

## A special survey published to celebrate 100 years of the influential and innovative Swedish design company Svenskt Tenn

In 1924, Estrid Ericson founds Svenskt Tenn to produce modern pewter objects at reasonable prices. Quickly, the company gained international recognition as an established brand of quality, moving into textile, furniture, and interior design. This book tells the story of this pioneering woman, delves into the history of the company she grew, examines her relationship with acclaimed Austrian designer Josef Frank, and showcases the collaborations with contemporary designers, such as India Mahdavi, that keep Svenskt Tenn at the forefront of modern interior design.

**Nina Stritzler-Levine** is Professor of Curatorial Practice, Director of Focus Project Exhibitions at Bard, and the former director of Bard Graduate Center Gallery. She works in the fields of modern and contemporary architecture and design, with a particular focus on alternative modernisms, gender, class, and sexuality and the intersections of architecture and contemporary art.

**Maria Veerasamy** is Chief Executive Officer at Svenskt Tenn.

**Hardback**  
270 x 220 mm  
8 5/8 x 10 5/8 inches  
400 pp  
500 col and B&W illus.

**Published**  
May 2025  
Phaidon

\$	89.95	US
£	69.95	UK
€	79.95	EUR
\$	115.00	CAN
\$	140.00	AUS

EN: 978 1 83866 688 0



SWE: 978 1 83729 084 0





The fascinating story of a modern design company founded in the 1920s and run by a woman, Estrid Ericson

- With previously unpublished photographs and drawings that have recently been rediscovered in the Svenskt Tenn archive in Stockholm

- Features a wide ranging and highly varied selection of objects, furniture, textiles, and interior design

Publication celebrates Svenskt Tenn's 100th year, which took place in 2024

- Published with complete support from the brand, and features a foreword by the current CEO, Maria Veerasamy

- 'All the things we once loved, alongside all the things we love today. - our homes are never completed, during our entire lives, we continue to build upon them.' - Estrid Ericson in *The Catechism of Interior Design*, 1939

'Ever since its conception in the mid-1920s by Swede Estrid Ericson, followed by the [some say] 'perfect' partnership formed with Austrian Josef Frank, Svenskt Tenn has been a leading light in interior design style; in fact, early customers included (and still do) the Swedish Royal family. - Merchant & Makers

Also available:

Jens Quistgaard



\$ 89.95 US, £ 69.95 UK, € 79.95 EUR

978 1 83866 602 6



Louis Poulsen

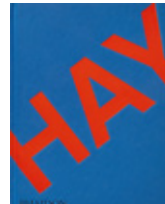


\$ 79.95 US, £ 59.95 UK, € 69.95 EUR

978 1 83866 780 1



HAY



\$ 59.95 US, £ 39.95 UK, € 49.95 EUR

978 1 83866 564 7

