

## Henrik Nygren

Creative director/MD (b. 1963).

Berghs School of Design 1985–86, Schola Antiqua/CFH Master Class 1987–89, Yale Summer Program in Graphic Design with Paul Rand/Armin Hofmann, Brissago (Switzerland) 1995. Has taught and given lectures at Beckmans College of Design, Berghs School of Communication, the Swedish School of Arts, Crafts and Design, Forsbergs School of Design, HDK, Walker Art Center, Minneapolis (USA), Central Saint Martins, London (England) since 1992. Five-year readership in visual communication at the Beckmans College of Design, 2007–13.

Active in Stockholm design and advertising agencies from 1983–1991, and subsequently launched own company. Dedicated exhibitions in Tokyo 1999, Malmö 2002 and Stockholm 2003. Recipient of the 2007 Platinum Egg and Berling Award. Elected member in Alliance Graphique Internationale 2014. Has been highly awarded throughout the years at the Golden Egg, Excellent Swedish Design, Swedish Book Award and Art Director's Club of Europe amongst other competitions. Jury chairman for the Golden Egg, Design category, 1995 and 2000 as well as for Kolla!, Design category, 2007. Jury member for the Golden Egg, Excellent Swedish Design, All-Sweden advertising contest, Design category and Art Director's Club of Europe amongst other competitions on several occasions.

Two publications showing the works of Henrik Nygren are available: one *900-page brick* (2014), and one more restrained *thirty-year publication* (2022).

## Henrik Nygren Design

Henrik Nygren Design mainly deals with analyzing the client's market potential, with strategy in accordance with this potential and the design and production of books, magazines, packaging, identities, advertising campaigns, exhibitions, films etcetera.

When necessary, and depending on the nature of the assignment, the company enlists a carefully selected group of brand strategists, copywriters, printers, etcetera. Clients turn to us to obtain the greatest possible quality from given circumstances. When possible, we meet all expectations. Every now and then, we surpass them.

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