

actually
doing
something,
not
just
complaining.

how does the
world of design
shape us?

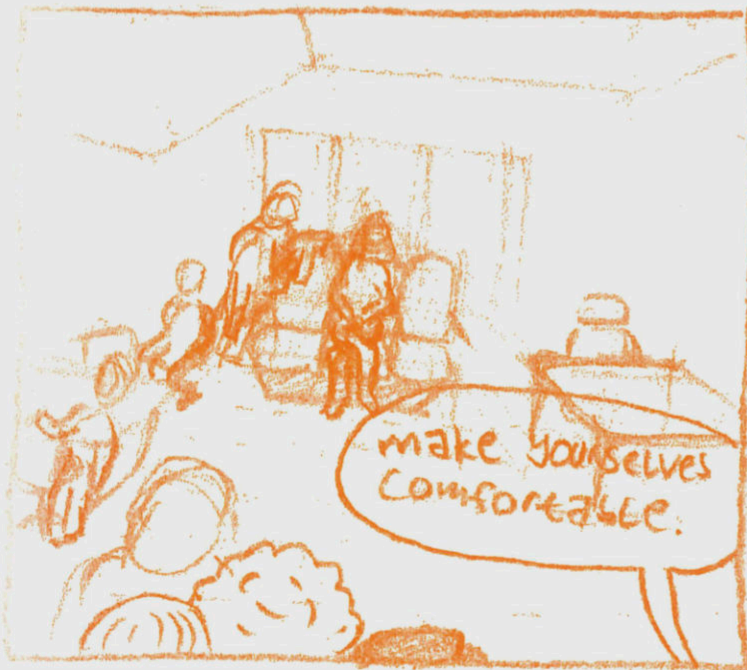
where do our
good intentions
take us?

a comic short story
by falk olav: schwöter
(they/them).



Welcome
to
iDesign!

Come
on in!



i'm glad to see you young
designers doing study visits
to my studio. what year are
you in, year two?

yeah

good.
good.

hm, where
do i start

well, i am
Johan
Larsvall

when i was young like you,
in the late sixties,

commercialisation,

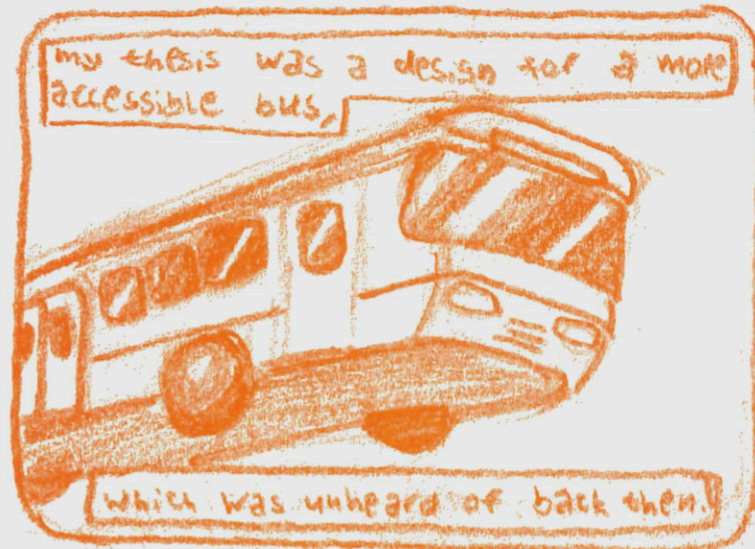
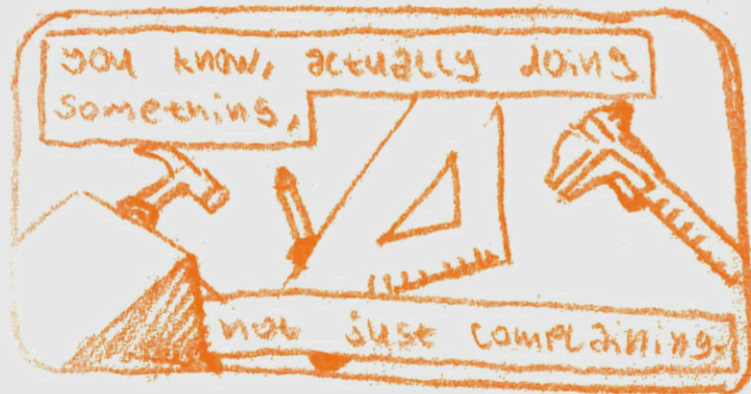
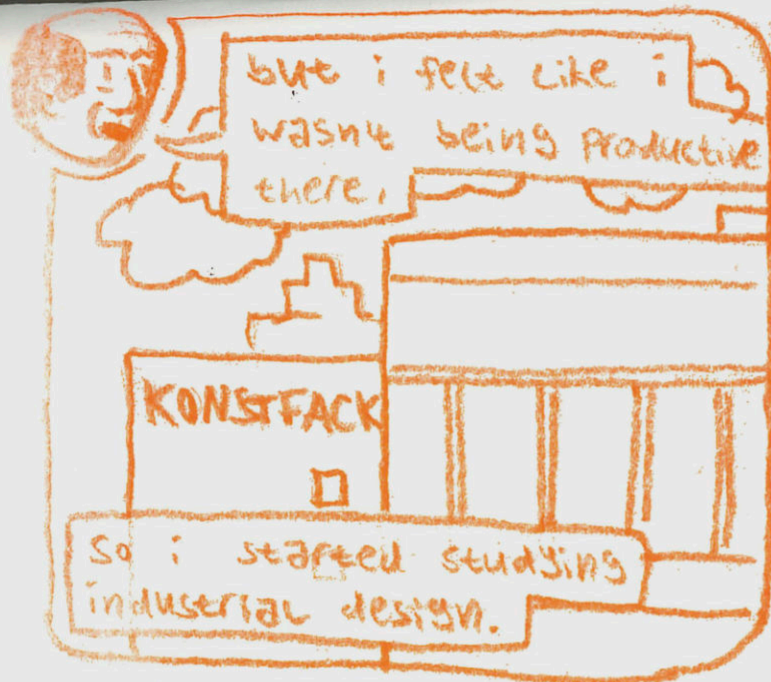
i was part of alternativ stad.

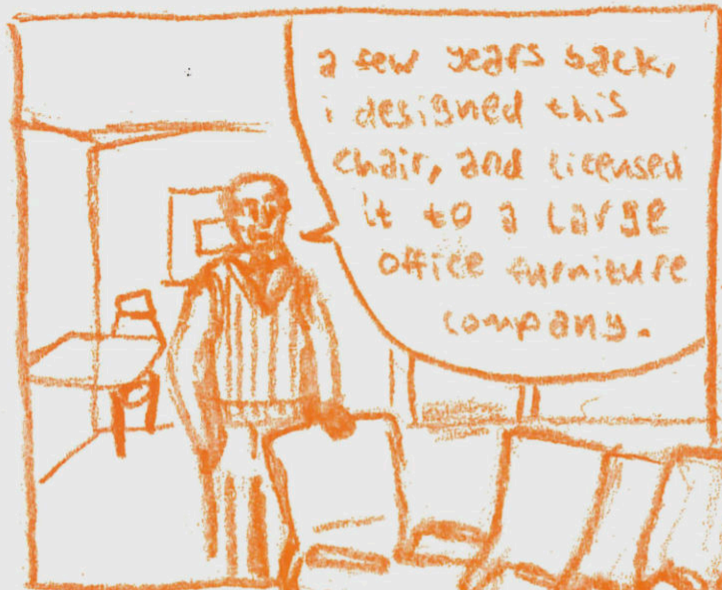
NER MED BILTERROR!

and the destruction of
the environment.

we blocked roads
in stockholm to protest
car-centric infrastructure,







a few years back,
i designed this
chair, and licensed
it to a large
office furniture
company.

and it just
keeps coming,



i've made
so much
money
from the
royalties!

i get
paid
every time
they sell
a chair



because they
keep making more!

anyway,

my biggest project was
designing the new
arlanda express.*

i wanted to
make the ride
as luxurious
as possible

there were tiles
in the bathrooms,

*train taking people stockholm
directly to the airport

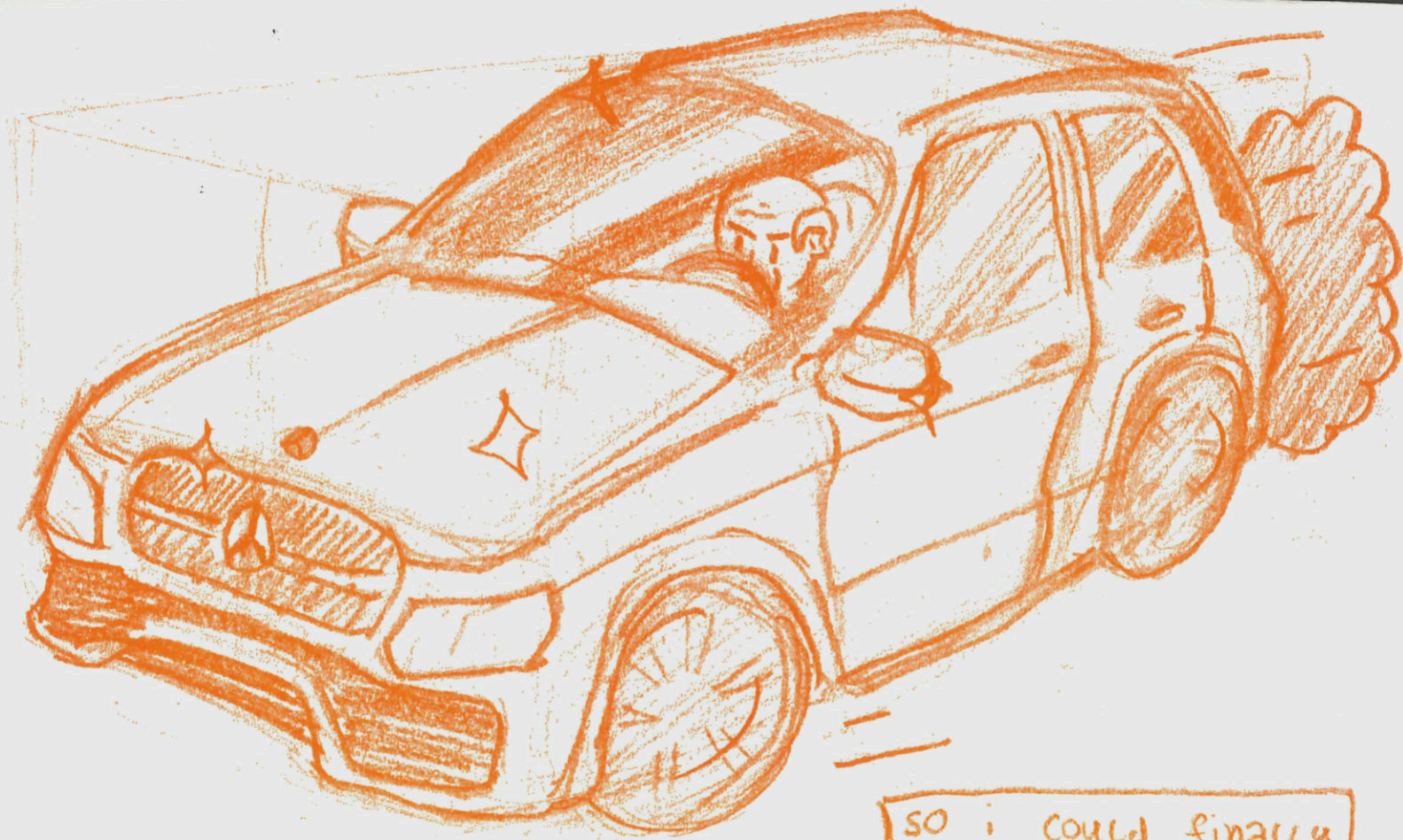
Custom seats,

cozy
lighting,

i even insisted
on using traditional
glowing light bulbs
instead of LEDs,
for the warm light

they're not fully legal anymore
because they use so much energy,
but it was worth it!





so i could finally
buy a beautiful
mercedes.



[note from the author:
i know this story feels
very on-the-nose, but
it is not made up.]