



## Personal profile IKEA of Sweden

**“It’s easy to be inspired when so many creative people surround you.”**

**Mette Nissen, Creative Leader at IKEA of Sweden**

### MY BACKGROUND

I was born in 1959 in Karlskrona, Sweden. I initially began working for IKEA as an interior designer in 1986, and then worked for many years with the IKEA Catalogue. In 1998, I decided to try out other creative venues and started my own company as a freelance interior designer, working mostly with photo shoots. But IKEA was never very far from me, as even then I did freelance jobs for IKEA (as well as for other companies). Along with a friend of mine, I also had a small shop selling home accessories and clothing. I returned to IKEA in 2012.

### WHAT I DO AT IKEA

A large part of my job as a Creative Leader is looking into home furnishing questions, and through that work, supporting range and product developers to create a range that attracts the many people. Together with a team of colleagues, I also develop guidelines for what styles and looks our products should have, in order to keep a unified expression. I also work with some of our IKEA Collections.

### WHAT INSPIRES ME

Collaborating with other people on all kinds of projects is a huge source of inspiration for me. Seeing different possibilities when it comes to new materials, designs and functions. It’s easy to be inspired when so many creative people surround you.

### MY THOUGHTS ON DEMOCRATIC DESIGN

We always strive to cater to all aspects of Democratic Design\* in each product or project we do. It’s like a checklist, all 5 dimensions need to be considered. Sometimes we don’t quite manage to hit them all the way, and that really shows in how the product or project is received. But when we do manage, you can really tell that the Democratic Design way of working is a recipe for success – we get a very good result.

### WHY I LOVE WORKING AT IKEA

I think it’s all the fantastic, talented, smart and interesting people that I have met over the years working for IKEA both as an employee and as a freelancer.

### HOW IKEA CAN STAY INNOVATIVE

By developing products and solutions in line with mega trends and continuing to have a profound interest in people’s needs for today and tomorrow.

\* 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.