

# **A Scandinavian Design Council Manifesto on Nature, Ecology, and Human Needs for the Future**

The following manifesto grew out of a conference entitled “Scandinavian Design 1990 - Towards 2000,” which was held in Malmo, Sweden, June 8-10, 1990. The conference, whose topic was design and ecology, featured a number of speakers including Victor Papanek from the United States and Ezio Manzini from Italy. The manifesto was unanimously accepted by the conference participants and was endorsed by ICSID (International Council of Societies of Industrial Design) and ICOGRADA (International Council of Graphic Design Associations). It is presented here with a number of stylistic revisions suggested by ICOGRADA.

Victor Margolin, for the Editorial Board

The natural conditions of the five Scandinavian countries have influenced the ways and forms of lives of their people. The harsh and cold climate has forced us to accept the practice of

- An awareness of nature
- A human awareness of neighbours and other people we live with
- An economical way of life?

Therefore, and because of the vision we have for the world, we recognise that authentic Scandinavian design does have a message for the future of mankind.

1. We have to re-establish the basic values of life in an ethically sound way.

2. We have to design now the framework for new ways of life, which are ecologically and economically sound.

3. We have to ensure there is continual reappraisal of educational programmes not only for school children but throughout the whole of adult life.

4. The design disciplines must forcefully articulate, make visible and emphasise the design message in order to influence both public and private decision-making.

5. We have to establish positive cooperation between designers, industry and users of all categories to ensure the

preservation of the richness and variety of our planet and safer and fuller living for everyone.

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