Mara Ezekiel

How Scandinavia Changed my Understanding of Design

A year ago I studied abroad in Copenhagen, emerging myself in both the Scandinavian lifestyle, but even more so in the design. We hear again an again that IKEA, and other Scandinavian companies are the leading the world in design, but it is something new to experience this world everyday. The days I spent in Copenhagen were simple, colorful, introspective and structured, which is reflected in their flat, clean, colorful, and lively design. Each house, tall, thin, pink, blue, yellow, or orange, standing in competition, but also harmony with the surrounding houses. Rivers running through the town centers, in places they should not be. Everything was accessible in Copenhagen, close by bike, foot or train, Sweden just across the bridge. Copenhagen stressed the importance of sustainability, health of the people and health of the world, extended thorough their sustainable and thoughtful design. Personality and style are not compromised by this flat, modern design.

Before my time abroad, I was a graphic designer with a goal of making the “best,” most usable design, however Copenhagen showed my how to make design my own, and with that, make it valuable. This dichotomy of individuality and design, existing in this flat colorful world are ideas that I use in my own art today. My current Capstone project. “Wooden Fish” is an installation, consisting of two main parts: a large mural, which serves as a world, and a book, which exists within it. “Wooden Fish" uses personal stories in combination with illustrations of infrastructure and objects, including boats, rivers, schools, and hospitals to create a para-fictional flat, colorful town that merges the bridge between these two worlds of design. This work is about how our everyday forms our own world, just as the everyday of Copenhagen did.

Mural Plan

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