

ARTS AND
CRAFTS

AT THE SWEDISH
CHICAGO EXPOSITION
1933

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By
Bengt Lundberg

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INTRODUCTION

SINCE THE EXHIBITION of Swedish Contemporary Decorative Arts at The Metropolitan Museum of Art in New York, in 1927, which later was transferred to Chicago and Detroit, the whole world has passed through, and is still in, a great financial crisis, which has had a severe reaction on our daily life.

The Exhibition in New York 1927 showed a sequel to the exhibits in the Swedish Pavilion at the International Exposition of Decorative Arts, held at Paris in 1925. They all showed the highest artistic

creation with special stress laid on the decorative treatment, not only the unique luxury objects but also the products for every day use.

Why Swedish Arts and Crafts have had the pleasure to note many tokens of understanding and appreciation while on show in foreign countries, is due to the artistic talent of high order in combination with most complete technical resources. The Swedish manufacturer fully understands the importance of an intimate collaboration between the workman and the artist, and this will be obvious after reading the historical data of the different factories represented in this catalogue.

But time changes. If arts and crafts are to be entitled to exist, they must not concentrate on breaking their own record from a technical or artistic point of view. Working only on that line it soon loses the track leading to the actual goal, that of providing the masses of the people with glass, ceramic, furnitures, silver and textile of high quality at reasonable prices. Industrial arts and home-crafts have to follow the old rule »Supply and demand!»

The economical conditions are changed all over the world. The wealthier class have had to limit their expenses, but they still have the inherent requirements of standard. Thanks to social inversion a greater mass of people now understands and appreciates an object of quality and good craftsmanship,

and prefers to buy these to inferior quality products, if available at the same price.

Ph. Doc. Gregor Paulsson, Commisioner-General of the Exposition in Stockholm 1930, was foreseeing the effect of these events and how they would affect the arts and crafts industries. The program set up for this Exposition was very strict and no compromises were tolerated. Consequently while carrying this scheme through, and even during the Exposition, it was severely criticized by the opponents. This criticism was perhaps mostly based on lack of comprehension or misunderstanding of the fundamental motive.

Among most of the exhibits at the Stockholm Exposition one could see that the manufacturers had acted in sympathy with the idea. Mass production in the line of industrial arts was now led into a new furrow. By competitions and experiments in the factories, the furnitures-makers produced new, practical and good looking »standard»-furniture. The glass-works also listened strictly to the program of mass production. Some received fine results by competitions, others put their best artists to work on the task, and with continuance of the high standard and old reputation of the works, they were able to produce an inexpensive product of quality. It was the same with the ceramic factories, and even the home-loyd industries saw the advantages and have

since changed over to a production laid on more realistic base.

Time passes on quickly, and there are very few, to-day, of those who criticised the Exposition in 1930, who are still so violent in their reaction. They now understand and fully realize the immense importance the strict program of the Exposition had on the Swedish Industrial Arts and Homecrafts.

The seed that was sown in 1930 has grown strong, and it is the latest crop now exhibited at A Century of Progress Exposition in Chicago 1933.

Those who expect to find luxuryobjects in glass or furnitures, silver or textiles will probably feel disappointed, and will perhaps think that the high-class Swedish Arts and Crafts Industries are forever gone. This is, on the contrary, not the case, but the manufacturers of to-day, take pride in leading the way in attacking what is really the vital problem in the lives of the great masses of the people in Sweden, applying articles for everyday use of high workmanship, technical and artistic quality, in the homes of the poor as well as the rich.

BENGT LUNDBERG.

C E R A M I C S

Bobergs Fajansfabriks Aktiebolag.
Designed by Ewald Dahlskog.



Bobergs Fajansfabriks Aktiebolag

Address: Gefle

Manager: John Boberg

Technical expert: Gösta Boberg

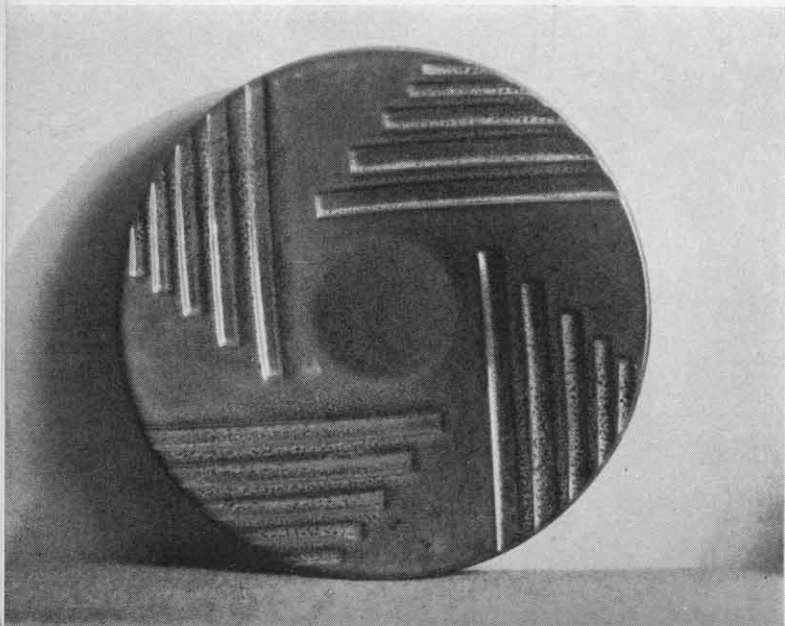
Designers: Eva Björk, Ewald Dahlskog,
Maggie Wibom.

1

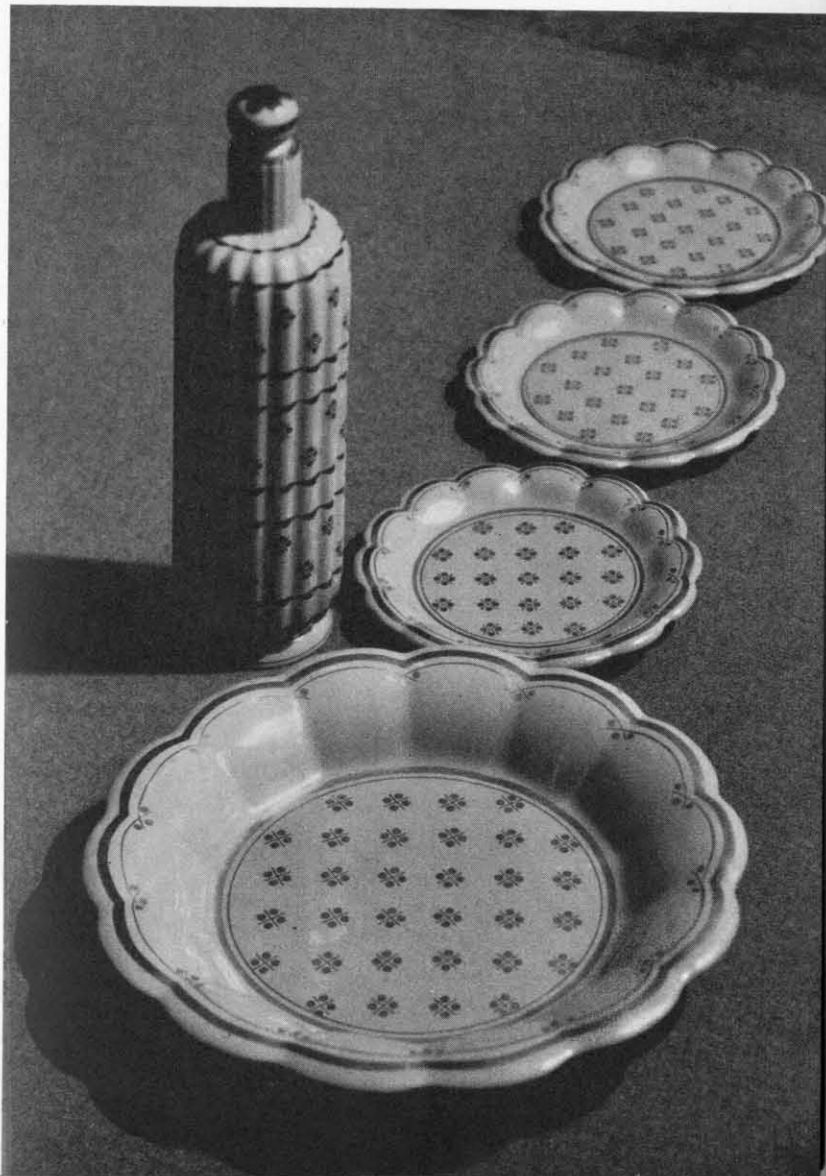
The company was founded in 1878. The production was chiefly earthen ware goods. In collaboration with the Swedish Association of Arts and Crafts, the well known artist Ewald Dahlskog was engaged by the Company. His faiences are of simple and bold form and represent, with their angularity and their fine glaze effects, a striving for form in the more modern spirit.

Exhibits: Household and decorative faience and flower-pots.

Designed by Ewald Dahlskog.



Gefle Porslinsfabriks Aktiebolag.
Designed by A. C:son Percy.



Gefle Porslinsfabriks Aktiebolag

Address: Gefle

Manager: Wald. Meyer

Technical expert: B. Holmström

Designers: A. C:son Percy, I Johnsson

Retail agent: The Swedish Arts and Crafts
Company, 161 East Ohio Str., Chicago.

2

In 1860 Gefle Porslinsfabrik started as a manufacturer of tiles and earthen-ware goods. After 1910 the factory chiefly produced dinner services and decorative pieces; that factory burnt down in 1912. Rebuilt in a modern technical way, Gefle Porslinsfabrik collaborated with the Swedish Association of Arts and Crafts, and the result was that the famous painter Arthur C:son Percy was engaged as designer in 1923. He devoted himself to design simple but good looking and inexpensive dinner services and coffee-sets. He shows a great talent in this line, but perhaps his artistic feeling for material is greater in the more expensive services. Some of these have a little reminiscence of the 18th century Swedish faience, and the artist has here created some of the very best things in modern dinner services. The decorative urns and vases show a baroque richness in line and treatment of the material. Among the services perhaps »Celadon» is one of the most interesting as it dates from this year 1933.

The sculptor Ivar Johnsson has collaborated with Gefle Porslinsfabrik and has made some very interesting pieces in earthen-ware.

Exhibits: Services and decorative pieces in earthen-ware.

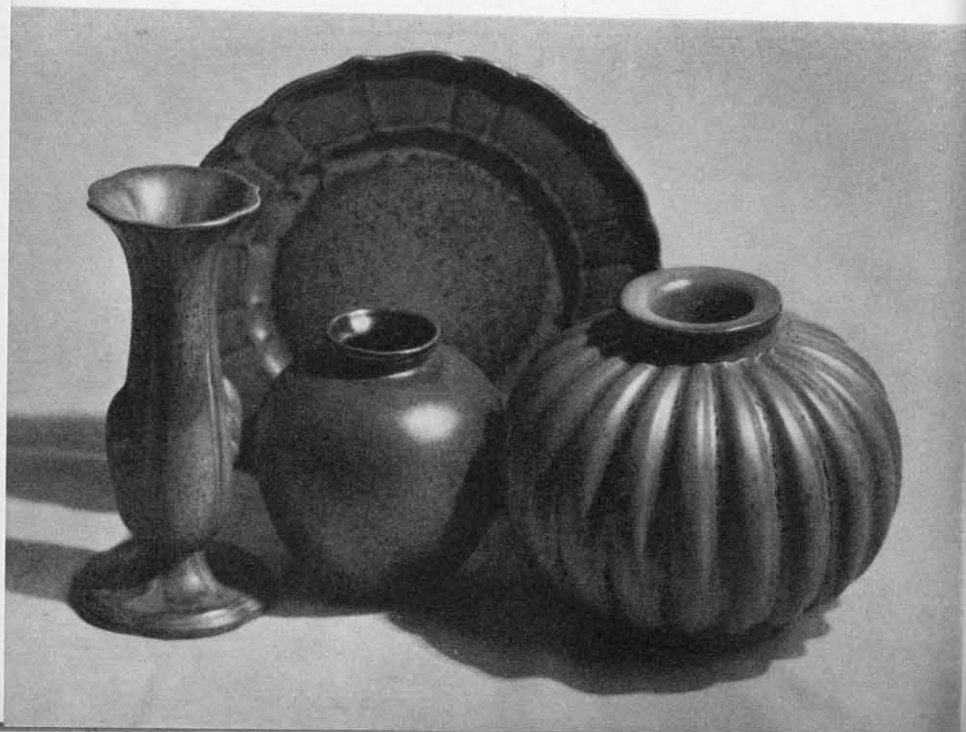


Services »Silverstjärna» and »Celadon».
Gefle Porslinsfabriks Aktiebolag. Designed by A. C:son Percy.





Teaset. Decorative pieces.
Gefle Porslinsfabriks Aktiebolag. Designed by A. C:son Percy.



Aktiebolaget Gustavsbergs Fabriks Intressenter

Address: Gustavsberg

Managers: A. S. W. Odelberg, V. Odelberg

Technical expert: A. S. W. Odelberg

Designer: Wilhelm Kåge.

3

This factory was founded in 1827 and has been in the possession of the same family for more than one hundred years. The firm also has its own forestry, agriculture and shipping business and employes about 900 men. As early as in 1860 the management saw the great advantage of having talented artists working in collaboration with the firm. But after some years the interest for the designs faded away. The second great epoch began in 1895 when the artist Gunnar Gunnarson Wennerberg was engaged by the concern and was active there until his death in 1914. In collaboration with The Swedish Association of Arts and Crafts, the famous artist Wilhelm Kåge was engaged and has been the designer for the Gustavsbergs factories ever since. From the very beginning Kåge saw the advantage of developing inexpensive services and household goods, in faience, yet not to the exclusion of the more artistic, elaborate and expensive services and decorative pieces. Among the latter there are two typical types, one called »Argenta» with green glaze and decorated with figures or patterns in gold or silver, and the other, the stone ware »Farsta» in which the variety of colours in the glaze gives a unique effect.

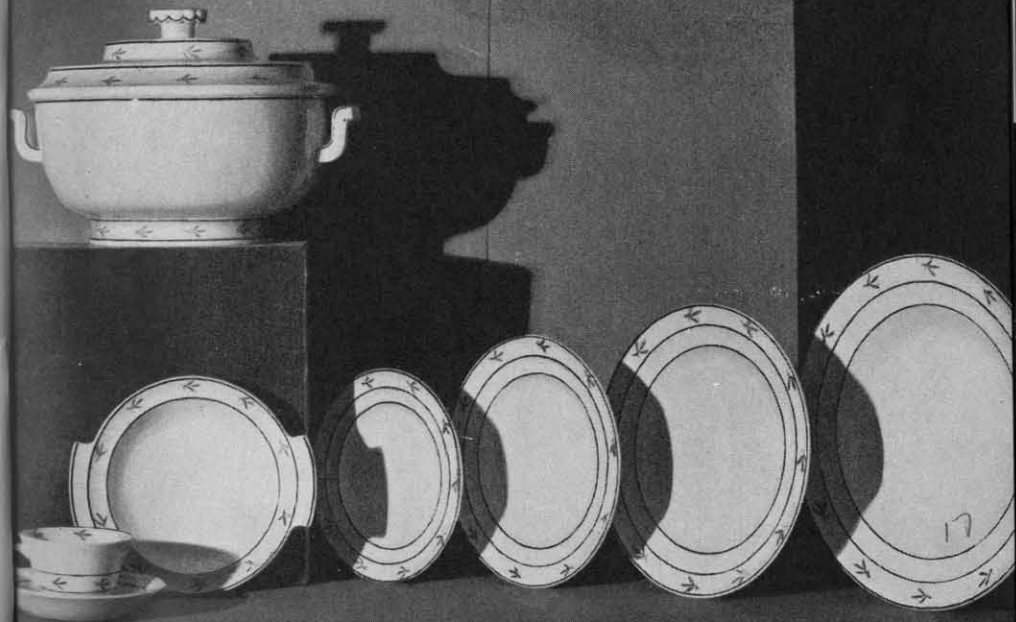
Exhibits: Services in faience, decorative pieces in
»Argenta».



»Argenta».
A.-B. Gustavsbergs Fabriks Intressenter.
Designed by Wilh. Kåge.



Service for H. R. H. Crownprince Gustaf Adolf. Faience-service »Lunch».
A.-B. Gustavsbergs Fabriks Intressenter.
Designed by Wilh. Kåge.





Faience »Grazia» and »Farsta» stone ware.
A.-B. Gustavsbergs Fabriks Intressenter.
Designed by Wilh. Kåge.



Aktiebolaget Karlskrona Porslinsfabrik

Address: Ö. Köpmangatan 1, Karlskrona

Manager: Wilh. Lundberg

Technical experts: W. Rudmark

John Johanson

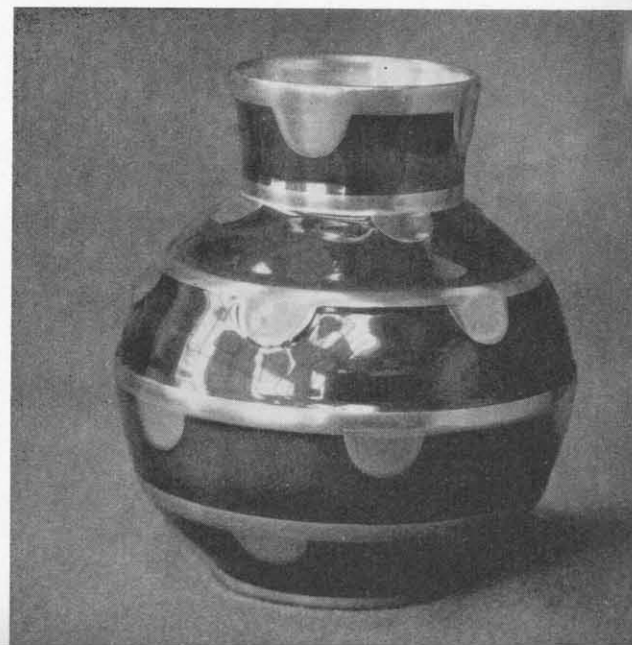
Designer: Edw. Hald

Retail agent: Swedish Arts and Crafts
Company, 161 East Ohio Str., Chicago.

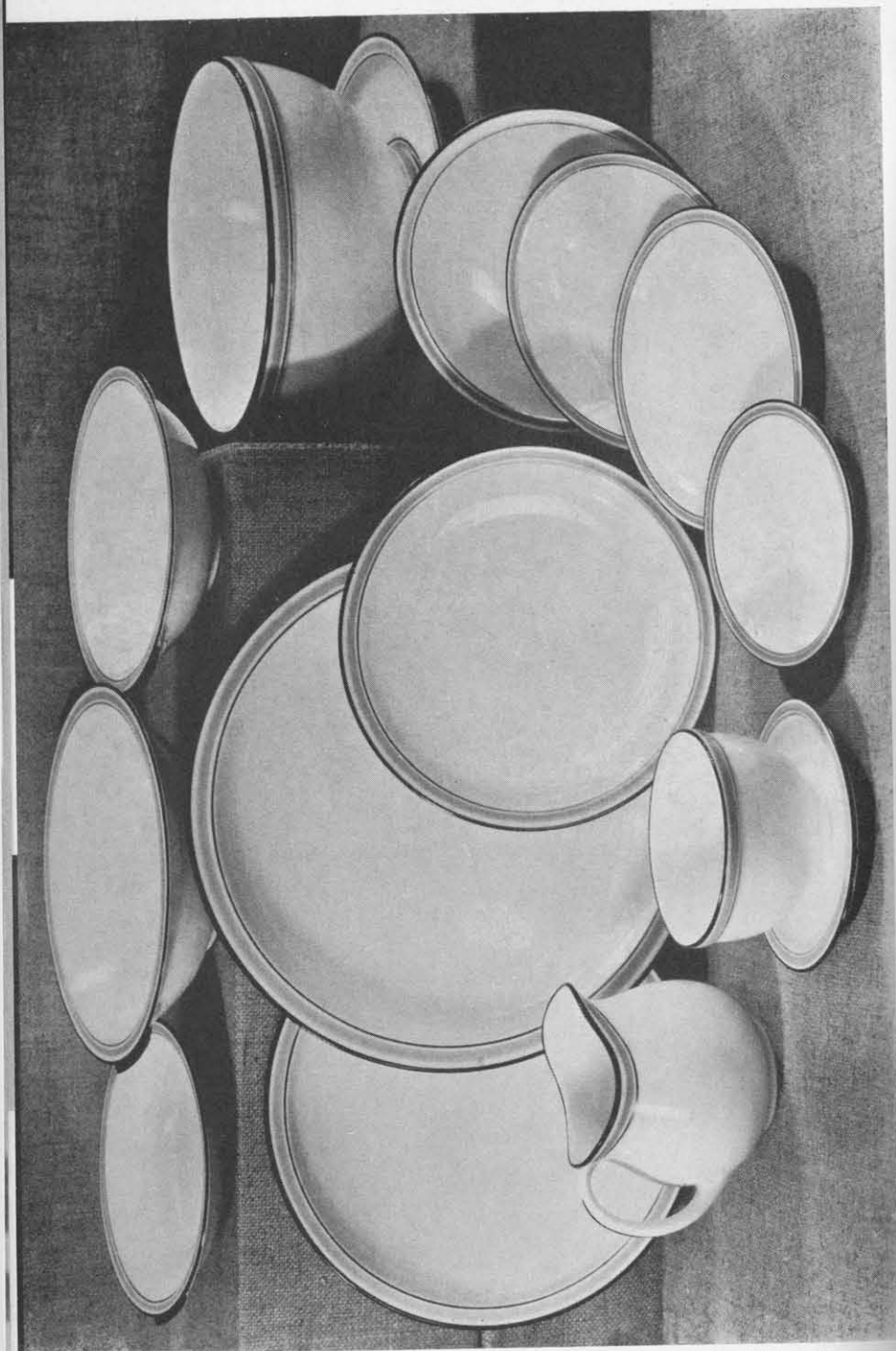
4

Karlskrona Porslinsfabrik was founded 1918 and has specialized on domestic articles in china-ware, chiefly services. The well-known artist Edward Hald started collaboration in 1924. He has designed a number of services with a fine modernistic feeling and with refined contrast in effects between the different colored glazes.

Exhibits: Services and decorative pieces in china-ware.



Vase.
Designed by Edw. Hald.



Service. A.-B. Karlskrona Porslinsfabrik. Designed by Edw. Hald.

A.-B. Lidköpings Porslinsfabrik

Owner: Rörstrands Porcelain factories
Address: Göteborg—Lidköping
Manager: Fredrik Wehtje
Sales manager: J. M. Bernström
Designer: Gunnar Nylund
Retail agent: J. H. Venon, Inc., 104 Fifth
Avenue, New York.

5

Aktiebolaget Lidköpings Porslinsfabrik is owned by Rörstrands Porslinsfabrik, which was founded in 1726, one of the oldest factories in Europe. For 200 years it was situated in Stockholm, but in 1926 was moved to Göteborg.

In 1932 Lidköpings Porslinsfabrik, in Lidköping, was bought. Gunnar Nylund was engaged by the Company in 1931 as designer. His works in stone ware, such as vases, bowls etc., show a revival of the classical and oriental among ceramic forms. Nylund has made some outstanding polychrome sculptures in stone-chamotte.

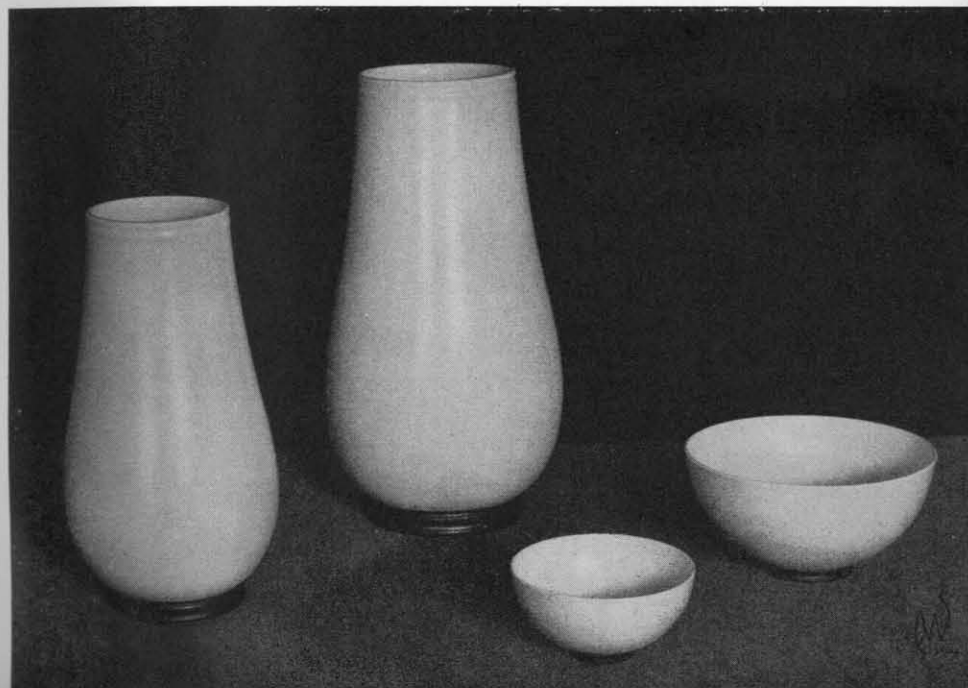
Exhibits: Services, tea and moccasets, vases and bowls in felspar-porcelain, vases, bowls, cups and trays in stoneware, sculptural work in stone-chamotte.



Vases, craqueleé, stone ware.
A.-B. Lidköpings Porslinsfabrik.
Designed by Gunnar Nylund.



»Carbo» and »Candia».
A.-B. Lidköpings Porslinsfabrik.
Designed by Gunnar Nylund.



A.-B. S:t Eriks Lervarufabriker

Address: (Erikslund), Upsala 2

Cable address:

»Lervarufabriken, Upsala»

Manager: Sten Sjöstedt

Technical expert: John Rudholm

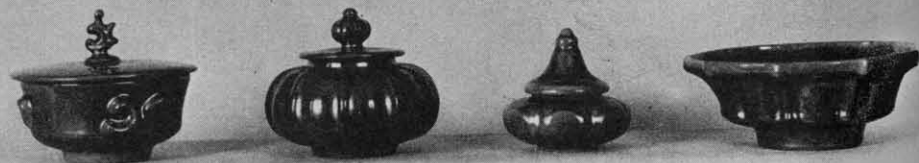
Designer: Gertrud Lönegren.

6

The factory was founded 1907, when the management of the old S:t Eriks tile-factory was taken over by S:t Eriks Lervarufabriker. Hand decorated Dutch tiles have long been a speciality, particularly the green-black glaze. The household objects and decorative pieces have taken a more dominating place during the last five years.

Exhibits: Domestic and decorative pieces in earthen ware.

Bonbonieres, fruitbowl.
Designed by Edvin Ollers.



Tabaccojar and cigarettbox.
Designed by Anna-Lisa Thomson.

Teaservice. Designed by Edvin Ollers.



Steninge Lervarufabrik

Address: Märsta

Manager: W. Thomas

Technical expert: Cornel Stürmer

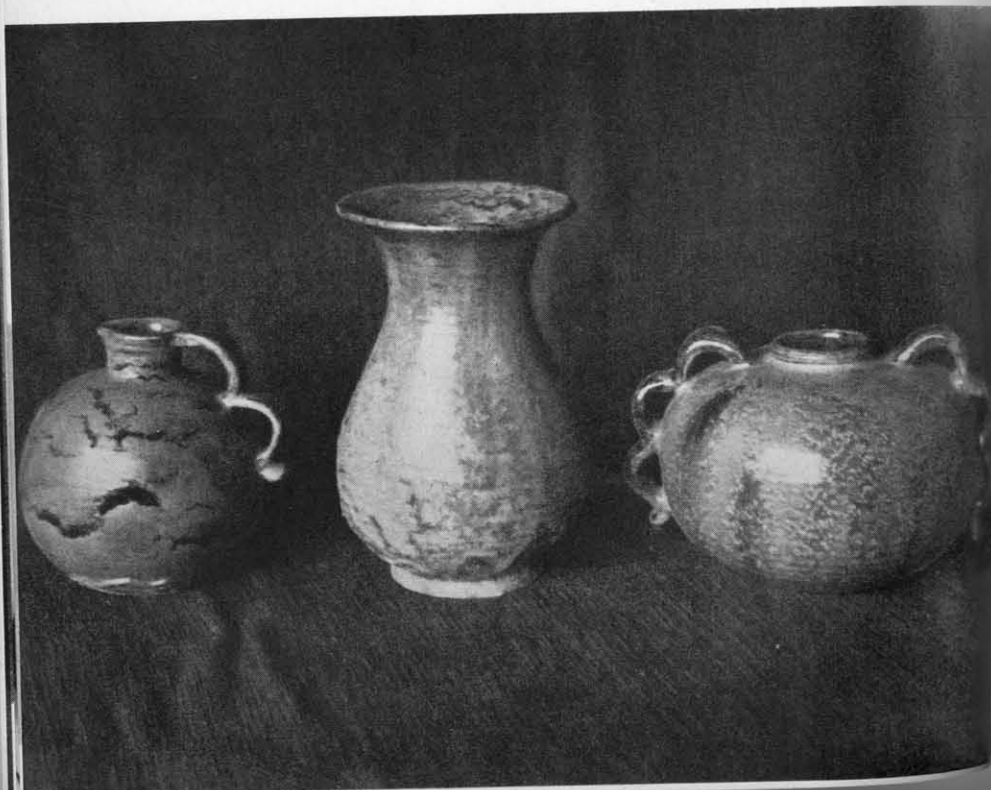
Designer: Allan Ebeling.

7

The production started in 1917 in two different factories. One for flowerpots and terracotta objects, the other for decorative earthen ware pieces. The latter was started by W. R. Thomas, son of a former American Ambassador to Sweden. The work was started to supply the needs of the extensive gardens on the estate of the owner and has since specialized on garden equipment in terracotta and decorative pieces in earthen ware.

Exhibits: Garden equipments in terracotta and decorative pieces in earthen ware.

Designed by Allan Ebeling.



Upsala-Ekeby Aktiebolag

Address: Ekebybruk

Manager: N. V. Sterner

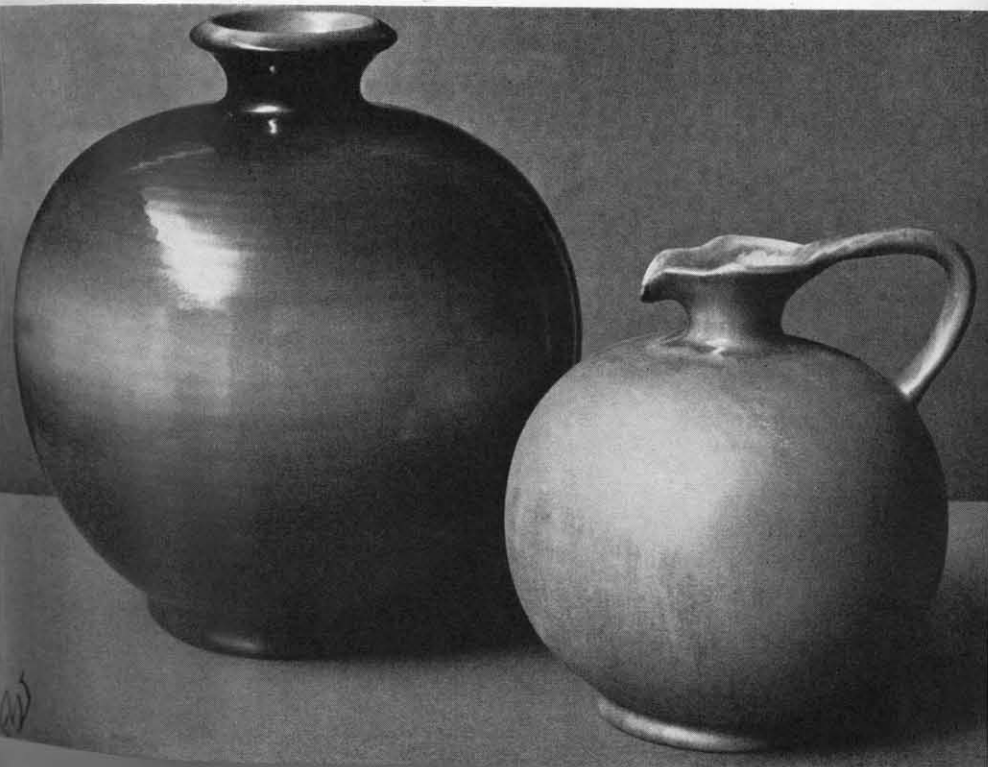
Designers: E. Luterkort, H. Östergren,
E. Böckman

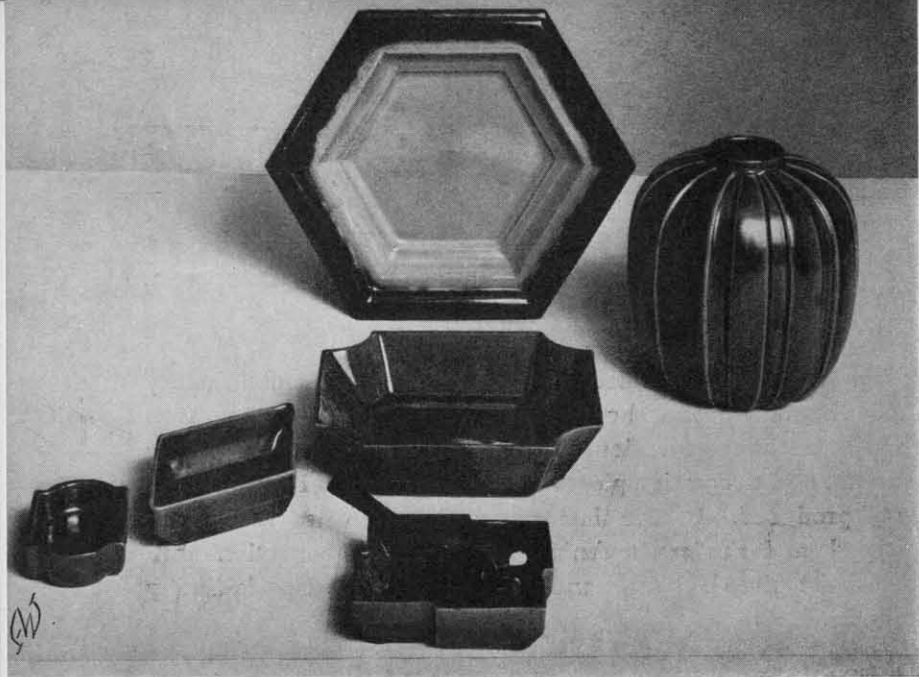
8

Upsala-Ekeby was founded in 1885 mostly as a small factory for earthen ware and the typical Swedish stoves. Since 1920 when some above-mentioned artists were engaged at the factory domestic and decorative pieces in earthen ware and even faience were produced. In the last years the factories have been enlarged and modern technical equipment in connection with good artist gives a high standing quality to the Upsala-Ekeby products.

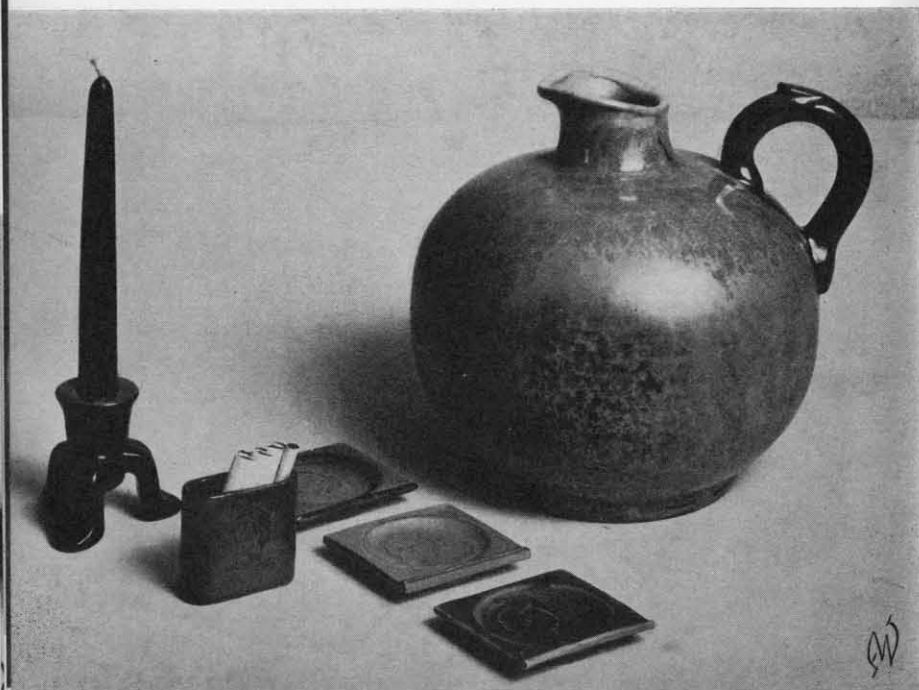
Exhibits: Vases, urns, teaset, trays, decorative pieces.

Designed by E. Luterkort and H. Östergren.





Upsala-Ekeby Aktiebolag.
Designed by E. Luterkort and H. Östergren.



Upsala-Ekeby Aktiebolag.
Designed by E. Luterkort and H. Östergren.



Aktiebolaget Chamberts Möbelfabriker

Address: Norrköping

Manager: Axel Chambert

Technical expert: Otto Chambert

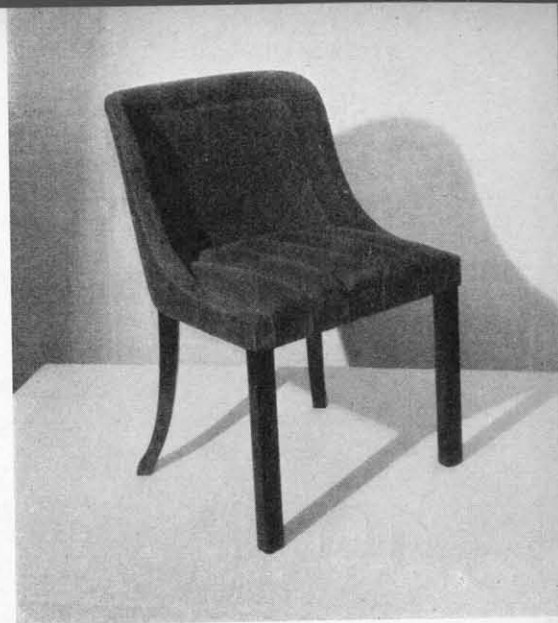
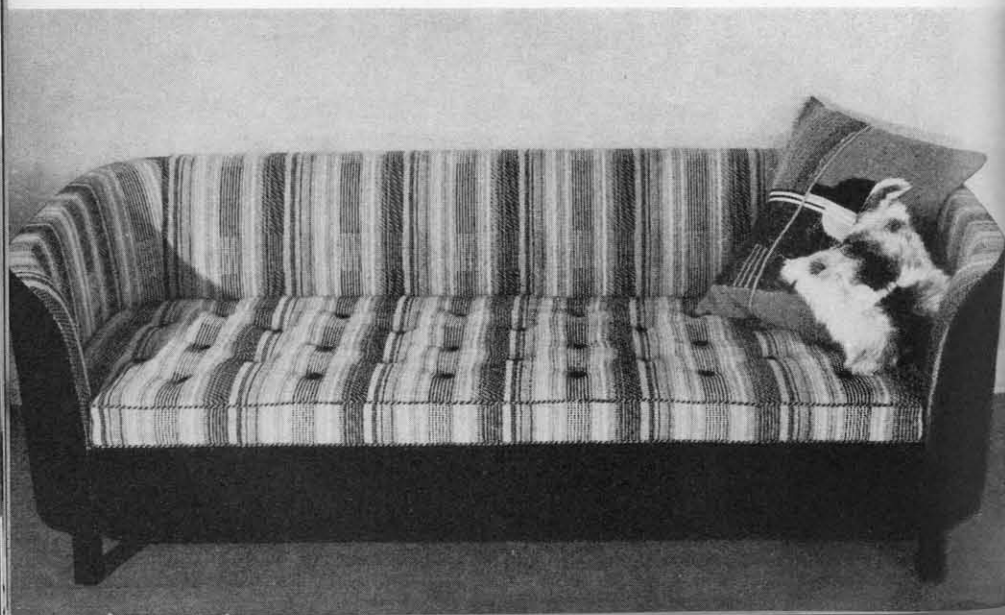
Designer: Erik Chambert.

9

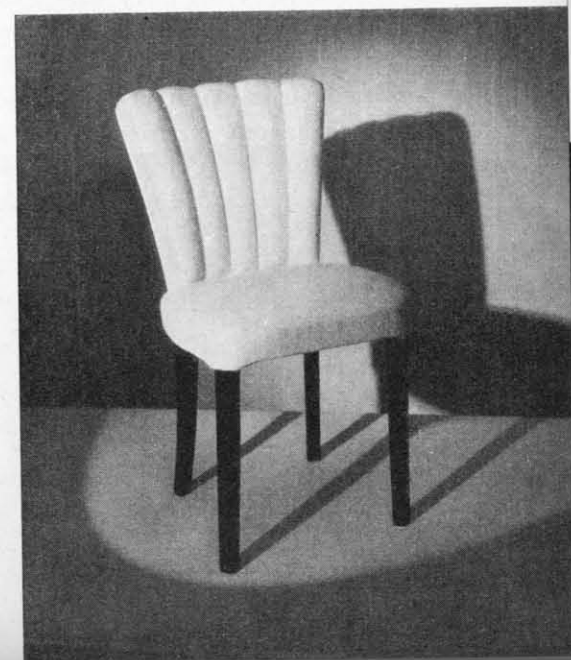
Aktiebolaget Chamberts Möbelfabriker were founded 1883 by the manager Axel Chambert in Norrköping. It started on a very small economic scale. But thanks to a skilful management, good quality and a living interest for the development of the technical and artistic movements it now takes a prominent place among the many furniture factories in Sweden.

Exhibits: Day bed, table, plain and upholstred chairs all in polished birch.

Day bed. Designed by Erik Chambert.



Upholstred chairs.
Designed by E. Chambert.



Aktiebolaget Nordiska Kompaniet

Address: Hamngatan 18-20, Stockholm
Managers: J. Sachs, Managing Director,
Gunnar Ernmark,
Ragnar Sachs, Assistant Managing Directors

Designers: A. E. Hjorth, C. Malmsten

Retail agent: Swedish Arts and Crafts
Company, 161 East Ohio Str.,
Chicago.

10

A. B. Nordiska Kompaniet, the biggest department store in Sweden, was founded in 1902, when the two firms K. M. Lundberg and Josef Leja amalgamated. In 1904 they started their own factories for furniture in Nyköping. The factories are now also producing all metal work and electric fixtures in connection with interior decoration and shop furnishings. The furniture from Nordiska Kompaniet have all shown a very high quality and the more expensive pieces designed by Carl Malmsten are very fine examples of high artistic talent in the more or less traditional line. But this firm also listened to the program of the Stockholm Exposition 1930. During the last two years architect A. E. Hjorth has designed a series of standard pieces, »Seriemöbler» which, combining fine finish with modern lines responds to the present demand for practical, good looking and inexpensive furniture for modern homes.

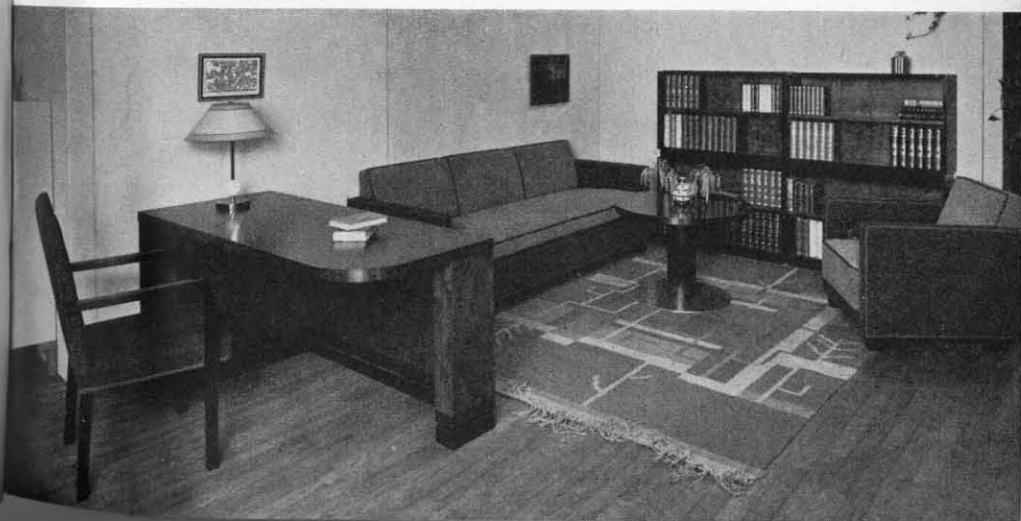
Exhibits: Interiors with furniture in polished birch, odd pieces in different materials, carpets in the »Sniljeflossa» technique.

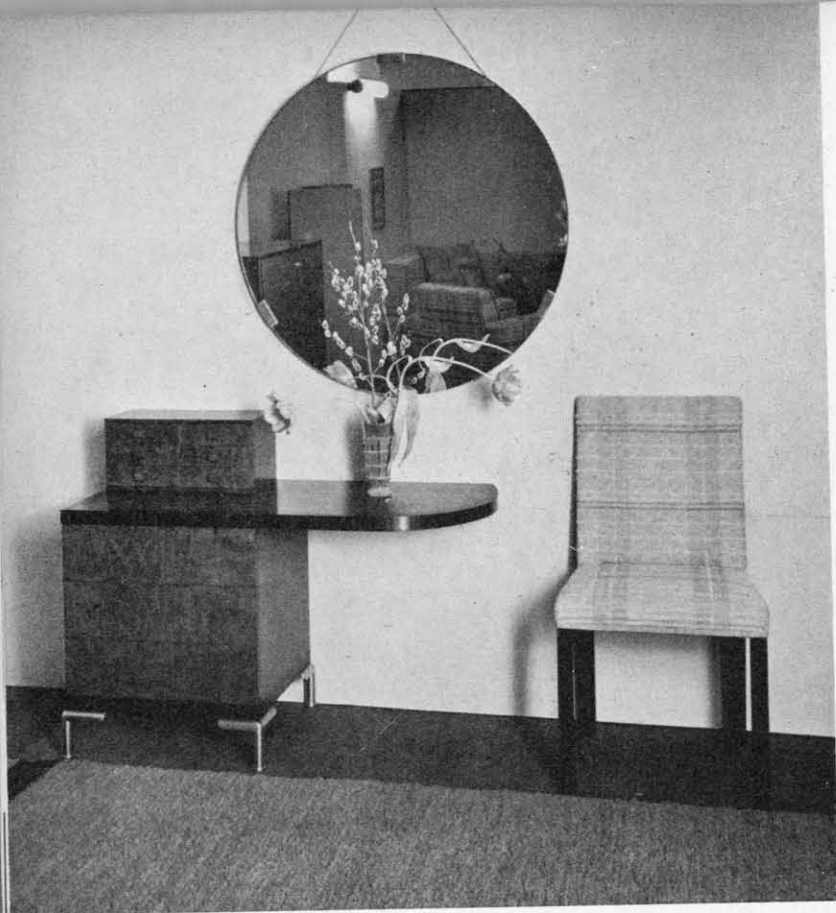


Model "NK", writing desk and chair, macassar-ebony.

A.-B. Nordiska Kompaniet.
Designed by A. E. Hjorth.

Bookshelves and round table, model "Typenco", pol. birch,
writing desk, pol. birch, inlaid.





Model "Record", pol. birch.
A.-B. Nordiska Kompaniet.
Designed by A. E. Hjorth.



A.-B. Svenska Möbelfabrikerna

Address: Bodafors

Manager: E. Miltopæus

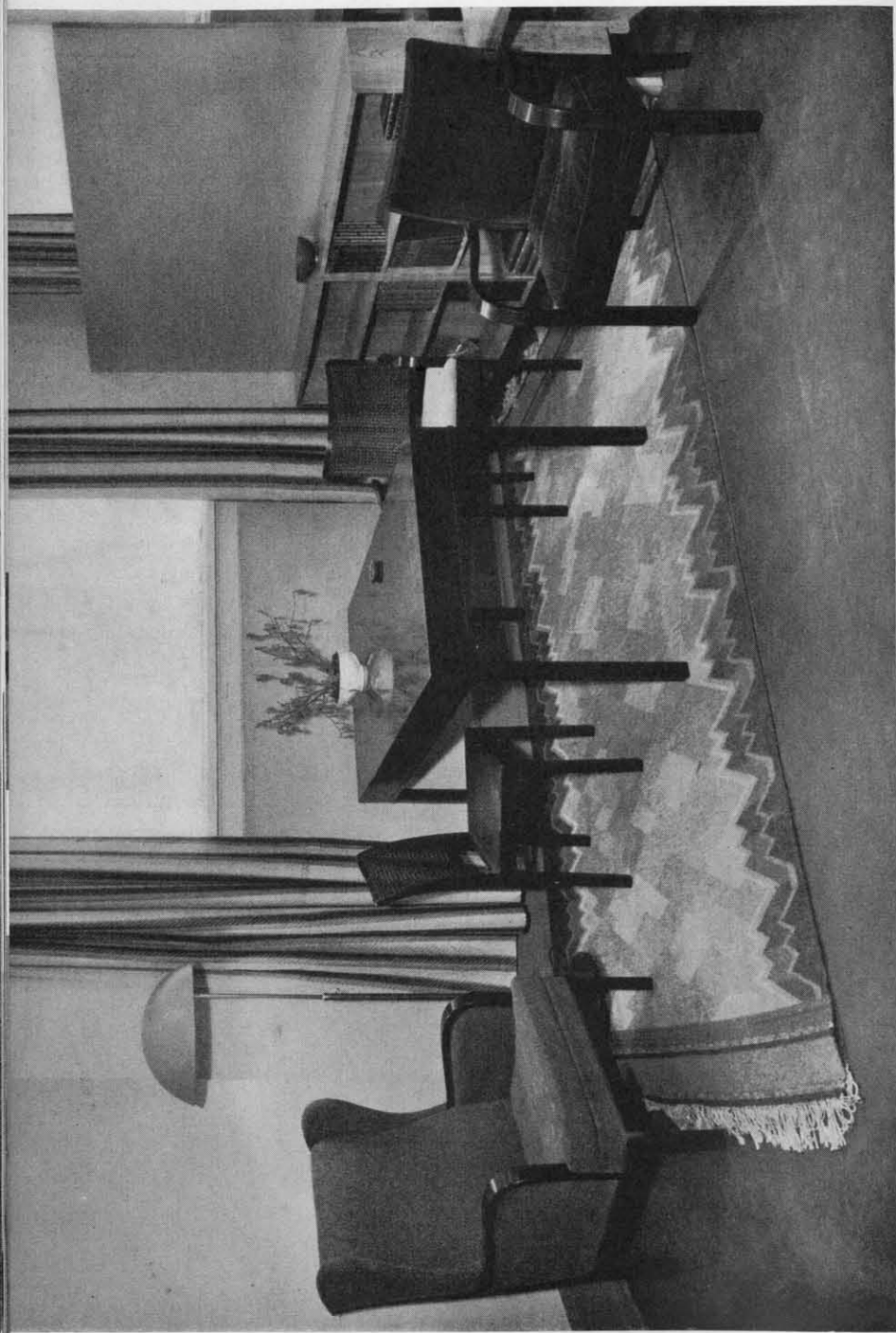
Designers: C. Malmsten, A. B. Larsson

Retail agent: The Swedish Arts and Crafts
Company, 161 East Ohio Str., Chicago.

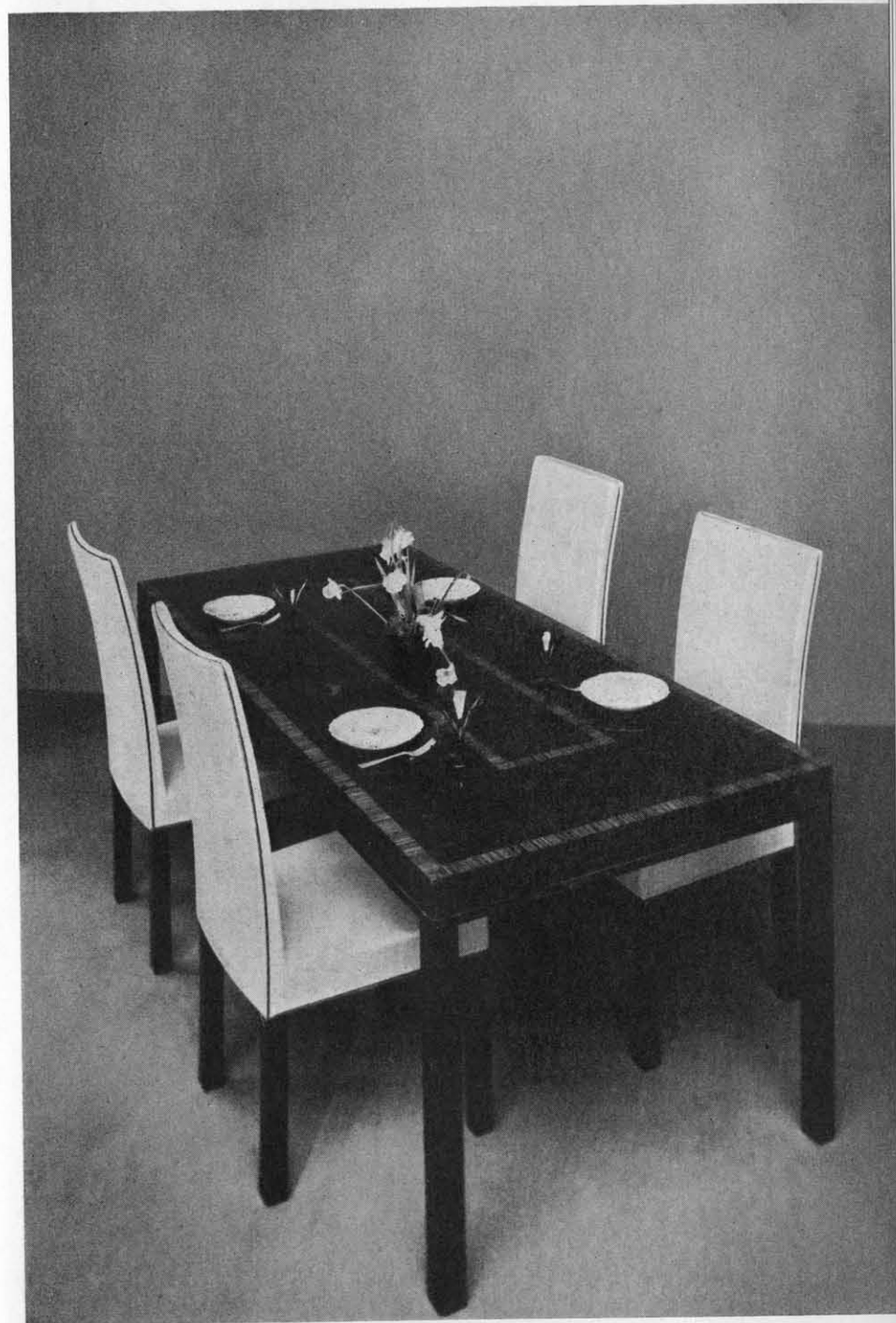
11

Svenska Möbelfabrikerna is situated in the province of Småland, center of the Swedish furniture industries and glass works. By amalgamation with several furniture factories and with the Bodafors Möbelfabrik as main body, the firm was founded in 1918. About 400 workmen are employed and the Company is now the biggest in Sweden. They take pride in making furniture of high quality, responding to actual demands and have had good results from the collaboration with artists such as Carl Malmsten, C. Hörvik, E. G. Asplund, E. Sundahl. They have been the leading firm in »Standard» furniture and have continued on that line. To this movement Svenska Möbelfabrikerna has made a great contribution. The designer for this modern furniture is the Architect Axel B. Larsson.

Exhibits: Dining room furniture designed by Carl Malmsten, tables, writing desk, plain chairs, upholstred chairs, bookshelves, chests of drawers in polished birch.



"Serie" furniture. A.-B. Svenska Möbelfabrikerna.



Diningroom furniture. A.-B. Svenska Möbelfabrikerna.
Designed by Axel B. Larsson.

Svenskt Tenn

Address: Strandvägen 5 A, Stockholm

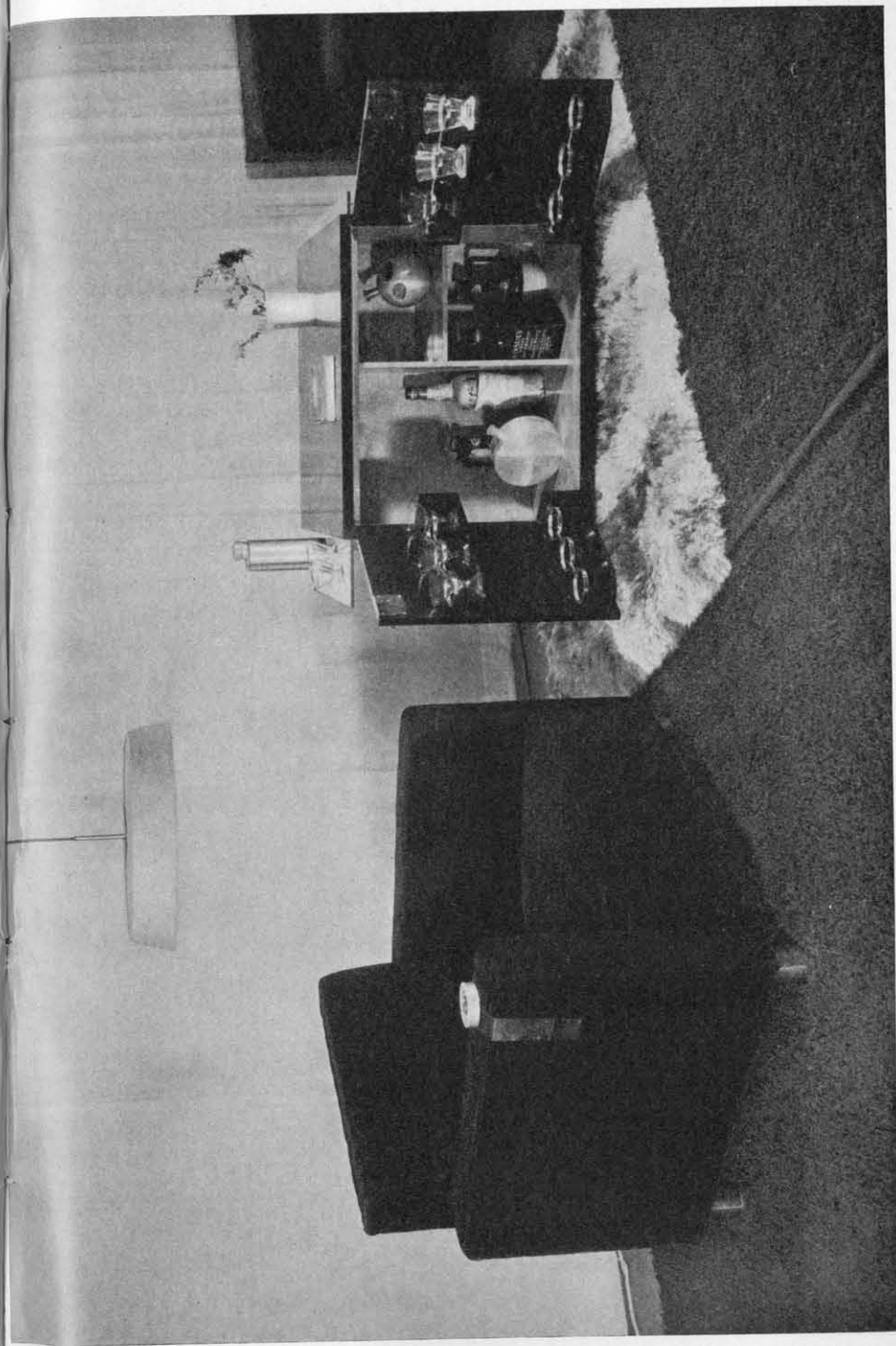
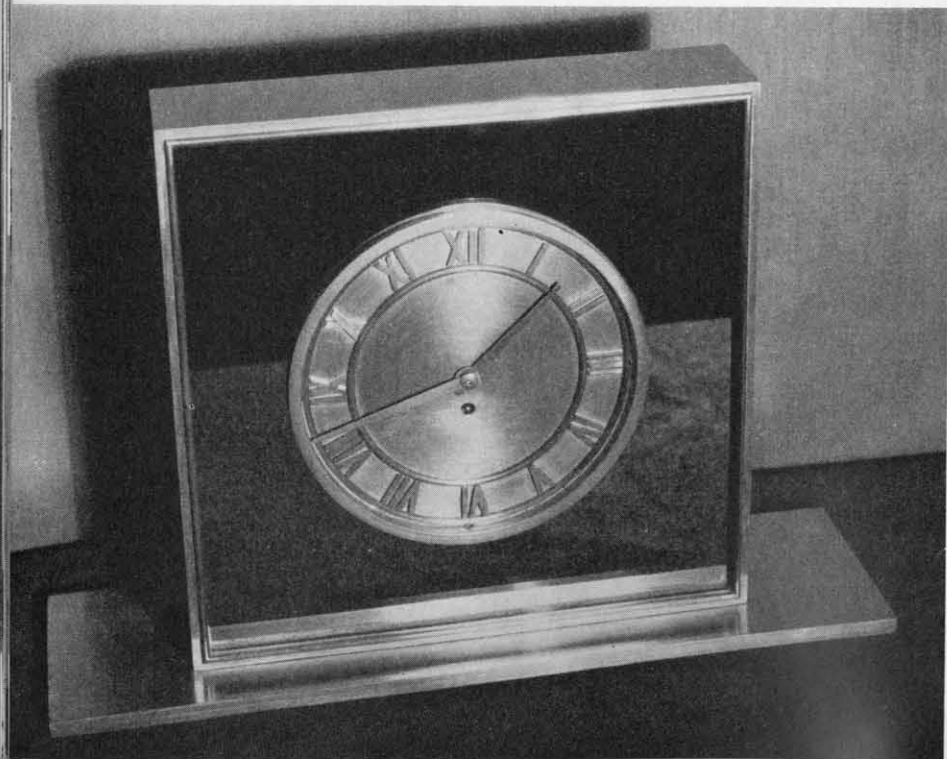
Manager: Estrid Erikson

Designers: B. Trägårdh, N. Fougstedt,
E. Erikson.

12

In 1924 Svenskt Tenn, »Swedish Pewter» started as a workshop chiefly making domestic and decorative articles in pewter. In 1930 the firm expanded and though still producing pewter now specializes in upholstered furnitures and carpets made in a technique such as the »Berga» and »Jäders» carpets. The products show a refined taste in specialized interior decoration.

Exhibits: Furniture, carpets, domestic and decorative pieces in pewter.



Upholstered chair and bar-cabinet. Svenskt Tenn.

C. A. V. Lundholm Aktiebolag Pianomagasin

Address: Regeringsgatan 9, Stockholm
Cable address: »Pianolundholm»
Manager: Waldemar Lundholm
Designer: Rolf Engström.

13

The firm was founded in 1870, and has specialized on upright and grand pianos of highest quality and modern design.

Exhibits: »Minipiano» (Minature Upright Piano). Swedish patent n:r 74299. Patent applied for in U. S. A. Piano chair.



G L A S S W A R E

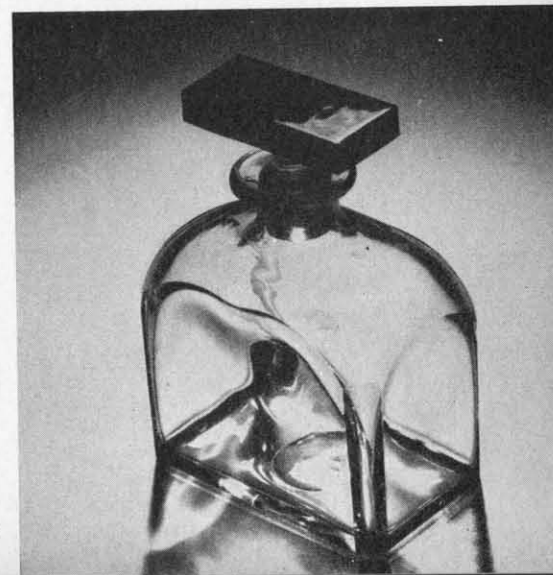
Eda Aktiebolag

Address: Eda Glasbruk
Manager: E. Strömberg
Technical expert: E. Strömberg
Designer: Gerda Strömberg
Retail agent: J. H. Venon, Inc. 104 Fifth Avenue, New York.

14

Eda Glass Works, founded in 1833, was a more or less unimportant company for many years, until it advanced to one of the foremost Swedish Glass Works under the clever management of Mr. Strömberg. Eda follows its old tradition, the typical cutting of large facets, both on decorative pieces and table-sets. Mrs. Gerda Strömberg has made use of this technique in a highly artistic way, and produced many fine pieces in pale yellow or greyish tinted glass, with refined feeling for the material.

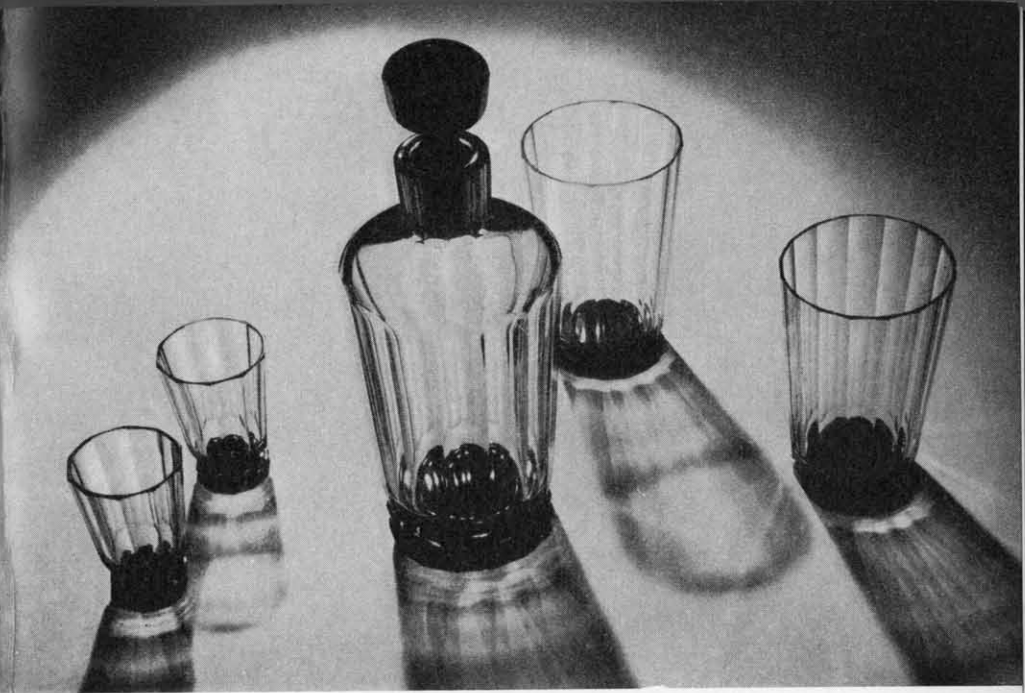
Exhibits: Tablesets, cut and plain, decorative pieces in toned glass.



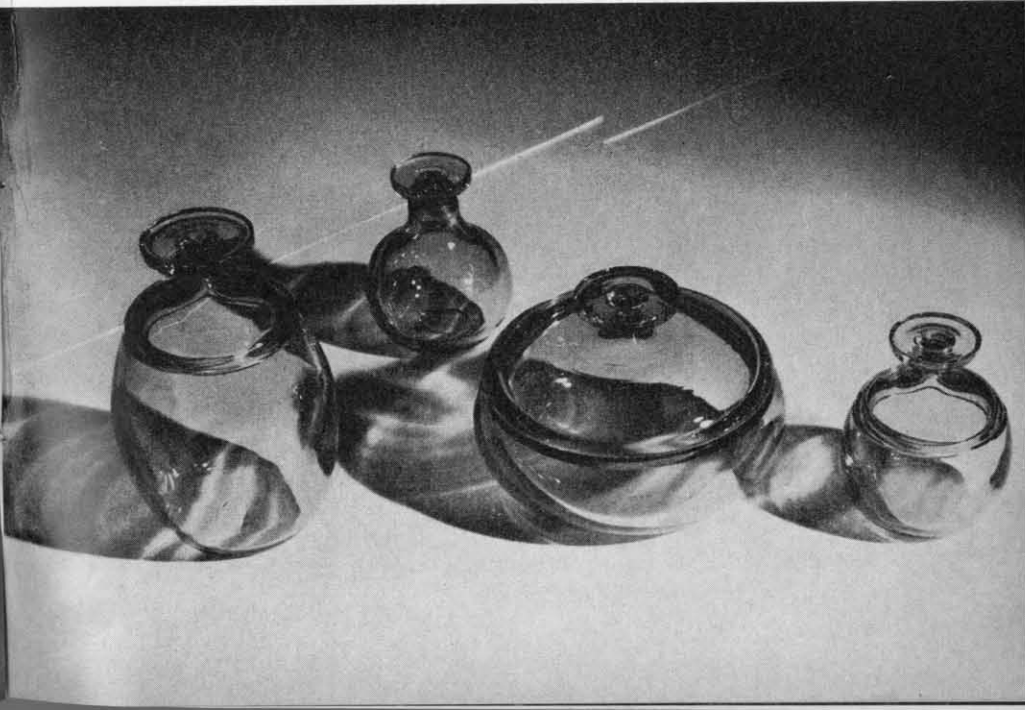
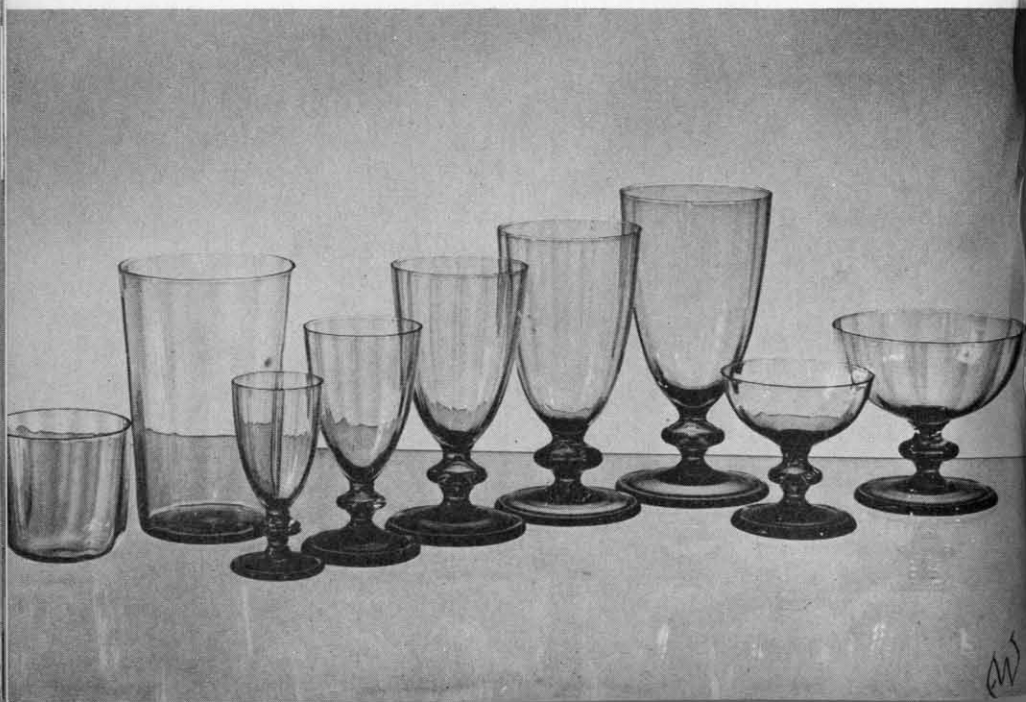
Flask.
Designed by G. Strömberg.



Eda Glasbruk.
Designed by G. Strömberg.



Eda Glasbruk.
Designed by G. Strömberg.





Eda Glasbruk. Designed by G. Strömberg.



Aktiebolaget Kosta Glasbruk

Address: Kosta

Manager: Oscar Wm. Lindblad

Technical expert: Eric Strömberg

Designer: Elis Bergh

Retail agent: J. H. Venon, Inc. 104 Fifth
Avenue, New York.

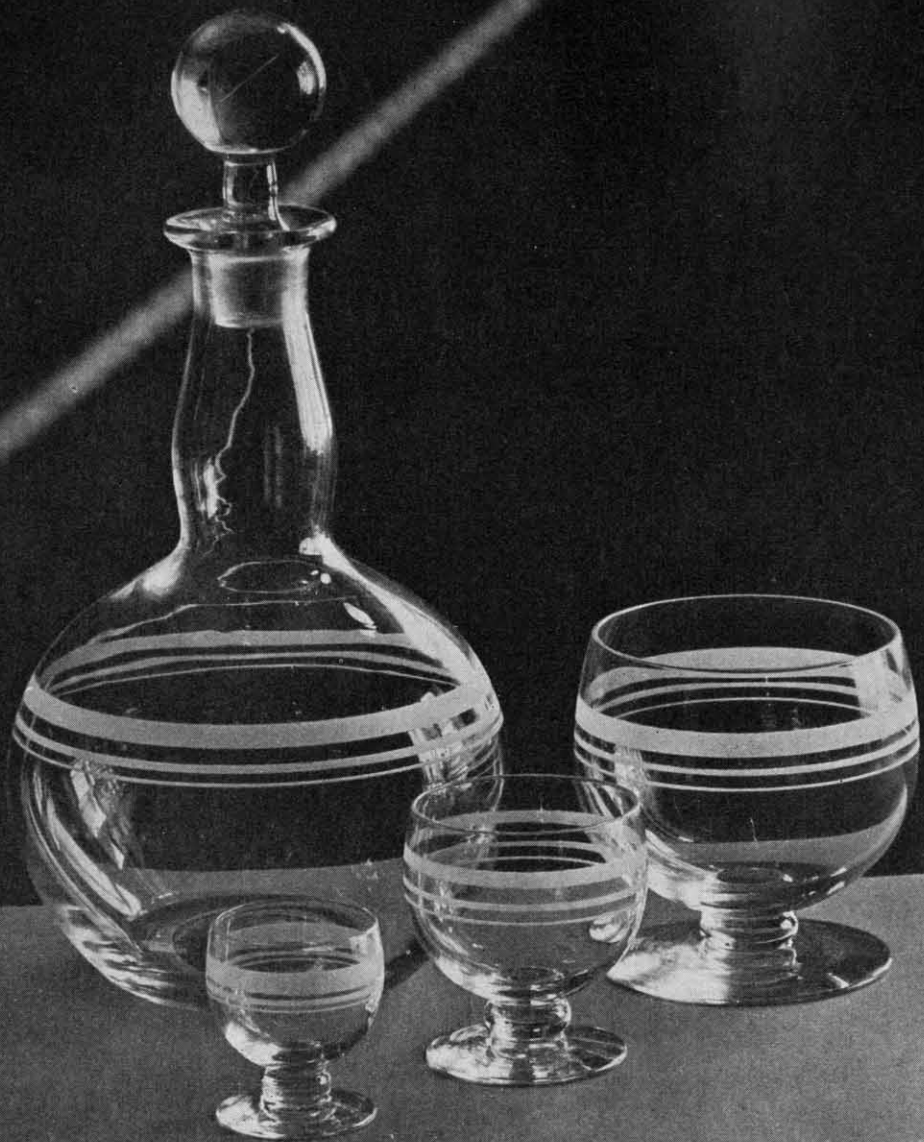
15

Kosta is the largest and oldest glass work in Sweden. It was founded in 1742 and has specialized ever since on table glass. It has lived up to its famous reputation of high quality and artistic refinement.

Kosta was another of the many industrial art companies which collaborated with the Swedish Association of Arts and Crafts. In 1918 the artist Edvin Ollers was engaged. During the short period, he worked with Kosta, some of the very best tablesets in tinted glass were produced which are outstanding for the time and still some of the very best manufactured. Among the artists who have worked with Kosta, Elis Bergh has advanced the fine traditions of the works, in producing a number of new and inexpensive tablesets. Kosta has a special technique of gilding. Ewald Dahlskog achieved a fine result in developing the old cut glass along modern lines.

The decorative glass is bluish-green or yellow-brown, as are the electric fixtures, all designed by Elis Bergh.

Exhibits: Table sets in crystal and soda glass, decorative pieces.



»Tre byttor».
A.-B. Kosta Glasbruk.
Designed by Elis Bergh.



Services »Moire» and »Superior».
A.-B. Kosta Glasbruk.
Designed by Elis Bergh.





A.-B. Kosta Glasbruk.
Designed by Elis Bergh.

Orrefors Bruks Aktiebolag

Address: Orrefors

Manager: Edward Hald

Technical expert; Gösta Östlund

Designers: Simon Gate, Edward Hald,
Victor Lindstrand

Retail agent: A. J. van Dugteren & Sons,
155, West 55th Street New
York, Swedish Arts and
Crafts Company, 161 East
Ohio Street, Chicago.

16

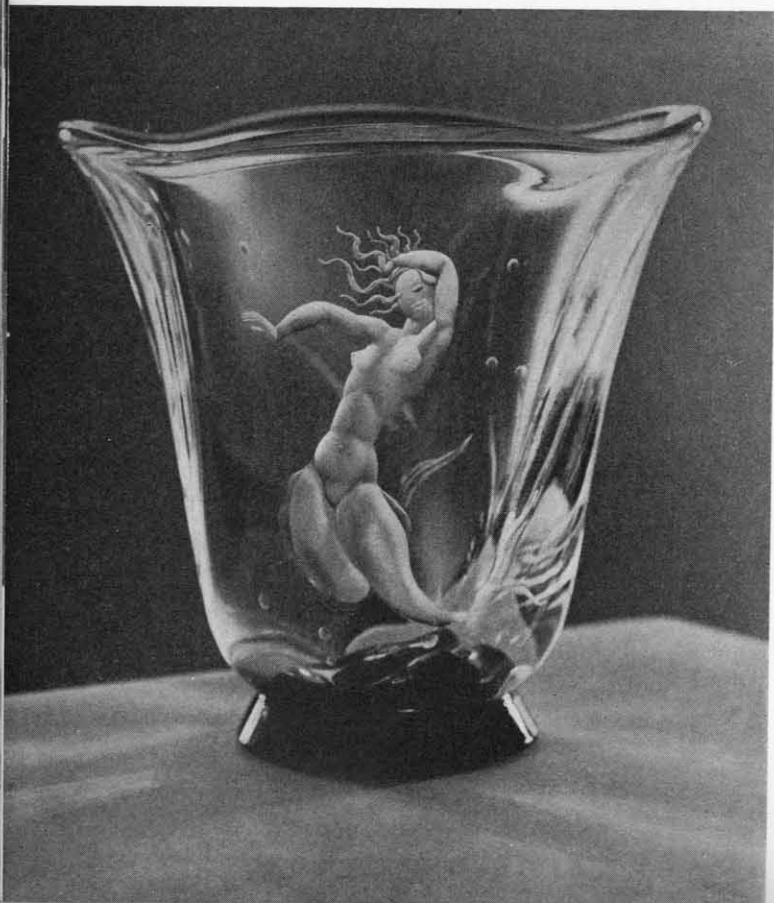
Orrefors Glass Works is situated in the province of Småland, center for the Swedish glass industries. It was founded in 1898. For many years the only production was ink bottles and window-glass.

Since the works were bought by Consul Johan Ekman of Göteborg in 1913, a new era was started and the company and its productions have become world famous. In 1916, Simon Gate was engaged by the company and in 1917, Edward Hald, Victor Lindstrand in 1929. In large measure they are responsible for the high quality of the products of Orrefors. They have adopted engraving as the decorative medium for artistic glass, in addition to which they have interested themselves in the improvement of smooth table glass for ordinary use. Gate works mostly with the nude human body as a decorative element, and so does Lindstrand, while Hald is inclined to more picturesque fancies, and perhaps has more variety. In spite of having been working for more than 17 years side by side, none of them have lost their particular styles, but they still complement each other in a very fine way. They have also produced »Graaglass» which consists of several different coloured layers of glass, organically united and all decorative work is finished when the piece leaves the hands of the blower.

Plain, inexpensive table and household glass is manufactured by the company at the Sandviks Glass Works at Hofmantorp, purchased in 1918. This brown or gray tinted soda glass was brought out in response to the growing demand for more attractive and serviceable table glass.

Orrefors also produces glass for electric fixtures in frosted, or honey-coloured glass, which serves its purpose extremely well in the more elaborate decorative pieces.

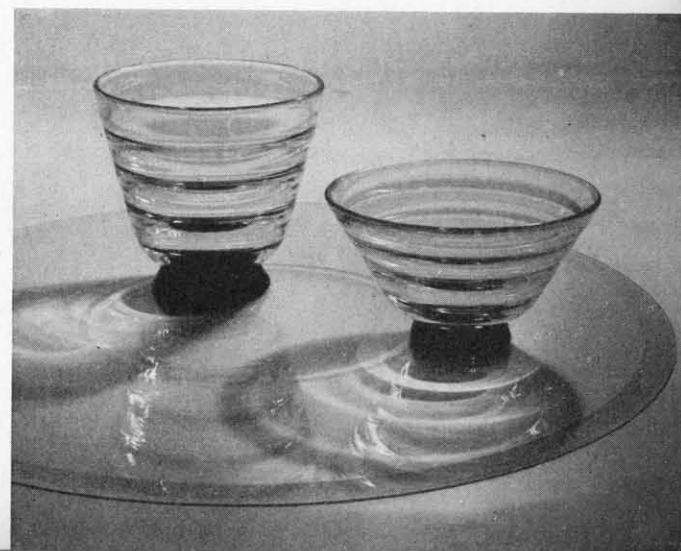
Exhibits: Engraved and cut decorative pieces, table and household glass and electric fixtures in crystal and soda glass.



Designed by
V. Lindstrand



Orrefors Glasbruks A.-B. Designed by S. Gate.



M E T A L W O R K

A.-B. Astrid M. Aagesen

Address: Hälsingborg

Manager: A. M. Aagesen

Technical expert: Göte Bergsten

Designers: A. M. Aagesen,
Gösta Adrian Nilsson.

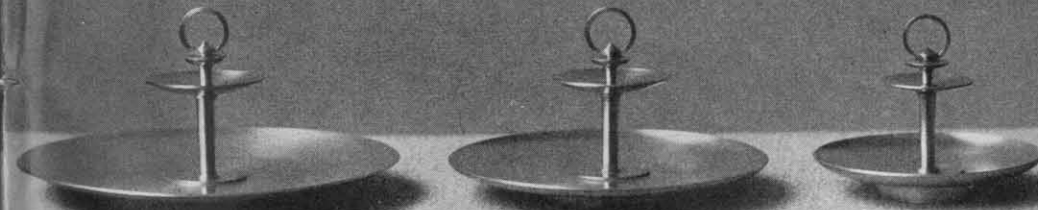
17

This workshop was started in 1920 by Astrid M. Aagesen, and became a registered company in 1924. It specializes mostly in household objects and decorative pieces in pewter. The form and surface treatment of the objects shows a fine feeling for the material.

Exhibits: Cups, decanter, candle sticks, inkwell and decorative pieces in pewter.



Orrefors Glasbruks A.-B. Designed by S. Gate and V. Lindstrand.





Pewter
by Astrid Aagesen.



Atelier Borgila A.-B. Erik Fleming

Address: Sturegatan 20, Stockholm

Manager:

Technical expert: } Erik Fleming.

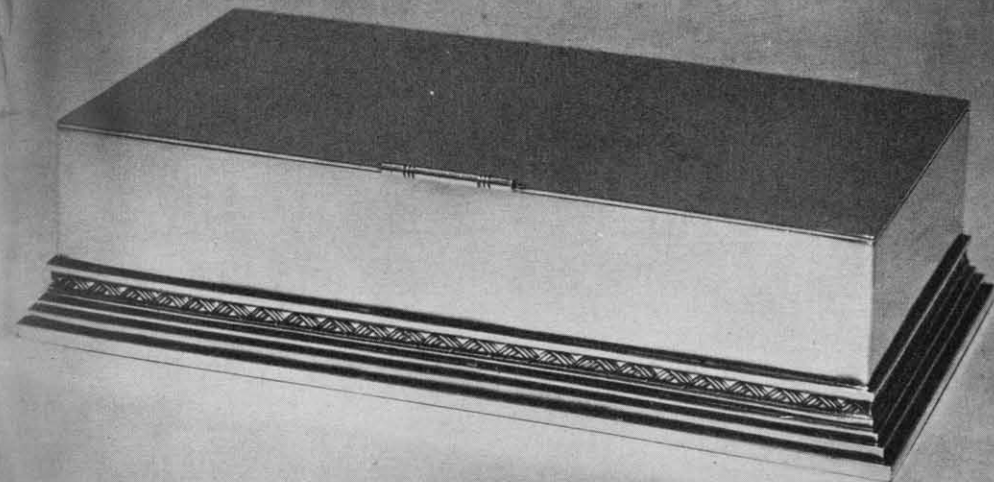
Designer:

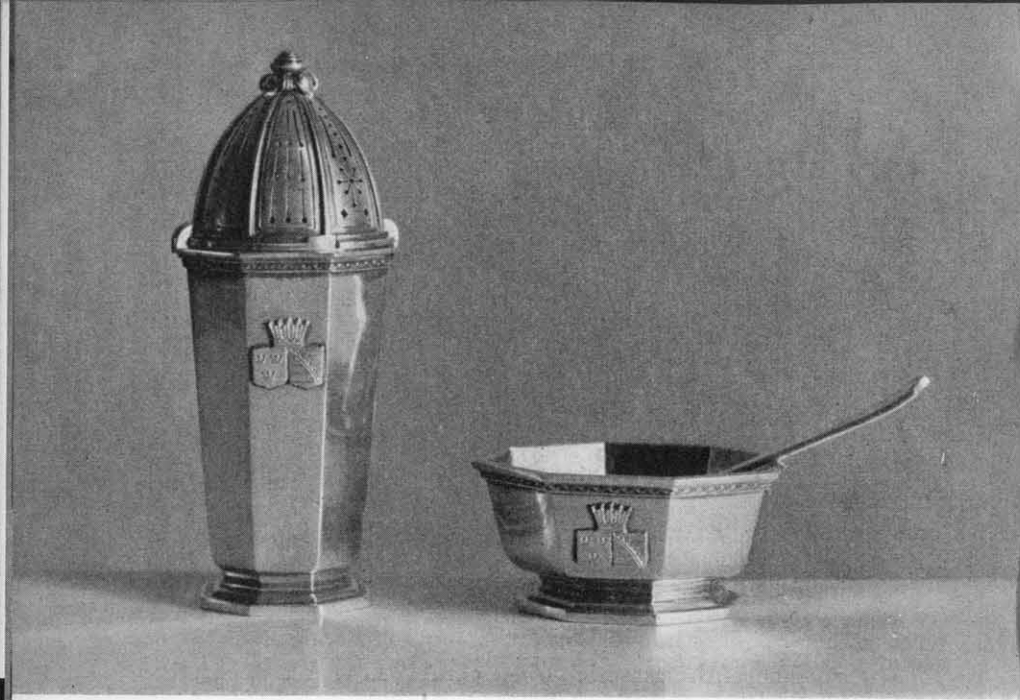
18

Atelier Borgila was founded in 1920 and became a registered company 1931. Erik Fleming is a designer and technical expert at the same time. Atelier Borgila specializes in decorative pieces and ecclesiastical objects as well as table silver, serving dishes, cups.

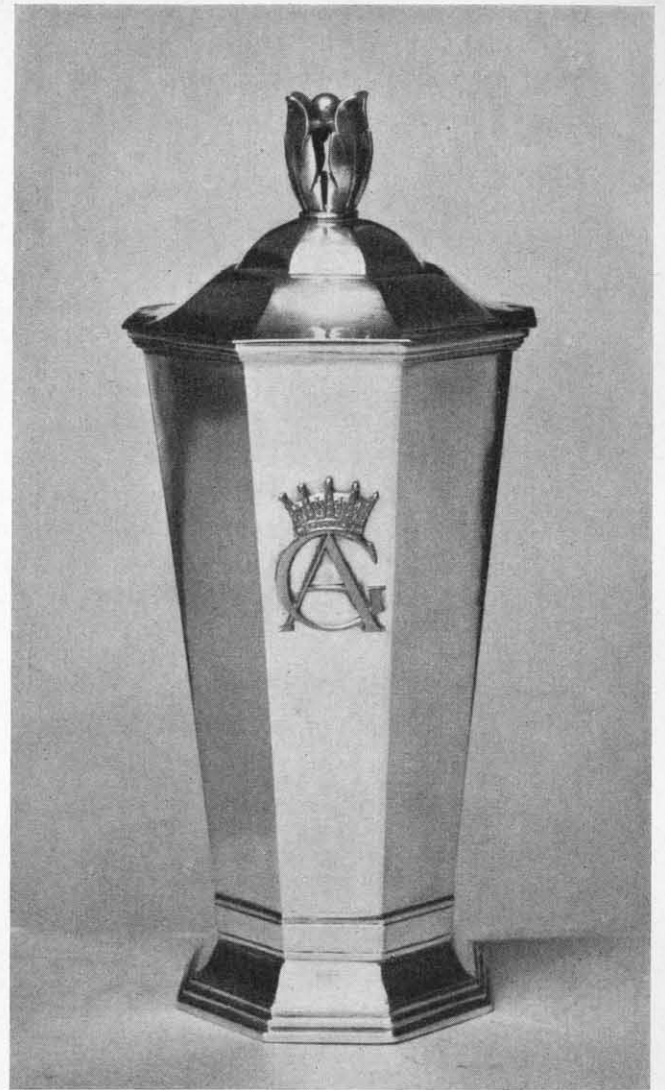
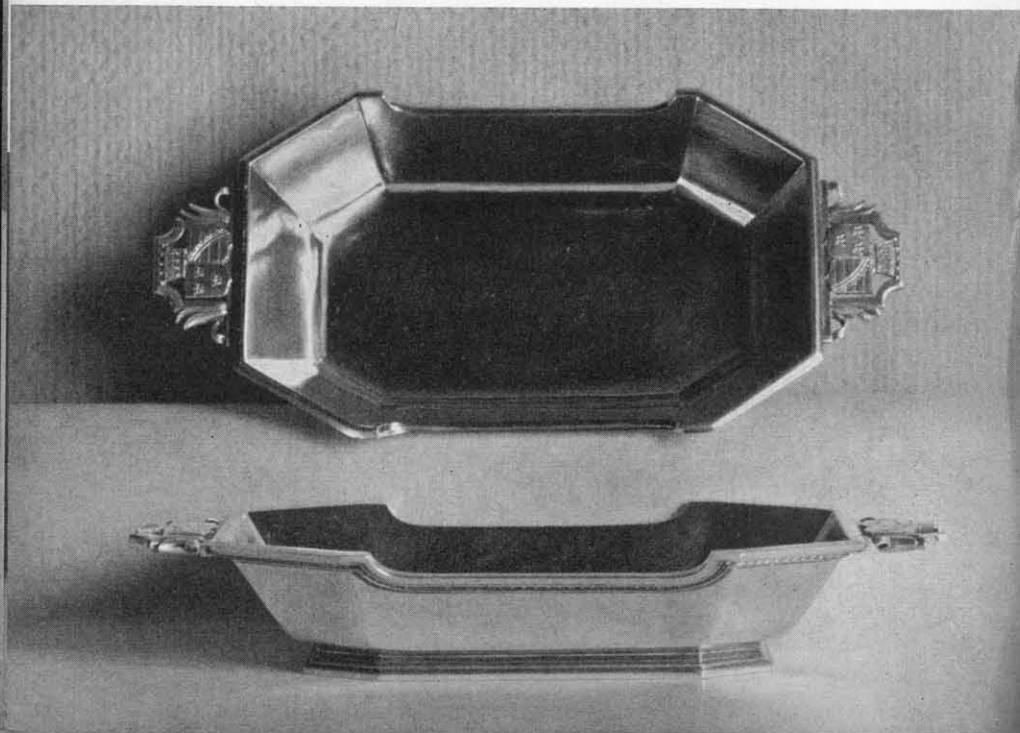
The effect in all this silver is the living and delicate treatment of the surface of the material, often combined with a decorative richness, which balances the whole composition in a way which makes him an outstanding silversmith in Sweden.

Exhibits: Part of the Nation's Wedding Gift to H. R. H. Prince Gustaf Adolf, tea-set, candle sticks, bowls, vases, cups.





Part of the Nation's Wedding Gift to H. R. H. Prince Gustaf Adolf,
by Erik Fleming.



The »Gustaf Adolf Cup»,
by Erik Fleming.

C. G. Hallbergs Guldsmedsaktiebolag

Address: Factory: S:t Eriksgatan 48,
Stockholm

Shop: Drottninggatan 6,
Stockholm

Managers: O. Decker, K. A. Jahnsson

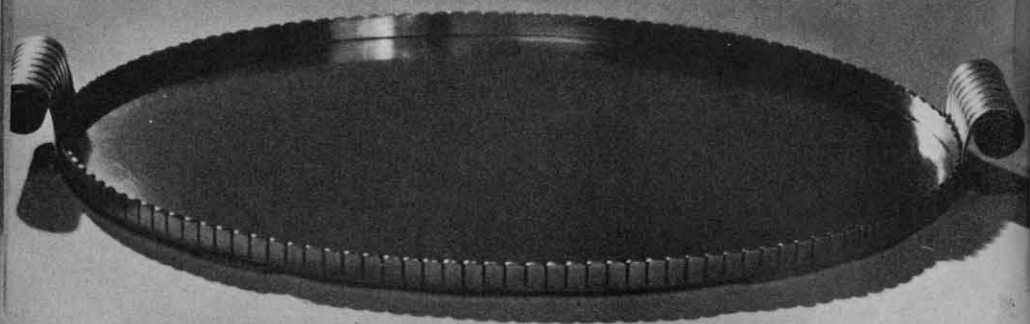
Designers: Sylvia Stave, Elis Bergh,
Gustaf Jansson.

19

The firm was founded in 1860 and became a registered company 1897. The factory employes about 300 workmen. Hallbergs Guldsmedsaktiebolag has always been one of the leading firms in the production silver, plated ware and pewter. Its productions are varied both as regards designs and clever utilization of materials.

Exhibits: Table silver, serving dishes, candle sticks, vases, bowls, cups, decorative pieces in silver, electroplate and pewter.

Tray, elektroplate.
Designed by Sylvia Stave.



Silver.
C. G. Hallbergs
G. A.-B.
Designed
by K. Norberg.

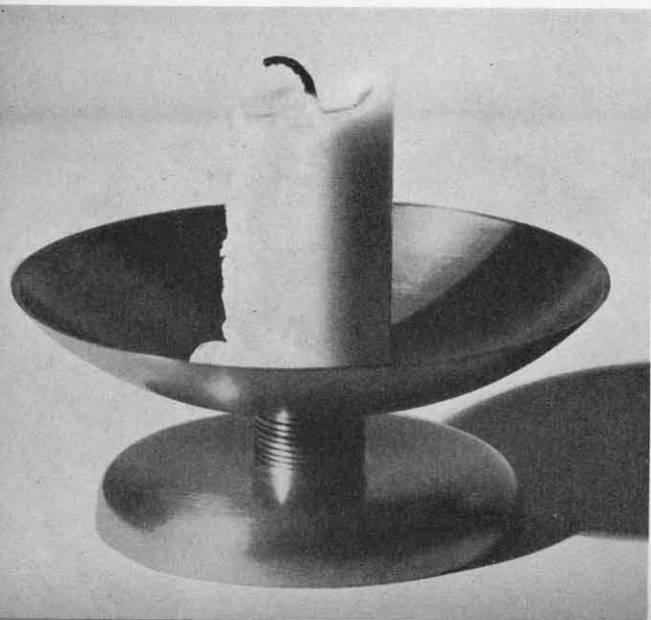
Coffeeset, elektroplate.
C. G. Hallbergs G. A.-B.
Designed by Sylvia Stave.





Vase, pewter.
C. G. Hallbergs G. A.-B.
Designed by Sylvia Stave.

Candle stick, pewter.
C. G. Hallbergs G. A.-B.
Designed by Sylvia Stave.



Fabriksaktiebolaget Kronsilver

Address: Norrbackagatan 23, Stockholm

Manager: Ivar H. Arnfelt

Technical expert: Agne Clausen, plate
C. O. Sundell, pewter

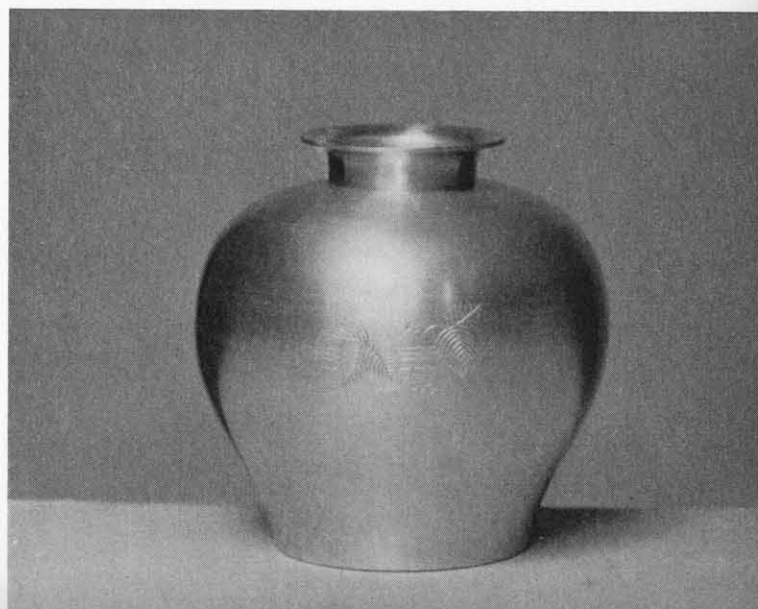
Designer: R. Engströmer

20

Fabriksaktiebolaget Kronsilver, which was founded in 1927, has specialized on electroplate and pewter. Since 1930 Architect R. Engströmer is designer, and his creations shows an artistic simplicity, combined with high technical quality.

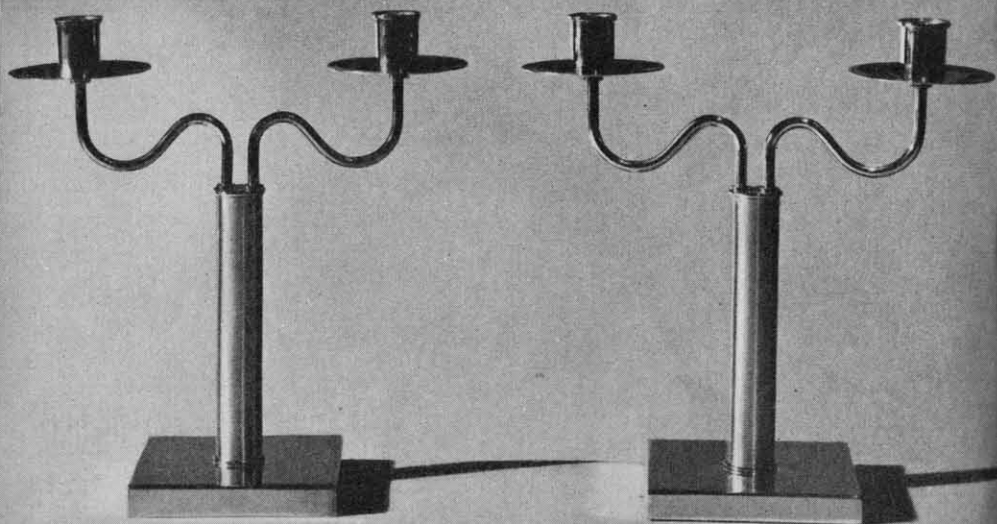
Exhibits: Elektroplate: dish, tray, vegetable dish, vase, candelabra, candlesticks.

Pewter: bowls, vases, dishes, inkwell.





Vegetable dish and candle sticks.
Fabriks A.-B. Kronsilver.
Designed by R. Engströmer.



Hovjuvelerare Wiven Nilsson

Address: Lund

Manager:

Technical expert: } Wiven Nilsson

Designer:

Retail agent: Swedish Arts and Crafts
Company, 161 East Ohio Str., Chicago

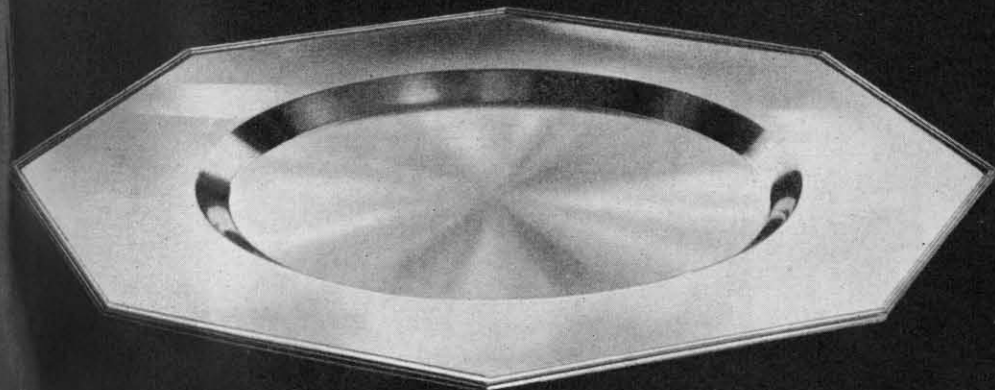
21

Wiven Nilsson has the great advantage of being designer and technical expert at the same time. His designs show a sober and distinguished form, where the material and its treatment gives the effect without any decoration or chasing

Wiven Nilsson has done a great number of ecclesiastical objects as candelabra, fonts, but also dishes, tablesilver, cups etc. In designing jewellery he often gives the stone a square or rectangular shape and the setting is severely but highly artisticalley composed.

Exhibits: Jewellery in gold, set with precious stones.
Silver: Tablesilver, candle-sticks, bowls.

Designed by Wiven Nilsson.

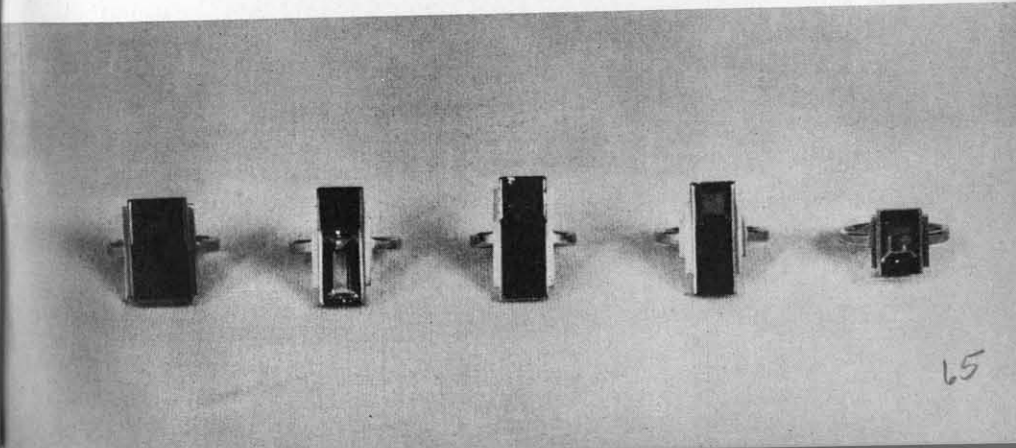
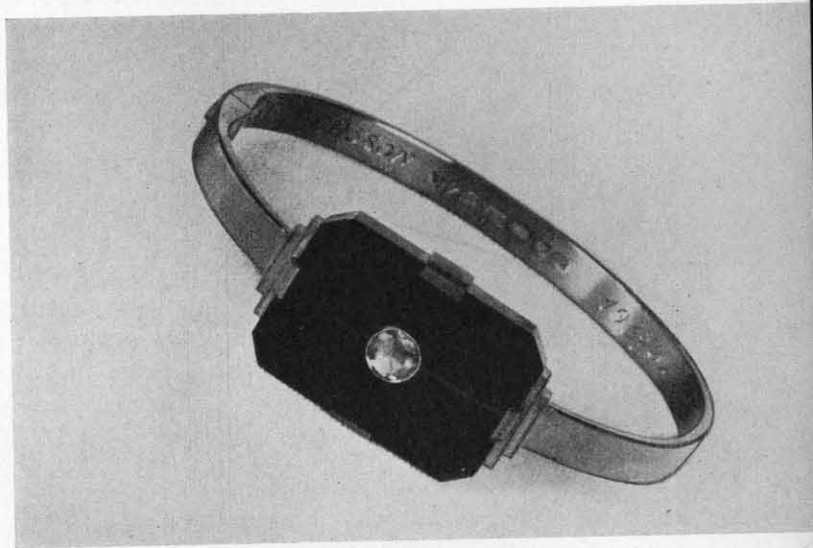
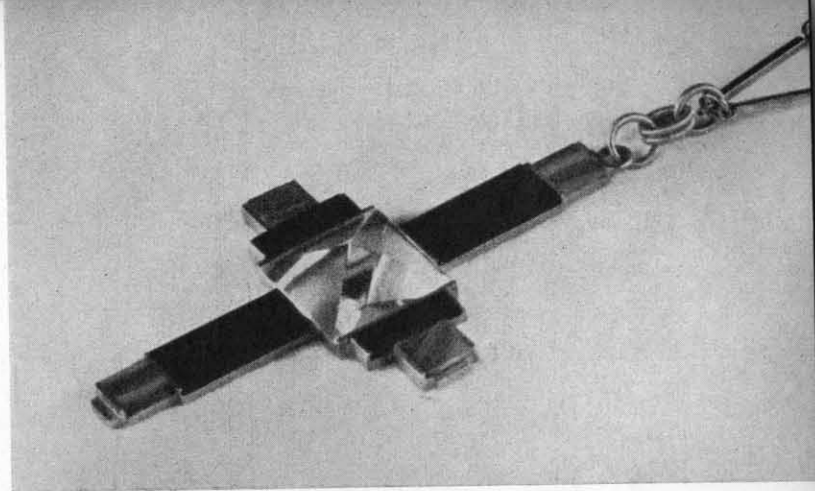




Cocktail shaker
by Wiven Nilsson.

64

Jewellery
by
Wiven Nilsson



65

Aktiebolaget Näfveqvarns Bruk

Address: Näfveqvarn

Manager: Th. Lundén

Technical expert: H. Sjöström, Stockholm

Designers: F. Bensow, O. Hult, S. Markelius, H. Wadsjö, K. M. Westerberg, C. O. Avén, I. Johnsson

Retail agent: Swedish Arts and Crafts Company, 161 East Ohio Street, Chicago

22

Näfveqvarn originally was a grist mill — Näfve Mill — belonging to the Vadstena Convent, founded by St. Bridget of Sweden, but according to preserved records the mill partly paid its tithes to the Convent in the form of iron as early as in 1447. The first blast furnace at Näfveqvarn was built in 1623 by two Walloon iron masters, the brother Gilis and Hubert De Besche. The factory was mostly engaged in casting guns for the Swedish and Dutch armies. In recent times the production has changed over to such useful articles as stoves, cooking utensiles, park benches, lamp posts and the like, in addition to machinery parts.

In collaboration with the Swedish Association of Arts and Crafts it was able to enlist most talented artists and designers to create new types of garden equipment such as chairs, urns, fences, fountains, sundials etc. The use of cast iron in a classical or more modernistic way for these objects, shows that the union of art and industry in Sweden creates well designed articles, which are more succesful from the selling viewpiont than the poor and tawdry.

Exhibits: Park-benches, »Venus»-, »Diana»-, »Faun»-urns, fountains as »Lejonbrunn» and »Vattenlek», Candelbra etc.



»Diana» and »Faun»-urns.
A.-B. Näfveqvarns Bruk.
Designed by I. Johnsson.





»Bergslagsurnan».
A.-B. Näfveqvarns Bruk.
Designed by E. Gate.

Svenskt Tenn

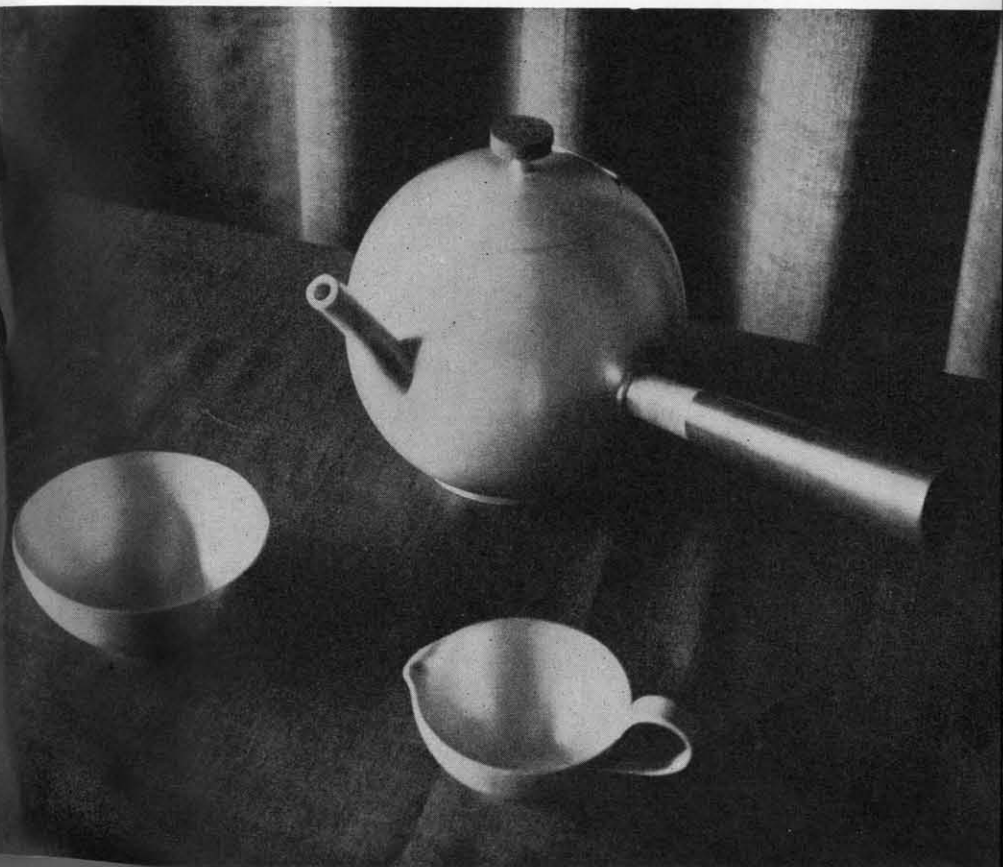
Address: Strandvägen 5 A, Stockholm

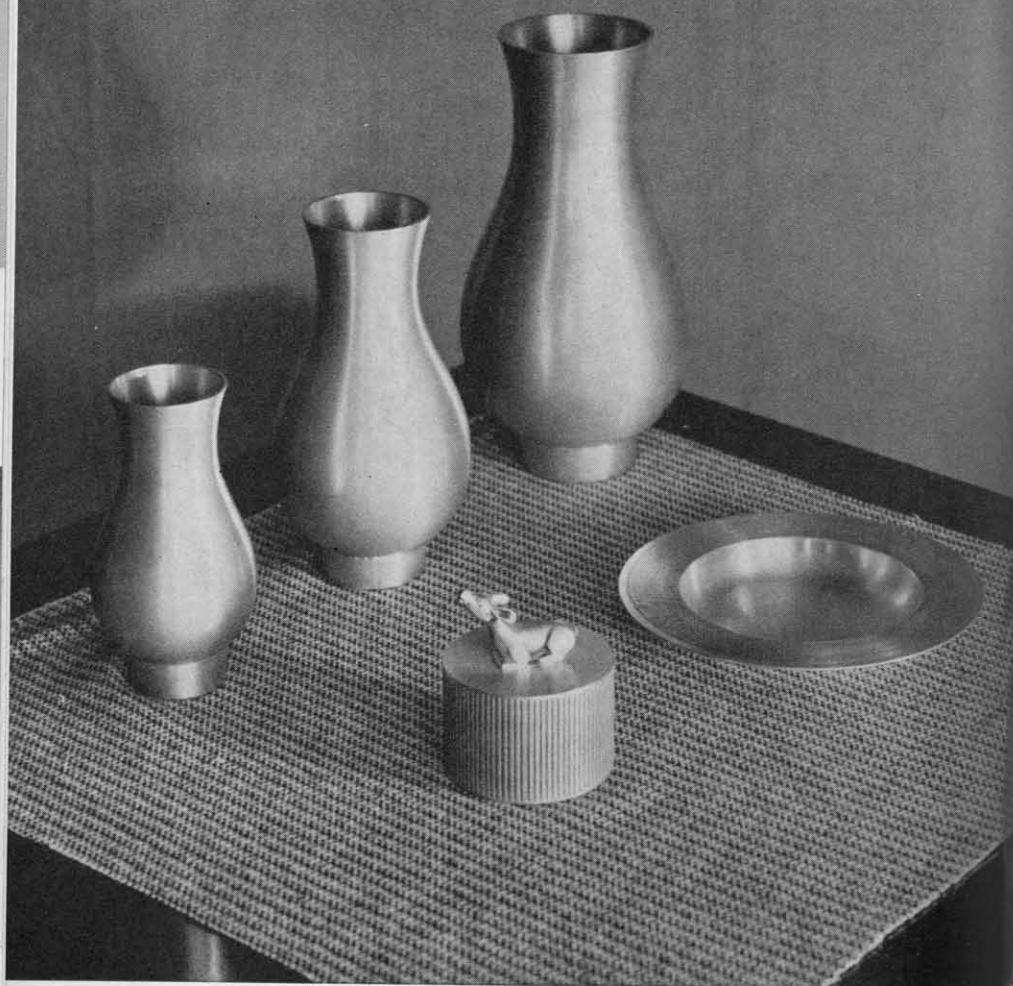
Manager: Estrid Erikson

Designers: B. Trägårdh, N. Fougstedt,
E. Erikson.

Exhibits: Domestic and decorative pieces in pewter.

See Exhibitor Nr 12.





Svenskt Tenn. Pewter by Estrid Erikson.

T E X T I L E S

Almedahl-Dalsjöfors Aktiebolag

Address: Göteborg 5

Manager: Axel Leman

Technical expert: Erik Kullgren

Designer: Elsa Gullberg.

23

The Almedahls Fabriker was founded in 1836. It was expanded and amalgamated with Dalsjöfors Wäfveri Aktiebolag in 1920, and in 1929 took over the management of three of the largest linen weaving companies, and now controls the greater part of this industry. Thanks to good designers and high quality the products are considered to be the very best in its line in Sweden.

Exhibits: Table cloths, napkins, towels in linen damask.





Table cloth, Almedahl-Dalsjöfors.
Designed by Elsa Gullberg.

Axevalla-Varnhems-Slöjd

Address: Axvall

Manager: Georg Arninge

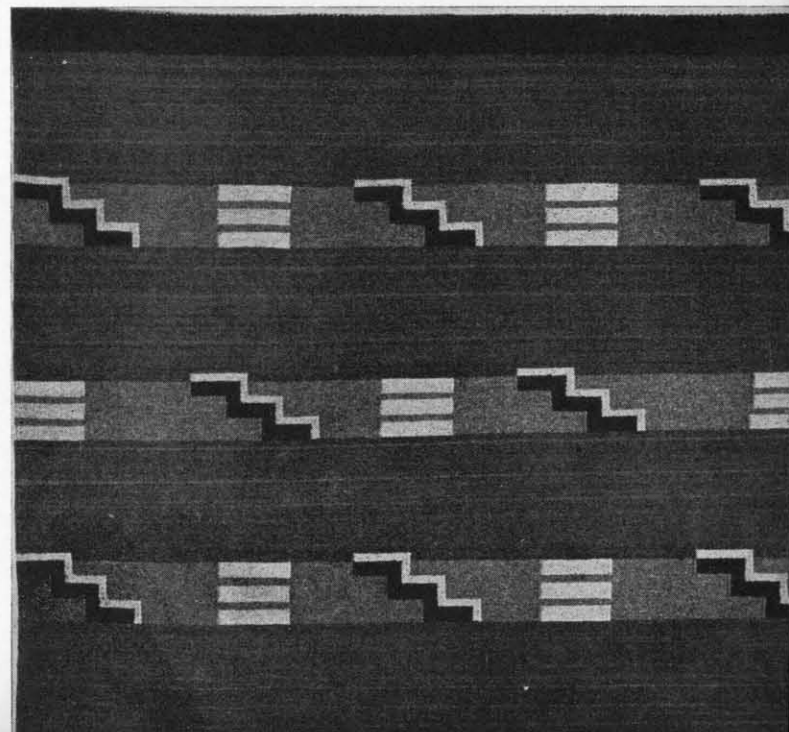
Designers: Karna Asker, Edna Johansson,
Inga Wedel, Agda Österberg.

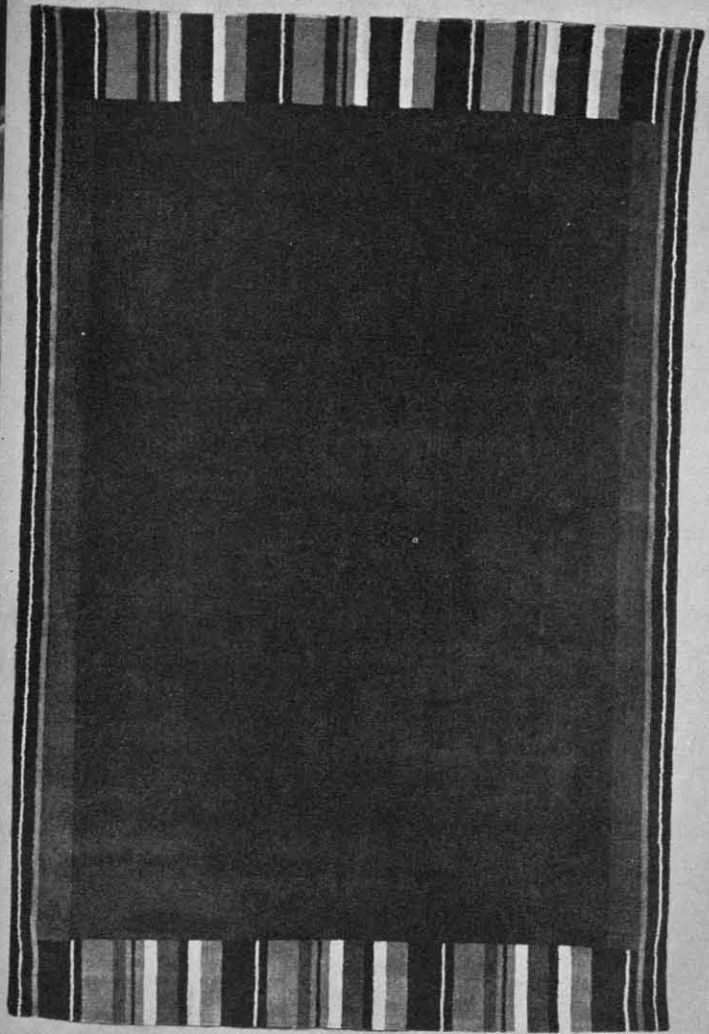
24

Axevalla-Varnhems-Slöjd was founded by Rector Georg Arninge. He has invented a new process of the »Flossa» technique, called »Ava», hand and machine woven on horizontal loom. These carpets are mostly plain coloured or adorned with a border in a contrasting pattern.

Exhibits: Carpets in »Ava» technique.

Carpet. Designed by Edna Johansson.





"Ava-flossa", Carpet.
Designed by Edna Johansson.

Föreningen Handarbetets Vänner

Address: Stureplan 2, Stockholm

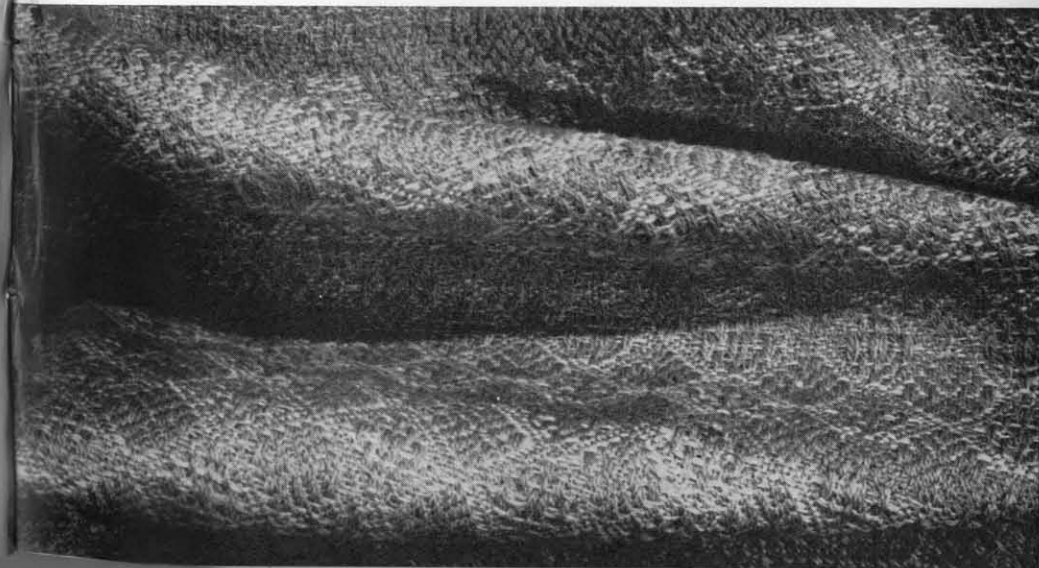
Manager: Greta Gahn

Designers: G. Gahn, Märtha Gahn,
Esther Hoffsten-Lindwall,
Märta Ericsson.

25

Föreningen Handarbetets Vänner, Association of the Friends of Handicraft, was founded in 1874. The Association is subsidized by the Government and H. R. H. the Crown Princess of Sweden is a Patron. It works on two lines, one as a school teaching design and technique, the other producing and selling in their own studios. Up till later years decorative tapestries, carpets, for churches, official buildings and private homes, have been the chief objects. But following the movement of the time, they now manufacture plainer coverings for furniture of the same high artistic and technical quality. The exhibited damask weavings are made by pupils of the school.

Exhibits: Haute-lisse, hangings, table cloths, linen damask.





Haute-lisse, Handarbetets Vänner.
Designed by Bergstrand-Paulsen.

Föreningen för Svensk Hemslöjd

Address: Biblioteksgatan 12, Stockholm

Manager: A. Lundberg

Designers: M. Måås-Fjetterström,
M. Gahn, G. Ahrbom, M. Vestin.

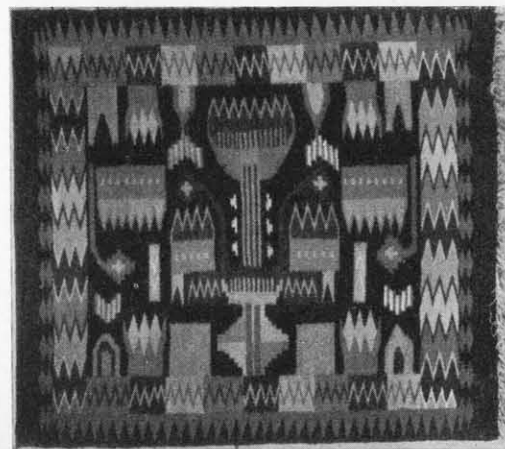
Retail agent: Swedish Arts and Crafts
Company, 161 East Ohio Street, Chicago

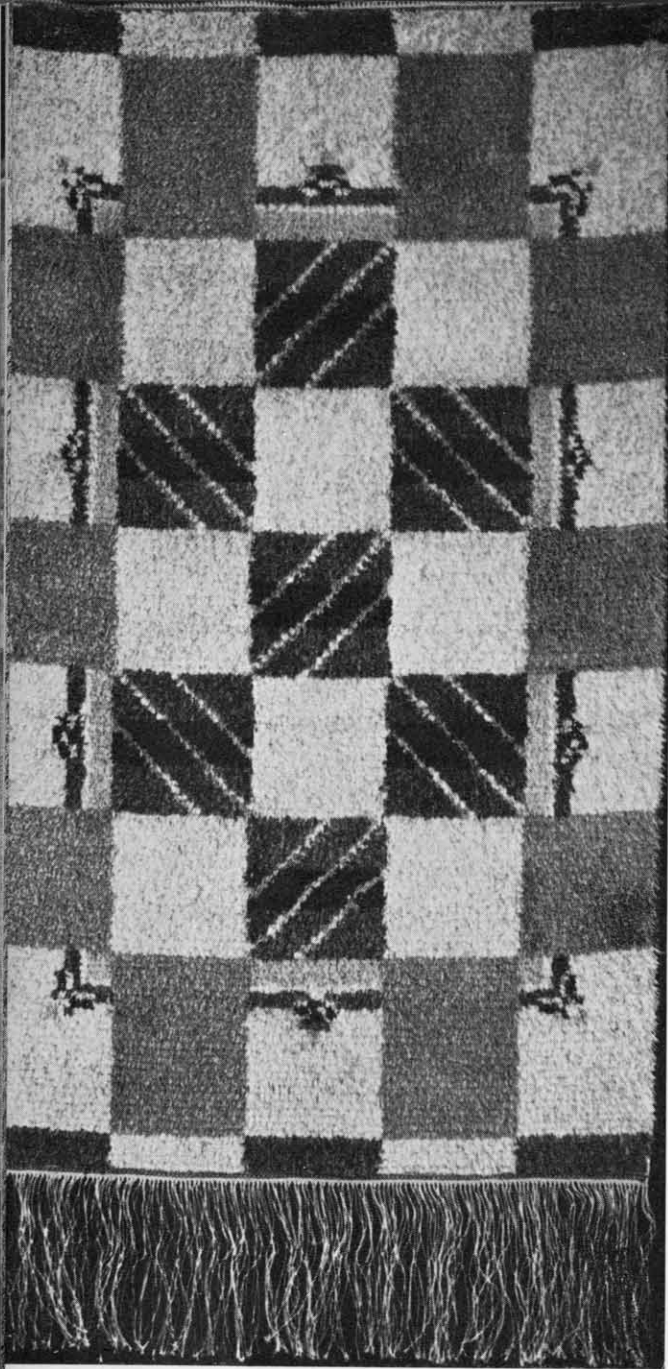
26

Föreningen för Svensk Hemslöjd, The Association of Swedish Home Craft, was founded in 1899. Patron: H. M. King Gustaf V, President: H. R. H. Prince Eugen. The Association has worked for preserving patterns and techniques in the line of home-sloyd textiles, and uses them in collaboration with modern designs. Miss L. Zickerman made up an inventory of old Swedish textiles which covers over 24000 reproductions which now are on show at the Nordiska Museet in Stockholm.

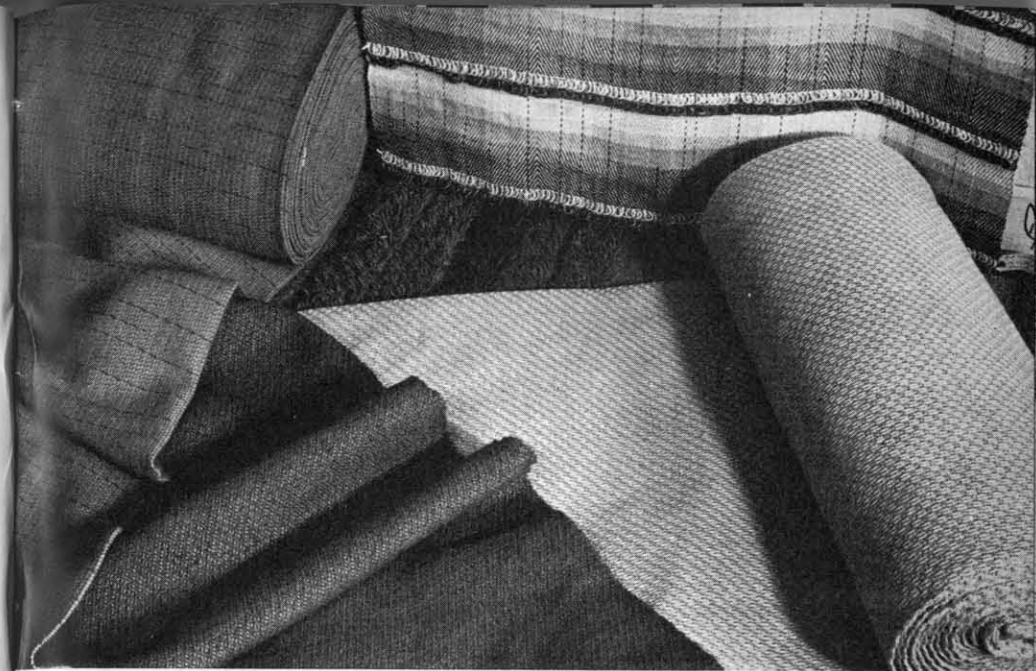
Carpets, such as »Röllakan», »Rya» or »Flossa» are all typical Swedish techniques, but applied in modern designs, fabrics, damask, draperies etc., all of them show the combination of a rustic and modern atmosphere.

Exhibits: Fabrics, curtains, draperies, carpets, decorative pieces.





"Rya" carpet, Föreningen Svensk Hemsöjd.
Designed by G. Ahrbom.



Furniture, coverings, hangings and cotton-cloth.
Föreningen Svensk Hemsöjd.



Elsa Gullberg, Textilier och Inredningar

Address: Hamngatan 7, Stockholm

Manager: Elsa Gullberg

Technical expert: E. Gullberg

Designers: Märta Afzelius,

C. Malmsten, A. Munthe.

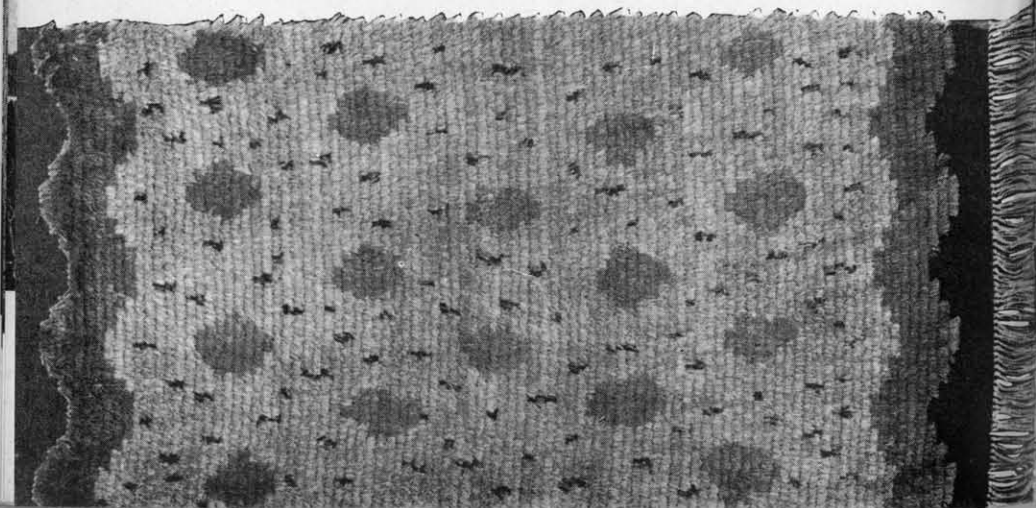
27

Elsa Gullberg, Textilier och Inredningar, Textiles and fittings, was founded 1927. The firm has specialized on linens and furniture coverings, hangings, fine table damask and carpets in »Flossa» and »Röllakan» technique. During the last year, Mrs. Gullberg has work in collaboration with Almedahls Weaving Mill, making table cloths etc. All products show a strength of quality and design, which goes extremely well with modern furniture and interiors.

Exhibits: Furniture coverings, hangings, table cloths, carpets.

80

“Rya” carpet. Designed by Elsa Gullberg.



Hanging, Elsa Gullberg.
Designed by Carl Malmsten.

81

Märta Måås-Fjetterström

Workshop for Swedish Carpets

Address: Båstad

Manager:

Technical expert:

Designer:

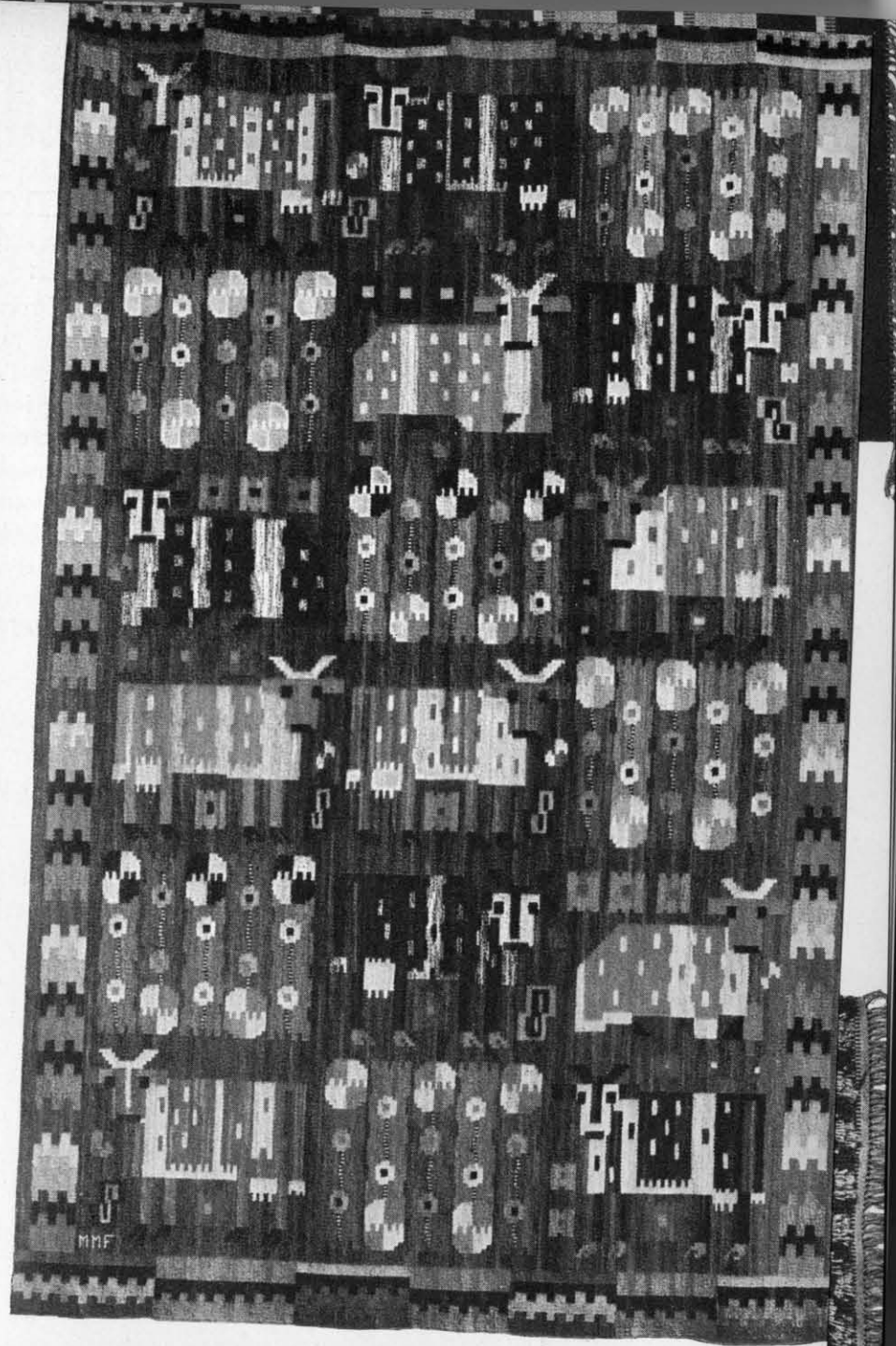
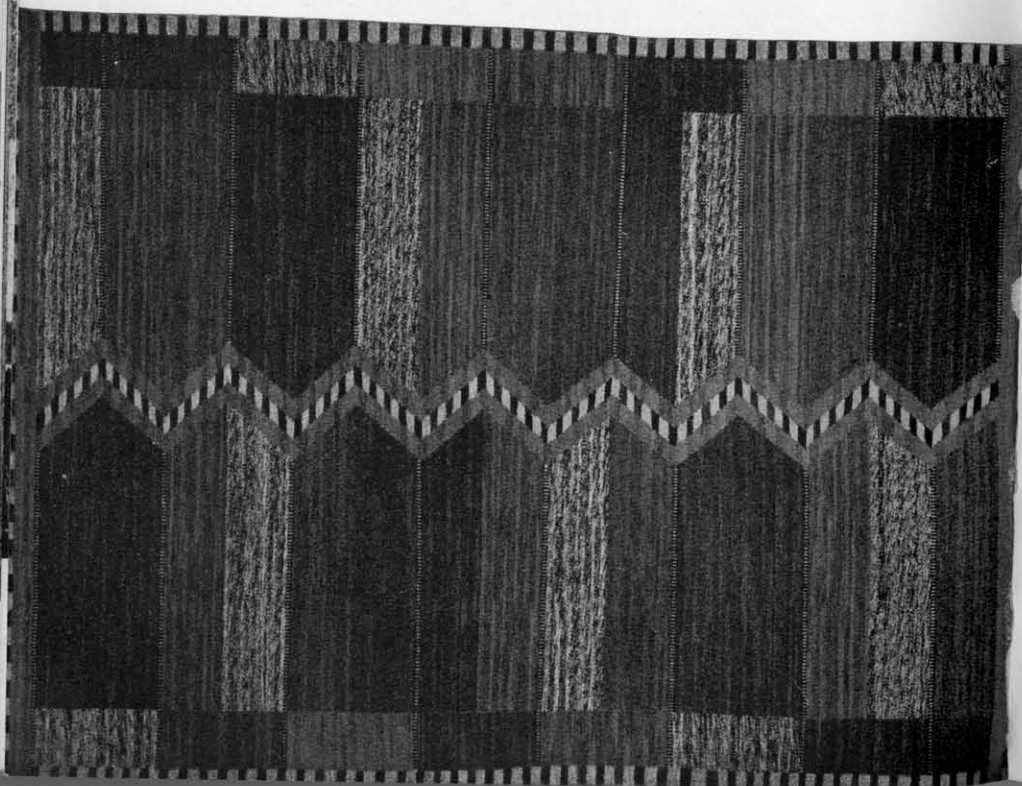
Märta

Måås-Fjetterström.

28

This interesting workshop situated in Båstad, in the province of Skåne, has worked for 15 years under the management of Miss M. Måås-Fjetterström. She always shows a striking artistic originality both in designs and colour schemes. The typical way in which she works out her compositions shows a virtuosity which is unique in Sweden.

Exhibits: Carpets in »Flossa» and »Röllakan» technique and hangings.



Hanging "The Cows" by Märta Måås-Fjetterström.

Svenska Hemslöjd- föreningarnas Riksförbund

29

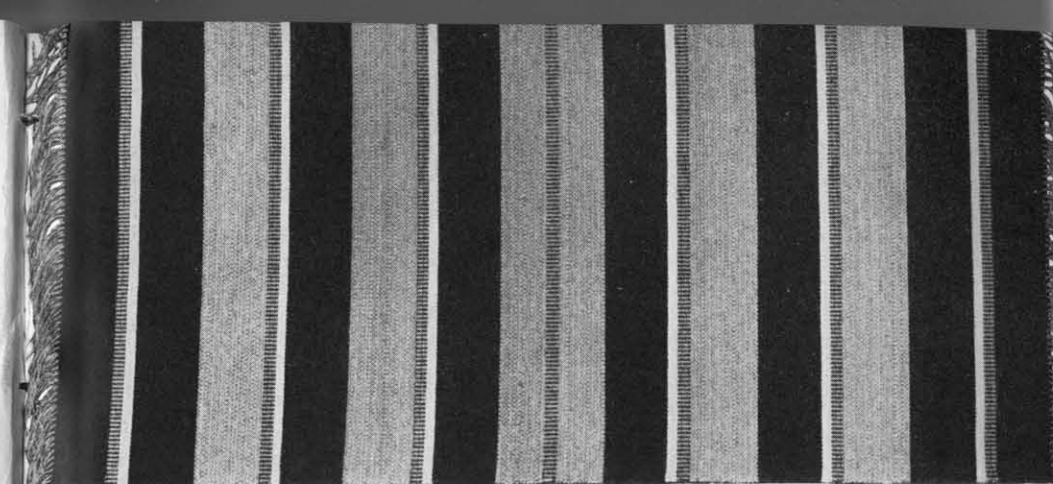
Address: Kungsgatan 31, Stockholm
Managers: Ebba Fick, Jenny Lindgren.

National Federation of the Swedish Societies for Home Industries was founded in 1912, and consists of more than thirty local Associations. It is the representative centre of the home-craft organisations which are active all over Sweden. In that capacity the Federation works for the maintenance of Swedish home-craft and its development along traditional lines. The display at the Chicago Exposition has been arranged by the Selling Association of the Federation, Hemslöjdsförbundet för Sverige, The Swedish Home-Craft League, which is in charge of all sales of exhibits and takes orders.

The exhibits comprise various kinds of hand woven textiles from different parts of Sweden, with a certain characteristic technique or colour scheme, varying according to the particular part of Sweden where they are made.

Exhibits: Carpets, flemish weavings, linen and damask, cotton cloth, furniture coverings, embroideries, laces, wood-sloyd, toys.

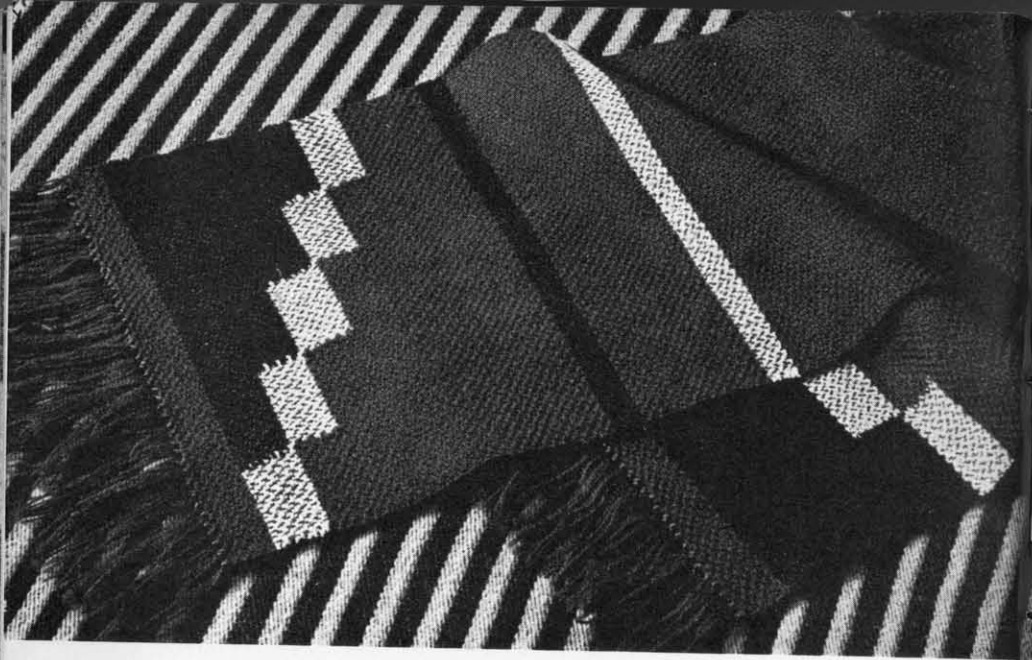
Damask weaving, Värmlands Hemslöjd, Karlstad.



Carpet, Malmöhus Läns Hemslöjdsförening.
Designed by Anny Simonson.

Kronobergs Läns Hemslöjdsförening.





Scarf, Ångermanlands Hemslöjdsförening, Sollefteå.
Woolen-fabric, Mora Hemslöjdsförening, Mora.

Scarf, Värmlands Hemslöjdsförening, Karlstad.
Woolen-fabric, Ångermanlands Hemslöjdsförening, Sollefteå.



Sätergläntans Hemslöjd

30

Manager: Elsa Långbers

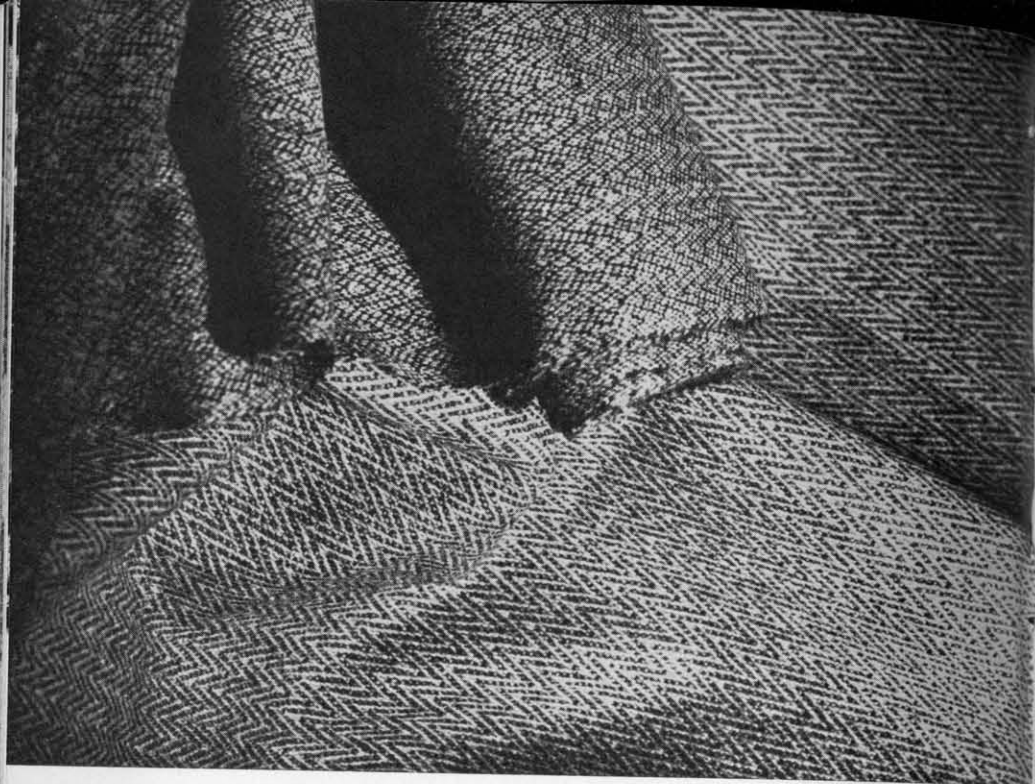
Designer: Ingeborg Långbers.

Sätergläntans Weaving School was started in 1919. The aim of the school is to preserve and develop the traditions of weaving typical for Dalacarla. The weaving consists mostly of linen-damask and »homespun» cloth and woven fabrics for sport clothing.

The school has recently been expanded and now includes a section for wood-sloyd.

Exhibits: Linen-damask, woven fabrics, plaids.





Fabrics, Sätergläntans Vävskola.

Svenskt Tenn

Address: Strandvägen 5 A, Stockholm
Manager: Estrid Erikson
Designers: B. Trägårdh, N. Fougstedt,
E. Erikson.

Exhibits: Carpets in the »Berga» and »Jäders» technique.

See Exhibitor N:r 12.

Aktiebolaget Durotapet

Address: Factory and head office in
Hagatröm (Gävle)
Office in Stockholm, Birgerjarlsgatan 13,
box 7146
Cable address: »Wallpaper» Stockholm
and Gävle

Manager: L. Norström
Sales manager: Sven A. Gustafsson
Designers: Y. Lundström, C. Malmsten,
C. J. Alexandersson, S. Häggbom,
M. Östlund
Retail agent: Sigfrid K. Lönegren,
122 East 42nd Street, New York, City.
Swedish Arts and Crafts Company,
161 East Ohio Street, Chicago

31

Aktiebolaget Durotapet was founded in 1930, and since specialized on non-fading and washable wall papers. The plain Duro mostly recalls a distempered wall, while Luxo has a French feeling of silk-covered wall. To the decorated wall-papers the above-mentioned artist has worked out quite a number of modernistic patterns.

Exhibits: Plain and patterned Duro and Luxo Wallpapers.

EXHIBITORS' INDEX

Ceramics

1. Bobergs Fajansfabrik A.-B.	Page 10
2. Gefle Porslinsfabriks A.-B.	„ 12
3. A.-B. Gustavsbergs Fabriks Intressenter	„ 15
4. A.-B. Karlskrona Porslinsfabrik	„ 19
5. A.-B. Lidköpings Porslinsfabrik	„ 21
6. A.-B. S:t Eriks Lervarufabriker	„ 24
7. Steninge Lervarufabrik	„ 26
8. Upsala-Ekeby Aktiebolag	„ 27

Furniture

9. A.-B. Chamberts Möbelfabriker	Page 30
10. A.-B. Nordiska Kompaniet	„ 32
11. A.-B. Svenska Möbelfabrikerna	„ 35
12. Svenskt Tenn	„ 38
13. C. A. V. Lundholm A.-B. Pianomagasin	„ 40

Glassware

14. Eda A.-B.	Page 41
15. A.-B. Kosta Glasbruk	„ 45
16. Orrefors Bruks A.-B.	„ 49
	91

Metalwork

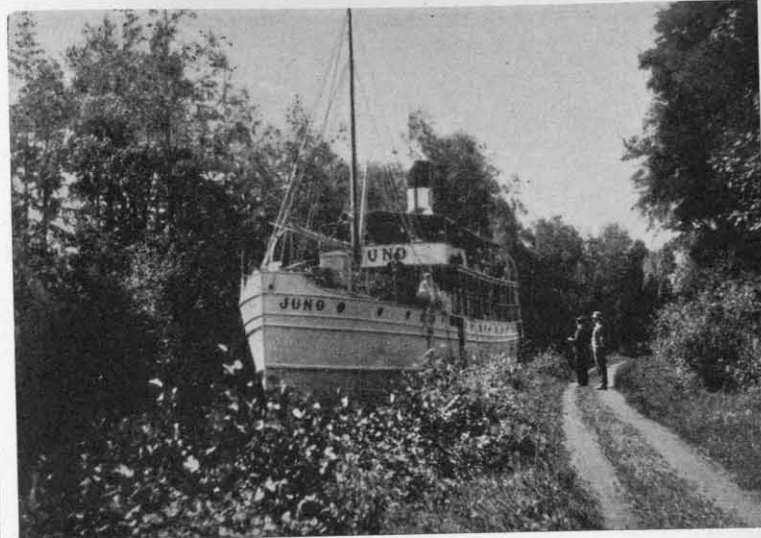
17. A.-B. Astrid M. Aagesen	Page 53
18. Atelier Borgila A.-B. Erik Fleming	„ 55
19. C. G. Hallbergs Guldsmedsaktiebolag	„ 58
20. Fabriksaktiebolaget Kronsilver	„ 61
21. Hovjuvelerare Wiwen Nilsson	„ 63
22. A.-B. Näfveqvarns Bruk	„ 66
Svenskt Tenn see page 38	„ 69

Textiles

23. Almedahl-Dalsjöfors A.-B.	Page 71
24. Axevalla-Varnhems-Slöjd	„ 73
25. Föreningen Handarbetets Vänner	„ 75
26. Föreningen för Svensk Hemslöjd	„ 77
27. Elsa Gullberg, Textilier och Inredningar	„ 80
28. Märta Måås-Fjetterström	„ 82
29. Svenska Hemslöjdsföreningarnas Riksförbund	„ 84
30. Sätergläntans Hemslöjd	„ 87
Svenskt Tenn see page 38	„ 88

Wall papers

31. Durotapet, A.-B.	Page 89
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