

# **JONAS LINDSTRÖM STUDIO**

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**PORTFOLIO  
2020**

#### **ABOUT**

Jonas Lindström is a versatile Swedish photographer and creative director who is equally at home in the world of design as he is in the art and fashion scenes.

Since he founded his studio in 2002 the team has grown and now includes members equipped with the necessary set of skills and experience required to assist clients with images ranging from portraits to large scale scenographic concepts and moving images. Jonas Lindström is working with all facets of the design spectrum – from furniture and glass to crafts, fashion and architecture. What his projects have in common is a level of ambition matching that of his clients.

Text/Daniel Golling

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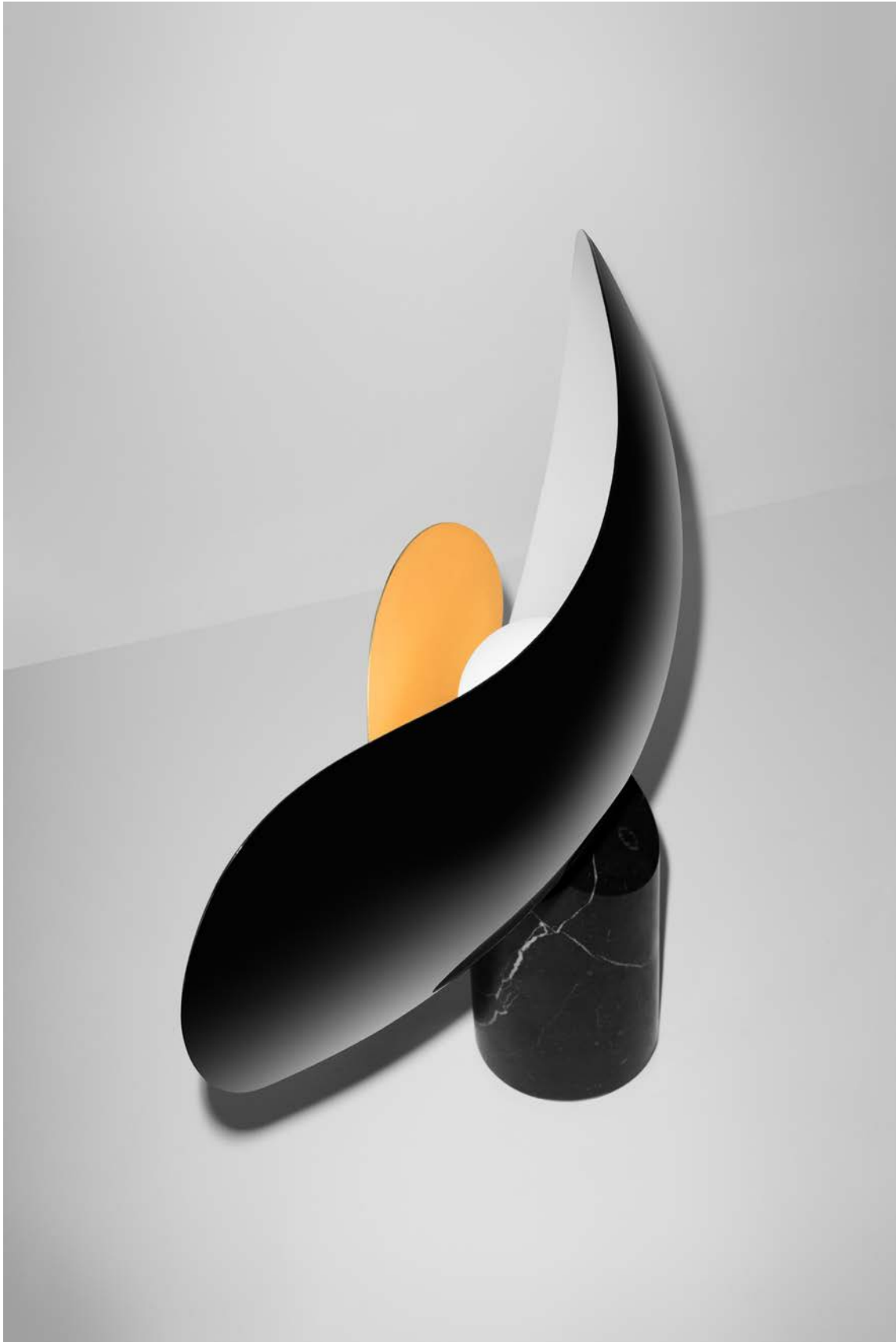
CLIENTS

The Absolut Company  
ateljé Lyktan  
Baux  
Best Western  
Blå Station  
Bolon  
Cappellini  
Condé Nast  
Cosentino  
Defa  
Design House Stockholm  
Doshi Levien  
Elitfönster  
Elle Decoration UK  
FLOKK  
Fios  
Fogia  
Form Us With Love  
Forsman & Bodenfors  
Habatat Galleries  
Hem  
Horisaki  
HÅG  
Hästens  
Kettal  
Kinnarps  
Kosta Boda  
Micael Bindefeld  
Millesgården  
New Wave Group  
Nordiska Museet  
Note Design Studio  
Orrefors  
Pernod Ricard  
Philips  
Playsam  
RBM  
Residence Magazine  
Royal Design  
Scania  
Tarkett  
TID Watches  
Vestre  
Veryday  
Zero



























**KETTAL**

For half a decade photographer Jonas Lindström have been entrusted with the challenging task of capturing the outdoor furniture of Kettal in its right element. Working with some of the world's most renowned designers like Doshi Levien and Jasper Morrison the Spanish brand is a leading supplier of high end outdoor furniture. To convey the beauty and functionality of the product families a matching architectural setting was constructed on various carefully chosen locations.



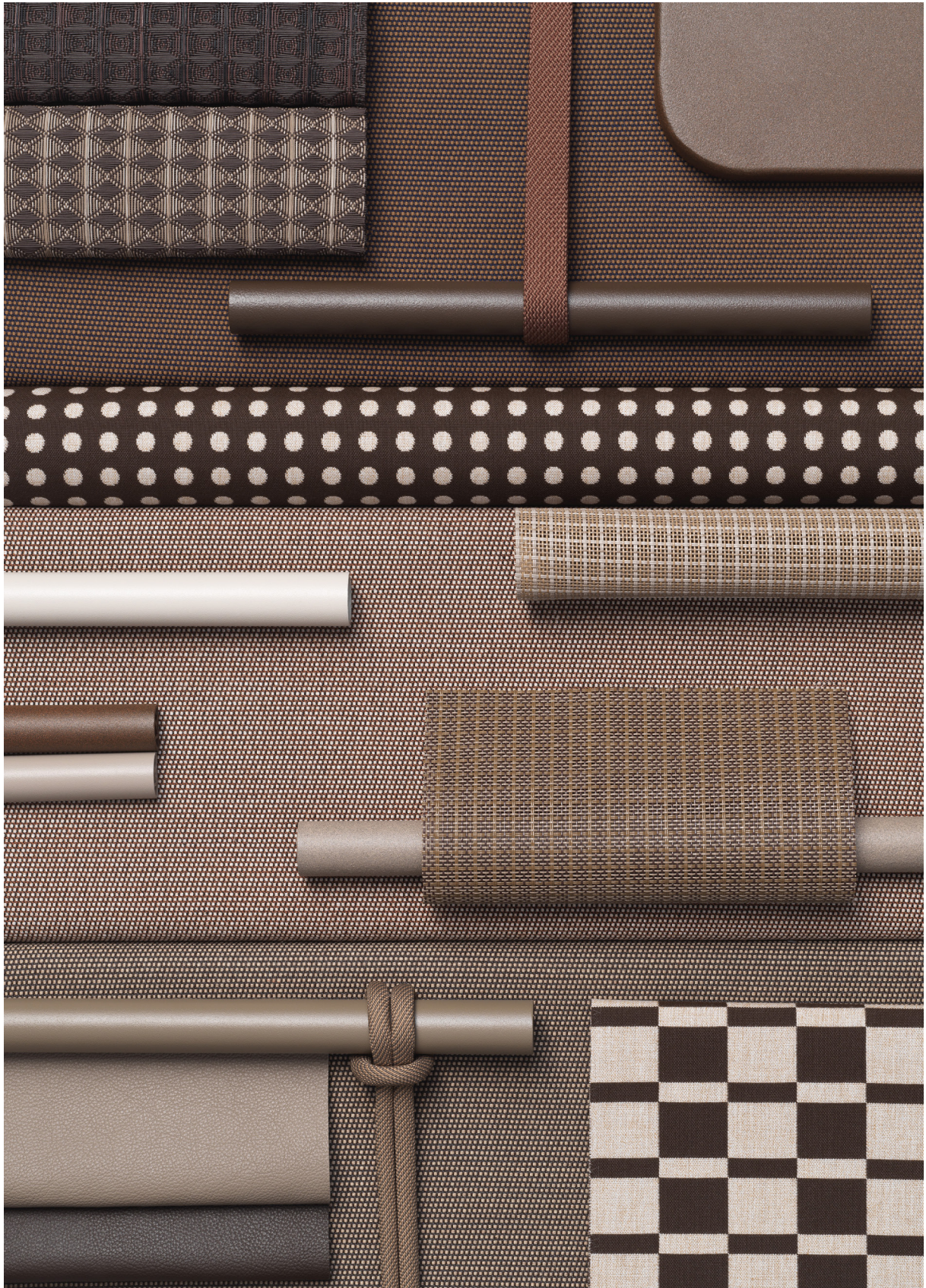












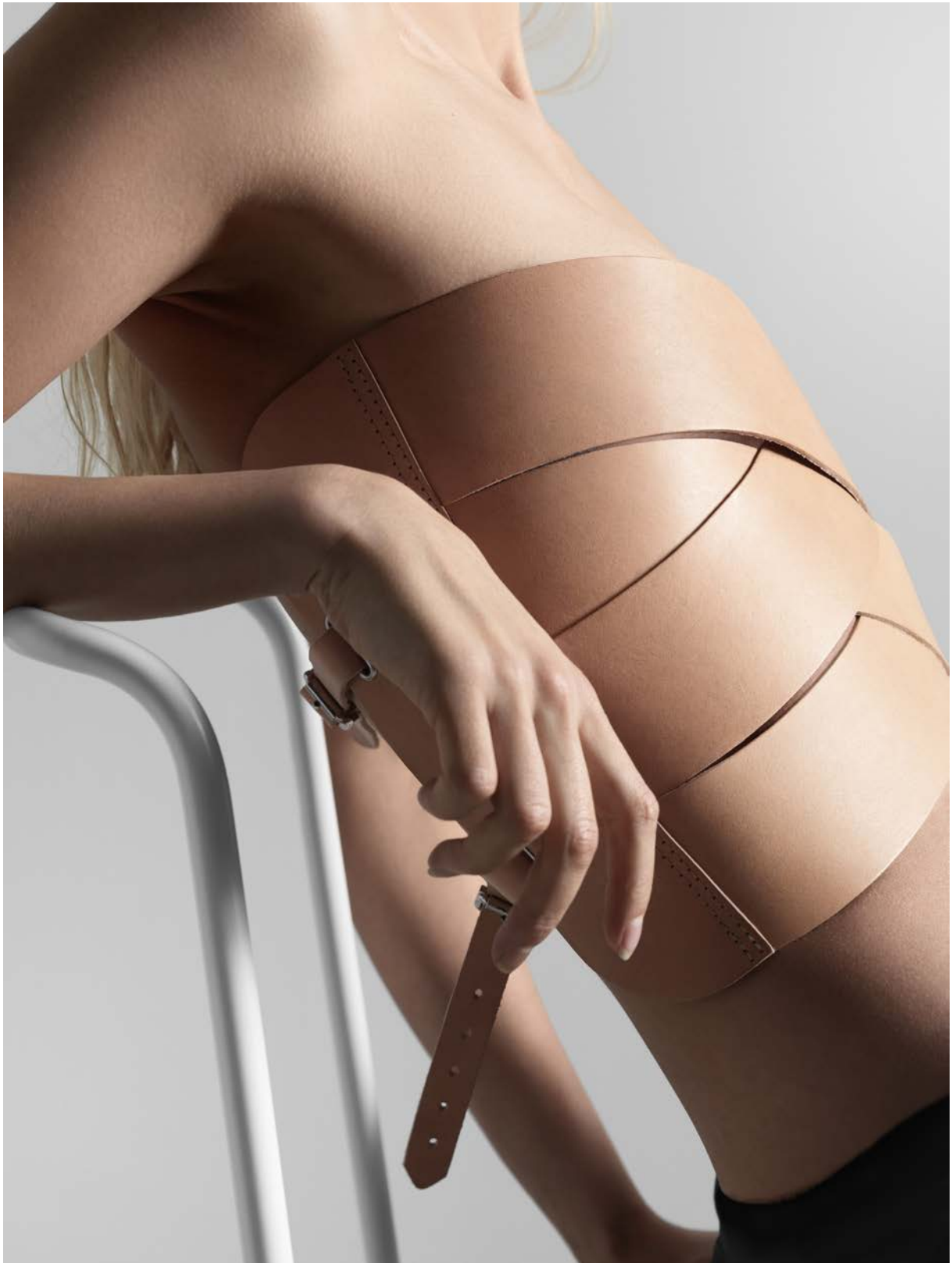






























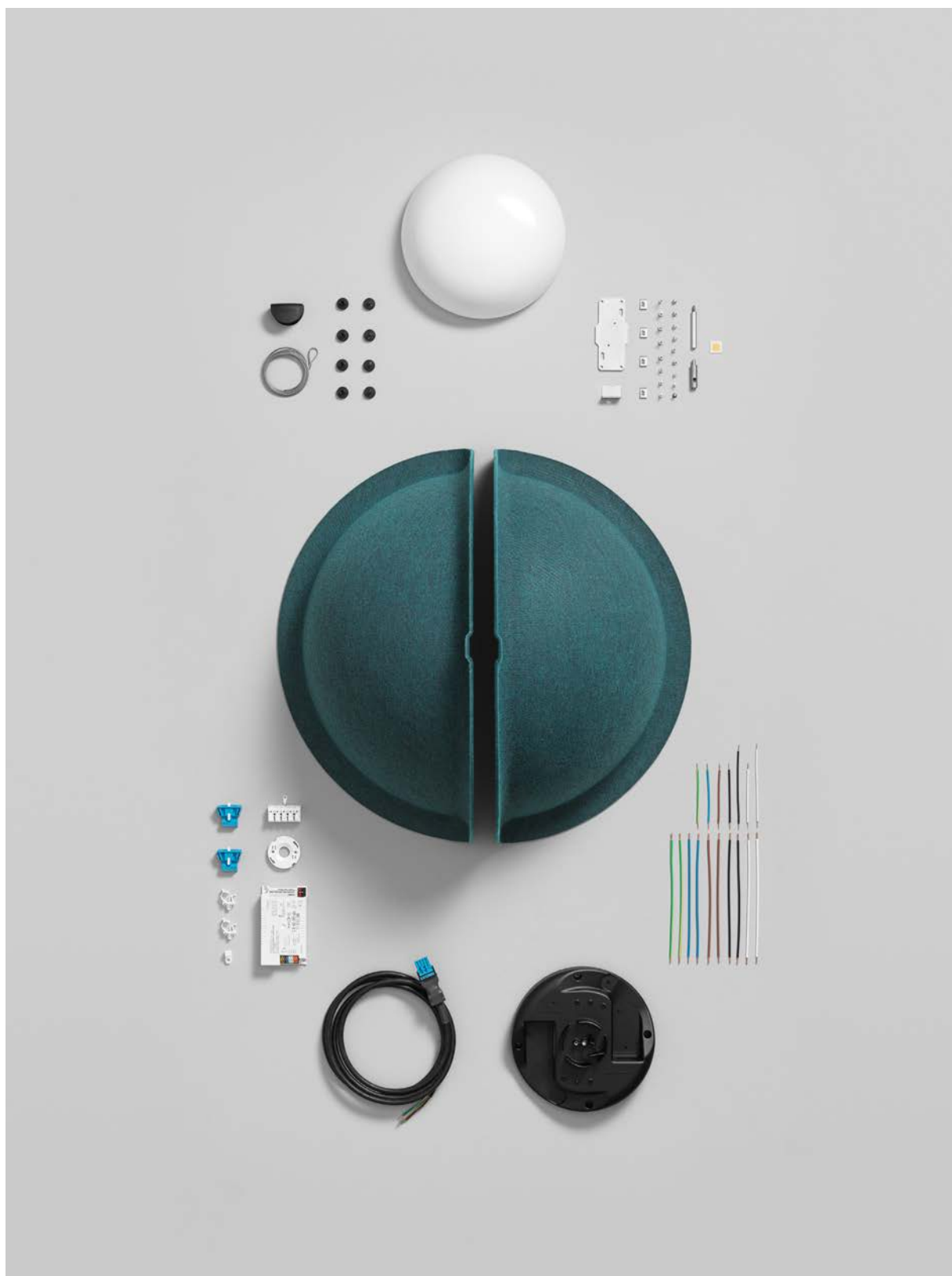






























**LEWERENTZ. A MASTERPIECE.**

Jonas Lindström has captured the pioneering beauty of Grönlandet, one of the legendary architect Sigurd Lewerentz most seminal buildings in a photo essay. This personal documentation of the unique architectural masterpiece is included in a book that was recently published to celebrate Stockholm landmark's transition from the headquarters of a government agency to the new home of Marginalen Bank.

















**KOSTA BODA**

The collaboration between Jonas Lindström Studio and Kosta Boda goes back to 2006. Since the first project creativity and artistic expression has been the core in the collaboration resulting in a series of successful advertising campaigns.























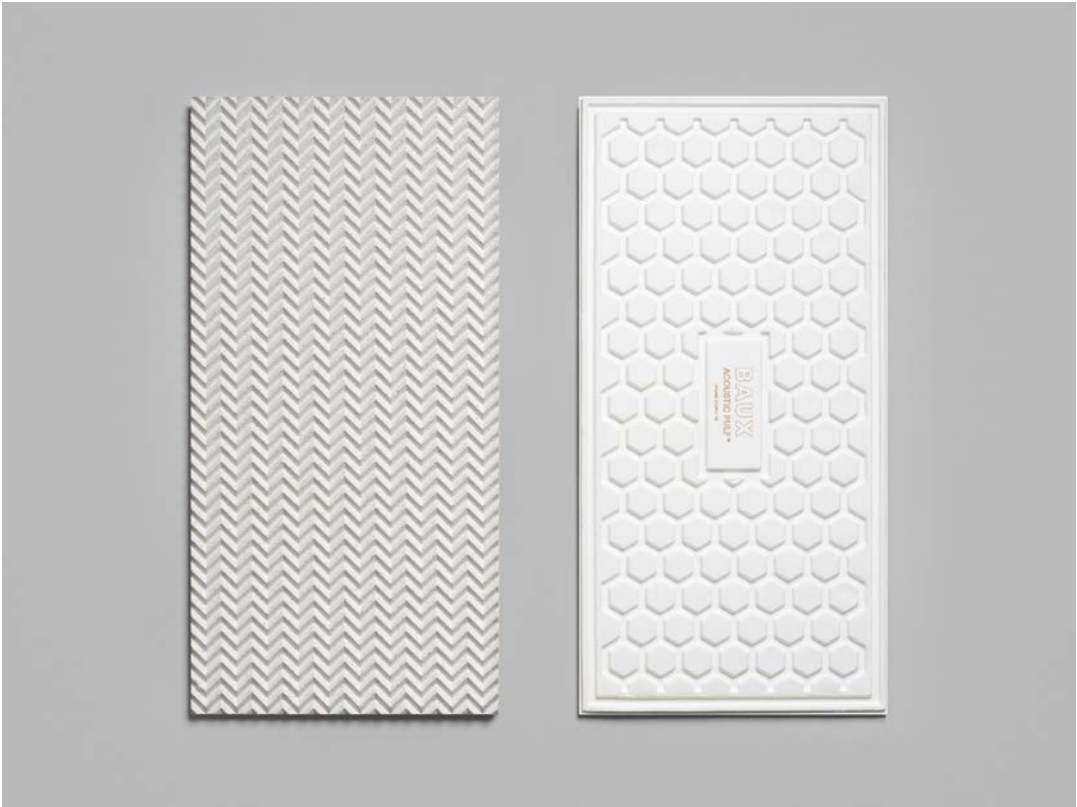




















**HÄSTENS/TRIBUTE, SPECIAL EDITION**

Hästens has a reputation as one of the leading makers in the world of comfortable beds, but more than a brand known for its devotion to quality it is a company with a long and rich history. Hästens Tribute is a series of limited edition beds launched to celebrate that Hästens has been a home for innovation for 165 years. Photographer Jonas Lindström and stylist Linda Lindström created two suitable visual settings for this unique range of beds, dusk and dawn – the time which is best spent in bed.











**KINNARPS GLOBAL/VISUAL CONCEPT**

The visual concept for Swedish office furniture giant Kinnarps is one of many successful partnerships between Jonas Lindström and other creatives. On this project Jonas worked with creative director Johan Ronnestam to create a new visual concept for photography. The concept included brightly lit scenographic settings for each collection that would evoke the feeling of materiality, color and strong sunlight aimed at highlighting all the brand's platforms.











**BOLON/Botanic**

Bolon is a renowned international design company who designs and produces flooring. In a traditional industry they have constantly been ground-breaking new thinkers proving that floors naturally goes hand in hand with art and fashion.

The Bolon Botanic collection was created after the company had made a revolutionary breakthrough in the field of vinyl. Their new material used plasticizers based on renewable plant based materials. To launch this new collection they decided to do something that would create a lot of buzz.

Together with design studio Form Us With Love and Jonas Lindström a visual concept and campaign idea was formed. Sculptor Anton Thorsson created sculptures of oversized fantasy flowers out of the woven floor material itself. Fashion designer Matilda Wendelboe specially designed the dresses for the photo shoot. Jonas Lindström translated the ideas into a series of photographs taken on his beloved great Alvar on the island of Öland.

The campaign reached huge success internationally where it got a lot of attention for its forward thinking and uniqueness. The campaign was used for a long period of time in magazines such as Wallpaper, Frame etc.













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