

Berggren – Trayner

Influence of Swedish design in America



My journey

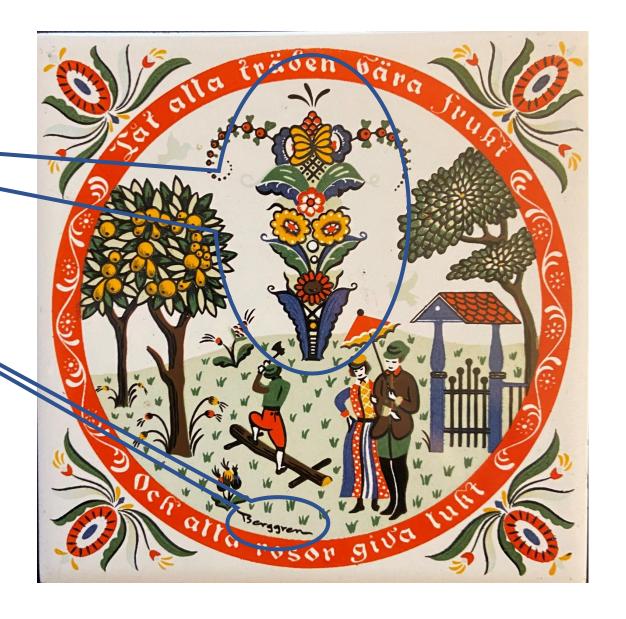
- This was in the kitchen of our summer house growing up
- Loved the colors
- Had no clue what it meant
- Was used everyday



What I know now

- It has a Kurbits
- It is original
- It means

Let all the trees bear fruit and all the roses give fragrance



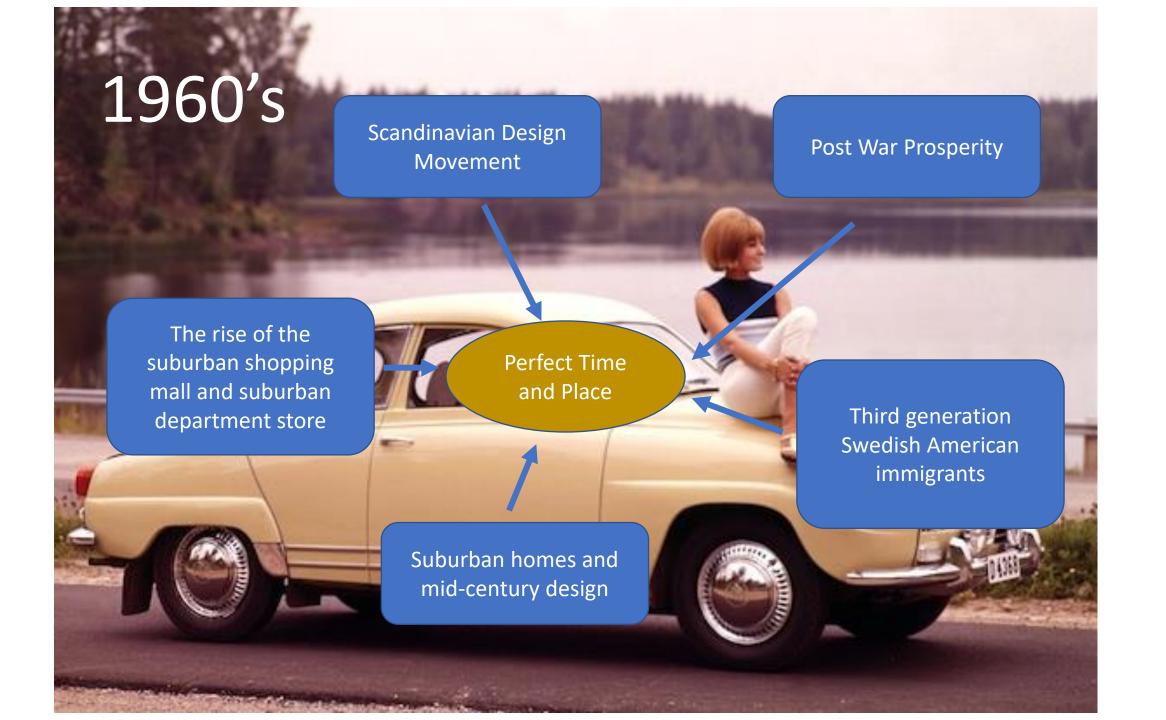
Kurbits



- The kurbits is an invented, <u>fantastical symbol of vegetal</u> <u>fertility</u> based on a gourd or pumpkin of biblical legend
- Principally used for ornamentation in Swedish folk art and on painted furniture and domestic objects
- Very popular between 1720 and 1870, particularly in Dalarna
- Done by itinerant painters, who specialized in the style
- Kurbit painting was used for the harness and saddle
- The kurbits is rooted in a deep religious background. It
 was a kurbit, or gourd, plant which grew up around
 Jonah as he sat outside the city of Ninevah, and
 protected him from the sun's devastating rays.

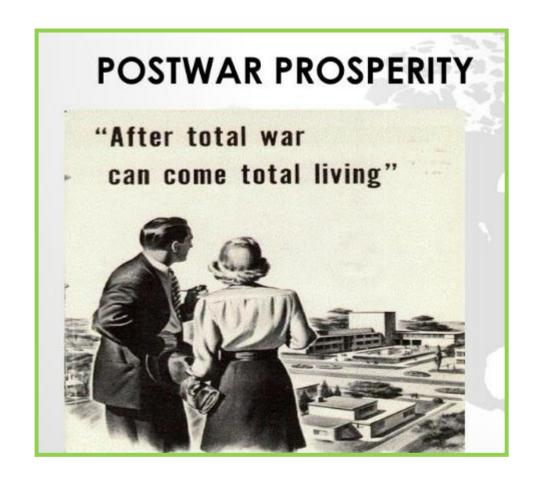


A history lesson



Post War Prosperity

The post-World War II economic expansion, also known as the Golden Age of Capitalism, was a broad period of worldwide economic expansion beginning after World War II and ending with the 1973–1975 recession





Suburban homes and mid-century design



The rise of the suburban shopping mall





Suburban afternoon entertainment

- Suburban women often enjoyed the new mall at lunch with their friends at the department store restaurant
- Being able to buy with no cash, the "store credit card"
- Finding something chic and modern for the home
- I certainly cannot be seen walking in the mall without a bag in my hand, what would my friends in the bridge club think?



Berggren Trayner company

Origins



- The Berggren Trayner company was founded by Audrey and Arthur Berggren in Chicago.
- Audrey began painting Swedish designs on wooden plates to keep busy while Arthur was away during WWII.
- When Arthur returned, they decided to make it a business
- In 1948 the company was born.
- The colorful Swedish motifs were silk screened onto ceramic and enamel kitchenware and the company boomed.









Products



Playing to the demographic

- Use Swedish phrases the customer probably heard their grandparents used on the product
- Use bright "modern" colors
- Make it a price point that the middle class can purchase without remorse
- Make it practical so the husband cannot complain





Here the old ones Be young again The youth mill

Home sweet home



Talk is Silver, silence is gold



Best of all is your own home





You are welcome

Happy is the bird in the morning





Food should be cooked with butter and love





The Grandma Moses Collection



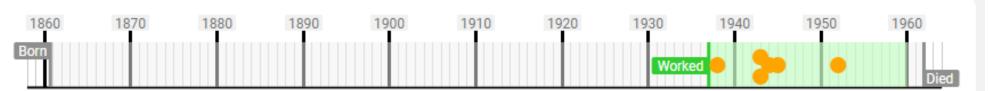
Grandma Moses

AMERICAN PAINTER

Born: September 7, 1860 - Greenwich, New York

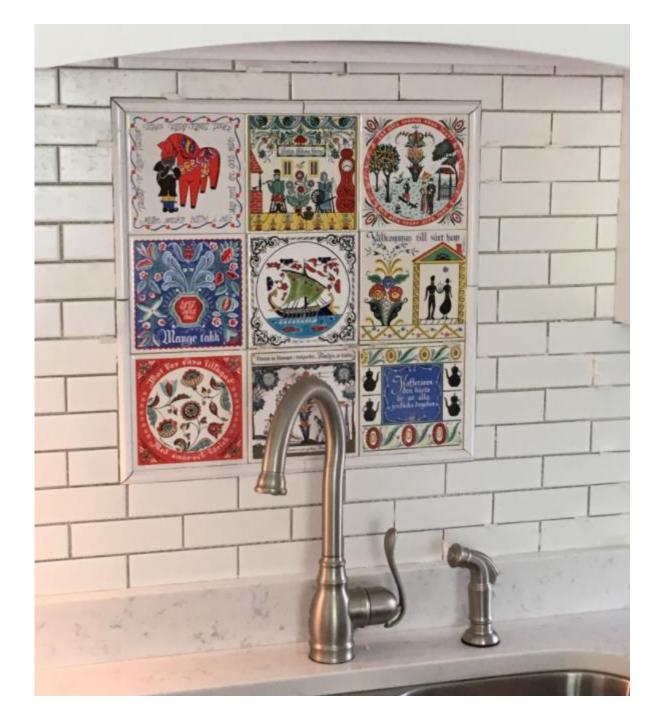
Died: December 13, 1961 - Hoosick Falls, New York

Movements and Styles: Art Brut and Outsider Art



Company history

- Berggren was selling to Field's and Carson's in Chicago
- Many of us have remnants of these products in our cupboards
- Berggren sold out to Bergquist Imports (Minnesota) in 1986, purchasing the licensing, designs and the ceramics recipe.
- Berggren products fell out of favor in the 1980 as society moved to more contemporary designs.
- The Bergquist's sold the business 2021 but the business is still operating. Mostly wholesale at this point.
- The Bergquist's have retired to Florida.



Berggren tiles in modern design

Modern Berggren designs (manufactured by

the Bergquist company)







Timeline

