



Thinking of you
Electrolux

Thomas Johansson, Design Director at Electrolux

Thomas Johansson has been working at Electrolux since 2004. His extensive experience in the company ranges from leading international design teams in both small appliances and major appliances to creating an entirely new range of white goods. Thomas Johansson is the head of jury for Electrolux Design Lab 2013.

In his recent work Johansson has orchestrated the creative development of a completely new household appliance range, which was launched at EuroCucina in Milan in April 2012.

The range offers full visual alignment across all product categories – hobs, ovens, hoods, fridges, dishwashers and even washers and dryers. The appliances show careful consideration to detail. Modern, architectural lines and authentic materials make the appliances elegant and distinctive, yet easy to adapt to different kitchen environments. A distinctive flow line creates a thematic unity across all of the products.



Thomas Johansson has professional design work experience for over 20 years and he has developed and led numerous award-winning, customer-led innovation initiatives and designs. Before joining Electrolux, Johansson held designer positions at companies such as Caran, Bombardier Transportation and Rosenblad & Co. Johansson has a Master of Arts degree in Product Design from HDK, School of Design and Crafts, Gothenburg, Sweden.

Electrolux is a global leader in household appliances and appliances for professional use, selling more than 40 million products to customers in more than 150 markets every year. The company focuses on innovative solutions that are thoughtfully designed, based on extensive consumer insight, to meet the real needs of consumers and professionals. Electrolux products include refrigerators, dishwashers, washing machines, cookers, air-conditioners and small appliances such as vacuum cleaners sold under esteemed brands like Electrolux, AEG, Eureka and Frigidaire. For more information go to www.electrolux.com/press and www.electrolux.com/news.