David Carlson

Creative Direction
Sweden

Professional Experience and Curriculum Vitae

david.se is a design strategy and creativity agency founded by David Carlson who has been working in the forefront of the international design scene for more than 25 years. David Carlson is the founder of David Report, Designboost, Carlson Ahnell, and David Design. He is the author of Make Design Matter, a pocket size guide to meaningful design and a board member of Svensk Form, the design association mandated by the Swedish government to promote Swedish design. His social life reflects his cross-pollinating mindcast: president of a nature conservation organization; guitar player in bands since the early 80s, most recently with Miller Moon; and last but not least, a deeply dedicated gardener – more specifically, of old roses with unmatched aromas.

david.se provides know-how and delivers bespoke solutions to corporate brands that need a repositioning, a revitalized approach or just a more desirable product and service offering. david.se uses design and creativity as strategic tools to increase performance and market differentiation and thus attract the consumers in a more powerful way. With an outstanding international designer network david.se helps brands create partnerships, products and services that are worth talking about.

david.se maintain a global network of the most talented designers, creatives and recognized thought-leaders and will thus be able to offer a bespoke and multidisciplinary mix of experts for each assignment.

Previous Clientele
Some past and present clients of david.se: E.ON, Iittala, Wallvision, Absolut, BMW, Borgstena,
Audi, IKEA, EFG, Volvo and City of Malmö to mention a few.

Awards and Accolades
Please kindly get in touch for more information.

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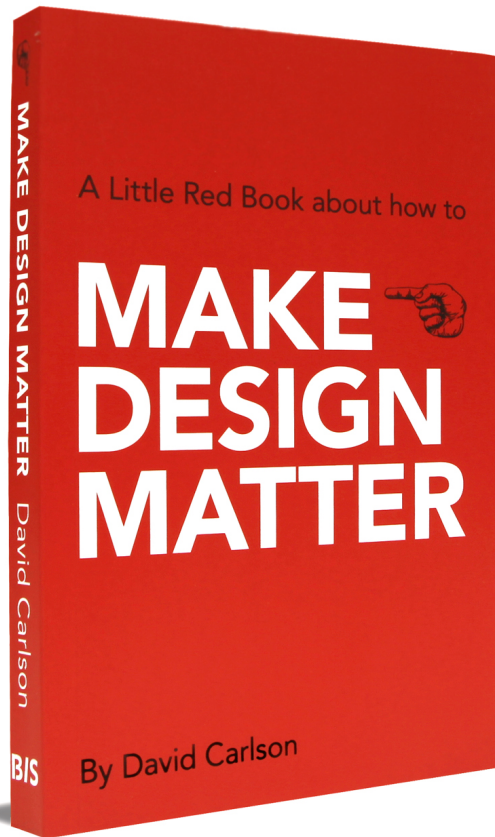**Creative Direction**
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View the full portfolio at http://www.thecreativefinder.com/davidcarlson

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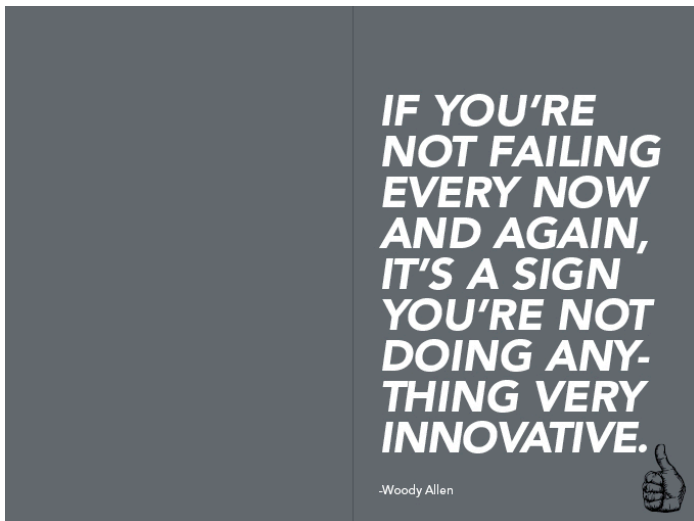
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OLD RULES NO LONGER WORK

Icelandic artist Björk set out to challenge the entire music industry with her album Biophilia. In collaboration with Apple and National Geographic she made the first "app album" that invites the audience into a completely new, co-creative multimedia experience. Listeners can explore and interact with and even make completely new versions of the song themes.

It's not just the music industry that is undergoing dramatic change. In whatever industry you're working, be part of changing the rules instead of ending up in a rule-enforced backwater.

FIND NEW SOLUTIONS

Sometimes a small change can make a positively big difference. Before 1985, ski jumpers the world around jumped with their skis parallel. Then Sweden's Jan Boklöf began jumping with spread skis. This method provided more lift and enabled Boklöf to fly longer in the air – and consequently, to jump farther. Jan Boklöf won the World Cup only once, but he is still revered as the man who invented the so-called V-style, a standard now used by jumpers everywhere.

There is always an opportunity to make even the simplest things different and better.

97

If you would like to break the pattern, use your power and cross the stream of change – the seven stepping stones presented in this book will help you make a real difference. You will get a good start to get involved in the process of turning the world into a better place. But even better if you choose to be a dedicated catalyst for change and implement holistic thinking in all your actions, turning your involvement into a strong and lifelong commitment.

The following short Q&A describes the dissimilarity between the two:

Question: In a bacon-and-egg breakfast, what's the difference between the chicken and the pig?

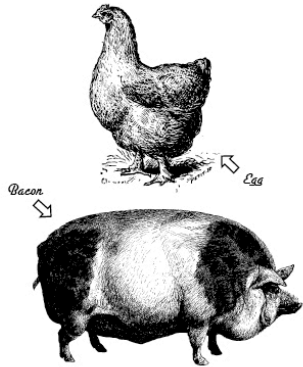Answer: The chicken is involved, but for the pig it is a total commitment!

BE DEDICATED

26

27
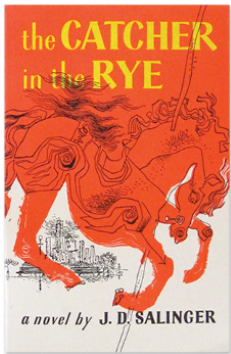
MEANING IS PARAMOUNT

One route to design success is the ability to enhance commerce with cultural expression, thus providing products and services with the same deep meanings we find in experiences – music, theatre, dance, food, museums, film, literature, and sports, each of which offers an emotionality that people everywhere need and crave.

54

55

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Design can be one of many ways to deal with change
and to create a better life. But your solutions should
always strive for

raison
d'être.*

Otherwise, skip it!

(*French for "reason for being.")

152

153