



Tomas Stringdahl, designer and model. Here featured in Gotessons catalog.



THE LIGHTNING



ZAP MONITOR ARM



POWERSHELF

## TOMAS STRINGDAHL

Tomas Stringdahl is one of his generation's most versatile Swedish designers. In the role of industrial designer he has developed several products for Götessons, but he has also worked with design within the life science industry as well as contemporary furniture.

The long-term cooperation and assignments from Gotessons has gradually evolved. Perhaps the most odd type of work in Tomas's service portfolio is that he is one of Götesson's most hired photo models (!) Tomas can be seen movies, catalogs and advertisements.

Tomas also works as an architect where he focuses on functional but spectacular villas. He has worked on Johan Götesson's villa in Frösakull, Sweden, which has a combined living room and garage where you can enjoy an Italian beauty directly from the TV-couch. Tomas's work in architecture and houses can also be seen on national TV in a feature about the "Villa Onsjö" project.

Tomas is influenced by his youth in Öland, Sweden. The island's bright and open views have been an inspiration. Tomas puts the material at the center and uses simple shapes to tell us about the product. Simple forms and shapes are important as they do not disturb the user. Moreover the shapes tells us about the functionality of the object.

With a background as design engineer and product developer, Tomas enters the design world from a somewhat different arena. He believes that this has furthered his career in industrial design. Form is obviously important for a product to have a long life – but quality, ergonomics and functionality are also vital for success when making any well-designed product.

After 15 years as an industrial designer at Innovation Team/Etteplan, Tomas has set up shop working with own clients within industrial design and architecture. Read more at [www.stringdahldesign.se](http://www.stringdahldesign.se).

### POWERSHELF | 2007

When old style bulky computers disappeared from our offices, Götessons saw a need to better handle laptops. In this design Tomas wanted to work with a slim profile that did not occupy any visual space, much like laptops themselves. The solution was a curved shape that make it almost disappear.

### ZAP MONITOR ARM | 2015

Screens are getting bigger and bulkier on the desktop. Götessons wanted to address this with a new type of monitor arm. The challenge was to create a steady and easy to maneuver arm with a slim design. Tomas Stringdahl teamed up with Michael Svedberg when designing the ZAP using a spring arm that makes the screen feel weightless. In the project they also used a textile cable channel. Not only does the channel solve the problem with all the cables that need to be handled between computer and monitor – in addition, the cable channel uses a zipper – a design feature that has become a trademark for Gotessons. Moreover, efficient cable storage is one of Gotessons hallmark lines of products. The company founder Ola Götesson designed the world's first cable holder in 1993. Storytelling and design combined!

### THE LIGHTNING | 2017

Workstation lighting is often very traditional. When designing The Lightning Tomas wanted to create a more personal workspace where the lamp is part of, and decorates the desktop. The design with its slim non-existent foot fits naturally into Gotesson's charging boxes. This gives the lamp additional features such as USB chargers and power outlets. With The Lightning, Tomas demonstrates his love for simple shapes where the top and bottom lamp shapes are a reflection of each other. The rod that strikes through the lamp shapes are not hidden and is also a part of the design expression. An additional design feature is that both upward and downward light can be set separately using simple buttons. The Lightning is also available as a floor model.