



Personal profile IKEA of Sweden

“It’s when you step outside your comfortable little box that you can start making things even better.”

Andreas Fredriksson, Designer at IKEA of Sweden

MY BACKGROUND

I was born in Malmö, Sweden, in 1972. I’ve been an IKEA designer since 2011.

WHAT IS YOUR SPECIALITY?

I design both single products and whole series, mostly in modern contemporary style. I work with mixed materials but it’s important to put the right material in the right context. I visualise my ideas on A3 paper, and if needed with a 3D prototype.

HOW DO YOU WORK?

Alone and with other designers – both ways have a value. I like following projects from idea to finished product. Teamwork is best and when everyone in the team feels a part of it, the results are great products.

WHICH FORMATS DO YOU WORK IN?

Sketches, computer and in the prototype workshop. A mixture is a really good way to work. It also depends on the kind of product.

NAME A PROJECT YOU ARE PROUD OF!

RÅDVIKEN armchair – a good way to use machine-woven paper (natural fibre), just like a piece of fabric.

A PROJECT WHERE YOU LEARNED ABOUT DEMOCRATIC DESIGN

Today discussing and considering all five aspects when you work with others is automatic. It’s visible in the finished product if you’ve really considered all five. All projects start there. It’s easy to talk about it because everyone’s knows and relates to the words. The discussion is important and the principles are a shared frame of reference. *

YOUR IKEA DREAM ASSIGNMENT

To explore different parts of the world and then build one piece of furniture based on each experience for a single IKEA collection!

FUTURE PROJECTS?

I’m working on a big, exciting project with toys for Children’s IKEA. I’ll also work with furniture that can be used both indoors and outdoors.

HOW CAN YOU AND IKEA BE INNOVATIVE IN THE FUTURE?

Through curiosity. If you’re curious you’ll find new ways, new materials, new techniques, new things. It’s when you step outside your comfortable little box that you can start making things even better. But also material engineering, seeing what’s happening around the world, looking at shared solutions... We should use our experience between different projects, get more involved in the process and show what we’re working on. IKEA can affect more than we think. Don’t look so much at what others are doing; lead instead. We should have the courage to be tough together.

HOW DO YOU WANT PEOPLE TO FEEL WHEN THEY MEET YOUR DESIGN?

That it meets their needs at a good price. “This is great, and it didn’t cost that much either.” Democratic Design – if you’ve understood those five points, you can meet people’s needs. We’re building a range, not just creating another product. What new needs about VALLENTUNA sofa? Since the TV is no longer central, a living room can be designed however you want. I want my design to create possibilities.

** The IKEA approach of always considering form, function, quality, sustainability, and low price in order to make better everyday products for more people.*