



Personal profile IKEA of Sweden

"I want to create things where you can see the handicraft in the finished piece."

Hanna Dalrot, Designer at IKEA of Sweden

MY BACKGROUND

I was born in 1987 in Älvdalen, Sweden. I've been an IKEA designer since 2014.

WHAT IS YOUR SPECIALITY?

I like the mix of single products and collections. It depends on the material and the project. My work with patterns usually means working with a collection. If I work with products, I do both single products and series. I work with different materials and sometimes mixed materials.

HOW DO YOU WORK?

Sometimes together with other designers and sometimes designing on my own. I always work together with product developers and technicians. A lot of the product development happens on the factory floor together with the team and IKEA suppliers around the world. At IKEA we create together as a team.

WHICH FORMATS DO YOU WORK IN?

Drawing by hand, prototyping in the workshop and working in computer programs. All the steps make sense at different stages of the process. I present my work sometimes as sketches, sometimes as a full-scale model.

NAME A PROJECT YOU ARE PROUD OF!

My graduation project at Beckmans College of Design, "Textile Landscapes", a textile collection with patterns inspired by nature in the north of Sweden where I grew up.

FUTURE PROJECTS?

I have just finished patterns for the next STOCKHOLM collection to be launched in 2017 – that was a dream come true! Watercolour patterns in blue inspired by nature. Hopefully our customers like them as much as I do!

A PROJECT WHERE YOU LEARNED ABOUT DEMOCRATIC DESIGN

NORDRANA – crocheted bathroom storage – together with fellow designer Johanna Jelinek. It's hand-made in Vietnam by incredibly skillful women – unique mass production. The women run a farm and bring up children, too, and crochet to help earn an income. Just think that a few small sketches by a designer can help create a social enterprise!*

YOUR IKEA DREAM ASSIGNMENT

Bringing about change. Studying how people perceive IKEA as a brand because we can bring about change by spreading our values through our products. I'm passionate about unique mass production. I want to create things where you can see the handicraft in the finished piece.

HOW CAN YOU AND IKEA BE INNOVATIVE IN THE FUTURE?

By changing our approach to materials and being open to more sustainable materials. And by mixing creative, technical and business skills.

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

That it's available and interesting to everybody, that it improves their everyday lives, both aesthetically and functionally, and that they find their own values in it.

YOUR BIGGEST MISTAKE?

Sometimes it's hard to explain design to suppliers around the world. Often the first sample looks very strange. Sometimes the suppliers make changes by themselves. I once got back a sample where the supplier had added feathers to make it more decorative.

** 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.*