ANALYSIS OF THE IMPACT OF TRADITION AND TRADITIONAL SKILLS OF PRODUCTION ON THE HISTORICAL DEVELOPMENT OF SCANDINAVIAN DESIGN

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ABSTRACT

The specific socio-historical, cultural-anthropological and economic conditions in Scandinavia have determined the appearance and development of a unique, functional-aesthetic concept of expression through design, which has established itself, in the overall European hierarchy of design, as a prestigious emanator of many styles that appeared later on.

In the second half of the 20th century, the intensive development of technology and industry have given rise to design and visual communication as forms of non-verbal, visual conveyance of attitudes and visions. Such conjunctural rise of technology and industry, as well as visual communication as a social practice, have naturally imposed her standards and parameters as a necessary criterion in the evaluation of all forms of artistic expression that is of visual character, including interior and furniture design. The context of treating a certain design concept from the aspect of a wider social function must take into account the interactive relationship between the design and the ambient of its appearance.

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