



## Personal profile IKEA of Sweden

# “I’m a super-practical person driven by function and aesthetics in combination.”

Johanna Jelinek, Designer at IKEA of Sweden

### MY BACKGROUND

I was born in 1971 in Älmhult, Sweden. I’ve been an IKEA designer since 2002.

### WHAT IS YOUR SPECIALITY?

Function, smartness, honesty and daring are my keywords! My interest starts in how we use our things and how to improve. I’m a super-practical person driven by function and aesthetics in combination. Modern, basic and Scandinavian styles appeal to me. I find it interesting when there’s a deeper meaning and a clear context for a single product or a whole series. Sustainability is always very close to my heart, and I love inspiring people around the world to live more sustainable lives.

### HOW DO YOU WORK?

I love working with people with different skills so we get the best out of each other when developing new products. A mixture of deeper/slower and speedy projects keeps my brain awake. It’s not either/or.

### WHICH FORMATS DO YOU WORK IN?

It depends on the product – hand sketching, 3D scale modelling, sewing, folding paper, crocheting, SolidWorks 3D computing, plastic printing, carving, clay forming, etc. It’s the same with presenting: it’s important that it’s clear and easy to understand for everyone. I find it attractive to show that it’s not finished – leaving it open for further discussion.

### NAME A PROJECT YOU ARE PROUD OF!

JANSJÖ LED spotlight, because it’s functional, easy to place anywhere and super sustainable thanks to the energy-saving LED and low material consumption. Also, NORDRANA baskets where Vietnamese women earn extra money with flexible crochet work in-between harvests.

### FUTURE PROJECTS?

I’m working with IKEA FAMILY products like suitcases, neck cushions, travel bottles and more. I’m also creating a product template for creating a product template for the global Social Entrepreneur projects which involves taking care of our own returns and waste Social Entrepreneur projects. I will also be working with IKEA Basics!

### A PROJECT WHERE YOU LEARNED ABOUT DEMOCRATIC DESIGN

I do so all the time. It’s not limited to one or a few projects, it’s part of my everyday life! \*

### YOUR IKEA DREAM ASSIGNMENT

Improvement in big and small that makes an obvious difference for people struggling in life and people who ‘have it all’. I always want to work from a broad perspective and have the customer as a starting point. I think we really can contribute with improvements for our world, thanks to the size of IKEA as a company.

### HOW CAN YOU AND IKEA BE INNOVATIVE IN THE FUTURE?

Through courage, teamwork, humour, curiosity and openness.

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

To feel trust, and that they’ve made a smart choice, that it’s an improvement in their lives. I want them to love it, want to talk about it, and be able to use it for a long time.

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