

LundbergDesign



industrial design

LundbergDesign

LundbergDesign

Industrial Design at its pinnacle

LundbergDesign has for over 35 years been at the forefront of Design. We encompass a wide range of design disciplines, including transport design, graphic design, strategic design, and visualization. Our foundation lies in Scandinavian design, which principles emphasizes simplicity, functionality, and timeless elegance.

We collaborate closely with our clients to understand their unique visions and needs, enabling us to deliver custom solutions that are both visually appealing and practical. Our team is passionate about pushing creative boundaries while staying true to the Scandinavian aesthetic. We strive to create designs that inspire and improve everyday life, always with meticulous attention to detail and a commitment to excellence.

At LundbergDesign we are dedicated to bringing your vision to life with a unique blend of creativity, craftsmanship, and strategic insight, delivering designs that are as beautiful as they are functional.



LundbergDesign

Product design References



TRÅL – IKEA – LIGHTING



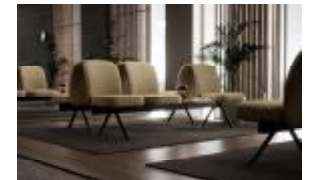
PEPPER – ATELJE LYKTAN – LIGHTING



SOUL – SAVO – OFFICE CHAIR



CHEESE GRATE – IKEA – KITCHEN



APPOINT – SAVO – SOFA



LIGHT – PROFOTO – PRODUCT

LundbergDesign

transport design

LundbergDesign

Street Moves

Bringing life back
to the streets



LundbergDesign

Transport design References



DSB – ALSTOM – NEW TRAIN
PROJECT



NORSKE TOG – STADLER – NEW
TRAIN PROJECT



SJ – CAF – NEW TRAIN PROJECT



KRÖSATÅGET – CAF – NEW
TRAIN PROJECT



SJ – BOMBARDIER – NEW TRAIN
PROJECT



SL – STADLER – NEW TRAIN
PROJECT

LundbergDesign

Street Moves - Launch

Where did we start?

LundbergDesign

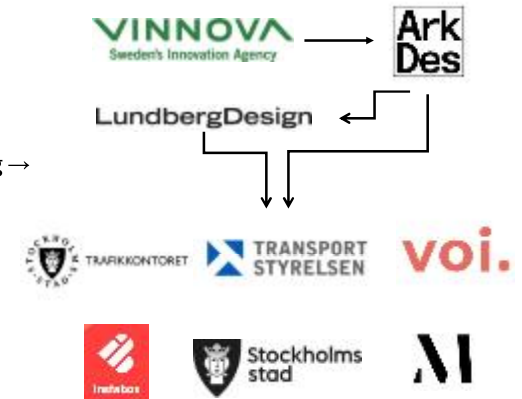
Background Launch of Street Moves

- The **embryo of the project** emerged from a series of Vinnova workshops on street development.
- From these discussions — and the **shared vision among Swedish municipalities** to make streets and public spaces more **sustainable and people-centered** — **Street Moves** was born.



Background Method & Process

- Inclusive design process involving both **public** and **private** stakeholders
 - Continuous collaboration:
- Analysis → Ideation → Prototyping → Testing → Refinement
- **Prototypes** placed in public space to demonstrate real impact and scalable transformation



Background Goal of Street Moves

- Demonstrate how careful study and design of streets can lead to deep urban transformation across Sweden
- Show that street-scale interventions can act as **engines of change** for entire cities



Background The Design Objectives for Street Moves

- Develop **physical prototypes** and design guidelines
- Enable **rapid and scalable** application on any street in Sweden
- Support systemic and long-term **transformation** of urban environments
- Create a prototype for a shared "**hot spot**" connected to mobility
 - Integrating e-scooters, shared cars, delivery vehicles, bicycles
 - Including elements for green/blue infrastructure, culture, commerce, community, energy
 - Design **adaptable and modular** elements to transform streets from car-dominated to people-centered spaces



Street Moves – Design Phase

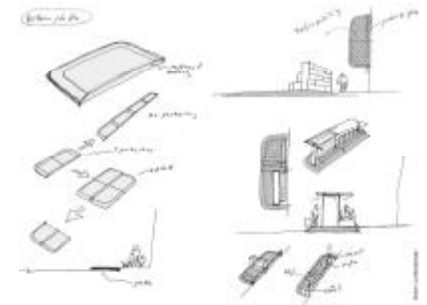
How did we do it?

LundbergDesign

Research and Design

Designing to bring back life to the street

- Create something that sits on the street
- Modular – Expand in size
- Movable – Speedy implementation
- Sustainable Materials
- Accommodate for an experimental Street Design
- Durable
- Citizen Interaction
- Flexible



LundbergDesign

Research and Design

Designing to bring back life to the street

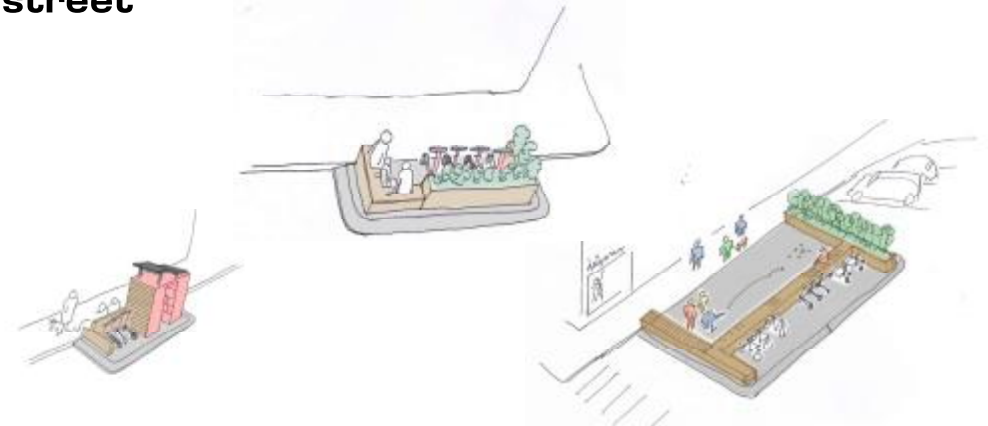
- Research and interviews
- What is the street, and how can we make it easier to change?
 - Size?
 - Material?
 - Actors?
 - The purpose of the street?
 - Who uses the street?



LundbergDesign

Product Development

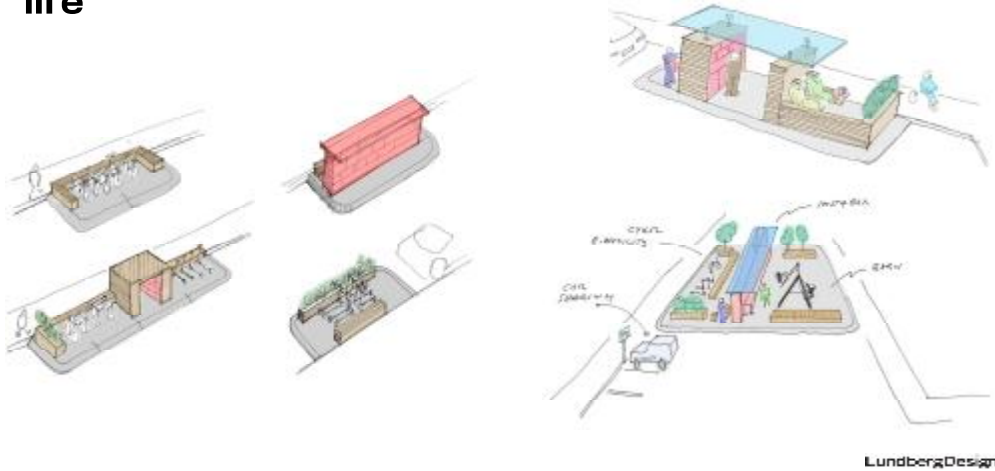
Designing to bring back life to the street



LundbergDesign

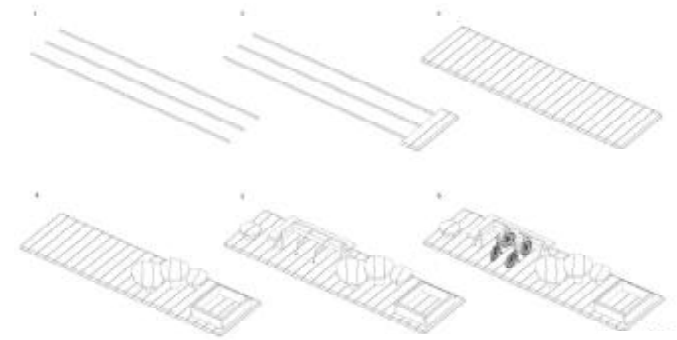
Product Development

Designing for flexibility and public life



Product Development

Modular system – high flexibility



Product Development

Inspire to soften up the city streets, with a Scandinavian look



Product Development

Inspire the change



Product Development
Inspire the change



LundbergDesign

Product Development
Inspire the change



LundbergDesign

Product Development
Inspire the change



LundbergDesign

Product Development
Inspire the change



LundbergDesign

Street Moves – Prototyping

Importance of Prototyping

LundbergDesign

Product Development Prototyping



LundbergDesign

Product Development Prototyping



LundbergDesign

Street Moves – Implementation

Place it in the world

LundbergDesign

Implementation

Assigning test spots for street moves modules

- 1. Hälsingegatan
- 2. Parmmätargatan
- 3. Tjärhovsgatan



LundbergDesign

Implementation

Hälsingegatan

VASASTAN



LundbergDesign

Implementation

Hälsingegatan

VASASTAN



LundbergDesign

Implementation

Parmmätargatan

KUNCSHOLMEN



LundbergDesign

Implementation

Parmmätargatan

KUNGSHOLMEN



LundbergDesign

Implementation

Tjärhovsgatan

SÖDERMALM



LundbergDesign

Implementation

Tjärhovsgatan

SÖDERMALM



LundbergDesign

User Studies

Data collection, improvements



LundbergDesign

User Studies

Data collection, improvements



LundbergDesign

Further Development – Helsingborg – South Sweden

Initiate Change, Test Products, Act, Use findings



LundbergDesign

Further Development – Helsingborg – South Sweden

Initiate Change, Test Products, Act, Use findings



LundbergDesign

Further Development – Helsingborg – South Sweden

Initiate Change, Test Products, Act, Use findings



LundbergDesign

Further Development – Göteborg – West Sweden

Initiate Change, Test Products, Act, Use findings



LundbergDesign

Further Development – Helsingborg – South Sweden

Initiate Change, Test Products, Act, Use findings



LundbergDesign

Further Development – Göteborg – West Sweden

Initiate Change, Test Products, Act, Use findings



LundbergDesign

Further Development – Helsingborg – South Sweden

Initiate Change, Test Products, Act, Use findings



LundbergDesign

Further Development – Caen – France

Initiate Change, Test Products, Act, Use findings



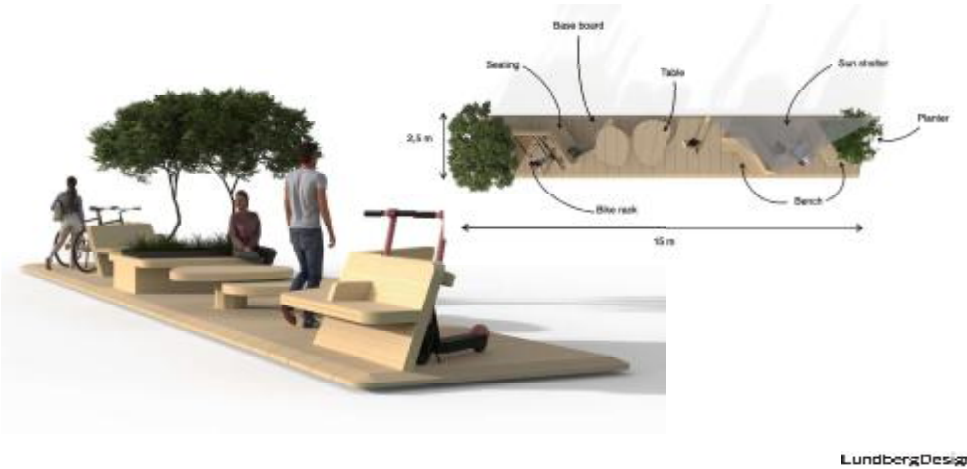
Further Development – Caen – France

Initiate Change, Test Products, Act, Use findings



Further Development – Caen – France

Initiate Change, Test Products, Act, Use findings



Further Development – Caen – France

Initiate Change, Test Products, Act, Use findings



Further Development – Caen – France

Initiate Change, Test Products, Act, Use findings



LundbergDesign

LundbergDesign



LundbergDesign

