

# MINIMAX

THE STUDENT ASSOCIATION AT STOCKHOLM SCHOOL OF ECONOMICS

## THE ROARING 20's



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## A WORD FROM THE EDITORS

Students of SSE,

One hundred years ago, the horrors of war had just ended. Jazz was as trendy and controversial as mumble rap is today, and women partied in flapper dresses and smoked cigarettes while the men discussed alcohol policy. This is what we call The Roaring 20's- a period that is forgotten by some and romanticised by others.

We have just entered the 2020's and find ourselves living in a different time. But how different is it really? This very building we have our lectures and seminars in every

day, was built during this time. How was SSE, and how were its students different back then? How did they survive their 20's? Is our generation different, and will we be the ones to dispose of one of the most beloved inventions from the 20s, the TV?

Through this second issue of Minimax, we hope to give you a piece of history, to both celebrate and be reminded of. But let's not forget to look at today. What will they say about us in a hundred years?

Fadak and Linn

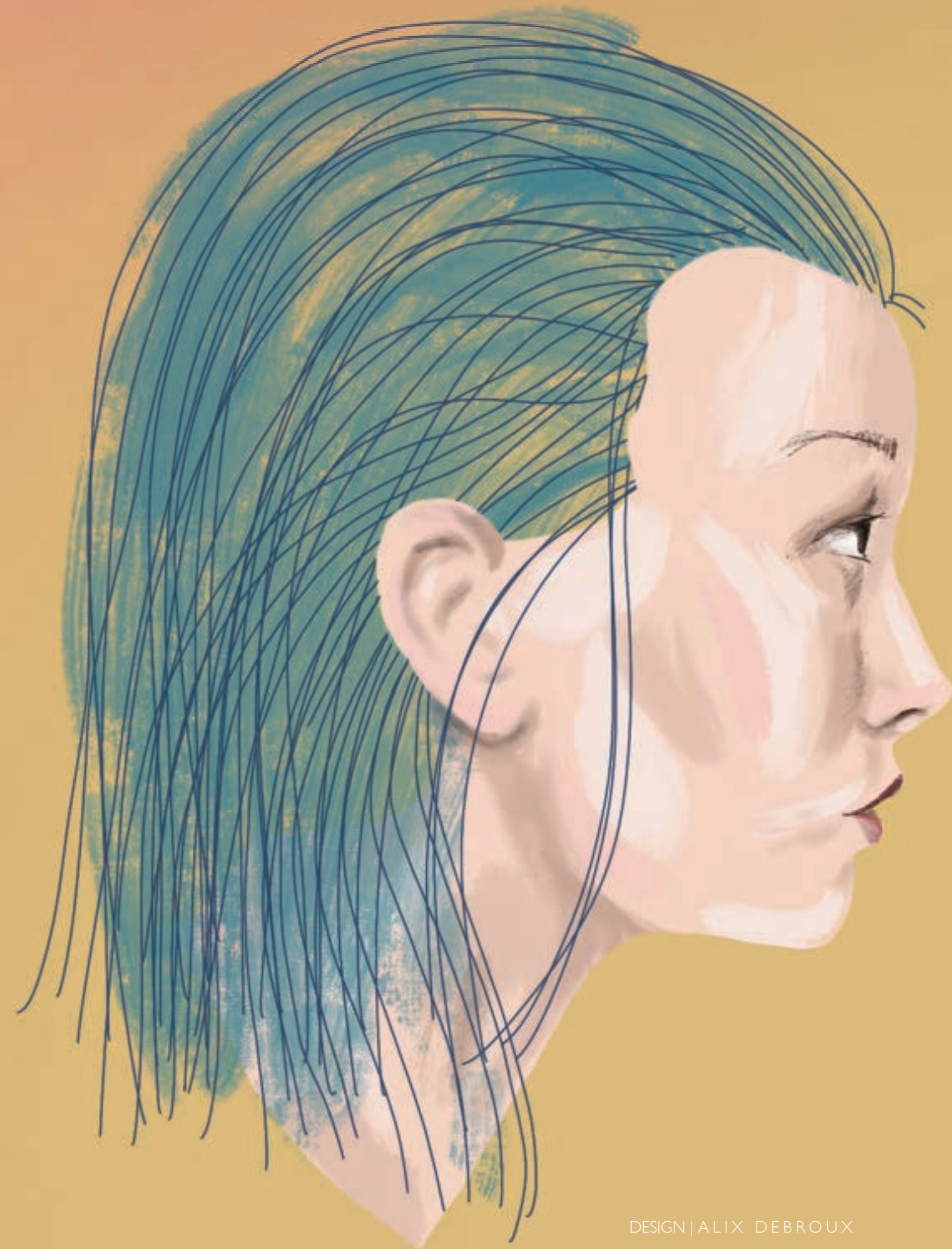


PHOTO | SANDRA IVARSSON DESIGN | ALIX DEBROUX



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# STORIES FROM THE 20S



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## ETHAN

My great great grandparents worked in a wool mill in Mossley, UK during the 1920s to make ends meet. My great grandmother, the eldest of three children, would have to take care of her siblings and do all the housework. In 1928, the wool mill suffered a terrible fire due to lack of health and safety. My great grandmother had to stand on the hill outside their house with her brother and sister and watch it burn not knowing if her parents would come home that night. Luckily, although many lost their lives that day, both her parents were saved.

## FADAK

Iraq was still occupied by the Brits in the 1920's. After a failed revolt in 1920, a monarchy was organized under British protection soon after. The country was struck by famine during that time and my old granny would tell stories of surviving on potatoes only and standing in line for hours for a piece of bread. The political situation was stabilised in the 30s though, which made living in Iraq much easier. In fact, the living standards improved so much that in the years to come, the same grandmother had enough resources to travel around the Middle East. You could argue how much better it actually was, but my old granny went from surviving on potatoes to travelling. So for her it was definitely an upgrade!

## ANASTASIA

The Russian city of Saint Petersburg was established by Peter the Great in the early 18th century, but since then, the city has changed names multiple times. In connection with WWI, it was changed to Petrograd to avoid the German sound, and after Lenin passed away it was renamed Leningrad. According to the legend, which was born in the 1920's, Lenin wrote letters from the other side with a wish to remove the party's decree to change the city's name to Leningrad after his passing. The rumored reason for this was that Peter the Great tormented him on several occasions screaming "You have stolen my city!". Later the city got its historical name back and is to this day called Saint Petersburg again.

## LINN

When my grandmother's mother was young, the marzipan roses you put on top of cakes were a luxury. Since they were both very expensive and not used very often (only for celebrations), if someone you knew owned one, you would borrow theirs to put on top of your cake as decoration. After using it, you would give it back to the owner. The roses were basically passed around between lots of families, and in the end you couldn't really eat them anymore because they were so old and dry, but they still served their purpose of being pretty and adding something special to a family celebration!

## SANDRA

My grandmother's older brother was born in the 1920s. He had down syndrome and was taken away at birth because of his condition. My grandmother never met him and never knew he was alive. He lived a long and happy life and my grandmother found out he existed only when she received pictures from her childhood friend who found his obituary in the local newspaper.

## ALIX

The picture was taken in 1926 in France. From left to right; my great grandmother, her father (Gustave), her cousin (Thérèse), her uncle (Julot), her mother (Berthe). Gustave and Berthe were the resident farmers. Having lost his leg during WWI after being shot with a lead bullet, Julot has a an artificial leg (which is bizarrely in my uncle's possession now).



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# TEN DECADES OF TRENDS

As we're entering a new decade, we are standing before many changes. Some of us might be pretty confident in our predictions of them, but the fact is that no one really knows what shifts will arise and how they will transform our world the way we know it. Just as shifts in technology, culture, politics and social norms have impacted every past decade and led us to where we are today - so will they (and maybe other, yet unknown factors) impact this one. And just as in the past 10 decades - fashion will change along with them. Since we can't predict the trends of 2020 yet, we can instead rewind the clock a hundred years and have a look at which past trends we would love to welcome back, and which we would rather forget about. So bring out your inner fashiontrend-critique and get ready to review the trends that to a great extent serve as inspiration for designers today - everything from the flapper style of the 1920's to the chunky dad shoes of the 2010's. Let's dive right into it!

TEXT // ANASTASIA HJELM  
DESIGN // ALIX DEBROUX



## 1920

The radio, the prohibition of alcohol, the explosively growing popularity of jazz, automobiles becoming more accessible to the general person and cities booming with growing populations are just a few things that define the 20's.

Women's independence became stronger as they during this decade fought for and thereby finally gained the right to vote in several countries around the world. Birth control being allowed for women and other rights were strides in which more and more women took part in and women's fashion did in a sense reflect this through it's rebellious expression. Flapper dresses - shorter dresses with lower necklines and a straighter, more relaxed silhouette were the trend of the era, pre-

ferably paired with a pair of heels and a shorter haircut, such as a bob. The colour black, that had previously been associated with servants or widows, now became chic thanks to Coco Chanel and her famous innovation called "the little black dress", which offered both simplicity and elegance.

Men's fashion included a Homburg hat, suit, black or brown lace up oxfords for daytime, and a tuxedo, top hat and black patent leather oxford shoes for the evening. The suit would include a matching vest and would often be in tweed, plaid or herringbone pattern.

### Interesting fact

As a woman in the U.S. during the 20's you weren't allowed to wear bathing suits that were more than 6 inches above your knees. To make sure women obeyed this law, bathing suit patrolmen with yardsticks would go around the beaches and bathing houses and measure this. And if you as a woman showed too much skin, you could end up being arrested.

## THE GREAT DEPRESSION.

Watching television became a way to escape the distressing reality for a while. Women would be inspired by great icons on the silver screen in dazzling gowns and custom-fit skirt suits. The idealized silhouette now shifted from straight and slim to long and lean, making the 'bias cut' a huge trend.

Men's silhouette were ideally defined by extra broad shoulders, thin waists and tapered wide legs - after the athletic bodies of the boxers, swimmers and Superman who occupied the TV-screen. This affected the suits which consisted of a double breasted overcoat, cuffed pants, a coloured tie and a cane or an umbrella as accessory.

### Interesting fact

During the 30's and all the way into the 50's, women were banned from wearing shorts in several cities in the U.S. since they were considered so outrageous for women.

## 1930

## WORLD WAR TWO AND THE RATIONING OF FABRIC.

As a result of the war's required fabric rationing, the two-piece swimsuit became trendy. Having the bottom-piece being cut below the belly button provoked the public and caused agitation that wouldn't culminate until decades later.

The men's fashion can be summarized in one word - big. Big pants, prints and colors, even though their clothing also had restrictions placed by the U.S. war board. For example, suits were sold without vests due to the fabric rationing. The men's fashion was also highly influenced by the WWII military clothing, with items such as pea coats and aviator glasses.

### Interesting fact

Nylon was also rationed during WWII since it was used to make parachutes e.t.c. for the soldiers. As a solution to this, women began drawing lines on their legs that would imitate nylon stockings.

## 1940

## 1950

## POST-WAR, ROCK & ROLL AND JEANS.

Christian Dior released the "New Look" silhouette for women with pronounced femininity - a cinched waist, structured bust and massive layered skirts in mid-calf length that would be worn in sets with matching sweaters.

For men, oversized shirts and double breasted suits were the top picks, and don't forget about the gentlemanly fedora hat! Jeans and the shorter leather jacket also had their breakthrough in the 50's, often worn sweater and the sneakers were also introduced during this time, altogether creating the foundation for today's fashion.

### Interesting fact

Cross-dressing (wearing clothes or accessories that were not associated with one's own gender, which would back then mean i.e. pants for women and dresses for men) had previously been illegal for everyone, but these laws were now lifted for women. Though they remained for men, which precipitated political activism regarding LGBTQ in Colorado during the 50's.



## VIETNAM WAR. PROTEST MOVEMENTS. QUESTIONING EVERYTHING.

We have now reached the decade of the mini skirt, which hemlines during these 10 years crept more and more northward. Just as with every other women's trend, the mini skirt was very controversial at its dawn. And just as with the previous attempts at repression of women's fashion, women stayed determined to keep wearing whatever they wanted to.

The mod style was one of the biggest trends for men in this decade, promoted by the Beatles. Popular items were the penny loafers, the tailored, flared suit and polo shirts in bright colors and patterns.

### Interesting fact

Although wearing trousers had now been legalized for women, they were still not considered appropriate business attire. So, as absurd as it sounds - it actually made national headlines when Representative Charlotte Reid became the first woman in the U.S to wear pants on the Congress floor in 1969. However it wouldn't officially be allowed for women to wear trousers on the U.S. senate floor until 1993.

# 1960

# 1970

## DISCO-ERA. PUNK-ERA. HIPPIES.

Tie-dye shirts, jeans that became wider and wider, heels that became sky-high platforms, ponchos, glitter, synthetic clothing, floral patterns and super bright colors. Just as Vogue announced in the early 70's, there were no rules when it came to fashion in this decade. New technologies enabled mass production which brought about higher standards for the average person. The signature silhouette of the decade for all genders was the "tight on top, loose on the bottom". The casual chic approach to fashion was also born in the 70's, reinforcing the status of t-shirts, jeans and sneakers.

## AEROBICS, SYNTH, PUNK AND ROCK.

Responding to the aerobics fever of this decade - a legendary look was born for women: Spandex, leg warmers, off-shoulder sweatshirts and a scrunchie as the cherry on top. Shoulder pads were also a huge hit for women in this decade. According to the historian Bonnie English this was a form of political language for women in professional careers to express their expectations of power in large corporations.

Acid-washed jeans were also huge in the 80's, but due to the process of bleaching them being dangerous for the factory workers, they were banned in several countries. Denim on denim, loose shirts and bomber jackets had a spot in the trendy man's wardrobe. Bright hues such as pink and yellow, polo shirts and sweaters worn around the shoulders were the preppy man's choice of clothing, while those who preferred the punk- and rock style looked much less tidy with raw leather, big, wild hairstyles and messy makeup.

# 1980

# 1990

## GRUNGE. MINIMALISM. HIP-HOP.

The leather jacket was a must-have and vinyl became a popular futuristic-vibe material in the garments. Baggy trousers, the backwards hat and grunge flannel shirts flooded the 90's. So did the minimalist slip dresses and sheer fabrics, as well as crushed velvet and spaghetti straps. High-neck, halter-style tops, plaid skirts and blazers were big during this decade. So was wearing a plain t-shirt under a blazer, which can still be spotted today - and not to mention the (in)famous bucket hat.



## INTERNET, GLOBALIZATION AND AUTO-TUNE.

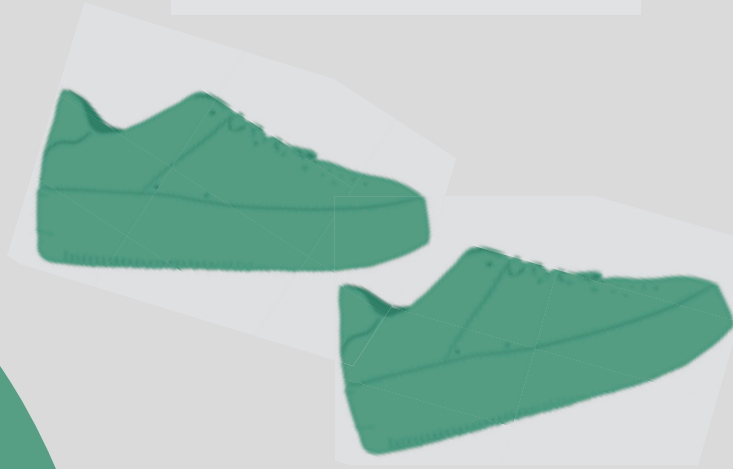
When deciding on one's style, most people chose between these three categories: hip-hop, emo or fortis. Metallics, mesh and jeans, were the three main materials in this fashion-era, which was led by Britney Spears and \*NSYNC. Our beloved Juicy Couture velour tracksuits, worn by the fashion queens themselves - Paris Hilton and Britney Spears, define this decade. Other staple pieces were embroidered low-rise jeans, crop tops and denim jackets. And oh, let's not forget about the bleached and spiked hair!

**Fjortis:** A rare species of teens from Scandinavia originating in 2008, recognized by the wearing of excess makeup (most commonly at least 10 shades darker than their actual skin tone) and the act of bleaching their hair white and losing half of it as they go. On their daily hunt for attention they often dress in push-up brassiere and bare minimum of fabric, or pull their bottoms down so that the undergarments are distinctly visible to the public.

# 2000

### Interesting fact

In the early 2000's, low-rise jeans paired with high-rise g-strings that would peep out above the jeans was THE look. Due to its resemblance, the style was titled whale tail and resulted in a law against "indecent exposure of [...] undergarments in public" in the town of Delcambre, Louisiana in 2007. Even though this may have been the least loved fashion trend of all time, it seems as if it might be making a comeback now, ten years later, through celebrities such as Kylie Jenner and Bella Hadid. So I suggest we all get on the next flight to Delcambre where we can be safe from this outbreak. Safety first!



2010

SOCIAL MEDIA, INFLUENCERS AND FAST FASHION. BUT ALSO - HIPSTERS, SECOND HAND AND INNOVATIVE, ENVIRONMENTALLY-FRIENDLY MATERIALS.

Stylishly rocking wedge sneakers or chunky dad shoes, wearing hoodies and blazers or even sporty track pants paired with a pair of pointy black heels and a belt bag might be looked back upon with staggering confusion. But we will never regret the comfortableness of this decade. The environmental issues becoming more acknowledged by the masses resulted in a hipster-movement where second-hand got hotter than ever. Sustainable fashion and innovations such as fabric made of orange peels was also spurred by the consumers putting more pressure on companies regarding their environmental impact.

This article is based on the sources below.

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YET UNKNOWN.

As we're just starting the new 20's, we have no clue as to what this decade has in store for us. We have no clue concerning technology, environment or politics - nor fashion. We can only guess which trends will appear, reappear and disappear in this decade, and hope for the best. Which trends of the past ten decades you wish to revive is entirely up to you, but let's pray that the acid-washed jeans stay in the 70's and the whale tail in the 2000's.

2020

## THE ANTI-CONSUMERIST MOVEMENT

The century of consuming and materialistic competition may be finally coming to an end as pioneers take centre stage.

The dingling of cash registers had never been more ubiquitous. The roaring of the 20s may well have been the slamming shut of cash drawers. For the first time, Westerners were opened to a new addiction: consuming. Advertising, peer pressure, prosperity, individuals had never before been flushed with so much disposable income. New products released triggered a frenzy of spending and not until now has this mindset introduced been feasibly challenged.

Every November, we still witness what has to be the most twenty first century holiday of the year. Black Friday has epitomised the consumerist culture many still drown in: fighting for cheap products, wreaking havoc on department stores, boasting purchases, everything that this is, I believe the opposite. Yet somehow, this holiday is still celebrated and even, anticipated by some. Why do we feel the need to spend spend spend to fill our time, lives and our precious space?

This problem is resonant in materialistic societies. Mobile phones have become limb extensions; clothing is a reflection of an identity; food waste is prevalent. All for what? To impress? To feel self-worth? To climb the social ladder?

The minimalist movement has begun to gain serious traction running up to the 20s including the attention of me. This philosophy reiterates the false sense of identity we crave from our material belongings. In reality the more we have, the less space we have for important things. The av-

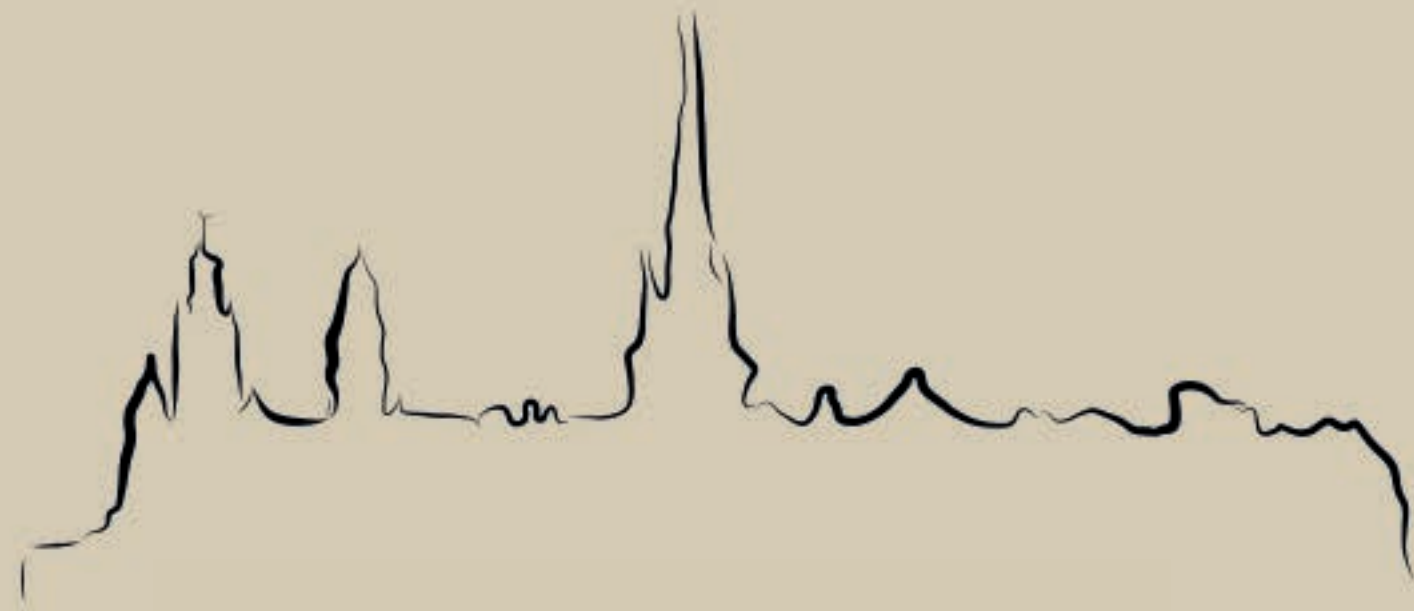
erage American household has 300,000 items in it. Let me repeat that: three hundred thousand items. To what extent is this a necessity; and how has this become normal? How do people have room to seek and respect what really matters?

Those combatting the consumerist drive seek to promote a reprioritisation of our emotions and efforts. Joshua Fields Milburn and Ryan Nicodemus, collectively known as the minimalists, live true to their resonating slogan: love people and use things, because the opposite never works. This truly embodies the fight against consumerism that is to take off globally. The status quo of "spend to feel better", "find a sense of belonging" or to "keep up with the Jones" is over. The Minimalists show that a life without the

**"Consumerism is not dead. A prosperous globe will only lead to an increased wanting for more."**

distractions of unnecessary possessions and by proxy worries and distractions, leads to higher productivity, deeper and more meaningful relationships and a more purposeful life.

Consumerism is not dead. A prosperous globe will only lead to an increased wanting for more. Many developing economies rely on the Western addiction for growth. Yet as sustainability and responsibility play a more integral role in western lifestyle influence, we could really soon see a drop in this over reliance on materialism and a movement towards seeking the important few as opposed to the easy many.



# THE BLUE NOTES

About one hundred years ago, the music genre that we know today as jazz was born. Breaking through in the late 1920's, jazz quickly made its way from its origins in African-American slavery to the mainstream music scene.

At the very heart of the genre lay improvisation, experimentation, and using "blue notes" (notes that don't exist traditionally in a key, but lie between the notes). Notes that weren't 'supposed to be there'. Jazz broke the rules both musically and socially — challenging traditional structures. Mainstream media called it 'the Devil's music,' and by the end of the 1920's, at least sixty communities in the US had banned jazz from public dance halls, both in fear of this new music, but mostly because of racism against the African-American community it represented.

Yet it thrived in a musical revolution, one might say; the blue notes that were classified as "wrong," people agreed, sounded so right. They brought people together. Fasching is one of Stockholm and Scandinavia's most famous jazz clubs, claiming to "empower the art of improvisation!" since 1977. Even on a Thursday night in the cold, dark November, the foyer is packed with people of all ages, and Minimax blends right in.

What the untrained ear might expect to be background music instantly captures everyone's full attention unlike any pop or rock concert I've ever been to. All eyes are glued to the band, the whole band, fully present.





The house band, Pål Nyberg Trio, has only played together a couple of years, some members even less. But when a few lucky musicians from the crowd get to jump in and join the trio, they all act in complete unison. They meet every new “guest musician” with the same openness and respect, no matter if it’s an eager high school student or an experienced, well known artist. They all share the same passion — you can tell from their faces — and the same joy of dancing around with the notes. All of them get their own time to shine, and are encouraged by “calls” and “responses” from one another — creating an environment that’s exciting, but still relaxed and free. Following each other’s patterns and ideas, but still working as a team to create a joyful experience for the listener, without speaking a single word, requires great communication skills. And even though most of us do not and could not join the band, we all get to experience the beauty of seeing people communicating and working together in the best kind of way.

Jazz, I think, has always been about more than just music. It’s about freedom and encouragement, about meeting strangers and listening. Finding common ground with people from different backgrounds, in a free and open place where everyone gets their time to shine. The playfulness of it; not being too serious but still respectful towards each other. Whether you are a musician or not, that’s a skill that is important for everyone, in everything we do. Communication skills and togetherness is what makes us human, a hundred years ago, today, and a hundred years from now. So maybe jazz isn’t just about finding the blue notes between the notes in the music, but also about finding the blue notes between each other.



## BRICKS TO LAST A CENTURY

*Many of Stockholm’s iconic neighbourhoods and buildings were built in the 1920s. Which ones are worth visiting and what are their purposes today?*

### STOCKHOLMS STADSHUS // STOCKHOLM CITY HALL

City Hall is undoubtedly one of Stockholm’s most iconic landmarks. Completed in 1923, it sits at the edge of Kungsholmen. Observable from a number of sites in Stockholm, its red brick tower is adorned with the Three Crowns, the national emblem of Sweden. The pompous inner courtyard leaves the admirer wondering if they’ve entered a Renaissance palace or an English brick manor. City Hall is relevant for many reasons. It invites Stock-

holmers and tourists alike to guided tours inside where rooms like the Blue Hall, the venue of the Nobel Banquet, and the Prince’s Gallery with Fresco paintings can be visited. On top of this, the Municipality of Stockholm is also governed from this building, as it hosts the City Council. Most importantly, it is a nice building with a cozy park and wonderful view of Stockholm at its waterside location.



## STADSBIBLIOTEKET // STOCKHOLM PUBLIC LIBRARY

Another landmark building in Stockholm is the Public Library, one of many libraries open to the public in Stockholm. Its orange functionalist style stands out from the otherwise more conventional buildings on Sveavägen, which may have been an intention by Gunnar Asplund, the building's well-known 1920s architect. As a lifelong Stockholmer, I'm still amused by the tourists standing in the circular main room taking pictures of the rows of books, but also appreciative, as it reminds me of the charm some of my everyday buildings have to them that otherwise go by unnoticed. If the atrium or library at SSE is full and you need a place to study, or if you're doing any type of research project, I wholeheartedly recommend a visit to the library just across the park.



## KUNGSTORNEN // KING'S TOWERS

Returning to Stockholm from a visit to New York in the summer of 2018, my hometown seemed tiny to me, largely due to the absence of vast skyscrapers. In the mid-1920s however, as New York experienced its building boom in art-deco style towers such as the Empire State Building and the Chrysler Building, Europe saw its own modern skyscrapers rise, the first ones here in Stockholm. A closer look will help the keen eye see the striking similarity between the King's Towers and many American skyscrapers from the time, and while their height at 60 and 61m, respectively, is not mighty impressive comparatively, they still stand tall as landmarks on Kungsgatan. You won't find anything much more interesting than office spaces inside them from what I hear, but you will most certainly see them around during your time in Stockholm if you haven't already.



## KONSERTHUSET // STOCKHOLM CONCERT HALL

Stockholm Concert Hall is the large blue building fronted by large concrete pillars facing Hötorget, about a five-minute walk from SSE. Apart from different types of orchestral concerts and a variety of musical artist performances, a number of prizes ceremonies are held there, including the Nobel prize ceremonies for physics,

chemistry, medicine, and literature. Its interior is richly decorated, with three major performance venues and sizable art collections, which can be seen on guided tours. Famous artists who have performed at Stockholm Concert Hall include Swedish opera singer Birgit Nilsson, Led Zeppelin, ABBA and Louis Armstrong.



## BIOGRAFEN STURE // THE CINEMA STURE

In the 1920s, cinema visits became increasingly popularised and a vast number of movie theatres sprung up around Stockholm. One such theatre is Sture, previously known as Olympia, which lies on Birger Jarlgatan, a street connecting the inner city boroughs of Norrmalm and Östermalm. You might recognize it by its red neon sign inviting you in to watch a movie serving your tastes. Some of its entrance and waiting room scenery alludes to its 1920s roots, including the stylish staircase. While expensive relative to other countries, going to the movies in Sweden is much like in any other place. However I need to warn you, if you don't speak Swedish, I hope you don't mind subtitles at the bottom of the screen.



## STUDENTPALATSET // THE STUDENT'S PALACE

Another building you may already be familiar with is Studentpalatset, right on the opposite side of Observatorielunden (the hill behind the school). Yet another perfect place for you to study if the atrium or library can't suit your needs. All you need is to buy an access card and show your student card. Formerly housing faculty of Stockholm University, this 1920s building now provides study sites and group rooms for students. It is an elegant work of neoclassical architecture to behold, its Corinthian columns and red bricks prompting comparisons to distinguished college campuses in the United States.

For further reading: The complete guide to architecture in Stockholm by Olof Hultin.



TEXT | RASMUS SALÉN  
DESIGN | EDDIE HAGBERG  
PHOTO | HENRIK CASSLÉN



# 20 STAPLES OF SSE

In no particular order:

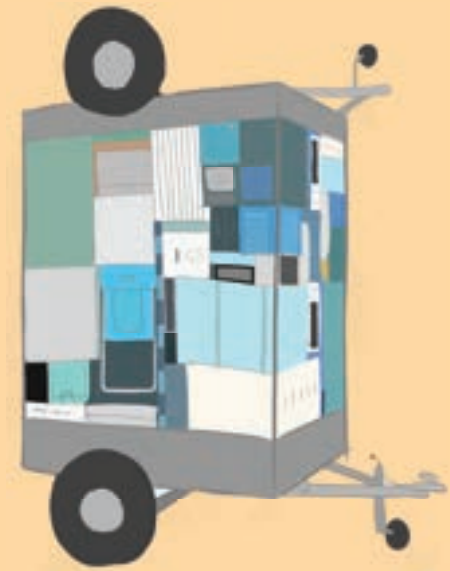
1 Awkward silences and uncomfortable avoidance of eye contact while standing in line for the microwaves.

2 & 3 Two sets of hazel-blue aula eyes, staring intently into your soul; piercing your innermost thoughts.

4 Frantic fifteen minute seven-eleven coffee-nocco-snus-cookie-bulle runs.

5 A blistering "HEJ HEJ" and "TJENA TJENA" upon your first step out of the subway.

6 The image on the atrium TV changing every month into some new artist's insane acid trip.



7 Stepping into the building just to encounter some new, ridiculously abstract piece of artwork

8 Håkan Lyckeberg - more myth than man.

9 Frantic pre-exam cramming and frenetic post-exam result checks.

10 "Where the hell is MedU?"



11 "What the hell is TechU?"

12 The elite *Royal Management* studying in clubroom luxury while the BE and Master commoners scrap for atrium seats.

13 Dramatically undercut and much appreciated Rotunda prices.

14 Post-exam Hirschenkeller celebrations and grievances, wrapped in one.



15 Seeing a completely new face at least once a day.

16 MINIMAX!



17 An endless amount of SASSE positions, including at least 15 treasurers, 30 presidents, and over 100 heads of marketing.

18 A consistent stream of free breakfast and lunch lectures that you should really take more advantage of, but never do.

19 Screamed and unintelligible renditions of Handels Lov echoing through the halls at night.

20 A wonderful place to spend three (or five, or seven, or even more) of the best years of your life.

## SSE 100 YEARS AGO

*The Stockholm School of Economics was assuredly a vastly different environment 100 years ago. But to know exactly how different it was, we asked a witness to find out.*

1920: Stockholm is an ever-expanding city, undergoing a major construction boom, with thriving manufacturing industries and commercial opportunities. Much like today, some of the people deciding to try their luck in the Swedish capital were the students at the Stockholm School of Economics. Their story is told by Håkan Lyckeberg, a veteran lecturer at SSE, who remembers this time fondly.

At the time, the school was still located at Brunkebergstorgs Hotel, where the second and third floors were rented out as rooms used for lectures, the faculty, and the student association. As the number of students consistently increased persistently after the founding of SSE in 1909, it was soon realized that the location was insufficient for the school's needs and plans for a new building to be raised on the boulevard of Sveavägen were in the making. Stockholm School of Economics did not move into the current building until 1926.

"The classrooms [at Brunkebergstorgs Hotel] were constantly cramped",

Lyckeberg explains. "During lunch hours, students struggled to find seats inside the premises, with some unlucky individuals forced to eat their homemade sandwiches outside on the square. Similarly, students arriving late found it difficult to get a seat at the morning lectures, although little sympathy was given to these stragglers. A constant annoyance to everyone was the periodic social events booked at the main study hall of the school, during which the scarce tables were moved out of the way of whichever important guests were welcomed to the school this time."

Upon graduating, students at the Stockholm School of Economics generally went on to careers in Swedish industry, in line with the stated purpose of Sweden's first business school. The main employers included the major private banks of Sweden and prominent accounting firms, with a few succeeding at their own entrepreneurial ambitions. Others went into academia and politics, such as the future Nobel Prize winner Bertil Ohlin, a 1919 graduate.

"The students who did not enter SSE

with contacts in Swedish business already would make sure they had them soon. At the 'commercial mingles' held often at the school, students had a chance to network with representatives of the many prospective employers of said students. A much appreciated part of these events was the 'spons' — the provision of free merchandise aimed at giving individual companies exposure. Student Association members responsible for the spons-releases could be seen running from store to store in central Stockholm trying to get their hands on potential providers."

The curriculum in the early years of the school was far more traditional in its breadth, as it included many social sciences, including political science, economic geography, and history, along with the important business studies. Among the most prominent of lecturers was Eli Heckscher, economist and, since 1919, a research professor of economic history at SSE. The studies at the school were difficult, but then again, it did attract some of the most driven students Sweden could offer.

"In order to cope with their studies, students would frequently visit the coffee houses of Stockholm and consume

their daily doses of caffeine." Lyckeberg recalls an event in which a café with an Italian-sounding name on Sveavägen raised their prices from 30 öre\* to 40 öre overnight, a dramatic increase for the students already living on limited budgets and irresponsible life choices. "A student boycott was attempted, but as the second closest café was across the busy street of Sveavägen and the coffee there was more expensive, little action occurred in reality."

SSE was a special place a century ago, and is likewise a special place today. Much has happened since 1920, including a devastating World War, rapid global political developments, the construction of a welfare state, vast economic growth in Sweden, the more than doubling in size of Stockholm, and a continued expansion of the Stockholm School of Economics. Nevertheless, it is possible that the lives of the students 100 years ago was not as different as those of the current students as one might imagine.

DISCLAIMER: This article is mostly fictional and satirical in nature.

# WHAT ARE THE STUDENTS PERSPECTIVE ON INTERNATIONALISATION?

SEE NEXT PAGE.

## SSE PERSPECTIVES: GOING TOWARDS INTERNATIONALISATION

The Stockholm School of Economics is a comparatively old business school and well-established institution in Sweden, and has undergone significant changes in the past years, with ever-increasing internationalisation. What exactly this will mean for the school is left to see, but four interviewees were happy to share their respective perspectives from the faculty, students and SASSE.

**Maria Frithz Warg, the BSc Business & Economics Program Director at SSE discusses the reasons for and challenges of internationalisation of the oldest program at the school.**

**Why has SSE decided to internationalise Business & Economics, the last of its programs taught in Swedish?**

A fundamental goal of SSE is to strengthen the competitiveness of Sweden and the Swedish industry through education, and the talent pool from which the school receives applicants will be significantly larger if the rest of the world is included. Apart from this underlying argument, rapid globalisation and the fact that the majority of courses at SSE are taught in English are central reasons for the making of this decision.

**What are the challenges in attracting international students and producing a program which provides an education of good quality?**

Getting talented students from all over the world to apply to SSE may be one of the most significant challenges. Here in Sweden, Stockholm School of Economics is well known and has a fine reputation, but abroad, we will have to work hard to continuously appeal to the best students. When it comes to shaping the content of the new program, we should bear in mind that we are not creating something completely new. Instead, we are changing Business and Economics, which is the successor to the first program available at the school in 1909, and which will see considerable changes for the first time. We have to consider all parties involved when changing it: students, faculty and the potential employers of those studying at SSE.



**Maria Frithz Warg, BSc Business & Economics Program Director**

**What do you think will attract a new pool of international students to Stockholm?**

I think a variety of factors will come into play. Stockholm is a finance, tech and start-up hub, which business students find appealing, and Sweden has many established businesses with a global presence that the close relation to the business community can help bring students closer to. We are a small business school with a highly active student association, which many applicants may consider as well. Some students may even choose SSE as they look to Sweden as a country with a functioning democracy, a welfare state and high regard for the rule of law.

**To gain more insight into the Student Association side of things, Johanna Li, the President of the International Committee 2019-2020, shared her perspective, whose role within SASSE is defined by internationalisation and subsequent work for inclusivity.**

**As President of the International Committee, what's your assessment of how internationalised SASSE is?**

SASSE's official language is English, almost all our official documents have been revised and translated to English; all projects and events are open to all members, with few still being in Swedish, and the equality work regarding issues such as cultural appropriation has improved significantly in recent times. Looking at these facts, I would say that SASSE is very internationalised. Still, we've faced problems with many of the international students not wanting to attend or engage in SASSE projects and activities and/or not feeling welcome. I usually liken this problem with "why aren't there more women in finance": it's not because of a physical hindrance, but rather a structural issue. There are many aspects and areas that are being worked on with many more in the pipeline. While we are very internationalised in theory, I think we still have work to do until SASSE is a truly, fully internationalised organisation.

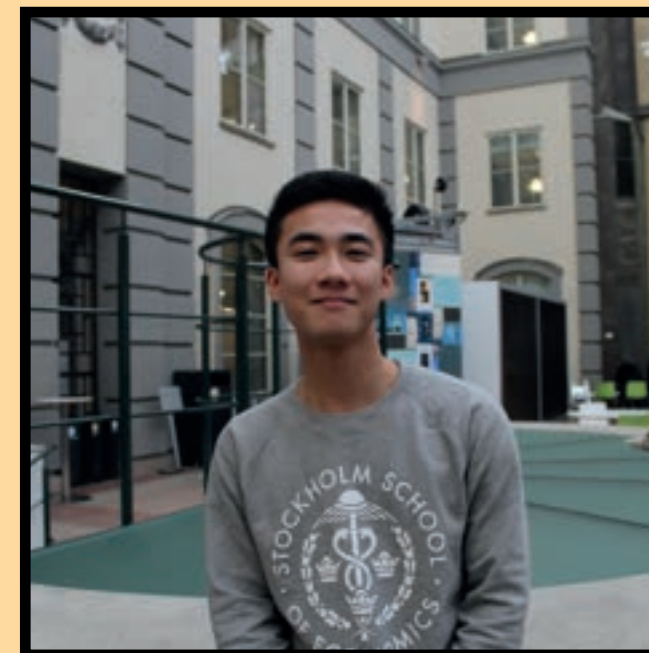
**How ready do you think SASSE is for a significant increase in members with other nationalities and languages than Swedish?**

SASSE has done a lot of work in the previous years to integrate international students: both those on exchange, in the Masters and most recently, the Bachelor in Retail Management. I believe we can see a clear improvement and as mentioned in the previous answer, I don't think we have much constitutional work remaining that could help us prepare better.



**Johanna Li, President of the International Committee 2019-2020**

I think the area where we lack the most is to facilitate the arrival of international students to Sweden, which has to be done in collaboration with SSE. Starting in a new university is difficult enough, let alone in a new country. If we do as much as possible to help the students with basic needs and integrating into Stockholm and Swedish society, then they can focus on enjoying, integrating and exploring the student life and SASSE. There is already a lot of work around this, and of course a lot of work is done in preparation at the moment. Internationalisation and integration don't happen automatically just because a bunch of international students study together, but if we continue our work with the internationalisation in all of its aspects, I definitely think we are ready for the full internationalisation of SSE, 2020 and onward.



**Tomáš Ng, Master Student at SSE**

**Another highly relevant perspective is that of an international student at SSE. In order to find out what attracted an individual student to the school and evaluate how internationalised they'd find the environment, Tomáš Ng, a student doing his Master's degree at SSE, shared his thoughts.**

**Why did you choose to study at the Stockholm School of Economics?**

The ranking was a good guidance for me, but of course that was not everything. I spoke to people attending the school and got a good vibe; the students are authentic, not very self-important. The quality of the school and the student body as well. I didn't put much thought into Stockholm as a place of study at first but I was informed that it is the most entrepreneurial city in Europe after London, or comparable to London.

**As an international student at the Stockholm School of Economics, how internationalised would you say the environment is?**

From the Master's perspective, since all Master's programs are taught in English, I feel like there is a good balance between how Swedish and how international it is. My impression is that it is roughly split in half, but I feel very comfortable being in my class speaking English. When I do SASSE activities I experience a lack of international students, but this is considering the fact that most people involved in SASSE are Bachelor students. I don't find SASSE too international but I guess this will change with the internationalisation of the Bachelors program.

**"I spoke to people attending the school and got a good vibe; the students are authentic, not very self-important"**

**International opportunities are not limited to the everyday operations of the school and the student association however. A new SASSE project, International Week, will be happening the week starting 24th of February 2020. Its project leader, John Öberg, also participated in an interview.**

**What exactly is International Week, and why will there be one?**

International Week will highlight different cultures and alternative career opportunities through inspiring lectures and fun events. There has never been an International Week before so the project group and I are still developing the concept. It feels very inspiring to create something new with INTU. Especially now when SSE is going fully international next fall. The timing couldn't be better.

Globalisation and digitalisation change our societies rapidly. Hence, we must learn how to maneuver in unfamiliar cultural contexts. The purpose of International Week is to embrace and celebrate our different heritages as well as our common future. We want to welcome the world to SSE!

I don't know what I want to work with in the future. But after SSE the opportunities are inexhaustible. International Week will strengthen students with international ambitions and interest in other cultures. It will also give a new perspective to those who have never considered living abroad.

**What might International Week have in store for the students at SSE and members of SASSE? What's your ambition for the project?**

International Week will be something unique. We are planning a trip to the United Nations' office in Copenhagen and a study visit to the Swedish Ministry of Foreign Affairs. We also want to inspire students through lunch lectures and have various cultural events from all around the globe in the evenings. Make sure not to miss the fultittning (ugly banquet): Battle of the Nations! My ambition is to create a new SASSE tradition that celebrates our cultural differences and makes everyone feel welcome here at SSE. I want to encourage people to go further and broaden their perspectives. The world awaits!



**John Öberg, Project Leader of SASSE international Week**

**"The purpose of International Week is to embrace and celebrate our different heritages as well as our common future."**

**What do you think international week will mean for the international environment at SSE and the continued internationalisation of the school?**

It is important that we students are proud of our heritage and still curious about other cultures. I hope International Week will contribute to that! Exchange students are the best. They enrich our school and our country with new perspectives. Plus, they throw the best parties.







## SSE TO CEO: HOW JULIA DELIN TOOK ON THE STARTUP SCENE AND WON

Looking across the street at the great oak door, the Julia Delin is an SSE graduate who completed the Business & Economics program in 2016. She is now the CEO of the SSE Business Lab: the start-up incubator designed to inspire and nurture ventures from SSE students and alumni.

I met Julia and her rescue dog Noah on a cold rainy November evening to ask her about her journey, why the Business Lab is so special, and what the future holds for the organisation. She immediately conveyed her passion for entrepreneurship and start-up incubation: from serving as the President of the Entrepreneurship Society to starting her own multi-million SEK ticketing business. I learned quickly that her secret to success was a product of years of perseverance and determination.

**“I saw myself as a non-employable person because I just had so many ideas.”**

“I’ve been interested in entrepreneurship since I was in high school,” she tells me, “although, I didn’t know that it was entrepreneurship at the time”. By the time she graduated high school, she had already figured out that working for herself was the way forward: “I saw myself as a non-employable person because I just had so many ideas.”

In 2014, Julia invited herself into SUP46, a Swedish start-up incubator, begging for work to do, even if it was unpaid. She found herself sorting dishes and networking with promising entrepreneurs. This role soon led to working on reception which eventually led to her managing a team of 25 event ambassadors, hosting three events a day for the company. “I was the most introverted person at

the time; I hated speaking in front of people and I really did not want to network. That was not where I felt comfortable. They put me in the middle of these events and in a way, they threw me out into this unknown space where I had this massive learning curve.”

She goes on to tell me how she overcame this hurdle. “I started having this ice breaker question: ‘what brings you here?’ I learned I could get to any group of people or get into a conversation with anyone just by asking that”. Delin tells me how this question got people talking about their passion, “either you were passionate about entrepreneurship or startups or you had your own startup; you have a passion for product management; you want to learn more and get into the business. You can get into the person’s mind quite quickly and talk about something that they are interested in.”

Still receiving no compensation, Julia stayed at the company late at night and during weekends, absorbing inspiration. “There was another guy who was there a lot and we got to talking and he was coding the apps for a start-up. He had some free time and we started some projects together”. From that, PeppMeApp was born as a non-profit which shared condensed, three to six minute lectures from famous and inspiring people in Sweden. “I learned a lot about building a product” Delin tells me, which led to her next venture.

Throughout our conversation, Julia reiterates a common motivation of hers: to change human lives. However, unlike many aspiring entrepreneurs, Julia humbly recognises the boundaries of her influence at each stage of her career: ‘I didn’t want to make more money, that’s not why I was starting a business’. She offers her advice to those truly wishing to get involved in the Business Lab: ‘Go look for a diverse set of team members who complement you and brainstorm ideas of problems that you want to solve’. This is exactly what Julia did next after PeppMeApp.

“At the time, we were having issues selling tickets within SASSE” Julia explains. “I talked to the person in the Tech Committee who was responsible for finding a new solution and asked him ‘what

do you need for this system?’ They gave me a list of everything they didn’t like about the current system and what they wanted. I gave this to my friend and said do you think this will be possible to build? We spent all summer building it, and when I left we had a turnover of over 4 million SEK a year from SASSE alone. That’s a lot of tickets”.

Delin had been involved with the Business Lab for some time, defining herself as the creative problem solver. After graduating from SSE, she received a phone call from Douglas Stark, her predecessor, with an exciting opportunity to join the Business Lab. Just one week after starting in her role, Douglas informed Julia that he was beginning a journey to bring e-scooters to Sweden, leaving Julia with the Business Lab and a colossal donation from the Erling Persson family who had bet on the promise that innovation would prosper in the Lab.

She tells me when she arrived she had an immediate goal: to accommodate all students who were interested in starting their ventures, but didn’t know exactly how to do this. Julia describes the involvement of the Business Lab with the Entrepreneurship Society. “I was like ‘do you need a budget? Let me know. Do you need space? Let me know’. And in return they let me in on what all the students were saying about the Lab and where they saw improvements were needed. And that led to the start of a program that was bridging what we did at the school and what we do at the Business Lab called Activate”.

Activate is one of three programs offered by the Business Lab which focuses on individual students or teams with ideas and the potential to pursue those ideas. The first batch ran last summer, concluding with around 80 investors gathering in the Aula, watching the promising new entrepreneurs pitch their startups. Before Activate, entrepreneurs will likely encounter Initiate which instead focuses on inspiring students to start their ventures, and includes events such as the Hackathon. The third program, Incubate, has an extremely competitive entry process. Today, it only accepts the best and most promising startups; a testament to the tremendous progress of the Business Lab itself.

Whilst the Business Lab is built to harvest ventures directly from SSE's bubble, Delin has no doubt that the ecosystem that it has created is a nurturing environment suited to both the school and to the city. "[SSE students] have such a great background: a well-regarded degree to fall back on, and they'd probably always be able to get a job if needed" she says. In other words, with so many government funded incubators; with so much support and so many opportunities, the time has never been better for a student to start a venture.

"Since so many great start-ups have come out of here, there are so many founders that are interested in helping new start-ups, and there are so many resources going back into the ecosystem". Julia views the supportive system in Stockholm as a key contributor to the success of the city however the potential of the Business Lab's influence is always on her mind. "I think all university incubators have always been centered around the university and not really seen as part of the ecosystem before, which I think is a shame". She explains to me the potential of the Lab to grow beyond the image of just a university incubator; to help student entrepreneurs escape the bubble and connect to the outside world.

**"When I left SSE, I was like 'oh wow, I was living in a bubble for three years'".** Now Delin travels around the world, connecting with Swedish Chambers of Commerce, Nordic Innovation Houses, and other start-up incubators and accelerators, always learning, always connecting, and always expanding.

Further afield, I ask Julia how the Business Lab views international opportunities. She argues, "I think most of the Swedish companies that have been successful, they've not been successful because Sweden is such a great market: they've been successful because Sweden is such a great test market, and they need to get out of the country to have some kind of revenue".

**"It's really beautiful in a way, because it's not only growing ventures, it's growing people"**

She tells me how this circles back around the SSE's mission in strengthening Sweden's competitiveness. Whilst the traditional interpretation of this ethos is focused on research and education, Julia has a different view. "We made our [mission] to be strengthening Sweden's competitiveness by providing a platform for growth to exceptional entrepreneurs". Central to her role in this ecosystem, she views the future as an altruistic adventure into the potential of Business Lab. "I want to be the platform that welcomes anyone who's interested in starting something and trying it out and possibly being inspired; thinking 'I can start my venture too'. **It's really beautiful in a way, because it's not only growing ventures, it's growing people"**.

# THE RISE AND FALL OF TELEVISION

Televisions were born in the 20s, and proceeded to take over the entire world. But in these 20s, the future for televisions looks far more bleak.



21 year old Philo Farnsworth stood firmly in front of the room of intrigued investors and reporters. On the outside, he appeared confident, but as the chatter began to die down, Philo could feel his hands clamming up, as a single bead of sweat began to accumulate on his left temple. For the past six years he had worked day and night for this moment, and butterflies filled his stomach. He knew that what he was about to show for this group of strangers would eventually change the world, and while he had seen it hundreds of times before on his own, he had never shown it to anybody else on earth. As



the room watched his every movement intently, Philo, hand shaking, reached down and picked up his camera tube — a bulky, rudimentary cylinder that could pick up “electron images” and transform them into electric signals. Deftly, Philo pointed the tube towards a small, simple image that lay on the table before him — a simple line. Across the room stood a large, black box, covered in dials and buttons, adorned with a single circular screen, no bigger than the palm of a hand. Within a matter of seconds, to the amazement of the audience and relief of Philo, an identical line appeared on the screen. Applause began to fill the room, as Philo stood triumphantly before the crowd, basking in the knowledge that he had just invented something momentous.

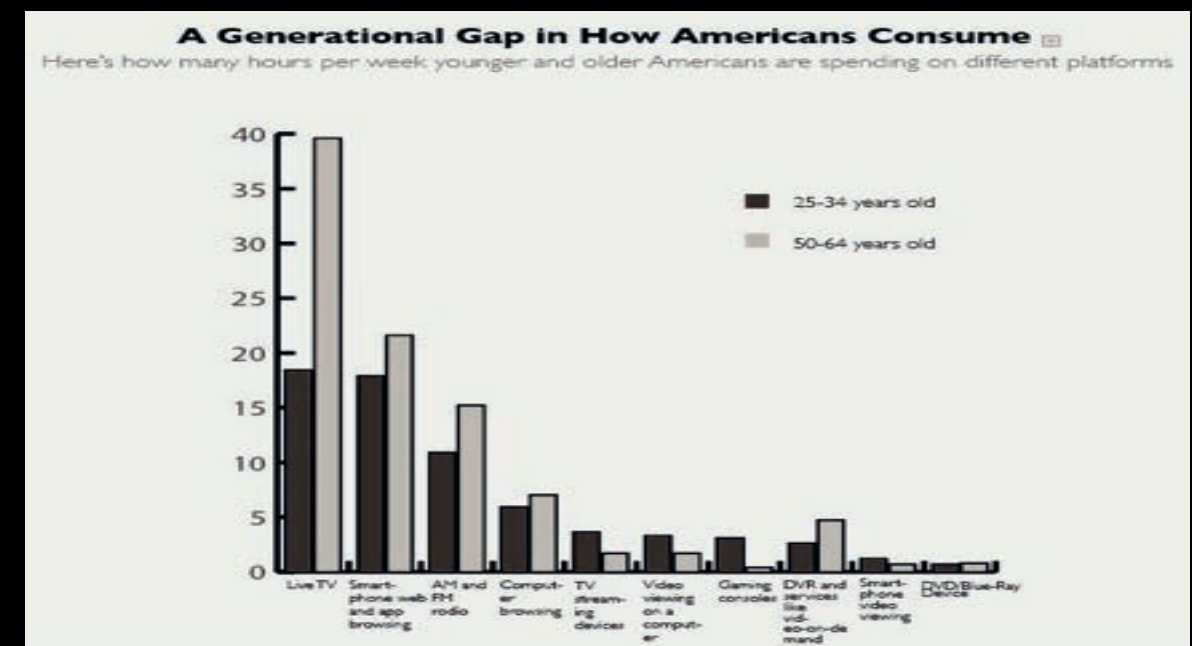
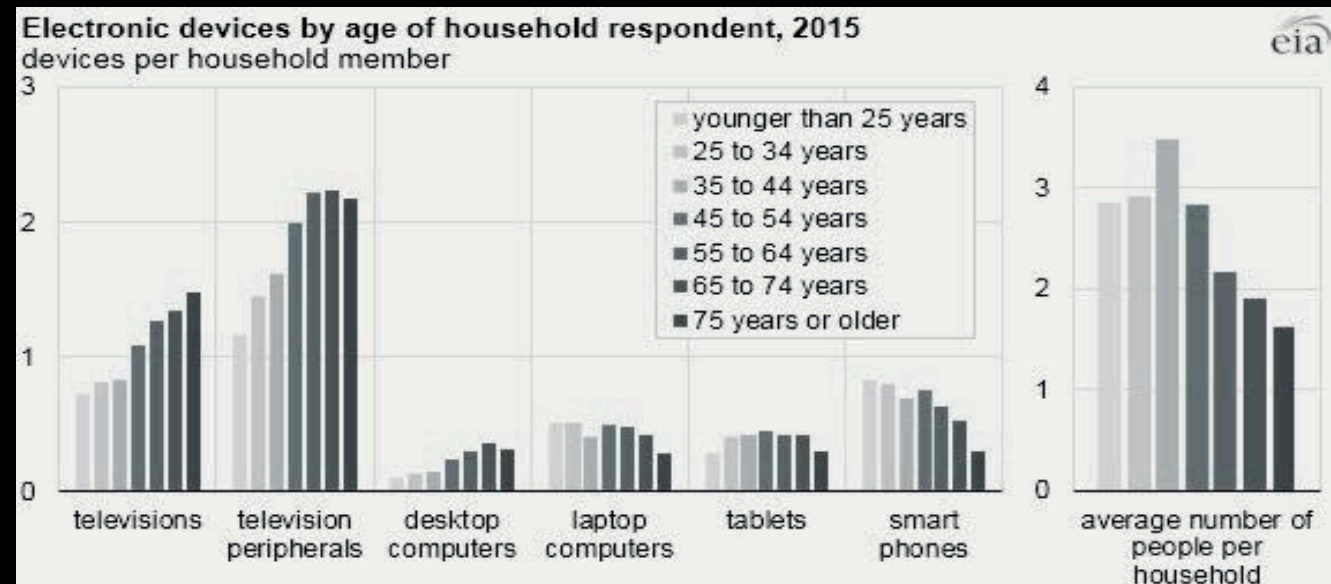
And he wasn't wrong. The year was 1927, and Farnsworth had just presented the first ever electric television — the great ancestor of the flat-screens and LCDs that now litter this world. Following its naissance in the 20s, television spread virulently, conquering the world whilst shedding weight and evolving from monochrome to color to plasma. Today, there exist over 1.6 billion physical TVs globally, but we are well past the television revolution of the 1950s and 60s.

The television was once, and still is for some, a way of life in many parts of the world. It represented community and belonging — scenes of families huddled around a single screen, enraptured, come to mind — and viewership was practically religious. The television set became more than a staple in most homes: it became the centerpiece, the fixture upon which everything else in the home revolved. TV dinners and movie nights became weekly staples for many families. Furthermore, the TV became a status symbol of sorts, as the bigger, newer, and more advanced your TV was, the higher your position in the social hierarchy. The sheer number of TVs in the world grew exponentially as they began to invade bedrooms, restaurants, schools, and nearly every social place on earth.

From the go, of course they not. Televisions serve such a great multitude of purposes that they will most likely never be replaced, at least in the foreseeable future. There is no substitute for TVs as social displays, showing anything from advertisements to movies and sporting events. However, for strictly private, personal use, it is much more unclear what the future has in store for TV. There are decreasingly few advantages that TVs still hold over laptops, tablets, and smartphones, such as not needing charging and higher definition, but with improvements in technology, eventually the only edge TV will have on new devices is size. While again, size is essential when watching in a group, it doesn't hold as much sway in comparison to the portability and personalisation of a tablet when watching

by yourself. Furthermore, as younger, more tech-friendly generations succeed and supplant the older, more deeply attached groups of tv-viewers — your 48-hours-a-week watchers — televisions will gradually obsolesce as preferences will fade away to newer forms of media. But all of this will take time, decades at the very least, to come to fruition. A more immediate threat to the incumbency of TVs is the emergence of new technology — some new invention that might finally bring television to its knees. Of the various potential alternatives, holographic technology could be just this, and it seem ready to enter the entertainment scene at any moment. Not only do holographic TVs already exist, they are also fully functional and poised to enter the market, perhaps in just a matter of years, according to some experts. While holograms would certainly take some time to establish themselves within the market, if they do prove superior to conventional television they could replace TVs almost overnight, similar to how music streaming almost immediately killed CDs.

But who knows? Only time will tell. But despite a dim forecast, TV still holds an impeccable position, with the world's eyeballs in its vices. Even if everything imaginable were to go wrong for the television industry, its sheer size in numbers makes it almost “too big to fail,” as if the world has already committed so deeply to TVs that it would take something momentous to undo the past century. And yet, there are signs pointing to just this: a momentous shift waiting to happen. So while TVs are here, and likely will be for a long time to come, chances are they're not here to stay.



# ANOTHER SYSTEM CLOSER TO PROHIBITION



*Systembolaget is now a common problem for me: the contrast between it and the UK's alcohol policy is striking. However, elsewhere in the world, other alcohol monopolies exist but for different purposes.*

Since arriving in Sweden, not a day has gone past where I miss the freedoms of my previous home. Alcohol used to play an integral role of my social life yet now thanks to the wonder of Systembolaget, I can say that is no longer the case. Limiting my access to the adult juice has not at all annoyed me and I no longer get irrational anger issues on Saturday nights when I can't access a store. Don't mention Sundays because I'm so grateful that I can no longer sip a glass of freshly bought wine with my dinner. What's more is I'm not at all bothered by lukewarm single beer cans. Oh no, I applaud the decision as there are no household appliances available to the everyday consumer that can do the cooling down for me so I never want to drink beer again. What's more, the lack of access to store alcohol has forced prices in bars up so high that I cannot feasibly afford to buy alcohol anywhere else so thank you Sweden, you've made me teetotal, my liver salutes you.

Now before you jump to conclusions about my implicit addictions in my past life, this is not the real me. The real consequences of Systembolaget's presence on my drinking are far less extreme, nonetheless there are many aspects of the alcohol culture here in Sweden



that shocked me. Arriving from Newcastle upon Tyne, arguably the drinking capital of the United Kingdom as seen on the infamous Geordie Shore, I had lived an undergraduate life which was rather heavy on the booze side. Whilst this is a rather common occurrence in the UK, Sweden has presented a case that this behaviour is excessive and rather sad: there's more to a Friday night than getting 'mortal' as they say.

I was first introduced to a state alcohol monopoly during my year abroad in Montreal, Canada where each province ran its own quasi-monopoly supplier. However opening times were much more favourable than Systembolaget and stores were more numerous. Weekend hours existed past the bare minimum and people in general weren't so angry mainly because all beers and some wines were also available in corner shops. Hence, the monopoly really serves as a customer service driven version of Systembolaget. Much like the chain here, the Canadian is driven through passion and responsibility and to some extent this worked: I admire the flexibility of the operating hours and adaptability to consumers. Instore refrigerators and crates of beer existed; in essence, the stores accepted that consumers demanded the goods; they just wanted them from a quality service provider.

Moving over to Britain, the tale is very different. Supermarkets are stocked with liquor, beers and wines and adults can freely access, browse and purchase throughout most of the day for 7 days a week. It is rather unsurpri-

sing then that there is a common prejudice of 'Boozy Brits' over on the mainland Europe.

At first, I struggled to get used to the Swedish system. I can't argue that any model is perfectly efficient. There is always going to be someone who is trying to profit off restrictions or take advantage of leniency. What I can state for sure is that neither model is keeping everyone happy. From an outsider view, Systembolaget plays an integral role in assuming responsibility and quality to the alcohol market in Sweden, however I can't say that I'm not looking forward to having the privilege of buying a cold beer at 3:01pm on a Saturday when I get home.



# INTERVIEW WITH IQ

An interview with IQ's CEO on what makes us drink and why we don't talk about the negative aspects of drinking. About alcohol consumption one hundred years ago, today, and what trends may say about future drinking habits.

**For readers who don't know, what is IQ? What is your goal and why is it so important?**

IQ is an independent subsidiary to Systembolaget. Systembolaget has an information duty from the government which we are a large part of: to change people's attitudes so that more can live healthier lives.

It is important to state that we are not a sobriety organisation. For me personally it's extremely important not to moralise drinking. That, I think, makes people stop listening. Instead, it's about trying to understand what makes us drink; what attitudes we have towards alcohol, and how you handle it in a way that doesn't harm ourselves or others. Alcohol has a lot of secondary damage: if I have an addiction problem it will affect my surroundings. We also see the connection between alcohol and violence, abuse, children that are harmed... Alcohol affects our whole society. The reason I think it's so interesting is that it affects us both on a societal level through costs, but also on an individual level.

**In your campaigns, I interpret the message as being that we don't talk enough about the downsides of alcohol. Why do you think no one wants to talk about alcohol habits?**

We live in a culture where alcohol is very integrated into our social life, especially in

student life. We do things we perhaps don't really want to do without knowing why. We do so many odd things when we drink. Like if you and I were to have a drink, we have to drink the same amount in the same place, and why is that? I believe it's because we are pack animals. We have a strong need of feeling accepted. That feeling might be extra strong as a student. Alcohol is a way to socialise and get new friends. I think we are blind to it in many ways, that this is the way it is, instead of asking ourselves how much do I really want to drink? How do I want to feel tomorrow? Am I going to feel better if I drink more? We don't talk about these things. We all almost agree that either you come and you drink, or you don't come at all. It's absurd.

**Many people find Systembolaget odd, especially coming from outside of Sweden. Why do we have Systembolaget?**

To minimise the harm of alcohol in Sweden. We know that the most powerful thing we can do for people's health is to slightly decrease its availability. Ramboll made a study on what would happen if we didn't have these constraints and saw that societal costs would go up.

**Do you think anything has changed over the last 100 years? Has alcohol consumption changed?**

A lot has happened. Before the industria-

lisation, we drank more hard liquor and you would sometimes even get paid in alcohol. But when white-collar jobs came, things changed, and people understood that drinking wasn't good for either productivity or health. So, employers and unions tried to change drinking culture.

Today we see that the line between working life and private life are much less clear, with after works and office parties: it has become much more common to drink with colleagues. It has become a way of creating a company culture. It can be quite excluding, in student life as well for those who do not drink.

There's also a very health focused trend, which I think will make alcohol consumption go down. It's not as "cool" anymore to be super drunk at a party. Nowadays people want to work out during the weekends, so they can't go out drinking the night before. Perhaps this creates a space where it's okay to start questioning drinking culture. And also socialising through social media instead of actually meeting up, could be a reason for the decline in drinking.

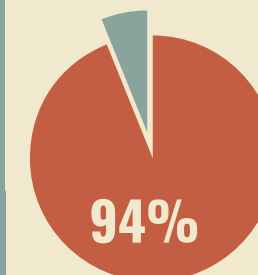
We also see the internationalisation in drinking habits: that it's more common today to have a glass of wine on a Wednesday than at the end of the weekend, compared to 20 years ago. Especially in larger cities.

**What are some things we should think about when we drink and signs that we are being affected negatively by it?**

To drink smart; to not drink more than four units at a time and drink water in between are good guidelines. A bad sign is if you think too much about alcohol. Questions like "when will I get to drink the next time" shouldn't be an important question in mind. Also ask yourself can you stop when you want to? If you plan to drink three glasses of wine, do you keep to that plan? Or does it

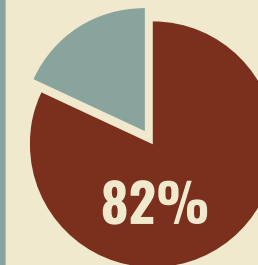
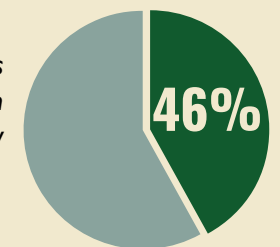


always end up being more? It's easy to lose control and not be able to read social signals while drinking. It can be very easy to step over people's boundaries. How do you behave towards others when you drink? Do confusing, strange situations always happen to you when you drink? That's also a bad sign. Alcohol can never be an excuse for bad behaviour.



94 % of 18-34 year olds say there is an expectation to drink alcohol in social settings.

42 % say they sometimes choose not to participate in social activities because they do not want to drink



82 % believe others might find it difficult to socialise with friends without alcohol, while only 27 percent answer that they themselves find it difficult to hangout with friends without alcohol.

\*Sifo executed the nationally representative study on behalf of IQ during the period of October 2012-2020 among 1000 people, ages 18 -34, through a web panel.



## THE DATING ECONOMY

*Throwback a century and meeting the one was just a formality. Now it is rife with game theory and profits from the big apps; social norms have contorted into a digital frenzy. This revolution has truly changed the game of dating but nonetheless, there are still dangers.*

'I have never dated anyone before who I wasn't friends with first.' Stasia Rudak, a student at SSE, talks about how she met her boyfriend through Tinder. 'It really took us a long time to fill that gap. When you meet someone on Tinder, you don't know anything about them. There was chemistry but the rest took time and effort. As a person, we need to be conscious: if we can't be friends as well then it won't work out, so we need to be comfortable with each other and see how that works.'

The early decades of the 20th Century portrayed a different tale to this. Previous constraints on courtship had been relaxed and the freedoms that singletons enjoyed became an expectation. This was of course facilitated by the availability of the motor car and the lifting

of social expectations on prudence. In fact, the 1920s was the first time that couples openly experimented with dating before marriage, sexuality became a greater public affair, and the norms that we enjoy today were birthed.

A century ago, however, the mechanisms through which couples met differed greatly. Whilst meeting places were ubiquitous, there still remained a number of traditional matching processes such as through families; yet the matter of calling on a woman remained much the job of only upper class men. The real barrier preventing progressive dating norms from entering the equation was merely a matter of social division and sluggish adoption of modern expectations. Nonetheless, the physical act of meeting a partner outside of traditional paths be-

came more commonplace throughout the decade.

Nowadays the picture has been transformed by the introduction of the dating economy. Akin to many areas of modern life, profit has been extracted from the matchmaking principle. As less people follow traditional, early marriage paths, the dating market has become saturated. Budding daters working hard within the monopolistic competition seeking to differentiate their offerings in the market are now faced with technological constraints that have emanated from the economy's recent innovations. Aside from the satirical metaphor, the market is complicated and houses both the winners and the losers.

The first hurdle to finding the one is the current paradox of choice. Whilst 1920s daters held the sole prospect of meeting partners through physical encounters, the current choice of one's matchmaking mechanism is overwhelming; each product offering a tantalising menu of attractive potential mates.

Analysts can't deny that Tinder & Co. have helped couples meet: the group has expanded to create the swiping culture that we see today. In many ways, I argue that the app has revolutionised dating: connecting circles who would never have previously met, introducing a transparency to finding a mate that physical searching never had: the inefficiencies of such have been eliminated.

I spoke to Elena, another student at SSE, who describes how Tinder played a positive role in meeting her boyfriend. She states that 'it helped set the expectations right because by meeting on Tinder, we both knew what the other person wanted and was looking for.' In essence, Tinder facilitates the ironing out of ambiguities. She continues that meeting someone through a different medium could result in confusion as to whether 'they just want to be friends or even if they're actually interested in you'.

And whilst success stories are more common as time passes, the dangers of Tinder & Co. persist. Marriage and Family Therapist Maya Diamond warns of how the apps can 'use you, turning you into an addictive, obsessive sex-crazed mess' during her keynote speech for UCOT INC. The addictive power of these apps stems from the ability to receive instant praise and acceptance as soon as a match occurs. Such an endorphin kick could never have happened so frequently and libe-

rally in the past.

For many, the catalogue of potential mates represents the opportunity cost of being themselves: the intimidation of the sea of talent is enough to turn a glimmer of self-doubt into a flood of anxiety. In other words, the high calibre of fellow swipers provides an incentive to construct a falsified identity to increase one's appeal. Choosing instead to recreate a new dating-app image, the dating economy is highly susceptible to fraudulent cases.

A deep concern of mine is the asymmetric pacifism of swiping. In the game of life, I'm generally searching for a new partner and in a city such as Stockholm, where the potential of meeting anyone outside of SSE is next to impossible, Tinder poses a great opportunity for doing so. Nonetheless, the reduction of Tinder to a game-like play really shows how the degree of seriousness with which we treat the app is volatile at best, and alarmingly deprecating at worst.

From personal experience, the online dating field bears little difference to that of a blind date. The key potential is the opportunity to find out more about the other before the physical encounter occurs. Is this an opportunity to add another filtering mechanism when searching for one's match? Of course. Is this





## THE LOST GENERATION

*The first lost generation sprang from the ruins of World War I and were characterized by the dramatic changes they brought to the world. But in a wildly confusing new era, a new lost generation is emerging, characterized by far darker and consequential changes.*

World War I brought a manmade devastation to planet earth that had never been witnessed before in such scale nor intensity. Continental Europe was in ruins and tens of millions lay dead, from combat, disease, starvation, or worse. Among these casualties, a high proportion came from a single generation — young adults who prematurely sacrificed their lives in the violence. In a mere matter of years, millions of adolescents had been completely and tragically erased from the world, forever confined to the annals of history, as little more than names and statistics.

But what remained was a stunted generation of young adults whose most formative years had been deformed by the Great War, and were now

forced to pick up the pieces and put the world back together: the Lost Generation. These youths had grown up seeing the grotesque horrors of war, and following its end were left permanently scarred — forever disillusioned with society's old norms and traditions. Consequently, they upended society with a grandeur and candor so perfectly characterised by the novels of Fitzgerald and Hemingway, champions of the Lost Generation, ushering in the cultural revolution of the Roaring 20's.

Now, as we move into this next decade, we are living in a new era of immense, unprecedented change, so great in magnitude that it is reminiscent of the 20s of a century prior. Rapid digitalisation and

political upheaval, all against the backdrop of climate change's unwavering and impending doom has sent the world into a whirlwind where it is harder to tell up from down and right from wrong. We, the young adults of this world, have been tasked with making sense of the confusion and making music from the cacophony — not unlike our adolescent predecessors from 100 years earlier who were made to rebuild the world from the ashes. These undoubted parallels lead us to wonder: Are we the next Lost Generation?

At no point in history has mankind's future ever been more uncertain than it is today. In every corner of the world some form of tumult is brewing under the surface, ready to burst at any second into a hotbed of chaos; Hong Kong — once an economic vanguard — is no better example of this. An itching sense of unrest is slowly creeping about the world, seeping into every crevice of society, coating every inch in a slick blackness, ready to combust at any moment. In addition, (or perhaps in relation?), every day appears to be accompanied by an ever-worsening premonition of earth's fragile climate; another tick on the Doomsday Clock.

At this point, irreversible global warming seems inevitable — 2030 may still feel like some obscure distance in the future, but ten years most certainly does not. To undo the bare minimum of climate change within a single decade would take a gargantuan effort, an effort that society is nowhere near willing nor prepared to undertake. To say that we are completely screwed is no longer a statement reserved for cynics and nihilists; rather, it is almost certainly a fact.

And yet, we are simultaneously in an unprecedented period of innovation, both technological and cultural. In a sense, we are in a golden era of advancement, both good and bad, as society has unrecognisably morphed more in the 21st century than in any other two decades of history, from immense digitalisation to heavy, post-9/11 securitisation. In practically every field of science, dramatic new advancements are be-

ing made almost monthly — new fields of tech are constantly evolving, and it seems like only a matter of time before CRISPR and other gene technology begins relieving the human race of all its imperfections. And day by day, it is more and more possible to live a life free of discrimination and scrutiny, regardless of who you are. This persistent stream of unabiding progress seems almost utopian, and yet, it coexists in a world capable of such hellish dystopia — a contrast so stark that it almost seems impossible.

This is the petri dish of uncertainty that this generation is growing up in. The world has become warped to the point where one can no longer tell black from white; everything now exists in indistinguishable shades of grey. For a generation of adolescents, such a backdrop makes it impossible to develop a real understanding of the world and their place within it, as everywhere one looks is marred by clashing progress and decay. The past twenty years have essentially erased whatever societal compass, pointing north from south, seemingly existed in decades previous. The world has descended into an "organised chaos" — clearly confined to sixty million miles of landmass, but no holds barred within its boundaries.

The internet, and the highly unique culture it has spawned, is no better example

of this "organised chaos." Every single site on the web is, to varying degrees, a topsy-turvy mixture of "right" and "wrong": Facebook, for example, is both a space for innocent grandparents to keep in touch with their families and a platform for ISIS propaganda. And even if Facebook and other corporations are trying to fix this, they've grown to a point where they are too far gone — no matter how hard a site tries to scrub itself clean, it will always be possible to find the most obscene grime imaginable

**"In every corner of the world some form of tumult is brewing under the surface, ready to burst at any second into a hotbed of chaos"**

if you are willing to dig deep enough.

As a whole entity, the internet represents the great, big contradiction this world has become. It has connected and brought the world together into one space, but also given every individual their own platform and voice, neither of which has ever been possible before. Never before has a person felt so small and insignificant, and yet so large and important at the same time. Similarly, as a whole, the internet is capable of incredible feats — fundraising, raising awareness, etc. — but at the same time, on an individual level it has eliminated any sense of accountability in favour of anonymity. The internet holds enormous amounts of information, accessible from anywhere in the world, but is also flooded with lies and misinformation; the list of contradictions goes on and on. So while there does exist a “right” and “wrong” side of the internet, at least when comparing it to one’s own moral compass, it is all swamped into a single mix: only a mere few clicks separates the good, the bad, and the ugly. Extrapolating this mess to a global scale, it is impossible to believe that one can grow up in this confusion without becoming lost somewhere along the way.

Just as the first Lost Generation was defined by specific characteristics — rebelliousness, restlessness, and introspection — this second lost generation, our generation, is also defined by its own characteristics, but far darker and austere in nature. Whereas the first lost generation was seemingly able to channel all of their “lostness” into a positive, “carpe diem” attitude of living in extravagance, the same is not true for this generation. While these same glorifications of excess exist today, this generation is still struggling to cope, and the effects are unquestionable: a mental and physical health epidemic that are combining to ravage the youth of today.

The overwhelming and relentless feeling of being lost that this world has pushed upon this generation has eroded its collective sanity to a critical point. Almost a third of adolescents have reported symptoms of depression, one in five have admitted

to self-harm, and even more tragically, youth suicide is at an all time high. What’s worse, none of these rising trends is showing any sign of slowing. Simultaneously, and likely in correlation, the physical health of adolescents is beginning to worsen: among young people, physical activity is decreasing, obesity is increasing, drug use is on the rise, as is the prevalence of chronic medical conditions.

While directly consequating the worsening health of this generation to the “lostness” of the world is simplistic and impossible to prove, it would be naïve to say that it has no effect whatsoever. It seems entirely logical that the broader, unforeseen tumult of today’s world is causing a broader, unforeseen harmful effect on the generation born and raised in the chaos. The path to maturity has twisted dramatically from a century ago; convoluted and meandering, it is no longer as straightforward as in times past. Alas, it is easier than ever to stray into the wilderness — a dark, frightening, and mentally straining wilderness — and become lost. A world of contradictions and inconsistency is pulling this generation in multiple directions, tearing us at the seams — and it shows.

And yet, it is entirely unclear as to what can be done to protect the “New Lost Generation.” Time and time alone whittled out the first lost generation and ushered in a new one, but for us, time won’t be enough to avert a worsening situation. While the solution, like much of the world, is completely unclear, one thing is apparent: a dramatic reversal is needed before the lost generation becomes a generation lost.

# HOW TO SURVIVE YOUR 20s



1. MEAL PREP



2. MAKE LISTS



3. FIND A LIFE PARTNER



4. GET A DEGREE



5. DON'T DWELL OVER EXISTENCE



6. MOST IMPORTANTLY, DON'T LET ANYTHING GET TO YOU





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