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SWEDEN IN NUMBERS

EDITORIAL

HEJ AND WELCOME TO THE SECOND EDITION OF NODE INTERNATIONAL!

After having taken a look into the scene of the Netherlands in the first issue, we now look north: Sweden is the second country of our pan-European journey.

With Carl-Christian Dyrssen, we've found a true "Stockholm guy" who provides us with an insight into the local scene. MTV Sweden's CEO Lars Mossing kindly answered us some questions on the channel, the Swedish media scene and Sweden in general.

Furthermore, we had the opportunity to interview the four girls from the product design group Front.

Alexis Holm from Gram Design, a boutique shoe company, lets us know a bit about the country's highly regarded fashion scene – and where to go to when in Stockholm.

Turning back to music, we've assembled a bit of information on two digital music services that stem from Sweden – both very successful on an international scale: Spotify and SoundCloud. And finally: some facts on the Nordic country which you might have expected – or not.

We wish you all an interesting and informative read.

Ji-Hun Kim and Jan-Peter Wulf

Enquiries, ideas, criticism and more are always welcome! The next issue will deal with Belgium – so if you have something to recommend or something we definitely have to report on: let us know! Please contact us at:

NODE.CONTACT@GMAIL.COM





FROM STOCKHOLM TO JUKKASJÄRVI

PLACES TO BE IN SWEDEN

CARL-CHRISTIAN DYRSSEN FROM STOCKHOLM, SWEDEN. HE KINDLY TELLS US A BIT ABOUT THE SWEDISH MENTALITY, PLACES TO GO TO AND WHY LONDON IS SWEDISH, SOMEHOW.



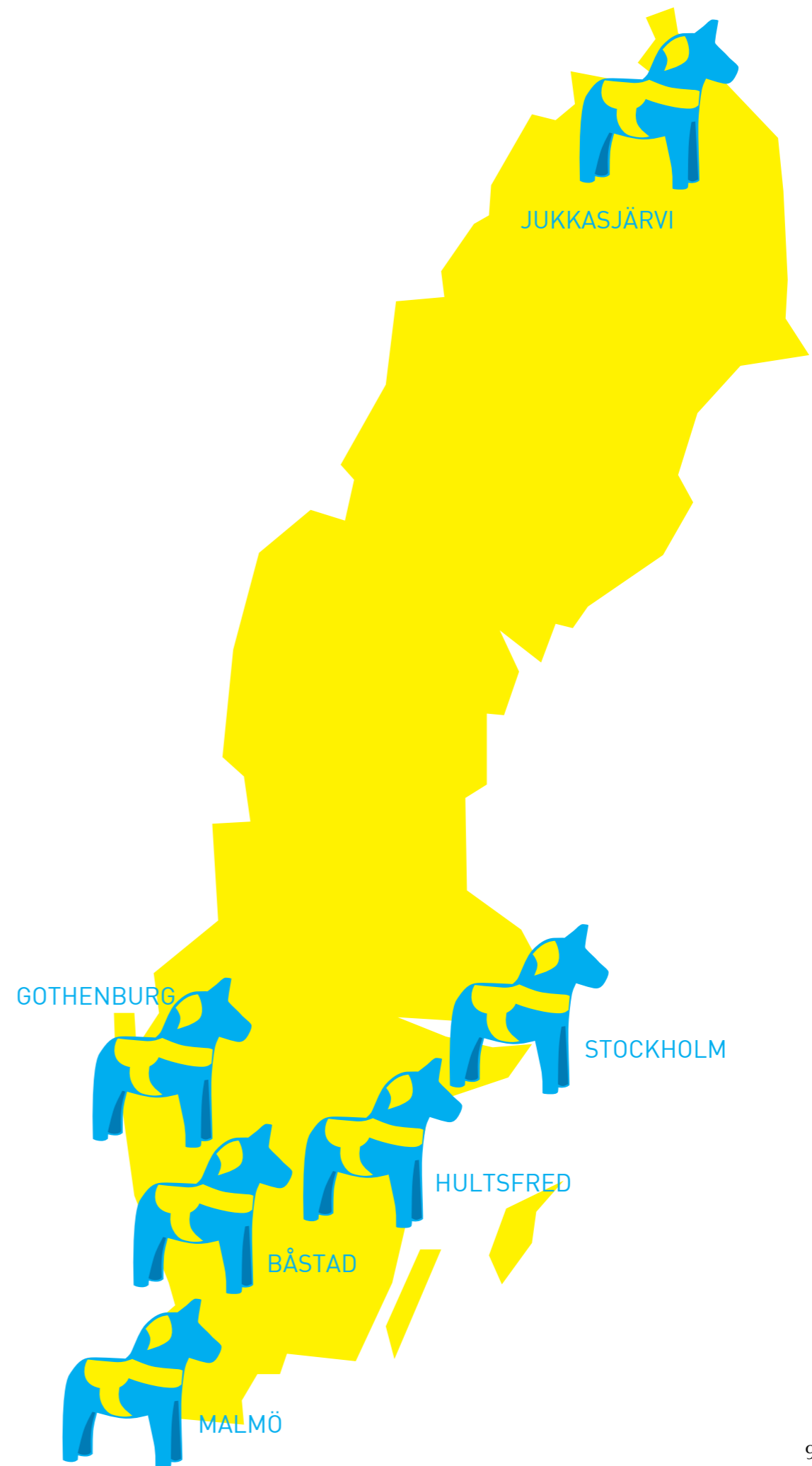
STOCKHOLM

Stockholm – a northern outpost of the western civilization, at its extremes – bares

its flag high as one of the most stylish cities we have in Europe. Probably due to the size of the city and how the city is divided, Stockholm chews and spits out trends like no other city. Very often you can predict the outcome of a certain trend in the world by looking at how it is doing in Stockholm. That goes for anything from clothes and iPods to corporate business models.

Stockholmers like to look upon their hometown as a little branch of

NYC. New Yorkers however call Stockholm a village. Everybody seems to love our capital though. Stockholmers never cease to feel at home in Stockholm. Even after 40 years abroad they will tell you that Stockholm is their home, their other place just a temporary stay, regardless of how permanent it may appear. Other Swedes have some kind of hate/love relationship to Stockholm. They may not like the superficially superior style that some natives may radiate but deep in their hearts their love is endless for their beautiful capital. And foreigners? Well, people from other places can fall completely in love. I actually know several people who came here on a vacation trip but at the end found



themselves living here. Somehow, that mostly goes for men...

Also Stockholm is the city most often mentioned if you ask American celebrities about their favorite place to go in Europe. Once again this goes for men, amongst them Jay-Z who frequently is in town. Last time he came he was throwing a private party at Villa Pauli in Djursholm, the only realease party of its kind in Europe for Blueprint 3. Other celebs frequently seen in Stockholm are Adrian Grenier, Tiger Woods and David Guetta.

THE SOUTH CITY

Architecturally there are no big differences between any of the inner parts of the city. The differences reveal themselves when studying the people who walk the streets. The south side, being the biggest single part of town is Stock-holm's fortress of the working class. Subculture thrives here and therefore this is where you'll find the biggest variety when it comes to bars, restaurants, shows, 2nd hand shops etc. Dress fancy or let yourself go with a relaxed night in this important part of town.

In summer you should regularly check a place called Mosebacke. Here, at the edge of the northern mountain side of the south city, you can watch the finest outdoor live acts from various artists while enjoying the most beautiful view over the rest of the city.

THE EAST

Whereas some jokers call the south Jersey, the east is the most upscale part of town. People are nicely dressed and

the streets are more or less packed with Porsches. This little part of town where everybody knows everybody is actually the reason why Stockholm is the densest town when it comes to Porsche.

If the south is Jersey then the east has its equivalent to Wallstreet in Stureplan. A center for business during the day and for party animals at night. Make sure you know someone who knows someone if you want to get into these clubs. Even big metropolitan places like Berns (house, electro, hiphop) are very fastidious about who they let inside. A nice little oasis for the more relaxed ones is a place called O-baren which is located far back inside of Stockholm's most exclusive shellfish restaurant. The interesting effect of the above is that peaking caps and palistinian shawls mix up with a bunch of business suits (having dinner at the restaurant). Since the concept is lasting you might even assume they get along!

THE OLD CITY

You mustn't miss it if you're here. You need to see and feel the medieval spirit that surrounds this place. Most streets were not made for cars, hardly even carriages. Sometimes the houses are so close to each other that you could reach over the street with your arm. If you look closely you might even see that some, or even most buildings are somewhat oblique.

The Royal Swedish Castle will fascinate with its hugeness in this environment. Young soldiers are guarding it with old fashioned, traditional clothing but with modern and very functioning weapons. I have guarded it myself.



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MALMÖ

Malmö is a little town making its way as the capital of Skåne which is the most southern landscape of Sweden. Actually

there is not much to say about Malmö. People talk funny and we actually considered for a long time giving it back to Denmark. The Öresunds Bridge that connects Malmö and Copenhagen however makes Malmö somehow very interesting. That giving away thing, however was B.Z.I – Before Zlatan Ibrahimovic whose origins you'll find in a ghetto called Rosengård outside of Malmö. He now lives (when home) on Bellevue, close to the ocean, in a beautiful pink mansion that before Zlatan knocked on the door actually was the home of a good friend of mine. Z

paid more than three times the market value which my friend appreciated a lot. European subcultures find their way to Sweden through Malmö. If hiphop as we know it in Europe ever was big in Sweden it is thanks to some of the creative minds from this city. Well-known acts are Don Diego, Advance Patrol or Timbuktu. Another example is a well known House DJ export called Ali Payami.



GOTHENBURG

When it comes to subcultures and lifestyle variety, Gothenburg has to be estimated rather poor. If you only have a couple

of days to spend in Sweden, it is not the first place to recommend. As for parties, it is worth mentioning that Gothenburg

people like to leave the city, too. Yet, not to visit other cities but to go boating and partying in small, hard to get to villages at the sea. When in Gothenburg, you should visit the archipelago which is awesome. And if you're into arts, the Göteborg Biennial for Contemporary Arts is the event you should come into town for.



HULTSFRED

This place is known for one single thing – the biggest annual rock festival on Sweden. People from all over the

world come here to sleep in tents, drink unreasonably and most of all to rock like there was no tomorrow.

In 2006, Pete Doherty threw a guitar into the audience and then fell off the stage when trying to stage-dive. The festival has been around since 1986 and pulls 25,000 people each year to the park in the middle of the city.



BÅSTAD

Also known for one single thing – The Swedish Open in tennis. Why am I mentioning this? Because during one week each

summer, Båstad is the capital of Sweden. At least party Sweden. The tournament

exists since 1948 and as you may know, Sweden has seen a great many tennis players, from Björn Borg to Mats Wilander and Stefan Edberg.



JUKKASJÄRVI

This town has a hotel entirely made of ice. So is everything in it: The bars, the tables, the glasses.

There even is a church inside made of frozen water. Jukkasjärvi is a small village 200 kilometres north of the Arctic Circle. In 1990, the French artist Jannot Derit was invited to open his exhibition in a specially built igloo on the frozen Torne River which passes the village. A group of foreign guests, equipped with reindeer hides and sleeping bags, one night though it would be a good idea to use the cylindrical shaped igloo for accommodation. That was the birth of the Icehotel. The reindeer fur they initially used is still present: It keeps you warm when sleeping in your hotel bed which, obviously, is made of ice, too.



LONDON

Yes, London. Why? Because if you count the amount of Swedes living in London you'll find that Sweden's fifth

biggest city actually is London!



Q&A LARS MOSSING

CEO OF MTV NETWORKS NORDIC



How did you get to MTV Networks?

MOSSING: MTV Network Nordic searched after a new commercial Director after MTV launched local feeds in the four Nordic countries in 2005. Later in 2007, I was offered the job as General Manager for MTV Networks Nordic.

What is the specialty of MTV Sweden?

MOSSING: The specialty of MTV Sweden/Nordic is a very strong focus on creative and Design. This combined with the right mix between local and international music and strong long forms makes it very appreciated.

A look into the future – what will MTV Sweden be like in 2014?

MOSSING: Different platforms like online, mobile, digital television will develop further. But I actually think that there will still be a strong MTV as a traditional TV channel.

MTV is still a big deal in our country because...

MOSSING: ...it stays relevant to the youth viewers and is an international window to the world of pop culture. It grows with each generation, not with the generation when it was founded.

Compared to other European countries, how would you describe the local media scene?

MOSSING: The local media scene is sceptical. News editors are afraid of corporations and their news. Local news have always a higher news value than global news!

Who are right now the five most influential people in the media?

MOSSING: Christina Stenbeck (heiress of a consortium of large media companies like Tele 2 and the free daily newspaper Metro), the family Bonnier (owner of the

Bonnier Group with newspapers, TV, radio and publishing companies), Jan Scherman (journalist and CEO of TV4) and Eva Hamilton (head of public Swedish broadcaster SVT).

From your point of view, who have been the most influential people of Swedish music?

MOSSING: ABBA, Roxette and The Cardigans as groups. And as producers: Max Martin (amongst others, Backstreet Boys, Britney Spears, *NSYNC and Pink), Andreas Karlsson (e.g. Madonna, Janet Jackson and Jennifer Lopez) and Denniz Pop (Ace of Base, Backstreet Boys, Britney Spears, E-Type, Robyn etc.).

Could you describe Sweden in ten head-words?

MOSSING: Nature, long dark winter, the most beautiful archipelago – in the sum-

mer!, fairytale, beautiful, rich, traditional, digital, design.

Please complete the following sentences: The Swedish mentality is...

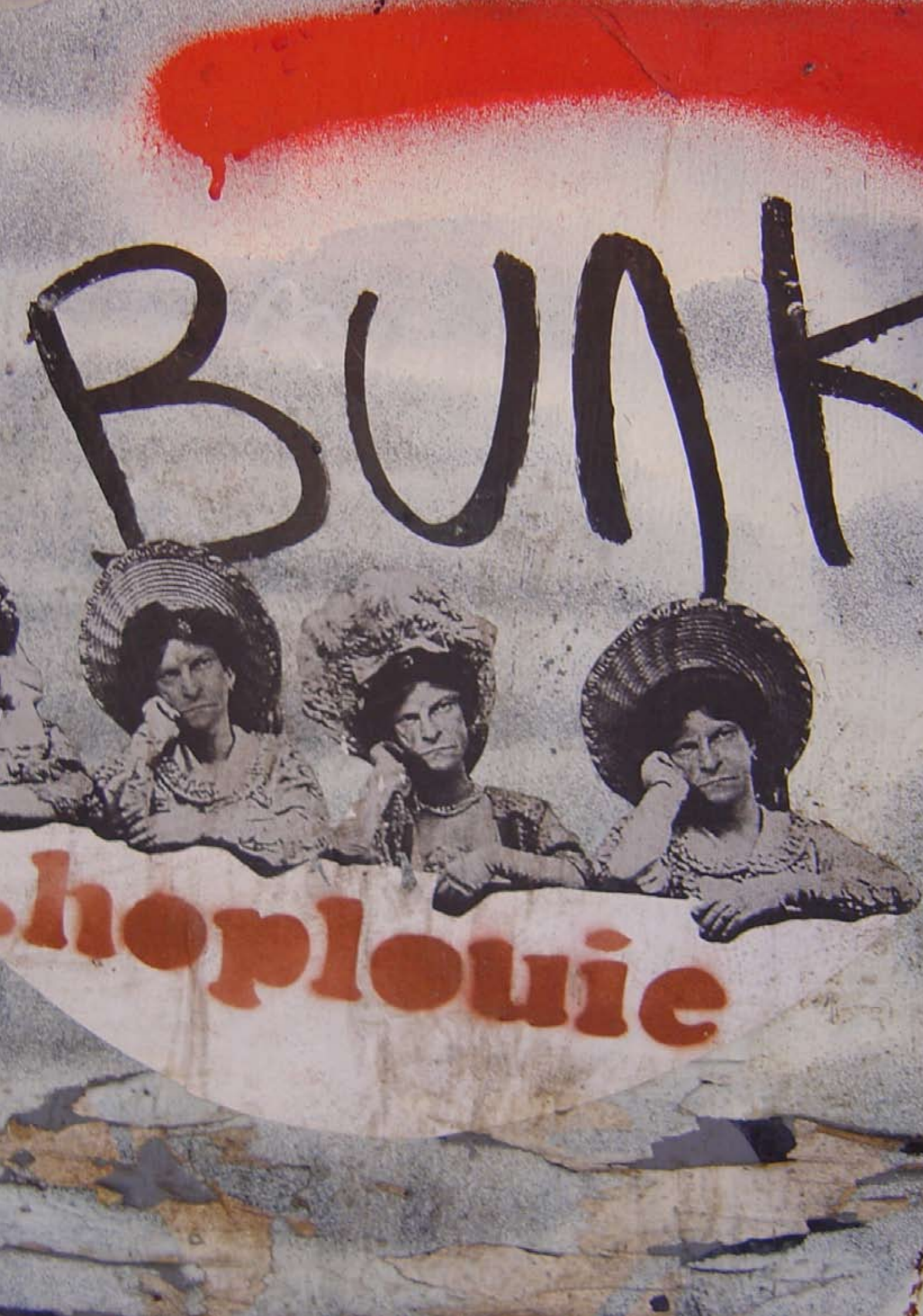
MOSSING: Still based on the “the jante law” Don’t think you’re anyone special or that you’re better than us. But in the large Cities more and more people dare to be different and challenge the norm.

So, which is the most interesting Swedish city at the moment, then?

MOSSING: Stockholm.

Thanks!





ON DESIGN

AN INTERVIEW WITH SOFIA LAGERKVIST, CHARLOTTE VON DER LANCKEN, ANNA LINDGREN AND KATJA SAVSTRÖM FROM FRONT DESIGN, STOCKHOLM

What makes a good design?

FRONT: Design is something personal in the first place. The good thing about it is, that it can be either good or bad – that is up to the personal perception, situation and context. For instance, we like the white plastic we're sitting on a lot. It is a very universal product. There was an article on it which said it should be banned from public places as it was considered too ugly. We've covered it with leather so it now is perceived as exclusive. It is interesting to see how such a small modification can change the overall perception.

You've become well-known for the Sketch project in which you first draw chairs, lamps or tables with an illumina-

ting diode and then three-dimensionally print it. How did you come up with that?

FRONT: We've always been interested in the design process and the various aspects that come along with it. Some of our projects reveal the very process, such as Sketch does. It emerged when reflected on the moment in which you have an idea or a vision. Normally, you'd draw it on paper – and until the final product is developed, years can pass. So the idea was to leapfrog the intermediate steps and to create a print-out.

Do you have an intention to break with the tradition of Scandinavian design – or to continue it in a different way?

FRONT: Scandinavian design has come

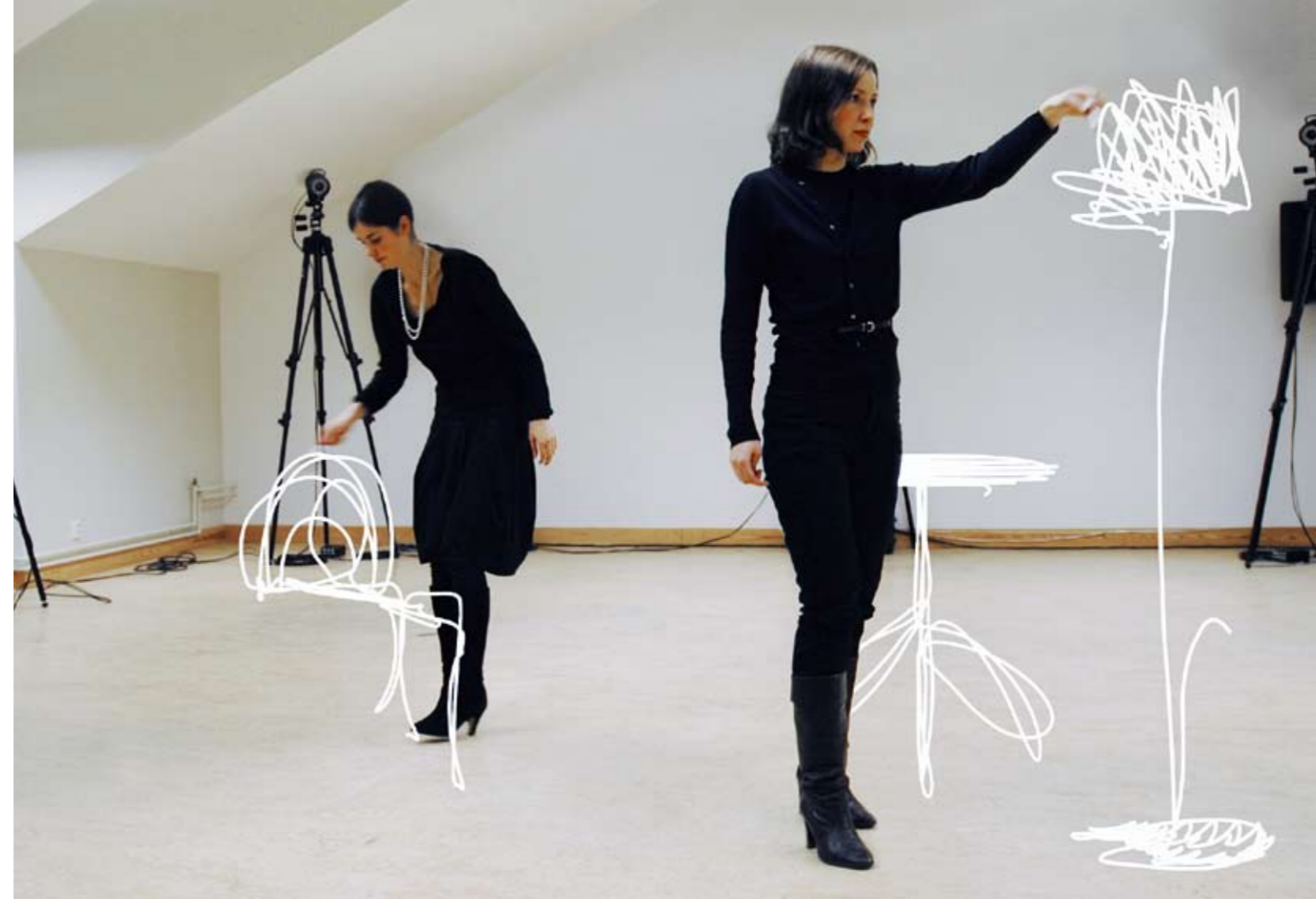
a long way in terms of shape, forming and functionality. These are, obviously, crucial parts of our work. It comes from the Vikings, probably. Maybe the Swedish thing is to be open to new things, such as technology. Mobile phones and internet have started here very early. Maybe it is easier to adapt things faster and to make them common sense when you're a small country. Our focus was always to look for something new – the narration of the objects and experiences with the things that go beyond functionality.

So what is the narration of this horse lamp, then?

FRONT: When we started Front, we've asked a hundred people for their

belongings. We wanted to know about their relation to their things, why they cannot throw away certain pieces. Many said they have a special connection to figural objects, more than to practical ones. When Marcel Wanders (a Dutch interior designer) gave us the briefing for the product design he said we should make a lamp his grandma would like, too. So we made rabbits, pigs and horses. It worked out! People that come across this lamp start to caress it. Lamps are not caressed very often, normally.

You often work with digital production methods that show up analogies to digital music production – the idea of the sample, remix, mashup are reflected in your de-contextualisation of objects. Especially in the field of interior design,



DESIGN IS
SOMETHING
PERSONAL IN THE
FIRST PLACE.



everything is to some extent there already. So our work is something of a remix, because when we get an order, we check the context in which it will be placed. It's not about copying things but to open new horizons of experience, you have to use certain codes to make people graspable what they see when looking at the object. Personal codes can be added then, so it is always a remix or the reproduction of an idea that is given.

How do you estimate the global dominance of Ikea?

FRONT: It is a bit scary. Again, it's the Vikings dominating the world. In a different manner now, of course. From a designer's point of view, Ikea has influenced the Swedish landscape at an early stage. It has been around forever and has dominated the market. As a result, other Swedish companies have become very individual and strong as they served the niche markets. The good thing about it is that the mass has become aware of design and is interested in other products, too.

As you print out your concepts three-dimensionally, which is known from the idea of personal fabrication, aren't you afraid that future product designers will only create persona, individual things?

FRONT: Product design has always been three-dimensional. Prototypes were kneaded, built out of plastic or wood. Today, prototypes remain two-dimensional, in the worst case they are only an image until the final production. The next step will be to print out in 3D, but up to now, it is a question of know-how. Designers and photographers shouldn't be worried, however. It does not touch the core competences. Additional distribution channels can only be an opportunity. What happened to music in the last years has created a new dimension of production and distribution. If that's going to happen with design as well, then why not?

WWW.DESIGNFRONT.ORG

OUR WORK IS SOMETHING OF A REMIX, BECAUSE WHEN WE GET AN ORDER, WE CHECK THE CONTEXT IN WHICH IT WILL BE PLACED.





@ NOSHA



@ HECTOR MELO A.



“380 GRAMS OF SHOE, PLEASE.” “ANYTHING ELSE?”

A CHAT WITH GRAM DESIGN ABOUT SWEDISH FASHION

Swedish fashion labels have been highly successful on an international scale in recent years. Whether you go to London, Amsterdam or Düsseldorf, you will come across flagship stores of Swedish brands. Brands such as Cheap Monday which lets boys and girls in equal measure slip into overly slim jeans, we mean Tiger of Sweden, Filippa K, ACNE or Nudie, to name but a few. A leitmotif of all these brands is a mostly simple, clear style, which H&M (which obviously comes from Sweden, too) has adopted within the collections of its store chain COS. How come, after all? We had the opportunity to chat with Alexis Holm, co-founder of Gram Design, a boutique shoe company founded in Stockholm in 2005.

Alexis, would you agree there is a typical Swedish fashion design at all?

HOLM: There definitely is.

So what does it consist of and how did it emerge?

HOLM: I guess it's that serious monochromatic slim-fit, worker slash preppy look that comes to mind. Not sure how

or when it all started, but what is for certain is that it is the culmination of a thousand years of bad weather and high taxes...

How important is working internationally for creatives in Sweden? And which country is most inspiring for you? And do you think that Sweden inspires other countries as well?

HOLM: International is the only way to work for us. For us Japan is always a great inspiration, and for me personally Hong Kong as well. Sweden is a too small country to support any kind of creative thinking.

If you had to define contemporary Sweden in five words, they would be...

HOLM: International. Uniform. 5 seconds ago. Anxious. Comitted.

Let us know a wee bit about your shoes. What gave you the idea to name and classify your shoes according to their weight?

HOLM: Well... we wanted a short memorable four letter brand name that would emphasize the simplicity of our

shoes. Gram just seemed like the perfect fit, since it also gave us the chance to really place total focus on the product itself. Our style names add or take away nothing, they simply show the sum of the parts.

Your A/W collection with three new lines now is in the stores. What can we expect from Gram in 2010? Please tell us your plans.

HOLM: Gram will be bringing back the unisex! And as always, pushing the envelope when it comes to hybrid footwear.

You're based in Stockholm. Please tell us three must-walk-to places when coming to the capital.

HOLM: For architecture and waterfront views, you should go to the Strandvägen boulevard in Östermalm or to the Djurgården peninsula. For shopping, I recommend PUB.03. And for the best Swedish dining, you should make a reservation at Rolf's Kök (Rolf's kitchen).

Alexis, thank you and all the best!

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DIGITAL MUSIC INNOVATORS

SPOTIFY AND SOUNDCLOUD

Two of the most successful new digital music services actually stem from Sweden: Spotify, founded in 2006 by Daniel Ek and Martin Lorentzon, and SoundCloud, founded in 2007 by Alexander Ljung and Eric Wahlforss.

Spotify is a little bit like iTunes without hard drive or "in the clouds": Users can stream music on demand by typing in a song, artist or band. The service has a back catalogue of currently 6 million titles which can be listened to either ad-based (thus, with radio-like ad interruptions after a couple of tracks) or by subscribing to a premium model which then is ad-free. Spotify is currently available in Sweden, Norway, Finland, the UK, France and Spain. Further European countries shall follow soon. Moreover, a U.S. and even a China launch are planned. Licensing agreements with all four majors (Universal Music Group, Sony BMG, EMI Music and Warner Music Group) as well as a great many independent labels guarantee a widespread coverage over all genres of music. However, there are still gaping holes to be found as single artist's rights issues are not resolved in every single case, as with Bob Dylan, for example. Nevertheless, with 256 kbps streaming quality and

apps for the iPhone as well as the Android platform, Spotify certainly is one of the most interesting new music service models of our times. Generating new business models along with the service is crucial to Daniel Ek, founder and CEO at Spotify: "With our music service that is easier, faster and more fun than piracy, we hope to make music ubiquitous on the internet. This will also create a lot of new exciting business opportunities for artists and labels." Brands, too, discover the service for CRM activities: In the summer, car company Fiat published a playlist on Spotify that promoted the new Fiat 500C. Users could suggest their favourite tracks to the list, with every song added including the chance to win a premium subscription to Spotify.

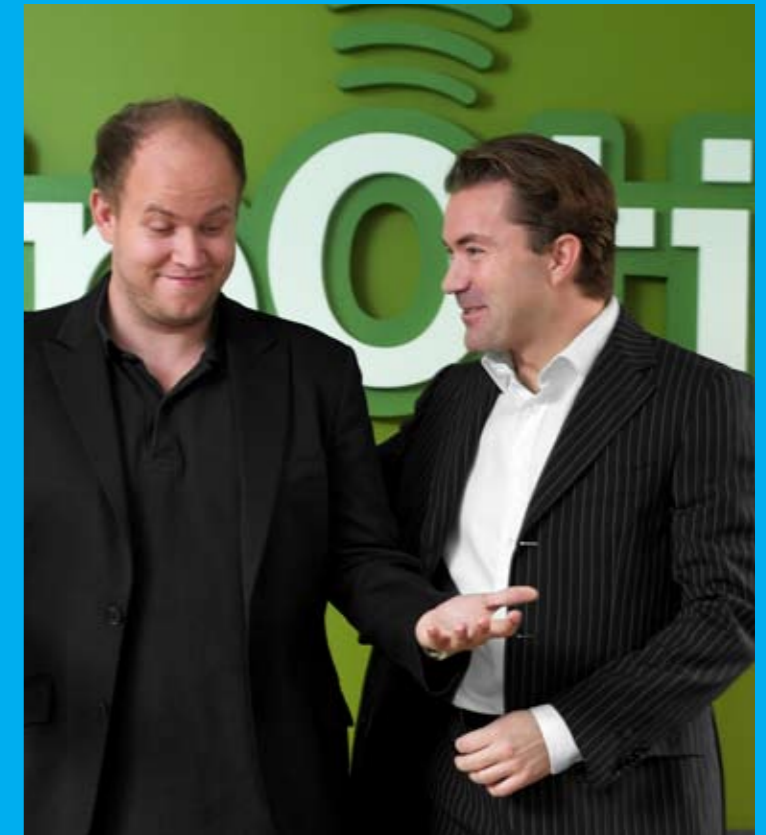
THE FLICKR OF MUSIC

The homepage of SoundCloud is actually in the centre of Berlin, yet the idea for the service was born in Stockholm, when Alexander Ljung and Eric Wahlforss got annoyed buy account-stuffing mails from music producers, sending them previews of new tracks to listen to and evaluate. Email is not the appropriate interface for this communication need, so their solution to the problem was a community

that brings together musicians, friends and fans: With a SoundCloud account, uploading new tracks in high quality (WAV) is easily and quickly done, and those who have access to the track (e.g. friends and/or other producers) can comment parts directly on the track's timeline. Many music promotion agencies use SoundCloud, too, to let journalists and bloggers pre-listen forthcoming releases. But the most interesting aspect is that co-creation has become extremely facilitated with the service since two and more persons can modify tracks without having to send them around as they had to before. So SoundCloud is as Web 2.0 as can be – therefore, it doesn't come as a surprise that "many people are calling us the Flickr of music", as Alexander Ljung says.

And actually: Just recently, a music producer who uses SoundCloud, Leon Somov from Lithuania, has won the MTV Best Baltic Act Award together with singer Jazzu. So now, SoundCloud users are asked to support them for the European Best Act which will be awarded at the EMA in Berlin on November 5th.

More information:
WWW.SPOTIFY.COM
WWW.SOUNDCLOUD.COM



WITH OUR MUSIC SERVICE THAT IS EASIER, FASTER AND MORE FUN THAN PIRACY, WE HOPE TO MAKE MUSIC UBIQUITOUS ON THE INTERNET.



SWEDEN IN NUMBERS

9,3 MILION PEOPLE

21 INHABITANTS PER SQUARE KILOMETRE

#1 PROPORTION OF PERSONAL COMPUTERS AND MCDONALD'S RESTAURANTS IN EUROPE

108,4% PER CAPITA PERCENTAGE OF MOBILE PHONES

#5 WORLDWIDE RANK IN THE UN HUMAN DEVELOPMENT INDEX

320,000 SQUARE METERS COMPRISES EUROPE'S LARGEST SHOPPING MALL IN GOTHENBURG

1ST COUNTRY TO GRANT WOMEN SUFFRAGE IN LOCAL ELECTIONS (1862)

1965 RIGHT-HAND DRIVING WAS INTRODUCED

76 LANGUAGES HAVE THEIR OWN VERSION OF PIPPI LONGSTOCKING

87% OF SWEDES ARE LUTHERAN

7,845 METERS IS THE LENGTH OF THE ÖRESUND BRIDGE BETWEEN MALMÖ AND COPENHAGEN

370,000,000 ABBA RECORDS HAVE BEEN SOLD TO THIS DAY

80,5 YEARS IS THE LIFE EXPECTANCY – THE LONGEST IN EUROPE

IMPRINT

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