

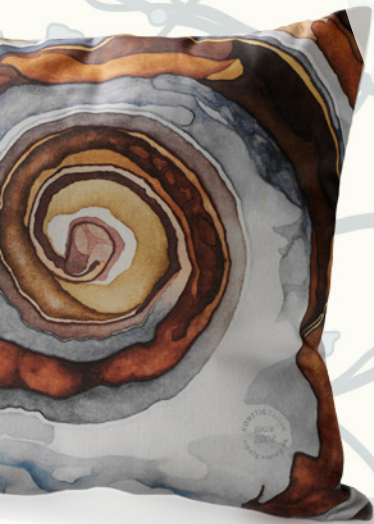


KD KONSTIG DESIGN

by Emma Sjödin

is a combined design and artistic company run by the Swedish artist Emma Sjödin. Her ambition is to bring art in to everyday life through her artistic interior design products. Emma applies motifs from her own art work to a variety of products for the home. Examples of these are: *kitchen towels, dish cloth, coasters, trays, placemats, heat mats and pillowcases.* The goal is to create durable and quality products and to use as many natural/organic materials as possible such as birchwood. All products are made in Sweden.

Emma's inspiration comes from detailed plants and bugs. Examples of these can be *autumn leaves, dragonflies, geraniums, grasshoppers and sea shells.* She never renders the subject completely realistically, instead finding inspiration in creating her own reality. Emma's techniques are foremost built on pencil drawing and watercolour painting. These traditional ways of working are then combined and mixed with graphic design to create contrasts and to improve usability. Emma's previous experience includes years as a freelance illustrator, *Art teacher education* and *Graphic design and Illustration at RMI-Berghs.*



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