



Kungl. Patriotiska Sällskapet

Cultural Heritage Medals awarded Tina and Ulrik Swedrup

On 6 December, 2023, Tina and Ulrik Swedrup, owners of Märta Måås-Fjetterström AB, will be awarded Cultural Heritage Medals by the Royal Swedish Patriotic Society (est. 1766). They are awarded this honour for successfully preserving and running a Swedish cultural heritage brand recognised worldwide for its products made to the highest craftsmanship quality.

“Managing a cultural heritage requires passion, perseverance and sacrifice. All of this fits the Swedrup family, who were persuaded to take over Märta Måås-Fjetterström (MMF) AB in 2001. They had then for many years collected MMF textiles with the same passion with which they have since run the business. They place the same quality requirements on the production of carpets and fabrics as Märta Måås-Fjetterström herself did. In the weaving mill in Båstad, they safeguard the craft and the passing on of knowledge. The artisan weavers are at the heart of the company and the consideration for them is paramount”, say the Society’s members Margareta Nisser Dalman and Johan Dalman who put forward the nomination.

The backbone of the business is the Swedish textile artist Märta Måås-Fjetterström’s (1873–1941) legacy of patterns and 670 original sketches. One way to rejuvenate Måås-Fjetterström’s legacy has been to collaborate with contemporary artists and designers. Skillful marketing, trend-setting customers and good co-operation have contributed to the company’s significant international success. Today the company run a showroom in Stockholm in addition to the weaving mill in the small coastal town of Båstad on Sweden’s west coast.

“We are honoured and glad to receive a medal for our cultural heritage work, it is with humility that we, together with the world’s best weavers, managed to raise the Märta Måås-Fjetterström brand to the level at which she herself operated at during her lifetime,” say recipients Tina and Ulrik Swedrup.

Both spouses Swedrup have worked with a keen interest in people and art throughout their lives. They were intrigued early on by Märta Måås-Fjetterström’s unfailing sense of balance between colour and form. They believe the future lies in the international market, which appreciates this Garbo-like gem.

Motivation:

The Royal Swedish Patriotic Society awards Tina and Ulrik Swedrup, owners of Märta Måås-Fjetterström AB the Medal for the Preservation of Swedish Cultural Heritage ('Kulturarvsmedaljen') – for running and preserving a Swedish cultural heritage company making products of the highest craft quality to international renown.

Read more about Märta Måås-Fjetterström AB: <https://www.mmf.se>

About the Cultural Heritage Medal

The Medal for the Preservation of Swedish Cultural Heritage ('Kulturarvsmedaljen') was established in 2012 with the aim of rewarding and highlighting the importance of the many selfless and dedicated efforts that individuals, associations, companies, congregations and organisations make with the aim of preserving, developing and making available Swedish cultural heritage. Nominations are made by the Society’s members. The medal is made of 18 carat gold and is awarded in the Society’s first size, the 11th in the Berch scale, featuring King Carl XVI Gustaf’s portrait on the reverse side.

Previous medal recipients include Leif Stinnerbom and Inger Hallström Stinnerbom, Eva Rydberg, Alexander Husebye, Barbro Osher, Anders Wall, Antonia Ax:son Johnson and Viveca Ax:son Johnson as well as Carl Gustaf von Ehrenheim.