



Left: Marianne Vigtel Hølland is the founder of Slow Design Studio. Photo: Filippa Tredal. Middle: Working intuitively with everything from identity design to interiors, Slow Design Studio aims to create an understanding of how the consumer is part of the process. Photo: Filippa Tredal. Right: A profile design project for the South African Slow Wanderings. Photo: Hanlie Joubert.

Slow design: putting the ethics in aesthetics

Imagine if you could trust that everything you bought was made with a conscious hand that prevented the suffering of humans, animals and nature. In a fast-paced throw-away culture with increasing demands for quick fixes, products are often created by compromising the welfare of certain groups – but some are attempting to slow things down.

By Line Elise Svanevik

Oslo-based Slow Design Studio is one of the agencies that believe a slower pace of life holds more value. Led by Marianne Vigtel Hølland, the studio specialises in creative design in a variety of fields, ranging from brand identity to interiors.

With an intuitive and earnest approach, Vigtel Hølland works with a range of clients whose common denominator is that they can identify with her way of holistic thinking and want to develop their own concepts – visually, content-wise or strategically. Through exploring and challenging thoughts and ideas, she is determined to find the right solutions and materials, entirely without shortcuts that compromise the welfare of anyone along the way.

Although the concept of slow design has only been around for the past two

or three years, it derived from the slow movement, which started with slow food in the '80s. It is founded on the basic idea of thinking holistically and remembering the consequences of our actions when it comes to nature, animals and people. Vigtel Hølland says: "I want to be an inspiration for consumers in the way they think, and help others who are working to promote the same values. For me, this is a lifestyle project, where business and pleasure melt into one, which feels like a very meaningful way of working."

There has recently been an increase in the demand for Vigtel Hølland's slow design services, which she puts down to a growing interest for the concept itself. "You see the slow movement much more in the media now, and there is a lot more focus on these values – to buy and create

things that have a longer shelf life and are more sustainable," she says. "I want my work to be more of an inspiration or a guide to an alternative path."



Slow Design Studio also designs furniture and lamps that are made with a closeness to the production process and the materials. Photo: Slow Design Studio

What is slow design?

Slow design is a branch of the slow movement, which promotes a holistic way of life – to slow down life's increasingly faster pace. It aims to be more sustainable by caring for people, animals and nature.

For more information, please visit: www.slowdesign.no