

David Carlson

Creative Direction
Sweden

View the full portfolio at <http://www.thecreativefinder.com/davidcarlson>

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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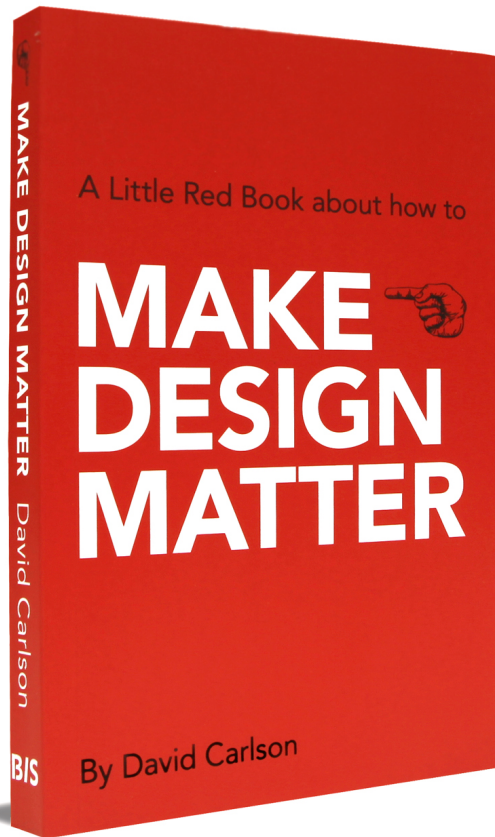


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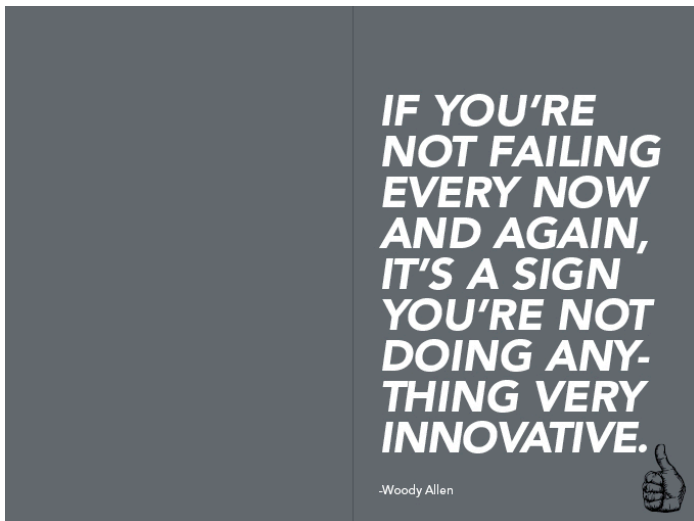


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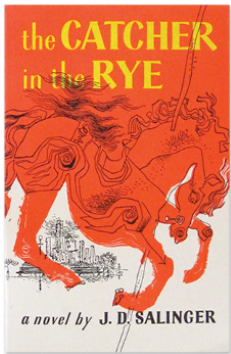
If you would like to break the pattern, use your power and cross the stream of change – the seven stepping stones presented in this book will help you make a real difference. You will get a good start to get involved in the process of turning the world into a better place. But even better if you choose 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!

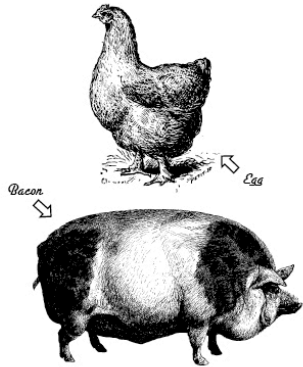
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MEANING IS PARAMOUNT

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BE DEDICATED



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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.

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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.")

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