

Stefan Lindfors — **Interior Architect, Designer, Sculptor, and film maker** — was born in the Aaland Islands (Åland), a speck of plus + 6000 islands between Finland and Sweden, in 1962. In 1988 he graduated from the University of Art and Design Helsinki, Finland, as Interior Architect and Furniture Designer.

THE EVERYDAY TODAY

Today Lindfors maintains active careers in Design, Fine Arts, Architecture, and Commercial Film making.

Second: He also works closely with the worlds of advertising & marketing — mainly on strategy. Presentation, launches, and events being essential side-issues.

3rd: Lindfors maintains an active schedule as devoted Lecturer for corporations, institutions and universities.

FIRST CAREER ATTENTIONS IN THREE WORLDS

1. In 1992, Stefan Lindfors received the largest cultural award in the Nordic countries — the “Väinö Tanner Trailblazer Award”. The jury called him a “Renaissance Man”, and *The Times* (London) wrote: “*Calling Lindfors an Industrial Designer would be like calling a Stravinsky symphony a nice song.*”

2. In 2001 *The New York Times* declared Lindfors’ sculpture façade for the Gershwin Hotel “*A new landmark on Manhattan*”.

3. In 2004 *Kerrang!* magazine (London) honoured Lindfors with the “Best Music Video of the Year”-award for “Funeral of Hearts” by HIM — written and directed by Lindfors.

QUICK BACKTRACK

Already at the start of his studies, Lindfors refused to accept boundaries between professions within the worlds of Art and Design.

A: In 1988, Lindfors’ adjustable table lamp “Scaragoo” was launched by Ingo Maurer at the *Salone del Mobile Design Fair* in Milan, receiving immediate worldwide attention, Lindfors being titled *Designer*.

B: In 1991, Lindfors held his first museum show of large-scale sculptures at one of Finland’s most respected Fine Art venues — the Amos Anderson Art Museum. He got prime time TV news attention, and by now he was also appreciated and titled as a *Sculptor*.

C: In 1992 he received Scandinavia’s prestigious award “Georg Jensen Prisen” in Copenhagen by Queen Ingrid. The jury chose Lindfors for the body of work he had produced by that time in his early career.

STATEMENT OF PURPOSE: Attitude, Identity, and Collaboration Across Borders

Stefan Lindfors has always been recognized as an honest and outspoken Artist with a sometimes almost self-ironic attitude regarding his own endeavours. He is known as always showing face, presenting his work in person by critical & sincere statements.

Most important of all: Lindfors’ mission in life is to *create new*. (!) In essence: He simply won’t execute anything without finding a unique angle to the project in question. The media has often stated that Lindfors’ ability to think different and surprise his audience are in fact his “trademark”. He says: “*Identity is everything! Without a genuine identity in my work, I would feel lost, useless, and uninteresting...!*”

Lindfors also strongly argues that “*The industry of Art, Design, Architecture, Marketing, Advertising, the Sales people, Audiovisual communication, Public Affairs, PR, and the (Social)Media are all connected!*”

Therefore he is quite obviously often quoted on the following point: “*The Greater Industry many times includes all or several of the above mentioned, and in order to achieve profitable business it certainly helps when these different worlds of practice can all work together and unite in a creative and dynamic fashion.*”

WHAT'S UP NOW — selected

Hotel AX: Stefan Lindfors was appointed Chief of Design for internationally and critically acclaimed Hotel AX, Helsinki, Finland, opening Midsummer 2022. ("AX" = The Art Experience.) It all began in 2019 when Lindfors was commissioned to create the concept for this project, and as an essential new dimension he presented a strategy for *Operation of Art Activities*. I.e.: There would be on-going Art exhibitions as part of the interior concept. Lindfors stated: "*AX wishes to become a serious business partner & venue for new and upcoming Artists as an addition to being a spectacular and unique hotel for any guest...!*"

Lindfors has designed practically everything at AX: Two large-scale sculptures, one outdoors on the façade above the main entrance, the other filling the entire ceiling of the lobby. Sculptural custom-made interior designs, toilet tiles, carpets and furniture, lamp installations, etc. Merchandise graphics and a strong visual presence on the hotel website as well... Lindfors also remains the key Spokes Person for the media.

NOTE: Hotel AX continues to live, adapt and change, and throughout 2023 there will be essential new elements implemented — both regarding the arts and concept.

VIKING LINE: Last spring Viking Line launched their new cruising ship "Glory", being the one ferry line in the Nordic countries to commit to serious art: Viking Line introduced three major large-scale permanent sculptures by Lindfors on board Glory.

New Boat: Lindfors will be in charge of the design concept for an all electrical boat. The project begins now — in spring 2023.

New High End Products: Stefan Lindfors will introduce a new product brand — all-new lamps, furniture, and table ware — several launches internationally throughout the year of 2023.

Long-term collaboration with Piironen: Finnish furniture manufacturer Piironen has announced a most ambitious long-term collaboration with Lindfors — launching at least three (3) furniture collections only within 2023, also aiming for projects beyond the typical designer's concept.

A highly visible public sculpture project in the heart of Helsinki 2023-2024.

Please Note: This chapter will be up-dated whenever enough of a reason. Thanks!

PROFESSIONAL FAST FACTS

As a **Designer** Lindfors' works so far include furniture, lamps, table ware, industrial products, objects, fabrics, fashion, and graphic design, such as the much awarded "EgO" coffee cup & tableware collection for Iittala, or the concept boat "BSL1" for Buster Boats /Yamaha.

As an **Interior Architect**, he has executed projects for headquarters, restaurants, shops, and airports, as well as street architectural cases such as restaurant terraces & bus- & tram stops. In 1992 his flag store for Marimekko was awarded "Best Interior" by Finnish Interior Architects (SIO), and his weather shelter terminal "Kaos" for Helsinki Public Transport in 2012 is now a permanent landmark in the city centre of Helsinki.

As a **Sculptor**, Lindfors' main core are his commissioned large-scale sculptures for cities and corporations, such as his 7-meter high "Winged Victory" for Swatch in the Olympic Park at the Summer Olympics in Atlanta in 1996, and his 20-meter high permanent monument "Skydreamer" in front of Helsinki International Airport — unveiled in 2017.

As a **Film Director**, Lindfors has produced, written and directed *Corporate Identity* short films, TV Commercials & virals - as well as internationally awarded Music Videos, such as "Into the Night" which received "Creepies Video of the Year Award" (New York) in 2013. Clients so far, among many others, are Nokia, Valio, DNA, Warner Music, and Amnesty.

ACADEMICS

On the academic level Stefan Lindfors has held positions as professor and/or teacher at Universities of art, design and architecture in the capitals of all Nordic countries, as well as in the United States.

Kansas City Art Institute & US residence: In 1993 Lindfors was invited to create and implement a completely new curriculum for the Design Department at KCAI (Missouri, USA) all according to his own visions. He was appointed *Distuinged Professor of Design* as well as *Chariman of the Design Department* with a tenure position. Being the youngest Chairman of a department in higher education in the U.S. in 1994, and having created his own critically acclaimed art work simultaneously, he received *Permanent Residence as Outstanding Artist in the United States*. Moving on to New York City in 1996, the student enrollment at his Department at KCAI was up 34% since 1993.

LECTURES

Lindfors maintains an active schedule as devoted speaker for corporations, institutions and universities.

JURY WORK

Within Design, Architecture and the Arts, Lindfors has served on numerous juries internationally since 1990. In the **advertising world**, Lindfors has served as juror at Cannes Lions and the One Show (New York).

CLIENT LIST

Lindfors' client list — as Artist, Designer, and film maker — so far includes, among many others: Alessi, Amnesty, Arabia, Artek, Åbo Akademi, Buster Boats, DNA, Finavia, Hackman, Helsinki International Airport, Helsinki Public Transport, Iittala, Ilmatar Wind, Ingo Maurer, JCDecaux, Lundia, Marimekko, Martela, Neste, Nokia, Piironen, Prime Hotels, Sony Playstation, Swatch, Valio, Viking Line, Vitra, and Warner Music.

PROFESSIONAL RECOGNITION

Lindfors has received several international awards for his works.

The End — thank you.