

# DESIGNED SOCIETY

## Best of Scandinavian design



Arne Jacobsen doll house furnished with Swan-, Egg- and Ant- miniature chairs. Photo: Arne Jacobsen Facebook profile



"The Wonder of Milan" exhibition in Finnish Glass Museum 2021. Photo: Heidi Paavilainen







IKEA is probably the most well known Scandinavian brand.









“We are all kings here.”



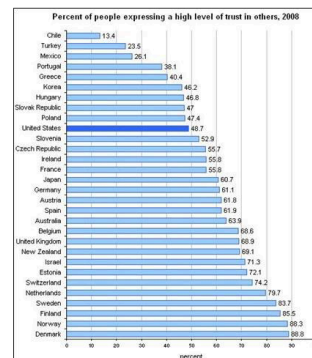
Ferguson, R. (2016). *Scandinavians. In search of the soul of the north.* ND: Head of Zeus.

## The Finland Phenomenon: Inside the World's Most Surprising School System

[The Finland Phenomenon](#), from documentary filmmaker, Bob Compton, follows Dr. Tony Wagner through Finland's extraordinary school system. It's a short, to-the-point documentary, but it had quite an effect on me, if only because it illustrates so succinctly why our recent approach to education reform is so wrong-headed.

In Finland there are no standardized tests. In fact, there is really very little testing at all. Finnish teachers are not monitored or rated based on test scores, and teachers (as well as their students) have a great deal of autonomy. It is a system built on trust, and the film really drives home the notion that trust – rather than faux accountability – leads to real results, leads to teachers and students and members of government all wanting to live up to the trust given to them rather than simply scraping by.

But trust is something that a society has to work at, and that is tied inextricably to demographics, population size, and history. And the United States simply doesn't compare to Finland on the trust scale:



Article by Erik Kain in [forbes.com](#) 2.5.2011

This year, however, because of the pandemic, we thought it would be interesting to also report how countries fared in 2020 only. We note that the one year samples are small enough, and the top country scores are so close, that the differences between nearby countries are not statistically significant. Here are the top 10 (Table 2.1):

1. Finland 🇫🇮
2. Iceland 🇮🇸
3. Denmark 🇩🇰
4. Switzerland 🇨🇭
5. Netherlands 🇳🇱
6. Sweden 🇸🇪
7. Germany 🇩🇪
8. Norway 🇳🇴
9. New Zealand 🇳🇿
10. Austria 🇦🇹

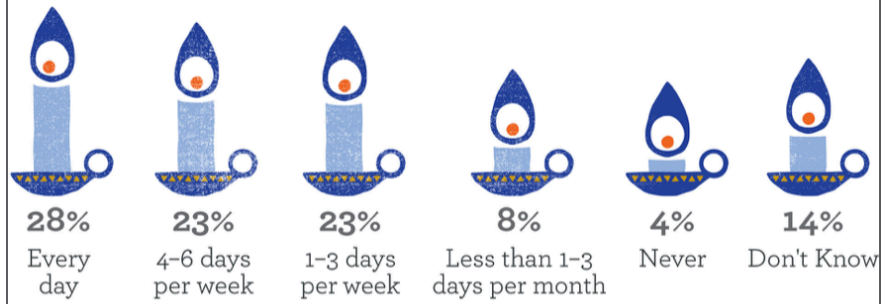
(Note: Luxembourg was not surveyed in 2020 and is represented by its 2018-19 survey in the official rankings)

It comes as no surprise as Finland once again takes the top spot as the happiest country in the world according to survey data taken from the Gallup World Poll. It has always ranked very high on the measures of mutual trust that have helped to protect lives and livelihoods during the pandemic. The rankings overall remained very similar to last year.

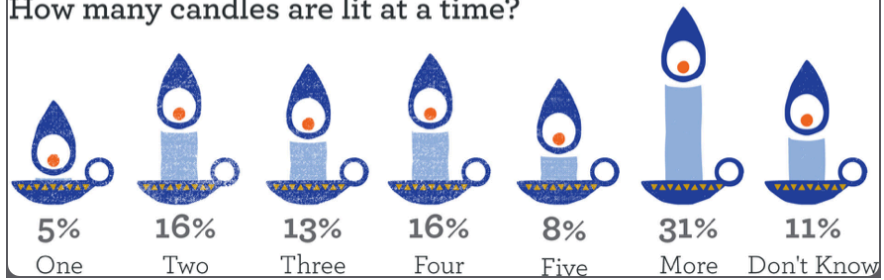




How often do Danes light candles?



How many candles are lit at a time?




Wiking, M. (2016). *The little book of hygge. The Danish way to live well.* London: Penguin.

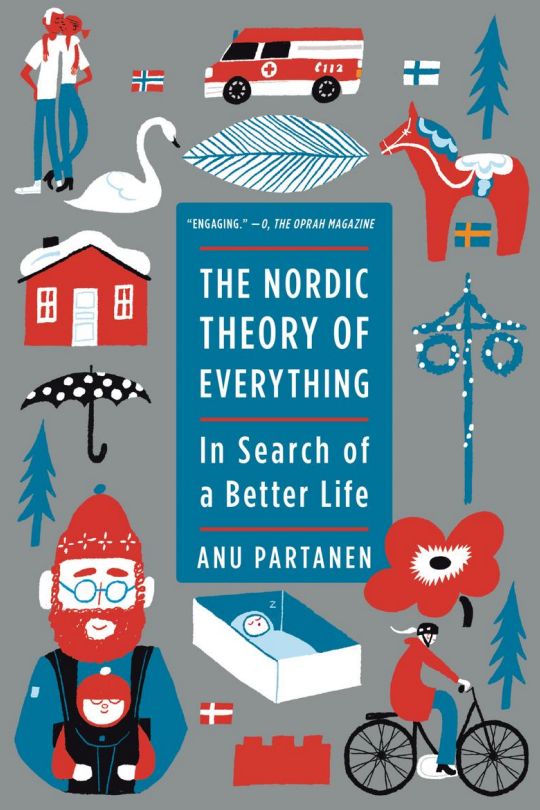
# The Year of Living Danishly

Uncovering the Secrets of the World's Happiest Country

'Russell is possessed of a razor-sharp wit and a winning self-deprecation – two of the things that make this book such a delight.' *Independent*



Helen Russell



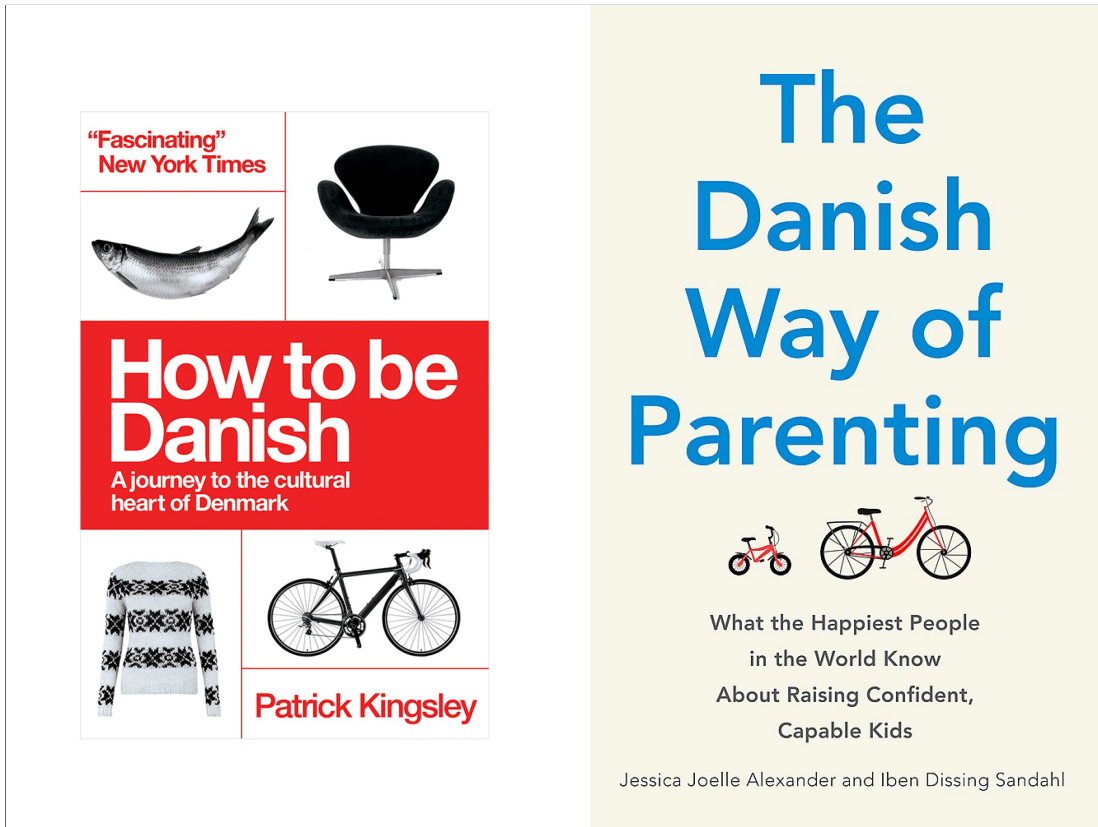
"ENGAGING." —O, THE OPRAH MAGAZINE

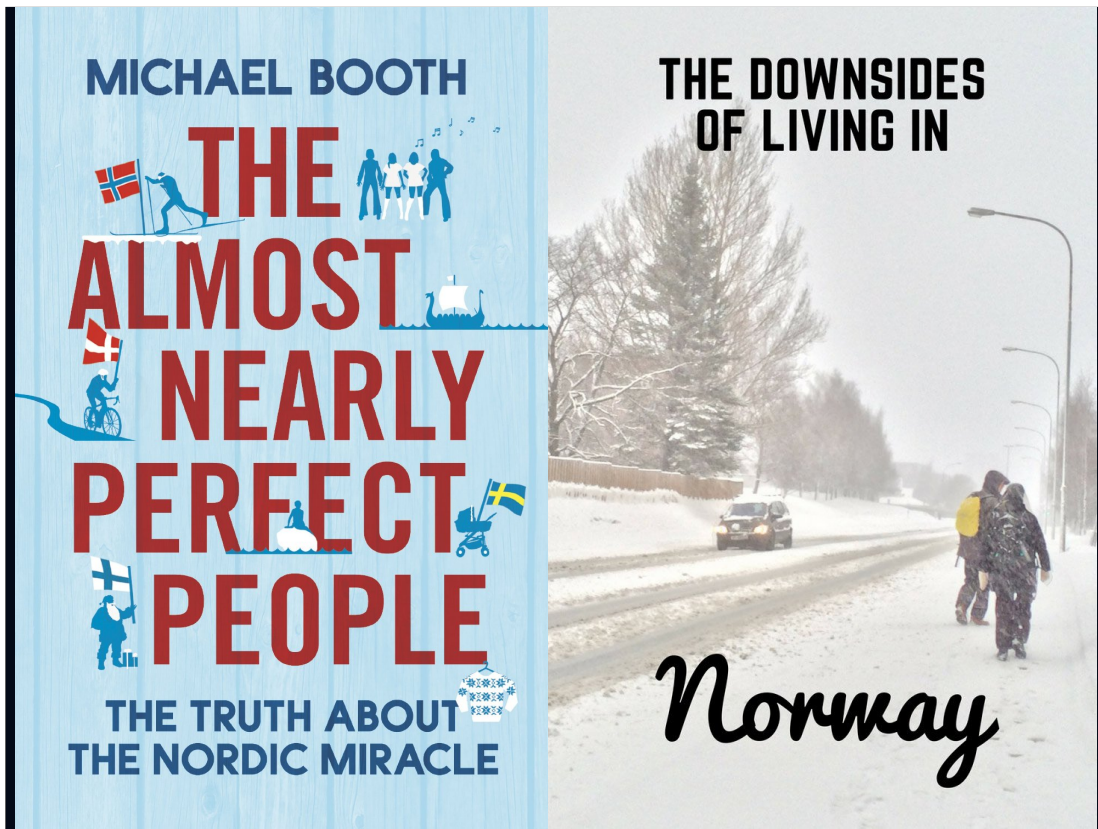
THE NORDIC THEORY OF EVERYTHING

In Search of a Better Life

ANU PARTANEN









## Jante's Law: Don't think...

1. ...you're anything special.
2. ...you're as good as others.
3. ...you're smarter than others.
4. ...you're better than others.
5. ...you know more than others.
6. ...you're more important than others.
7. ...you're good at anything.
8. Don't laugh at others.
9. ...anyone cares about you.
10. ...you can teach others anything.

Article

### The Law of Jante and generalized trust

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#### Abstract

A widespread cultural phenomenon – and/or individual disposition – is the idea that one should never try to be more, try to be different, or consider oneself more valuable than other people. In Scandinavia this code of modesty is referred to as the 'Jante mentality', in Anglo-Saxon societies the 'tall puppy syndrome', and in Asian cultures 'the nail that stands out gets hammered down'. The study reported here examines how this modesty code relates to generalized trust. We argue, prima facie, that a positive and a negative relationship are equally plausible. Representative samples of the Norwegian population were asked about their agreement with the Jante mentality and the extent to which they have trust in other people. Two population surveys were conducted: one measuring individual level associations and another measuring aggregate level associations. It was found that the relationship between having a Jante mentality and trust is negative, at both levels of analysis and, furthermore, that the Jante mentality – this modesty code assumed to be instilled in Scandinavians from early childhood – is a powerful predictor of generalized trust.

#### Keywords

Culture, generalized trust, mentality, survey data, the law of Jante

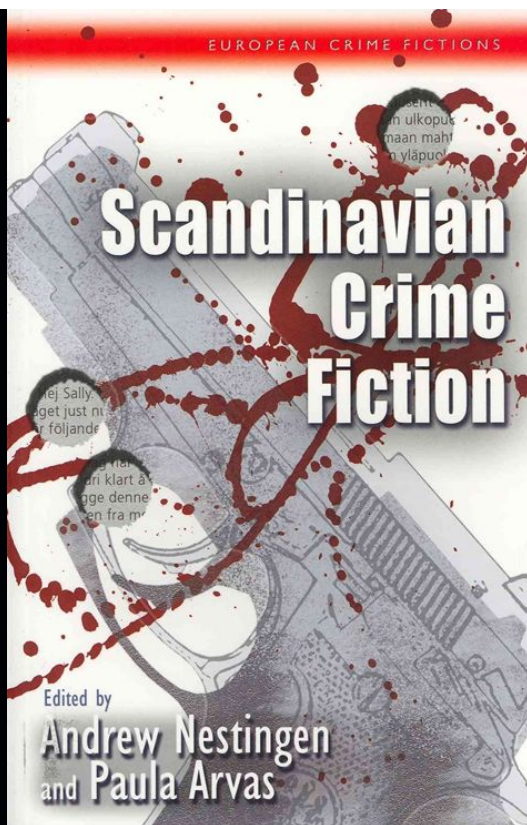
#### Introduction

The Law of Jante (LJ) contains a set of 10 rules formulated by the Danro-Norwegian author Axel Sandemose in his book *A Fugitive Crosses His Tracks* (Sandemose, 1936): it is intended to portray the Scandinavian mentality and how Scandinavians relate to each other. It embodies the idea that one should never try to be more, try to be different, or consider oneself more valuable than other people; it represents customs and habits in Scandinavia that are instilled from early childhood – appearing as a deeply imprinted consciousness (Gopal, 2000).

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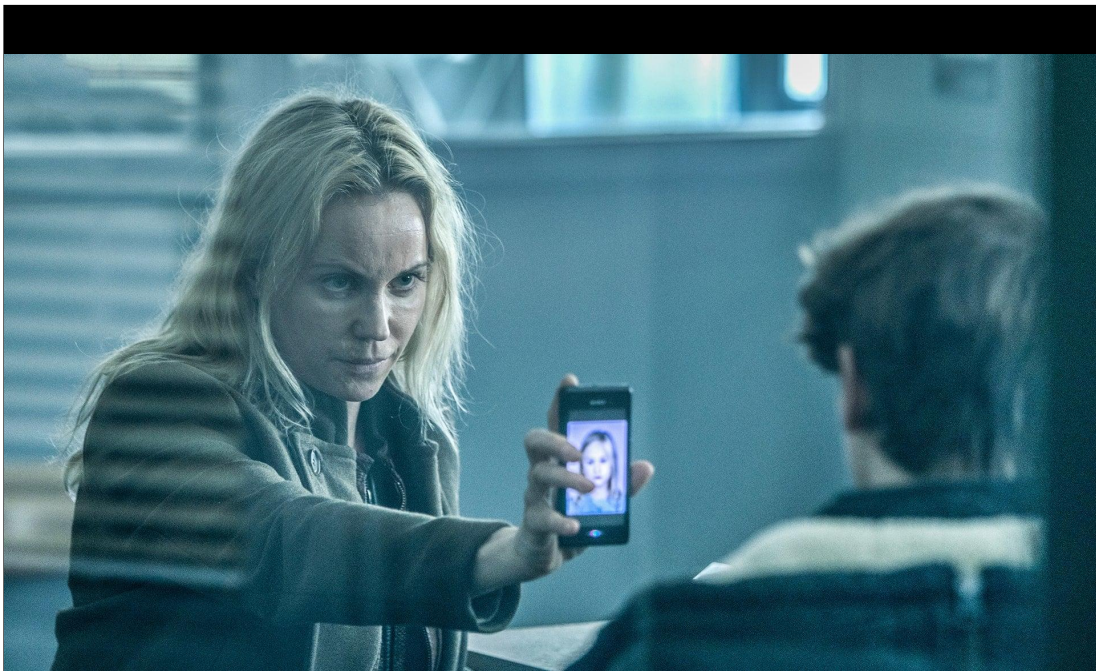


Based on the books by Stieg Larsson (2005) the movies are  
Man som hatar kvinnor (2009) Dir Niels Arden Oplev  
Flickan som lekte med elden (2009) Dir Daniel Alfredson  
Luftslottet som sprängdes (2009) Dir Daniel Alfredson



Girl with the dragon tattoo (2011) Dir David Fincher





**Bron | Broen (2011-2018), a Swedish-Danish tv series  
written and created by Hans Rosenfeldt**



**So far 48 Martin Beck movies based on characters and a book series  
The Story of a Crime (1965-75) by Maj Sjöwall and Per Wahlöö.**



Swedish and English movies based on characters and a book series  
Wallander (1991-2013) by Henning Mankell.



Tv series written and directed by Juha Lehtola (2006) based on the book  
Harjunpää ja rakkauden nälkä by Matti Yrjänä Joensuu (1993)





Based on the books by Stieg Larsson (2005) the movies are  
Man som hatar kvinnor (2009) / Dr. Niels Arden Oplev  
Flickan som lekte med elden (2009) / Dr. Daniel Alfreðson  
Luftslottet som sprängdes (2009) / Dr. Daniel Alfreðson

Your significant others can be monsters



Bron | Bron (2011-2018), a Swedish-Danish tv series written and created by Hans Rosenfeldt

We are all strangers



No one really cares

Democracy doesn't work

Tv series written and directed by Juha Lehtola (2008) based on  
Härympää ja rakkauden näika by Matti Vuori and Joonas



So far 44 Martin Beck movies based on characters and a book series  
The Story of a Crime (1965-75) by Maj Sjöwall and Per Wahloo.

National borders matter no longer



Swedish and English movies based on characters and a book series  
Wallander (1991-2013) by Henning Mankell.



Photo: from Bron ||| Bron, season 3, episode 7