

## Chapter 62 : “2007/11 – The Dilettante”

Due to the standard reverence or contempt for CP's design work, it is difficult to rate it. I start with the photo book *A Glimpse of Paradise*. The photographs were shown in 2007 at an exhibition in Uppsala and in 2008 at the Swedish-Finnish Cultural Center at Hanaholmen in Espoo, Finland, the Biennale of Liège, Belgium, at Waldemarsudde and at Solliden. They were considered a journeyman's work, a test of his design training. Photographs from the film *Expedition Linnaeus* were also exhibited, but CP does not appear to have been involved with these.

CP referred to Mattias Klum as his greatest source of inspiration for the book. The most rendered photograph was a close-up of a sunflower with a bumblebee flying over it as over a landscape. There was a depth in the picture by further sunflowers being glimpsed at a distance. CP's own favourite was an extreme close-up of some prickly rose stems - pure thorn rose forest. I have only found positive reviews about the book: Although the images were not masterpieces, they were professional and indicated a well developed sense of imagery. Klum himself thought that CP had some distance to go technically but that he was open, playful, “had an associative ability” and saw pictures where no one else did. Klum also spoke about CP as a handyman: “He's great to work with. The Prince is punctual, conscientious, positive and purposeful. He never gives up and never complains. For example, if we were to get up early and hike in the rain up a mountain, everyone, including myself, would whine. But the prince just thought it was funny.”<sup>1</sup>

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When CP in spring 2007 won the competition for the logo for Martha's Vineyard Museum, the marketing manager Monika Törnqvist for the company Mema/GAB - royal court supplier of silverware etc. - contacted him for a collaboration. This resulted in an agreement for a silver design series which now comprises 12 parts: Knife, fork, spoon, starter fork, starter knife, dessert spoon, coffee spoon, cake shovel, selter glass, vase, small and large candlestick. The mission was to think “new and contemporary” which obviously succeeded. The series of cutlery knife, fork and spoon (CPB 2091) was included in the National Museum's collections on the grounds that the design had a modern form that felt innovative in its genre.

Mema/GAB states that the cutlery has been a commercial success and is one of the company's best sellers. The target group for the sale is reportedly women over 40 who buy a set of cutlery for themselves to be used for celebration and everyday life. The first year sold 5,000 cutlery. Even later, the cutlery has been among Mema/GAB's five best sellers. Given the price, it is somewhat surprising: Knife (999 kr), fork (749 kr), spoon (429 kr). However, the turnover for CP's design company CPhB Design AB itself was low: 2008 30 thousand, 2009 125 thousand, 2010 95 thousand, 2011 92 thousand & 2012 132 thousand (with a profit of SEK 3000). Production costs must be high. For Mema/GAB, the advertising value seems to have been the most important and that their craft production could be kept going.

The press release of the cutlery took place at Svenskt Tenn on March 27, 2009. It was well attended and well conducted. CP posted the text about its design: “Good design is timeless. I like the simple and raw. It may have something to do with growing up, that it was not always so easy set at home to set the table! ... [I myself have] a huge mix. There is everything from simple fastidious Swedish to Asian design, tables, cabinets and such. [I'm most satisfied with]

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<sup>1</sup> Åsa Bönnellyche. Prins Carl Philip brädade Mattias Klum. Svensk Damtidning, 2007-03-15.

my dinner table in rough oak. I often set it with cutlery directly on the table top. I only occasionally use a white tablecloth.” He hoped that the cutlery would sell abroad as well.<sup>2</sup>

Market manager Monika Törnqvist also had hopes for gay men as a target group. This had to do with the fact that CP's good looks made him a particular favourite. Gossip about CP was from an early age published on the site Sylvester.se. Then the magazine QX 1999-2001 published a series of pictures with the logo “Carl Philip of the Month” and finally in February 2001 appointed him Sweden's sexiest man. His popularity is said to be intact.<sup>3</sup> CP has commented on it: “It's a little special, but being popular is always nice.”

The cutlery was later accused of being a plagiarism of Austrian Airlines' 1966 series of cutlery designed by N Denzel. Nor were they very comfortable to use. Göteborgs-Posten tested a set: “Getting through the Sunday roast [with Prince Carl Philip's cutlery] is a painful experience. The blood on the plate is not exclusively from the filet. The shafts penetrate into the palm of the hand. If you get a grip at all on the scrawny little ones, that is.”<sup>4</sup>

CP was supervised during the final stage by the designer etc Eric Ericson because he did not have any experience in casting. It is supposed to have concerned the conversion of 2D drawings or sketches into 3D CAD.

In connection with the launch of CP's candlesticks & vase on December 13, 2011, he was interviewed by chairman of the association Modern Swedish silver Elsebeth Welander-Berggren with general questions like “Do you want to invest in design?” and “how have you worked with this collection?”. CP: “I really want to spend more time on design. But it is a question of finding it. Balancing the design work with all the official assignments that I also have. It has been a relatively short process [with the design] where I have emailed and made suggestions to the silversmiths. It has been incredibly fun and has gone really smoothly.” This talk about official missions was most certainly not the whole truth or even part of it. CP had submitted his hand drawn sketches to Eric Ericson in August and then visited Alnarp, courted his girl friend Sofia Hellqvist, competed in the Porsche Carrera Cup, written on his B-essay for Master of Agricultural Science and also kept Sofia company a month in Thailand & South Africa. Official assignments amounted to one day a week. The silversmiths involved were present at the launch but declined questions.

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On March 25, 2010, CP launched a fire or spark protection CPB 2101 - also now at Svenskt Tenn. Svenskt Tenn was also the contractor. It was a heavy piece of cast iron. The motive was the old castle Tre kronor. The name was “The Castle Burns”. The price was 14,500 SEK. The name was well-chosen. With the fire going, it looked just like the castle was in flames. According to CP, it was the first in a series of products related to Swedish history.

During the press conference, CP received questions from the auditorium which he refused to answer. Instead, he was interviewed by Swedish Forms CEO Ewa Kumlin. The question then arose as to why. Svenskt Tenn's marketing manager Thommy Binfeld explained it as a way to show respect for royalty - not to question them. One of the journalists thought the screen too much resembled a corresponding design by Matteo Mocchi “Rome Burns” and sent him

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<sup>2</sup> Pamela Andersson. Designprinsen. Queen/Tidningen S, 2009:3.

<sup>3</sup> Anders Backlund. Carl Philip vill ha en böj på gaffeln. Qx.se, 2009-03-28.

<sup>4</sup> Mark Isitt. [Prinsens bestick.] Göteborgs-Posten, 2010-05-26.

an email. Mocchi was not too upset. Lots of ideas floated around and he didn't own any of them.

Queen/Tidningen S got an exclusive interview: “After the press conference it will be about half an hour before S is shown up the staircase and behind a drapery of classic Josef Frank design. The Prince looks deeply into your eyes when shaking hands and greeting. In the room are two gigantic armchairs where we sit down and between us is a small table. Also in the room is a representative from the court [probably CP's secretary Anita Söderlind] who throughout the interview takes notes.”<sup>5</sup> As usual, CP gave evasive answers to everything. However, it became clear that he had started from an old engraving, had done the design work with a CAD program and that during the work he had had concentration difficulties because of his dyslexia.

CP also released some details about his design company CPhB Design AB - founded February 22, 2008. CP was the sole owner. CEO was first court curator Carl Reuterswård. The other members were the court auditor Axel Calissendorff and the advertising man Michael Storåkers. In a later TV4 interview CP complained about the difficulty of getting honest reviews from his surrounding on what he produced. “People around me are never completely sincere, it is always so. One must try to find people who one trusts, who are sincere and who know something about design.”<sup>6</sup> The role of unvarnished truth-teller was yet again filled by Eric Ericson who supervised the project and did parts of the design work. He wanted to remain anonymous which 2.5 years later led to an animated debate about who did what and why.

The original idea seems to have been that Ericson would help CP convert his sketches to 3D-CAD in the same way as with the cutlery. It was unexpectedly time-consuming and Ericson claimed afterwards that CP's own work effort was minimal. CP agreed but said it was due to his continued studies - a truth with many many modifications. CP spent time at Alnarp. In addition, he courted his girl friend Sofia Hellqvist and he had official assignments: January to March 2010 there was an inauguration, an audience, a one day Swedish Sports Gala, three days Swedish Rally and 12 days Winter Olympics in Vancouver. While CP was doing all this, Ericson was abandoned to his supervisory responsibility without somebody to supervise, his unpaid (?) design efforts and an approaching deadline. Feelings ran high. “He would have to put effort into it like all designers. It takes a lot of grit, a lot of hard work and you have to be dedicated. I don't see him as someone who is willing to continue until five in the morning and go to hell doing something in his own way. Good work is hard work. [This is not serious.]”<sup>7</sup>

About 100 copies of the spark protection were sold. Svenskt Tenn offered money back if you felt cheated by the fact that Ericson's contribution was not published. The conclusion is that CP should distinguish more between his roles as a prince, student, lover and entrepreneur. Anything else is cheating.

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In 2011 CP formed another company Bernadotte & Kylberg AB together with his old supervisor Oscar Kylberg. Turnover in 2012 was 25 thousand (with a loss of 4300 SEK). The

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<sup>5</sup> Beatrice Birkeldh. Tidningen S möter Carl Philip. Queen/Tidningen S, 2010:5.

<sup>6</sup> Tilde de Paula. Formgivarprinsen. TV4, Nyhetsmorgon, 2010-03-28.

<sup>7</sup> Sindra Grahn. [Intervju med Eric Ericson.] SVT, 2013-10-21.

chairman of the board of directors was First Chief Superintendent Carl Reuterswärd. Oscar Kylberg was a member. The deputies were the brother Richard Kylberg and advertising man Michael Storåkers.

At the behest of Gustavsberg's porcelain factory the company designed a combination of bowl and plate in oven-solid stoneware that they called "bowl plate". These were part of a series of Swedish Animals. There were four variants: Mole, Mountain hare, Mallard & Red fox. The inspiration was supposed to come from Beatrix Potter's fairy tales, which Kylberg's niece was very fond of. They were not very child-friendly however. The judgment was that their area of use was unclear and that especially the Mountain hare's ears were easily broken. Perhaps they were suitable for baptismal gifts, but then they did not have to be unpacked until the child turned 18. None of the designers had any previous experience of ceramics so the ideas were bandied between them and the craftsmen until all were satisfied. When Gustafsberg then sold the products to NK, CP was presented under a pseudonym in order for the products to be fairly assessed.

The company also designed a hand-woven rug in recycled parachute fabric for Vandra Rugs. The rug was produced in a single copy and auctioned at Bukowskis. The proceeds went to World Childhood Foundation. Another design work has been the spray painting of Volvo Polestar racing cars.

2012-2013 CP (unclear which company) continued with a series of decorative small plates with motifs of threatened species from the Swedish Red List: Large garden bumblebee, rustyback, white owl, great capricorn beetle & European green toad. It was a collaboration with Rörstrand. CP contributed the idea. The designer was Anna Lerinder. The illustrator was Stefan Hörberg.<sup>8</sup> There was nothing wrong with the articles, but the contrast between the high-trotted presentation and the modest format, as always, aroused amusement. The concept had some similarities with Gustafsberg's series "Species in danger" (1973) designed by Paul Hoff and CP was once again accused of plagiarism. In an interview, CP admired French industrial designer Philippe Starck, for working in many different styles.

In 2014 CP & Kylberg presented their promised fashion line - a ski jacket in unisex model at the clothing company Hunter. However, it was too late in the season to sell. CP's name is not mentioned, why he probably also this time participated under pseudonym in order to get a fair assessment.

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CG had brought CP to car races as long as he could remember. In 1996 CG took CP to Barkarby where he got to drive a go-kart under the supervision of racing driver Jan "Flash" Nilsson (1960-). CP and Flash found each other. He had started his career with go-kart and CP acquired a go-kart license in 2003. In 2004 CP and "Flash" discussed a possible future as a part-time racing driver and that summer spent time in Falkenberg to train for a national racing license.

The go-kart debut was "Red Bull Ultimate Drive" Sunday August 14, 2005, outside Stockholm Castle. It was an elimination contest and CP didn't make it to the semifinals. The following week, it was a charity event called Anecto Race Day. CP was astonished having defeated both "Flash" and several others. "Flash" reviewed him: CP had a track mind, feel,

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<sup>8</sup> Ulrika Nordlinder. Prins Carl Philip och Rörstrand i samarbete. Expressen, 2013-08-12.

the right physique & listened to advice. His weaknesses were lack of time, that he copped out in the wrong place & that as a prince he was judged according to the first impression.

CP also tested a Volvo S60. The first race was the SSK-finale (Stockholms Sportvagns Klubb) at Karlskoga on 25 September. The second was an entry in the SLC final (Long distance Cup) at Mantorp on October 16. "Flash" and Robert Dahlgren started. CP finished fastest on a by then dry track. They finished 14 out of 17. The poor result was due to them not having a device for fast refuelling during the pit stop.

"Flash" was not entirely without ulterior motives regarding CP. In 2007, he and his company Flash Engineering were commissioned to save the Porsche Carrera Cup Scandinavia which had suffered considerable losses. The media attention surrounding CP was welcome. When CP's participation February 2008 became known, the media coverage increased by 150 percent.

The Carrera Cup is a sports car competition for millionaires. Those who can afford it buy a new car every year. The less well-off patch up yesteryears models. The odds of CP winning at least one of the nine races were medium high 1:4. It is too space-consuming to follow CP's racing career in detail but he had fun. After a competition at Mantorp October 4, 2010, the following happened:

Carl Philip is happy with the gang. He is a normal boy, says Janne Nilsson, like all the rest of us somewhat immature. No one in the team takes into account that he is a prince. ... He has shown us that he can - and has gone from being laughed at to be celebrated for his exploits in three seasons. At the party last Saturday, there was no doubt that he was part of the gang. He was relaxed and clowning around - in a way that you rarely see him otherwise. On stage, he did not hesitate to squirt down his teammates with champagne and he shouted in chorus with them when party organizer Janne Nilsson declared the competition over. The atmosphere was so heated that one of the participants rushed forward and kissed the prince right on his mouth after the award ceremony. The prince just laughed out loud and the party continued until well into the early hours.<sup>9</sup>

In 2008-2013 he step by step became a better driver. The two best results were in the Porsche GT3 Endurance (1<sup>st</sup> in 2010) and together with "Flash" in the Swedish GT GTB class (4<sup>th</sup> in 2012). In 2013 he left "Flash" and the Porsche-circus for the more demanding STCC class within the company "Volvo Polestar". CP joined a driver development program with the ambition of becoming a good racing driver. I have found an assessment of his driving ability in May 2013:

The STCC [Scandinavian Touring Car Championship] is the only thoroughbred racer among standard cars and has a 400+ hp mid-mounted motor of 1.8 liters. All cars have the same equipment to make it a driver's race. With driver the car weighs 1000 kg and the whole body is built in carbon fiber. 0-100 km in 3 seconds. Top speed on straights about 250 km/h. For example, the clutch requires 100 kg of pressure to move and the distance is 10 mm. Don't ask me why, but that's the way it is and this makes it extremely dicey when starting and is often the reason why some cars stall. The interior is extremely spartan. A steering wheel filled with buttons and a panel in front with display of about 7 x 10 cm. You change gears with a lever behind the wheel. To the

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<sup>9</sup> Mia Karlsson. Här hyllas motorprinsen. Expressen, 2010-10-04.

right of the panel are a lot of small lights and switches and on the floor I saw a fire extinguisher. The drivers had to crawl into the car through a hole in a cage of steel tubes and once in place they connected themselves to the radio where they received information during the race. Learning to drive a car like this usually takes 2-3 years and two in the group made their debut, so there was no question of Carl Philip and the Norwegian debutant Roar Lindland being anything but apprentices.

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When the race started Carl Philip was overeager and started to overtake some competitors from his tenth box and his lack of experience showed. On a right bend he tries to pass a car on the outside and ends up with the other not keeping his track but being pushed out and taking Carl Philip out into the gravel. A so-called racing incident according to the speaker, but it was certainly about lack of experience. Very well. Finally, Carl Philip begins a fool's race, catches up and even passes some of the competitors. He burns his tires, swerves in the curves, but keeps going.

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At the end of the competition Carl Philip's lack of routine again became apparent. With worn tires he came across a crest with a weak right curve and should have braked early because of his bad tires which he did not. The car ended up spinning sideways. No more fun, but a good try. My guess after seeing the debut is that Carl Philip may already next season be second best. And that's impressive for someone who started his racing career at the age of 28 and pursues it part time. Respect.<sup>10</sup>

CP's racing idols are Ayrton Senna and Michael Schuman, two of the fastest drivers on the planet, which has raised some concerns. CP also likes the female driver Danica Patrick who besides her driving skills is handsome enough to drape herself in bikini over a bonnet. CP is occasionally visited by 2<sup>nd</sup> best Sofia Hellqvist who has been seen hanging around the depot in a businesslike (=dirty) overall.

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<sup>10</sup> Flashback. Den stora skvallertråden om H.K.H. Prins Carl Philip. "Stefansson1", #2798, 2013-05-05.