

# **Curriculum Vitae**

Anna Carolina Laudon



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Anna Carolina Laudon

Born: 12th of March 1971 in Stockholm, Sweden

Status: Married with two children

## **Residence**

Änggårdsgatan 27, SE 413 19 Göteborg, Sweden

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## **Laudon Design AB**

Änggårdsgatan 27, SE 413 19 Göteborg, Sweden

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[www.laudon.se](http://www.laudon.se)

## **Social Media**

Twitter: @carolina\_laudon

LinkedIn: Carolina Laudon

## Employments

Currently CEO of Laudon Design AB and Lecturer in Typography at Berghs School of Communication.  
Part time work on The Swedish Arts Grants for 2022–2032.

- 2016– Course Coordinator in typography at Berghs School of Communication
- 1997– CEO & Owner, Laudon Design AB, Göteborg
- 2017–18 Course Coordinator in visual communication at Linnaeus University, Kalmar
- 2013–14 Senior Lecturer in design at Linnaeus University, Växjö (20%)
- 2011–15 Editor, Lettera Etc, Göteborg
- 2003–09 Senior Lecturer in typography at Konstfack, University of Arts, Crafts and Design, Stockholm (40%)
- 2000–02 Course Coordinator & Design teacher at Forsbergs Skola AB

## Art Grant & Cultural Scholarships

- 2022–32 [The Swedish Arts Grants for 2022–2032.](#)

The Swedish Arts Grants Committee is a central government agency tasked with promoting artistic development and renewal. Our mission encompasses working artists all over Sweden and all artistic disciplines.

<https://www.konstnarsnamnden.se/om-konstnarsnamnden/the-swedish-arts-grants-committee/>

<https://www.konstnarsnamnden.se/nyheter/langtidsstipendium-till-32-konstnarer/>

- 2014 Sten A Olsson Foundation Culture scholarships.

Every year, the Sten A Olsson Foundation awards culture scholarships in several artistic disciplines such as performing arts - music, dance, theater, circus - visual arts, literature and film.

<https://stenastiftelsen.se/en/bidrag/carolina-laudon/>

## Academic Examina

- 2000 Master's degree in Graphic Design (200+40 hp)  
School of Design and Crafts at University of Gothenburg

*Received a master's degree in Graphic Design at HDK in 2000. My master degree project consisted of three integrated parts: a survey of the design process on the creation of a typeface, secondly, the actual design and production of Laudon Stockholm Sans, as well as writing, design and production of a book that documented the entire thesis process and results. The thesis included the book publication and font production seen below.*

- 2000 Typografisk dagbok. Så ritades Laudon Stockholm Sans.  
ISBN 91-86706-01-2, Book Publication
- 2000 Laudon Stockholm Sans, Artistic Production

## Programs

- 2014–15 Compulsory Higher Education Teacher Training (15 hp), Linnaeus University
- 1995–2000 Master's degree in Graphic Design (200 hp), University of Gothenburg
- 1998–99 School of Graphic Design, London College of Printing, UK
- 1993–95 The School of Fine Art, Gerlesborg, Stockholm
- 1994 Typographic Design, Folkuniversitetet at Stockholms Universitet
- 1992–93 The School of Fine Art, Basis, Stockholm
- 1987–90 Economics, Frans Schartaus Gymnasium, Stockholm

## University Courses

*Education is an important part of my life and for over more than two decades I have earned 562,5 University credits from 7 different universities. This is equivalent to 9,5 years of full time study. Most of the courses listed below are done at half speed during my evenings and weekends.*

- 2020 Web Design with JavaScript and DOM, Luleå University of Technology
- 2020 Web Development, Scripts and Databases, Luleå University of Technology
- 2019 Information Architecture, Mälardalen University
- 2019 Web Development, Introduction, Luleå University of Technology
- 2018 CSS Based Web Design, Luleå University of Technology
- 2018 Design, Gender and Esthetics, Luleå University of Technology
- 2018 Project Management I Practice, Jönköping University
- 2017 Video Editing, Jönköping University
- 2017 TypeDesign Intensive, University of Reading, England
- 2016–17 Introduction to Research Within the Arts I–II, (15 hp), University of Gothenburg
- 2015 Cultural Sciences: Intellectual Property and Digital Information - Law, Politics and Culture, Lund University, (7,5 hp)
- 2016 Video effects in After Effects, Jönköping University, (7,5 hp)
- 2015 Literary classics in historical perspectives, (15 hp), University of Gothenburg
- 2014 Writing as artistic tools, University of Gothenburg, (7,5 hp)
- 2013–14 Practical Design Research, Linnaeus University, (7,5 hp)
- 2013–14 Book History, (30 hp), Lund University
- 2013 Picture books for children, (30 hp), University of Gothenburg
- 2003 Calligraphy with Tom Kemp, (1 hp) Konstfack
- 2002 Letter cutting in stone, (1 hp) Konstfack
- 2001 Calligraphy with Gaynor Goffe, (1 hp) Konstfack
- 2000 Letter cutting in stone, (1 hp) Konstfack
- 1999 Creative Bookbinding, London College of Printing, England

**Adult Educational Association/College**

- 2016– Japanese, Folkuniversitetet, Gothenburg
- 2016 Calligraphy with Dennis Brown – Dynamic Composition, Folkuniversitetet
- 2015 Calligraphy with Loredana Zega – Bastard, Folkuniversitetet, Stockholm
- 2014 Calligraphy with Rachel Yallop – Copperplate, Folkuniversitetet, Stockholm
- 2013 Calligraphy with Christoffer Haanes, Folkuniversitetet, Stockholm
- 2013 Patterns & printing technique with Cecilia Pettersson, Folkuniversitetet,
- 2012 Calligraphy with Tom Kemp, Folkuniversitetet, Stockholm
- 2009–10 French, Medborgarskolan, Gothenburg
- 2005 Calligraphy with Ewan Clayton, Kalligrafiska Kretsen, Stockholm (14–15 maj)
- 2010 Dreamweaver, Art College/Folkuniversitetet, Gothenburg
- 1992 Graphic Printing, Folkuniversitetet at Stockholms Universitet
- 1992 Calligraphy, Folkuniversitetet at Stockholms Universitet
- 1992 Nude Studies, Folkuniversitetet at Stockholms Universitet

**Language experience**

Excellent written and oral skills in Swedish and English

(Several years of studies in New York, USA and in London, England)

- 1998–99 School of Graphic Design, London College of Printing, UK
- 1984–87 Horace Greeley High School, Chappaqua, NY, USA

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**IELTS – International English Language Testing System**

- 2015 Overall Band Score 7.0 i category »Academic«

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**Higher Education Teacher Training in English**

- 2014–15 Compulsory Higher Education Teacher Training (15 hp), Linnaeus University, Växjö

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**Adult Educational Association**

- 2009–10 French, Medborgarskolan, Göteborg
- 2016–19 Japanese, Folkuniversitetet, Göteborg (with focus on Hiragana and Katakana)

## Published Typefaces (2000–2021)

In assignments below, I have had the full responsibility, with project planning, creative direction, art direction and technical responsibility. Typefaces are characterized by hand with artistic precision and respect for historical models and knowledge of the State of the Art. Their shapes are digitized with respect to the technical analysis made in connection with the assignment.

2021	GBG Font for for Gothenburg Museum of Art
2019	Typeface family: Smart Eyes Sans for Smart Eyes AB
2019	Hemnet for Hemnet AB
2019	'MTRX Rubrik' for MTRX AB
2019	Typeface family: ARLA Human for Arla Foods AMBA.
2019	Typeface family: Elon Sans for Elon AB.
2018	Typeface family: Awesome for Academic Work Holding AB.
2018	Typeface family: Derome Sans & Derome Mono for Derome AB
2018	Gamlestadsstencil for Platzer Fastigheter
2017	Nudie Jeans Headline, for Nudie Jeans Co
2017	Typeface family: Rusta Dover Sans, for Rusta AB
2016	LF, for Länsförsäkringar AB
2016	Rusta Pris, for Rusta AB
2015	Toni Grotesk och John Rounded for Oatly! AB
2015–18	Typeface family: UK Sans Regular, Bold, Light for teatern Unga Klara.
2014	DN Wall Regular for Dagens Nyheter
2014	Kajman for Kretsloppet/Where is My Pony
2012	Endure for Identity Works AB
2012	Laudon Type Design Cut
2004	Warning for Brokk AB
2003–19	Typeface family: Monopol for Systembolaget AB
2002	Typeface family: DN Grotesk for Dagens Nyheter ( Pangea Design AB)
2001	White Dark for White Arkitekter AB
2001	If Handskrift for Försäkringsbolaget If
2000	Typeface family: DN Bodoni for Dagens Nyheter (Collaborative Pangea Design AB)

## Other artistic production (2000–2017)

2021	Focus on Europe.New Objectivities 1919–1939 for Gothenburg Museum of Art
2017	Graphic Identity for Konstfack
2013	Graphic Identity for Martin Key (Fashion Label)
2012	Wrapping paper and packages for Akademibokhandeln (Catt & Co)

- 2007 Göteborgs-Postens Litteraturpris and Stora Sportpriset  
2006 Graphic Identity for Stenmans urmakeri  
2004 Graphic Identity and posters for Angereds teater  
2003–05 Covers for calendars, Almanacksförlaget  
2002 Identity for the newspaper Nya Lidköpings-Tidningen  
2002–05 Graphic production and Identity for Göteborgs Högre Samskola

### **Published Book design (2010–2017)**

- 2016 Och jag vet att jag är genial – Agnes von Krusenstjernas brev 1903–1940  
by Anna Williams. Albert Bonniers, ISBN 978-91-0-012681-0
- 2014 Stilens munterhet – Sara Lidmans författardagböcker från Missenträsk 1975–1985  
by Annelie Bränström-Öhman. Albert Bonniers, ISBN 978-91-0-012681-0
- 2013 Från verklighetens stränder – Agnes von Krusenstjernas liv and diktning  
by Anna Williams. Albert Bonniers, ISBN 978-91-0-013823-3  
Konsten att vara turkos – Att välkomna sig själv and andra  
by Jan Gunnarsson & Ulla Keyling. Vårdskapet, ISBN 978-919793795-5
- 2011 Makt och maktlöshet by Natalie Davet. Barnteaterakademin, ISBN 91-97935-41-8  
Kultur – nytta eller mening by Linda Isaksson. Barnteaterakademin, ISBN 91-97935-40-1  
Det är passionen som ger livet själ by Gun-Britt Lawurn.  
Beijbom Books AB, ISBN 91-86581-06-6
- 2011 Leka blindblock by Ulla Keyling. Beijbom Books AB, ISBN 91-86581-05-3
- 2010 Politik 2.0 – konsten att använda sociala medier by Brit Stakston  
Beijbom Books AB, ISBN 91-86581-00-7  
Speglingar i den långa sjön by Bengt Söderhäll. Beijbom Books AB. ISBN 91-86581-02-3

### Prizes, scholarships and other awards for artistic skills (2000–2017)

Several of my typefaces play a significant part in graphic identities which have been greatly awarded. Below I list awards for my own artistic work and awards where my work has a huge impact on awarded identity, where I participate as a type designer.

- 2012–17 Helge Ax:son Johnsons Foundation Scholarship
- 2016 Swedish Form Design S 2016 / Category Graphic Design  
The UK font is part of Unga Klara's new visual identity.  
Client: Unga Klara Client: Design Agency – Studio Parasto Backman
- 2014 The Sten A Olsson Foundation for Research and Culture 2014
- 2013 Arts Grants Committee's Scholarship
- 2012 The Berling Award 2012, given by Berling Media
- 2010 Nominated for the communication award Svenska Publishing-priset
- 2006 Guldägget 2006 / Kategori Identitet – Diplom  
The Typeface family Monopol becomes a part of Systembolaget's new visual identity.
- 2001 'The Excellent Book', Christer Hellmark Scholarship, published by Ordfront
- 2000 Göteborgs Slöjdförening Typographic Scholarship

### Exhibitions

- 2015–16 Bokstäverna omkring oss  
Exhibition of type design  
12 april 2017 – 14 maj 2017 at Form/Design Center  
17 oktober 2016 – 25 oktober 2016 at Konstfack  
27 september 2015 – 28 februari 2016 at Landskrona museum
- 2014 Sten A Olssons Culture Scholarship 2014,  
Gothenburg Museum of Art  
*Exhibition of Type Design*  
6th of december 2014 – 6th of January 2015
- 2001 Boken under 500 år, Röhsska Museum for Arts, Crafts, Design and Fashion  
Exhibition of Type Design <http://www.designmuseum.se/boken500.htm>
- 2001 Tänk på saken. En bok om design i väst  
Röhsska Museum for Arts, Crafts, Design and Fashion



**Visiting Lecturer in Typography & Design**

- 2016 Berghs, School of Communication (ref Sophia Wood)
- 2015 School of Design and Crafts at University of Gothenburg (ref Camilla Iliefski)
- 2014 Information Production Premedia, Yrgo, Göteborgs Stad (ref Marie Kalmnäs)
- 2013 Design program at Mid Sweden University (ref Kristina Brink and Niklas Fagerholm)  
Södertörns Högskola i Huddinge (ref Arina Stoenescu)
- 2010 School of Design and Crafts at University of Gothenburg (ref Camilla Iliefski)
- 2009 School of Design and Crafts at University of Gothenburg (ref Camilla Iliefski)  
Chalmers Tekniska högskola i Göteborg (ref Ralf Rosenberg)  
Konstfack University of Arts, Stockholm
- 2008 Design program at Linnaeus University i Växjö (ref Miguel Salinas)
- 2005 Forsbergs Skola: Stora Kvällskursen i Göteborg (ref Pia Forsberg)
- 2003 Konstfack University of Arts, Stockholm (ref prof. Hans Cogne)  
Forsbergs Skola AB Stockholm (ref Pia Forsberg)  
School of Design and Crafts at University of Gothenburg (ref Christina Sandell)  
Grafit, Studium i Göteborg AB (ref Marie Kalmnäs)
- 2002 Konstfack University of Arts, Stockholm (ref prof. Hans Cogne)  
Grafit, Studium i Göteborg AB (ref Marie Kalmnäs)  
Reklamlinjen, Beckmans School of Design (ref Karin Rehman)
- 2001 Grafit, Hisingens vuxengymnasium (ref Marie Kalmnäs)  
School of Design and Crafts at University of Gothenburg (ref Eva Engstrand)
- 2000 School of Design and Crafts at University of Gothenburg (ref Rut Nordberg)

**International experience as guest lecturer**

- 2016 Oslo National Academy of the Arts, Oslo, Norway

**Course Coordinator in design**

- 2017 Course Coordinator in visual communication at Linnaeus University, Kalmar  
Employment: Senior Lecturer in Design.
- 2016–21 Course Coordinator in typography at Berghs School of Communication  
Employment: Lecturer in typography.

**The Board of the Committee for redirection of new education**

- 2013–14 Linnaeus University, Växjö

**Course Coordinator and development of course syllabus in Design**

2002–09 Konstfack University of Arts, Stockholm

**Head of education in Design**

2001–02 Forsbergs Skola AB i Göteborg (24 students per grade)

**Managing courses in painting for children, 6–12 years**

1993–95 Barnakademin, Stockholm

Assessment assignments

2014 Opponent, Master's Degree, Konstfack, Stockholm. Examination (23/4)

2013 Opponent, Master's Degree, Mid Sweden University. Examination (28/5)

2013–14 Opponent, Bachelor's Degree, Mid Sweden University. Examination (15/1)

2012 Opponent and Commentator, Design program at Linnaeus University, Växjö

2010 Opponent, School of Design and Crafts at University of Gothenburg

2008 Opponent and Commentator, Design program at Linnaeus University, Växjö

2007 Opponent, Beckmans School of Design, Stockholm

**International membership**

2000– Association Typographique Internationale

2001 Gutenberg-Gesellschaft, Tyskland

2000 International Society of Typographic Designers

**National membership**

2016–18 Member of the Board, Calligraphy & Lettering Art, Gothenburg

2014– Member, Svensk Form

2000–02 Member of the Board, Stockholms Typografiska Gille (se also 9.1.4)

2002– Member, Stockholms Typografiska Gille

2002–12 Member, Kalligrafiska Kretsen, Sweden.

**Artistic Supervision and expertise at degree projects**

2016 Konstfack University of Arts (ref Johanna Lewengard, Joanna Rubin Dranger)

Supervisor, Master's Degree

Student: Eliza Hearsum. Projekt: Arkivarien (The Archivist)

2015 Design program at Linnaeus University (ref Miguel Salinas and Magnus Silfverhielm)

2014 Design program at Linnaeus University (ref Miguel Salinas and Magnus Silfverhielm)

Design program at Mid Sweden University (ref Kristina Brink and Niklas Fagerholm)

- 2013 Design program at Mid Sweden University (ref Kristina Brink and Niklas Fagerholm)  
Design program at Linnaeus University (ref Miguel Salinas, Magnus Silfverhielm)
- 2012 Design program at Linnaeus University (ref Miguel Salinas, Magnus Silfverhielm)
- 2010 School of Design and Crafts at University at Gothenburg University
- 2008 Konstfack University of Arts, Stockholm (ref Hans Cogne and Andreas Berg)  
Supervisor, School of Design and Crafts at University of Gothenburg
- 2007 Konstfack University of Arts, Stockholm (ref Hans Cogne and Andreas Berg)
- 2005 Konstfack University of Arts, Stockholm (ref Hans Cogne and Andreas Berg)
- 2003 School of Design and Crafts at University of Gothenburg

### **Assignment as expert within the community**

- 2020 Varför finns det så många typsnitt? Språket. Swedish Public Radio  
<https://open.spotify.com/episode/76D0EvGYzKVGgMZmOWoXRd>
- 2017 Sverige! (About being a type designer in Sweden.)  
Published by Svensk Television AB
- 2016 Läs och Lev : Politikernas språk (Interview with Simon Moser)  
Published by Utbildningsradio AB (ref Simon Moser)  
<https://urskola.se/Produkter/193685-Las-och-lev-Politikersprak>
- 2012–14 TYPO Radio show on typography and typefaces <http://sverigesradio.se/p1/>  
Expert on typefaces, type history and design was discussed.  
Dialogue with radio journalists Simon Moser and Roger Dackegård.
- 2012 Special adviser on the book: A, B, C å allt om D by Nina Ulmaja  
Published by Bonnier Carlsen Bokförlag (ref Karin Nilsson and Nina Ulmaja)  
The book was awarded August Prize 2012

### **International Organizations**

- 2020–22 Président, Association Typographique Internationale
- 2018– [Board of Director, Association Typographique Internationale](#)
- 2017–20 The Social Media Team of Organizer, Association Typographique Internationale
- 2000–17 Swedish Country Delegate, Association Typographique Internationale

### **International case studies**

- 2000 Museo Bodoniano, Biblioteca Palatina i Parma, Italien.
- 2002 Type- and book studies on Aldus Manutius at  
Biblioteca Archivio di Stato Della Città Del Vaticano in Rome, Italy.

### National case studies

2001 Type studies on Scandinavian handwriting culture

### Guest lecturer/speaker in Design (2012–2017)

All lecture assignments listed below are lectures given as singular or in a series within the academy of a university or higher educational program.

- 2017 Typography (26/1) Kulturverkstan (ref Anna Johansen)
- 2016 Typography (26/1) Kulturverkstan (ref Katarina Närhi)  
Global typography & Lettering (19/1) Kunsthøgskolen i Oslo (ref Karianne Bjellås Gilje)  
Typografi och font teknologi (15/11) Tekniska Högskolan i Jönköping AB
- 2015 Legibility (28/1, 10/2, 24/3) University of Gothenburg (ref Camilla Iliefski)  
Typography (26/12) Kulturverkstan (ref Katarina Närhi)
- 2014 Typefaces, Deluxe (1/4–2/4) Linnaeus University (ref Miguel Salinas)  
Global typography (9/1, 3/2, 10/2) University of Gothenburg (ref C. Iliefski)  
Artist's Books (15/1) Mid Sweden University, Sundsvall (ref Kristina Brink)  
Typography (27/2) Kulturverkstan (ref Anna Johansen)  
Typography (17/2, 10/3) Yrkeshögskolan (ref Marie Kalmnäs)
- 2013 Typography (18/2) Kulturverkstan (ref Malin Schiller)  
Type design (25/2) Yrkeshögskolan (ref Karin Lyth/Christina Sandell)  
Typography and typefaces (3/4) Mid Sweden University (ref Niklas Fagerholm)  
Typefaces (1/10) Berghs School of Communication (ref Pål Petterson)  
Typsnitt (2/10) Forsbergs Skola AB (ref Pia Forsberg)  
Typography & Identity (16–17/10) Mid Sweden University (ref Kristina Brink)  
Typography (5/11) Yrkeshögskolan, Göteborg (ref Christina Sandell)  
Typography (11–12/11) Mid Sweden University (ref Kristina Brink)  
Global typography (Dec) University of Gothenburg (ref Camilla Iliefski)
- 2012 Typography (18/1) Kulturverkstan (ref Anna Fridén)  
Type design (18/9) Berghs School of Communication (ref Pål Petterson)  
Type design (19/9) Forsbergs Skola AB (ref Pia Forsberg)  
Yrkeshögskolan, Gothenburg  
Type design (2/10) Yrkeshögskolan, Göteborg (ref Christina Sandell)

### Lecture activities outside the higher education sector

- 2016-12-07 Type Directions, Berns salonger, Stockholm Organizer: Cap&Design (ref Camilla Buch)
- 2016 Digital Typography, Creative Days (3 day serie; 28–29/1, 5/2)
- 2015-03-26 Web typography, HiQ Göteborg Organizer: HiQ Göteborg

- 2014-10-10 Type design that matters, Scandic Copenhagen Hotel, Köpenhamn
- 2014-05-22 I Respond Therefore I am, Gothia Towers, Gothenburg
- 2013-11-10 Twitter in the 8th century, Pecha Kucha på Park Lane, Gothenburg
- 2013-09-26 Om typsnitt, Bokmässan, Gothenburg Organizer: Cap&Design (ref Carina Nilsson)
- 2013-03-19 Om Globala typsnitt, Bio Rival, Stockholm Organizer: Cap&Design (ref Carina Nilsson)
- 2013-03-07 Om typsnitt och identitet, MEG 13 Mediedagarna, Gothenburg
- 2012-11-14 Arvodes Konferens, Gothenburg
- 2012-05-15 Om Carolina Laudon, Berlingdagen, Kungliga Biblioteket i Stockholm

### **Collaboration with Swedish Art Community**

- 2017 Sverige! (About being a type designer in Sweden.)
- 2016 Cap&Design – ”Startskottet för responsiva typsnitt”.
- 2016 A4 – Meet 15 Swedish Type Designers
- 2016 Läs och Lev – Politikerspråk Utbildningsradio AB
- 2012–14 TYPO – Radio program about typography and typefaces <http://sverigesradio.se/p1/>

International recognized Assignment and network building

- 2017 Social Media Team, Association Typographique Internationale ([www.atypi.org](http://www.atypi.org))
- 2000–21 Swedish delegate, Association Typographique Internationale ([www.atypi.org](http://www.atypi.org))
- 2014-10-10 Type design that matters, Scandic Copenhagen Hotell, Köpenhamn

### **Special adviser for organizations and corporations**

- 2016-12-07 Type Directions, Berns salonger Stockholm Organizer: Cap&Design (ref Camilla Buch)
- 2016 Digital Typography, Creative Days (3 day program; 28–29/1, 5/2)  
Organizer: Batteri AB, Göteborg
- 2015-03-26 Web typography, HiQ Göteborg. Organizer: HiQ Göteborg
- 2014-10-10 Type design that matters, Scandic Copenhagen Hotell, Köpenhamn  
Organizer: Society of New Design Scandinavia. <http://fusion14.snds.org>
- 2014-05-22 I Respond Therefore I am, Gothia Towers, Göteborg  
Organizer: Cap&Design (ref Carina Nilsson) <http://capdesign.idg.se/1.549536>
- 2013-11-10 Twitter på 800-talet, Pecha Kucha på Park Lane, Göteborg Organizer: ADA (ref Rasmus Heyman)
- 2013-09-26 Om typsnitt, Bokmässan, Göteborg  
Organizer: Cap&Design (ref Carina Nilsson)
- 2013-03-19 Om Globala typsnitt, Bio Rival, Stockholm Organizer: Cap&Design (ref Carina Nilsson)
- 2013-03-07 Om typsnitt and identitet, MEG 13 Mediedagarna, Göteborg  
Organizer: MEG 13 <http://www.meg.se>

2012-11-14 Arvodes Konferens i Göteborg Organizer: Svenska Tecknare (ref Helena Bergendahl)

2012-05-15 Om Carolina Laudon, Berlingdagen, Kungliga Biblioteket i Stockholm,

Lecture and discourse about my artistic and pedagogical work as a designer,  
together with Örjan Nordling