off to their sweetheart. On the other, they wear it in their professional lives to underline their status. And then they wear their most precious pieces on festive occasions such as weddings, galas and other festive events.

How much of an impact does the Lapponia brand have on the development of Scandinavian jewelry design?

Lapponia has been an excellent example of innovative Scandinavian design for 50 years now, both in Scandinavia and abroad. Every sector needs its trailblazer that breaks new grounds. People often tried to copy Lapponia, but it is extremely difficult to copy heartfelt passion.

What has changed since the great success of Scandinavian jewelry in the 1970s?

The world has changed. The number of locally and internationally active jewelry manufacturers has increased markedly, offering collections for all tastes. What's surprising in this context, however, is that only few jewelry brands know how to stand out with unmistakable designs combined with excellent goldsmithing craftsmanship. Unfortunately, many people regard individual design and high-quality goldsmithing craftsmanship as incompatible, which I think is a shame.

How do you want to run the Lapponia brand in the future?

By passionately searching for new paths in the jewelry world and boldly venturing onto them. We won't compromise and won't yield to the demand for mass products either but instead continue to support the inimitable Lapponia designers.

Thank you very much for this conversation.

Interview: Petra Bäuerle

"FOR ME, TYPICALLY SCANDINAVIAN IS...."

We asked Lapponia's designers – creative minds from both Finland and all over the world – about their opinion.



BJÖRN WECKSTRÖM/FINLAND

"For me, typically Scandinavian is the fact that the culture here is based on wood in contrast to the cultures of Central and Southern Europe, which are based more on stone. It is a fact that we have been living in wooden houses for generations and use many wooden articles of daily use. Likewise, Scandinavian design has been influenced by the strong everyday presence of nature. This is what made it what it is: organic, puristic and functional."

ZOLTAN POPOVITS/HUNGARY

"I just watched an Olympic Winter Games medal award ceremony for the men's 50 km skiing marathon. The winners were just receiving their medals when they noticed their last competitor, a lone athlete from Macedonia, crossing the finishing line, half an hour after all the others. There was nobody left to greet him with cheers. The gold and silver medal winners, both Scandinavians, jumped from the winners' podium, ran to meet him and pulled him up to the podium to share the jubilation of the enthusiastic crowd with him."



PEKKA HIRVONEN/FINLAND

"For me, Scandinavian design unites puristic shapes and perfect craftsmanship. The shapes are often influenced by the nature around the northern polar circle. The interplay of the seasons there inspires all of us designers. In addition to purism, Scandinavian design is also characterized by a remarkable functionality that is almost carried to perfection."



CHAO-HSIEN KUO/TAIWAN

"I associate the color white with Scandinavia. The purity of birch bark, the sweetness of wild strawberry flowers, the fragrance of lilies of the valley and the gracefulness of woods covered in snow."

CHRISTOPHE BURGER/FRANCE

"From the beginning, the Scandinavian look of Lapponia jewelry caught my eye. Paradoxically, this is exemplified in particular by the contrary styles of Björn Weckström and Poul Haavgaard. Both their styles are abstract by keeping the necessary distance to their respective source of inspiration (nature and the human body). They clearly illustrate what, from our point of view, unites Scandinavian design so unmistakably with "the north": The pure white of snow, vibrations on a frozen water surface...." ■■■■



JEWELRY FROM SKANDINAVIA:

THE BRANDS WHICH ONE KNOWS



INDIVIDUELLE RINGKOMPOSITION „FUSION“ VON GEORG JENSEN IN GOLD 750 UND BRILLANTEN.

ARMBAND „REGITZE“ VON GEORG JENSEN, DESIGN: REGITZE OVERGAARD IN SILBER 925



ARMBAND „SWEET DROPS“ VON OLE LYNGGAARD COPENHAGEN AUS LEDER MIT AUSTAUSCHBAREN SWEET DROP-ANHÄNGERN



BROSCHÉ „SUMMER ROMANCE“ VON LAPPONIA, DESIGN: CHAO-HSIEN KUO, IN SILBER 925

OHRRINGE „ELISA GOLD BLUE“ VON ARENA COPENHAGEN, SILBER 925 VERGOLDET, CHALCENDONY-NATURSTEIN BLAU



RINGKOMBINATION „SURPRISE PARTY“ VON SPINNING JEWELRY. SAMMELRINGE IN GOLD 333 UND SILBER