

**Sväng**

Designed by  
Claes Nordenstam

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Developed by  
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Finding Sväng was like discovering a hidden treasure. Designed in 1976 by Claes Nordenstam, the fiercely original alphabet only existed as drawings on paper. As soon as we saw it, we knew we had to bring it back to life.

After a rich and diverse former career as a painter, designer, illustrator, and inventor, 75-year old Claes Nordenstam now is a full-time painter and jazz musician. Studying art under Erik Lindegren—a gifted lettering artist and author of several books on letter design—inspired Nordenstam to draw a few typefaces. Originally called Quickstep, Sväng was his initial foray into type design.

We feel Sväng is one of the most original display faces from the 1970s. Exploring concepts similar to Aldo Novarese's Stop and Othmar Motter's Motter Tektura, it is more versatile and can be used for a broader range of applications. By removing parts of the letters, Nordenstam created surprising stencil letterforms. The dynamic geometric shapes display a strong '70s vibe that is impossible to ignore. After remaining hidden for over forty years, Sväng can't wait to come out and play.

Light

Björkhagen is a district in the Skarpnäck area of Söderort, in Stockholm's

Regular

Björkhagen ist ein Ortsteil im Stadtbezirk Skarpnäck im Süden

Medium

Björkhagen est un quartier situé dans zone de Skarpnäck à

Bold

**Björkhagen är en del av Skarpnäcks stadsdelsområde i**

Light

Björkhagen es un distrito de Skarpnäck dentro del área de Söderort, en la municipalidad de Estocolmo. La mayoría de los

Regular

Björkhagen è un quartiere nella zona Skarpnäck del cosiddetto Söderort, area sud del comune di Stoccolma. La maggior parte

Medium

**Björkhagen on kaupunkinosa Skarpnäckin alueella Tukholman kunnan eteläosassa. Suurin osa Björkhagenin**

Bold

**Björkhagen is een wijk in het stadsdeel Skarpnäck in het zuiden van Stockholm. De meeste gebouwen in Björk**

Light

Björkhagen é um distrito na área de Skarpnäck, Söderort, no município de Estocolmo. A maioria dos edifícios em Björkhagen foram construídos entre os anos de 1948 e 1952. Às ruas foram dadas

Regular

Björkhagen jest dzielnicą w regionie Skarpnäck w Söderort, w gminie Sztokholmskiej. Większość budynków w Björkhagen zostały zbudowane w latach 1948–1952. Ulice są nazwane po

Medium

Björkhagen egy Söderort Skarpnäck környékében fekvő kerület, Stockholm községben. A legtöbb épület Björkhagenben 1948 és 1952 között épült. Az utcák dél Svédország városai

Bold

**Björkhagen este o zonă care face parte din cartierul Skarpnäck situat în partea de sud a oraşului Stockholm. Majoritatea clădirilor din Björkhagen au fost construite între anii 1948 și**



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