

## Danish Modern Furniture, 1930-2016: The Rise, Decline and Re-emergence of a Cultural Market Category (Hardback)



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### ***Reviews***

*Merely no terms to spell out. We have read through and i also am confident that i will gonna read yet again again in the future. You will not sense monotony at anytime of your own time (that's what catalogs are for about should you question me).*

*(Pasquale Larkin I)*

## DANISH MODERN FURNITURE, 1930-2016: THE RISE, DECLINE AND RE-EMERGENCE OF A CULTURAL MARKET CATEGORY (HARDBACK)



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Intl Specialized Book Services, 2018. Hardback. Condition: New. Language: English . Brand New Book. Business and economic historians will greatly welcome the publication of Per Hansen s masterly history of Danish modern furniture. The originality and extent of the empirical research behind the book is outstanding, but the fundamental contribution is the compelling re-writing of existing explanations of the global success of this category. Hansen recasts the story of Danish furniture in terms of cultural entrepreneurship, and explores how tastes and fashion were shaped by a cultural brand narrative. This methodology makes the book relevant far beyond specialists in Danish furniture. It is a landmark publication in business history. --Geoffrey Jones, Isidor Straus Professor of Business History, Harvard Business School \*\*\* The translation of Per H. Hansen s magisterial history of Danish modern furniture has been eagerly awaited for some time. The book presents a refreshing perspective from a business historian who weaves together ideas about image, branding, and national identity to reposition the standard narrative of modern Danish furniture. Thoroughly researched and clearly argued, it makes valuable archival information available to the English reader for the first time and will become a standard reference on the subject. --Bobbie Tigerman, Marilyn B. and Calvin B. Gross Curator, Decorative Arts and Design, Los Angeles County Museum of Art, and Monica Obniski, Demmer Curator of 20th and 21st Century Design, Milwaukee Art Museum \*\*\* Per H. Hansen s book is an invaluable text for anyone wanting to understand why mid-century modern is making a comeback in a different century and rapidly capturing markets and minds. And, the answer the book provides is not just about fashion cycles, aesthetic value, or popular culture, but a deep and insightful account of how narrative and materiality interact to transform creative expression into commercial and cultural...



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