

*Portfolio*

# Annika Göth Nilsson

Art historian & designer

I'm a thinker and a creator. I believe that the creative process will lead the way to new horizons. We need to pause and reflect to understand in what direction the road leads.

I create with head, heart and hands and my vision is to lead the way by being my authentic self and create opportunities for people to develop their creative skills. I also believe that as a designer I am able to create a foundation of social and environmental change.





*Theoretical creativity*

# ART HISTORY

Over the past years Art History has become a new way for me to express creativity. I see the theoratical perspective as a way to articulate a creative intuitive process. For me it is a tool to gain deeper knowledge of the world we live in. It can be used as a method to understand the society and tendencies taking place.

The studies has opend up and develeoped my writing skills and I have learned to express my thoughts in written words.

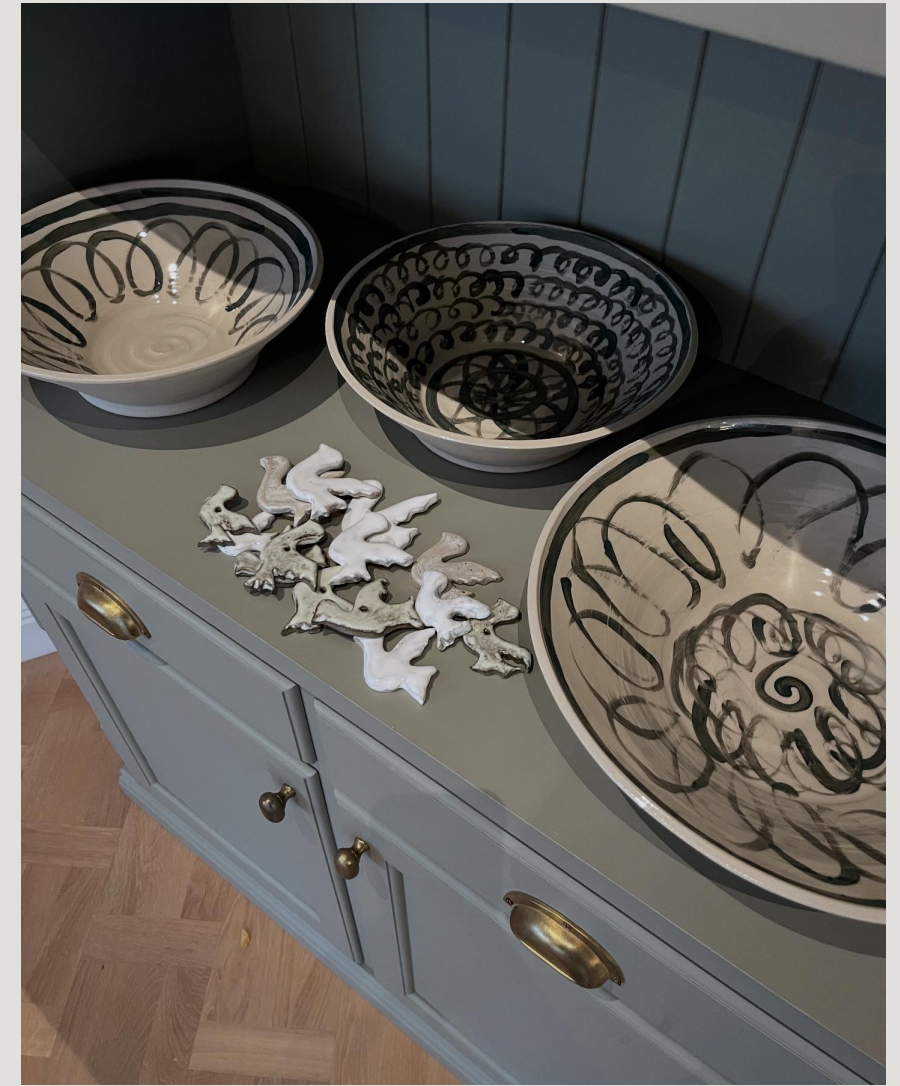
My focus is on art as a contributor to social change, a subject that I apply in all aspects of my working life. My Master's thesis in Art History, *The collective artwork - a way to change the world?*, explored participatory art within the concept of vulnerability, analysing an art project that took place in Ukraine in 2022.





*Artistic expression*

## CERAMICS - Mindfulness vs. usefulness



Creating with my hands is my oxygen and my relaxation. I have always worked with my hands in some way and I am happy to explore new areas to develop. I do this to gather new energy and focus while having a lot of fun.

I am a self-taught ceramicist and have been working with ceramics for over five years. I make both every day objects and artistic projects. Another important part of my pottery making is workshops where I lead participants in creative work in my studio.

My main focus with my ceramic is to create one of a kind products without getting in to mass production, but in special occasion I also do on commision such as work for Kulladal Kitchen.



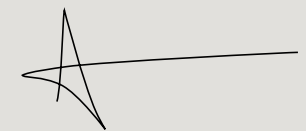


*Artistic expression*

## CERAMICS - Kulladal Kitchens



I work with the kitchen company Kulladal Kitchens in Malmö. We share the vision of craftsmanship, quality and genuine materials. I produce special designed mugs with their logo as gifts to their customers. It is a popular and sought-after product and our cooperation will continue further on.





*Artistic expression*

## FRAGMENTS



*My gloria doesn't fit the box*



*Tangled*



*Drained*

Ceramics can be seen as a kind of therapy where presence must be in focus throughout the process. Through three-dimensional creation, thoughts can be formulated and materialised. In this ceramic project, I have merged everyday objects with life, resulting in something that is both functional, unwieldy and sometimes uncomfortable. It also fulfils an aesthetic function which contributes to reflection.

MY GLORIA DOESN'T FIT THE BOX is an exploration of not fitting into the expected template, either the one that shaped you or the desired wish.

TANGLED portrays the feeling of being locked in chains, but at the same time free and untamable.

DRAINED, when the power drains out of you and you balance on the edge while remaining steady.



*Artistic expression*

## WOOD CARVING

I inherited some chisels and an unfinished carving project from my father. Although I always had access to a carpentry workshop growing up, I was never interested in exploring the material. My father's wish was for me to inherit his passion for wood and upon his passing I decided to finish his last project and without much experience in carving I let my hands do the work. Being a three-dimensional creator, the feeling and understanding of the form is in my hands and by trusting the process I was able to finish the project.

Ecclesiastical Art carved in linden wood.





*Artistic expression*

## HOLY WOMAN - A way to think

For 6 years (2016-2022) I have been tying the rug as a way to collect my thoughts. A work to leave and return to for reflection and contemplation. The rug became a ongoing process. Initially the design was symmetrical and structured, but suddenly a female silhouette appeared. Instead, the image became a female icon and a symbol of all the knots that life entails, a kind of Virgin Mary that holds a whole life. The human, woman, surrounded by a patchwork quilt and a halo. Vulnerability and strength. The carpet as a symbol becomes a choice. Is it a carpet or a wall hanging, to be stepped on or placed in an elevated position? The viewer can actively step on it or let it embrace with its warmth. It can be hung on the wall like an icon and viewed from a distance.

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Size 115 x 205 cm

Textile, handlooped rya rug  
Wool and wool/linen weave

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*Design and production*

## SUSTAINABLE LUXURY

Sustainable luxury scarves in 100 % organic silk made of GOTS-certified Crepe de Chine for effortlessly stylish people. Be powerful, beautiful and humble to life. Andfair was established spring 2013 as a sustainable fashion webshop. 5 years later I launched my own production of sustainable luxury scarves. I used exclusively the highest quality of organic silk certified with GOTS. The standard has a strict criteria along the entire supply chain of the textile, both regarding the materials and the social aspect.

Andfair, sustainable luxury, takes inspiration from life and wants to highlight the feeling of being a fragile but yet a beautiful, strong and powerful human being. I worked exclusively with my own design and choose to produce the products with love and care for both people and nature.

### BEAUTY BEYOND THE CRACKS

A print that reminds us to reflect and see the beauty beyond the surface. The inspiration for this print came on a walk that was made for reflection and learning how to breath all over again. Along the way there was a wall that was damaged by a fire that had shaped a beautiful pattern by the flames.

### BROKEN BUT COMPLETE

The inspiration of this print is the way that our life is a puzzle and every part counts. Even if it doesn't fit or stays together all the time. Every part takes us on a journey through life. It's about the beauty of being broken, but at the same time complete and precious.

A N D F A I R .





*Creative tools*

3Ds MAX

## VISUALIZATION



I use 3Ds Max to visualize product and interior design. I usually say that I work 3-dimensional both physically and digital.



*Interior design*

## OFFICE DESIGN

Interior design for a client where I designed a new floor plan, wall colours, flooring materials, placements and the purchase of new furniture and lighting.

The interior design is based on the image and value of the company. I analysed what the company expressed and interpreted it into how it would permeate the premises. It is important to create a relaxed and comfortable atmosphere as a lot of time is spent at the office.

I also looked for the most sustainable solutions possible. Organic wall paint combined with quality furniture that exudes sustainability. Preferably as locally produced as possible. I designed a dining table made of a local carpenter. I also picked out a Swedish-made sofa and lighting, etc.





*Artistic expression*

## POWER OF IDENTITY

I started to explore my identity, and decided to channel it into various form projects. Maybe a bit of an ego boost, but also as a way to find my way back to the joy of things I'm passionate about, things I'm really good at, creativity and strengthening my identity.

As fashion is one of my ways of expression, I created an accessory that stands for strength, courage and the will to let go. Power of identity is a kind of shield to stand behind, but also an attribute that takes up space and is visible and that you can't go unnoticed with. Marking your shoulders makes you stand out and gives you a strong appearance, you take your place. The inspiration also comes from a bird and the feeling of flying. Throwing yourself out and daring to venture into the unknown and the uncomfortable.

This identity accessory is also suitable as a head piece. A head piece is also a strong identity attribute that sometimes requires a little courage to go out in, but enhances and highlights personalities.

This project was shown at the exhibition Formgalleriet c/o Landskrona konsthall in summer 2016.





*Artistic expression*

## SPREAD YOUR WINGS



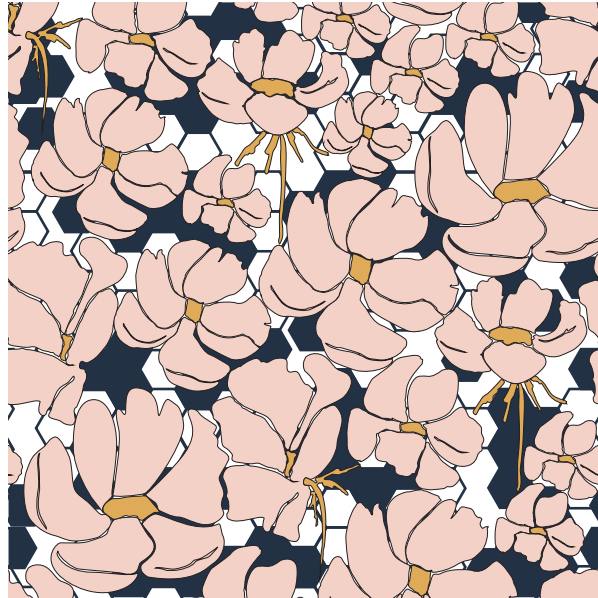
Spread your wings is a personal project based on identity, who you are, who you want to be and the courage to go out there. It's about stepping out into the unknown, into what you long for. Your wings lift you up and become a tool towards your goals. A wing-inspired leather jacket in a straight basic model with a rock'n'roll attitude. A mix between a classic Chanel cut and birds wings. Spread your wings is an extension of the Power of Identity project.

The project uses personal favourite materials and methods. This conceptual garment is created in vegetable tanned leather, cotton and silk fabric. An exclusive jacket where each piece of leather has been cut out by hand and sewn onto a jacket made of cotton fabric and then lined with silk. A garment of this type is not intended for mass production, but is created as a commentary on the unique, handmade and slow fashion.

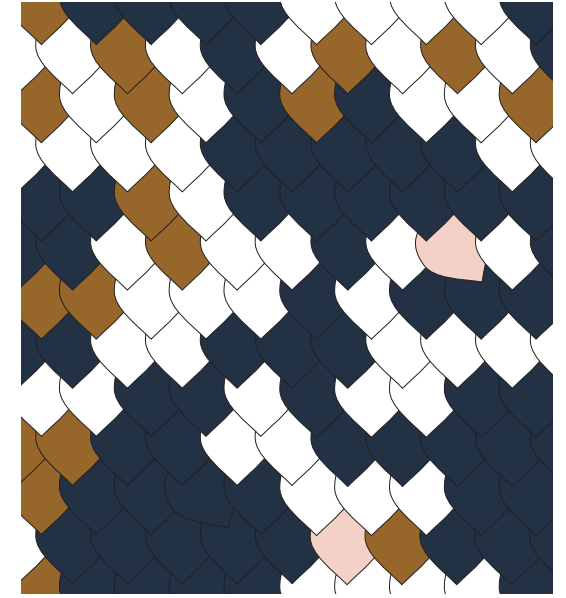
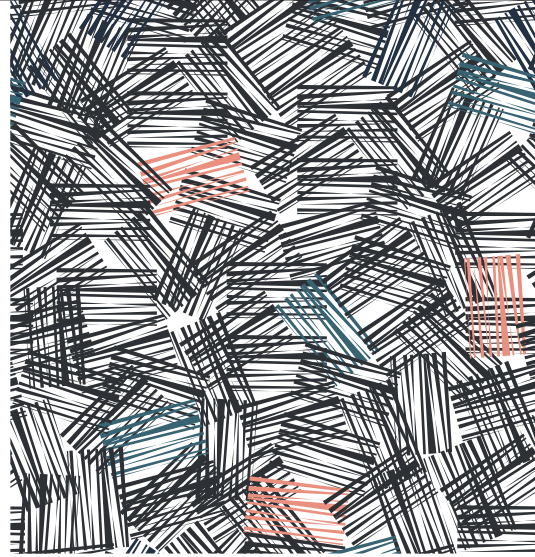


*Pattern design and production*

## PATTERN OF PRINT



### DIGITAL PRINT



Pattern design printed digitally on silk. Kimonos and hair accessories have been created from the fabrics. The pattern design is based on mood boards with different themes as If I was romantic, Patch me up and Wings I could fly.

This project was shown at the exhibition Formgalleriet c/o Landskrona konsthall in summer 2016.



*Product design*

## ROOS INTERIOR

On behalf of Roos Interior I have developed designs for various interior products in brass. The assignment was also to produce production documentation with sketches and drawings for existing products in the range.

A business trip to India together with the former owner was also part of the assignment to visit suppliers and purchase fair.





*Creative workshop and network*

## FORMSKAPET



Formskapet is a creative network founded by me, Johanna Wikstrand Moresco and Lisa Wikstrand. A creative forum of networking, inspiration, workshops and a design bazaar. Formskapet represents design, inspiration and meeting.

For Formskapets design bazaar we gathered designers and creators in different fields who are given the opportunity to showcase their designs, products and concepts for sale in a cozy pop-up forum.



*Creative workshop and network*

# FORMSKAPET

## PIXLA PIREN



Formskapet arranged a workshop at the opening of Pixla Piren in Helsingborg on commission of Helsingborg stad in 2016. I was responsible for the idea and concept development. As a starting point we were given a steel frame with a grid pattern that was the foundation of the logo and entrance sign to the Pixla Piren area. I therefore chose to use the grid as a support for pixels that visitors could help to paint according to their own artistic ideas. These were then joined together to become the letters of the word piren. The word pixla and a hashtag were embroidered in a softer font by hand.

The result was a successful workshop that created participation and activity among the visitors on the opening day.



*Concept development*

# ANDfair webshop

2013-2015

ANDfair was a lifestyle webshop with a focus on design, quality and sustainable values. The work behind ANDfair involved concept development and the creation of a graphic profile. Furthermore, the ongoing work was the purchase and sale of products, marketing through selected social media, updating the website and various ongoing tasks that come with working in a web shop. The graphic material was created by me such as logo, images for web shop and marketing material. Product photography of ANDfair's range was made both of a professional photographer and me.

ANDfair was a project that promoted the field of sustainable fashion before the term got mainstream and became a matter of course in business.

