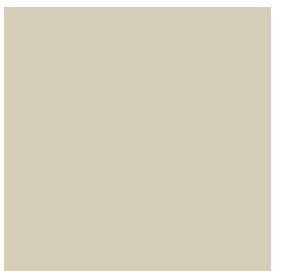
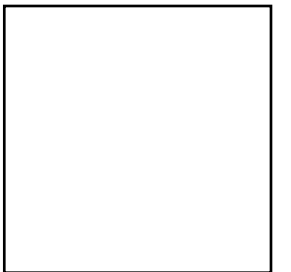


A Guide To Scandi Design Principles

The epitome of simplicity and
comfort.



SCANDINAVIAN STYLE

SCANDINAVIAN STYLE IS MARKED BY A FOCUS ON CLEAN, SIMPLE LINES, MINIMALISM AND FUNCTIONALITY WITHOUT SACRIFICING BEAUTY. ROOMS DESIGNED IN THIS STYLE OFFER A BLEND OF TEXTURES, CONTRASTS, AND SOFT HUES TO CREATE A SLEEK, MODERN FEEL. THE SCANDINAVIAN WAY OF LIFE EMPHASIZES THE PHILOSOPHY OF ‘HYGGE’, WHICH ENTAILS CREATING A COZY, BALANCED FEELING IN A SPACE.

WORD ‘HYGGE’ ENCOMPASSES A FEELING OF COZINESS, CONTENTMENT AND WELL-BEING FOUND THROUGH CHERISHING THE LITTLE THINGS IN LIFE AND IS REGARDED AS A DEFINING CHARACTERISTIC OF SCANDINAVIAN CULTURE. HYGGE PHILOSOPHY AND VIEW ON LIFE IS SURELY ONE OF THE MAJOR FACTORS THAT MAKE SCANDINAVIAN NATIONS REGULARLY RANK AMONG THE WORLD’S HAPPIEST COUNTRIES DESPITE THE HARSH WEATHER CONDITIONS. IT IS ALL ABOUT KEEPING THINGS SIMPLE, BE PRESENT HERE AND NOW, GRATITUDE, COMFORT AND TOGETHERNESS.

TO STRIKE A BALANCE BETWEEN FUNCTIONALITY, MODERNISM, AND COMFORT, SCANDINAVIAN DESIGN EMBRACES A VARIETY OF PRINCIPLES AND CHARACTERISTICS. THE FOCUS IS ON NATURAL LIGHTING, WHICH IS A RARE COMMODITY FOR SCANDINAVIANS DURING THE LONG WINTER MONTHS. THEREFORE, HOMES IN SCANDINAVIA ARE DESIGNED TO LET IN AS MUCH NATURAL LIGHT AS POSSIBLE AND TO TRAP IT THERE. THE COLOR PALLETTE IN A SCANDINAVIAN SCHEME IS PREDOMINANTLY WHITE, SOMETIMES WITH A TOUCH OF LIGHT MUTED COLORS LIKE GREY-BLUES, GREY-GREENS, GREY-BEIGE... THE DETAILS IN BLACK OR DARK NEUTRAL TONES DEFINE ACCENTS IN THE SPACE.

WHITE WALLS AND WOODEN FLOOR ARE THE BASIC FRAME FOR SCANDINAVIAN STYLE ROOM. LIGHT WOODS SUCH AS BEECH, ASH AND PINE ARE TYPICALLY USED. THE FURNITURE IS MODERN, USUALLY WOODEN, AND FOLLOWS ‘LESS IS MORE’ PRINCIPLE. RATHER THAN HAVING A LOT OF FURNITURE, THE CONSIDERATION IS GIVEN TO VERY FEW SELECTED ITEMS THAT ARE STATEMENT PIECES (ICONIC ARMCHAIR FOR EXAMPLE).

THE COZY FEELING TO A MINIMALIST COLOR PALETTE AND CLEAN MODERN FURNITURE IS OBTAINED WITH NATURAL FINISHES AND TEXTURES. SCANDINAVIANS RARELY INSTALL WALL TO WALL CARPETS, THEY PREFER TO USE A LOT OF RUGS. NATURAL FIBERS LIKE HEMP, SISAL AND WOOL IN SOFT NEUTRAL COLORS ARE AN IMPORTANT ELEMENT OF THIS LOOK. CABLE KNIT WOOLEN TROWS, SOFT CASHMERE BLANKETS AND WARM FLUFFY CUSHIONS ARE PERFECT WHEN ACCESSORIZING BEDS AND SOFAS IN A SCANDI STYLE.

SIMPLICITY AND PRACTICALITY ARE TWO MAJOR PRINCIPLES OF SCANDINAVIAN DESIGN. WALLS ARE COMMONLY LEFT BARE AND SPACES ARE LEFT RELATIVELY SPARSE. UNNECESSARY DECORATIVE ELEMENTS ARE NOT USED FOR THIS STYLE, BUT GOOD WORKMANSHIP IS IMPORTANT. THEREFORE, IT IS THE BEAUTY AND INTEGRITY OF A PIECE THAT IS IMPORTANT. ACCESSORIES SHOULD BE SIMPLE, AUTHENTIC AND WELL MADE. ORIGINAL ARTWORK, HANDMADE ITEM OR CERAMICS ARE A GOOD CHOICE. POT PLANTS ARE ALSO OFTEN USED TO GIVE SOME COLOR CONTRAST TO NEUTRAL BACKGROUND AND BRING SOME OUTDOOR SPIRIT IN THE ROOM.

GORENJE KERAMIKA PORCELAIN TILES ARE PERFECT CHOICE FOR CREATING SCANDINAVIAN STYLE AMBIENT. YOU CAN CHOOSE BETWEEN DIFFERENT TYPES OF NATURAL WOOD DESIGNS IN ORIGINAL WOODEN PLANKS FORMAT 22,5X90 CM OR 15X60 CM. THE TILES IMITATE WOOD IN ALL ASPECTS, FROM DETAILED HIGH-RESOLUTION GRAPHIC TO COLOR AND SPECIFIC TEXTURES. YOU GET UNIQUE NATURAL WOOD LOOK AND AT THE SAME TIME HIGH DURABILITY AND EASY MAINTENANCE THAT CHARACTERIZE PORCELAIN CERAMIC TILES.



