



Personal profile IKEA of Sweden

“The key is to understand how people live and to deliver products that meet those needs.”

Henrik Preutz, Designer at IKEA of Sweden

MY BACKGROUND

I was born in Stockholm, Sweden, in 1976. I've been an IKEA designer since 2003.

WHAT IS YOUR SPECIALITY?

All projects are interesting, big and small!

HOW DO YOU WORK? IN WHICH FORMATS?

It depends on the character of the project. Whatever's needed to achieve a good result in the end.

NAME A PROJECT YOU ARE PROUD OF!

IKEA 365+ and VARDAGEN for Cooking and Eating.

A PROJECT WHERE YOU LEARNED ABOUT DEMOCRATIC DESIGN

Definitely IKEA 365+ and VARDAGEN. When you're designing basic products, Democratic Design* is extra important. You really have to go into the finest details to get down to a good price and good function, while also creating something unique that has the essence of IKEA and is something you can be proud of. I'm proud to have helped make everyday life better for the many people.

YOUR IKEA DREAM ASSIGNMENT

Phew! Well, I've been at IKEA for 13 years and have been involved in many dream projects. All projects, large and small, are always interesting, and any project can really become a dream project. But I suppose the real dream would be to make an iconic product that becomes a real big seller. That's what I'm after, making the product that everyone wants and that lives up to the ideals of Democratic Design* and can be found in every home around the world.

HOW CAN YOU AND IKEA BE INNOVATIVE IN THE FUTURE?

By focusing on everyday life at home. On life situations, different family constellations, different needs. What are the problems we face in our day-to-day lives? How can we make every day easier? By understanding the customers' needs and what their needs will be in the future. I don't think that rooms will serve the fixed purposes they do today. The key is to understand how people live and to deliver products that meet those needs.

YOUR BIGGEST MISTAKE?

Taking life for granted.

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

That my product makes their lives easier and more beautiful. That they've made a good choice. I want my products to make everyday life nice, and even wonderful. To pay tribute to everyday life, without over-designing. It should be simple and functional, and blend into everyday life while also highlighting and brightening it. I want customers to be pleased and proud, and to feel that their expectations have been exceeded.

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