



*People Who Will Change the World (And Also Happen to be Swedish)*



EVERY SINGLE ONE OF US HAS THE ABILITY TO CHANGE THE WORLD, BUT THIS BUNCH OF PEOPLE ACTUALLY *WILL*. WHETHER IT'S BY BUILDING A BRAVE NEW WORLD IN CHINA, MAKING FASHION HISTORY ON THE COVER OF VOGUE, OPENING OUR EYES TO A WHOLE NEW TYPE OF ELECTRO OR SAVING MILLIONS FROM POVERTY AND AIDS – THEIR COMBINED EFFORTS RESULT IN A SLIGHTLY IMPROVED, MORE INTERESTING AND, OF COURSE, BETTER-LOOKING VERSION OF THE WORLD WE LIVE IN. HAVEN'T HEARD OF THEM? DON'T WORRY – YOU WILL. WORDS BY **BENEDICTE ANDERSSON** AND THE BON EDITORIAL STAFF

**Hjalmar Winbladh, 38 [A]**  
(Entrepreneur)

In 1994 Hjalmar invented Sendit, which he proceeded to sell to Bill Gates for 150 million dollars in cash. Now he is back, and this time he is taking on Skype. His telecommunications venture Rebtel, to be launched in 40 countries, aims to press mobile operator charges for international calls down to a minimum.

**Stefan Helmersson, 13**  
(Inventor)

After watching his mom lug back heavy juice cartons, Stefan decided to lighten her load and proceeded to invent a mini-carton for juice concentrate. When water is added, the carton immediately expands and the juice is ready to drink. Stefan recently won gold in an international inventors' competition in South Korea, and he is nowhere near retirement...

**Camilla Åkrans, 32**  
(Fashion Photographer)

In one of her early interviews, Camilla argued that fashion photography is the most important art form of our time. Her dream-like fairytale images – always with an edge – continue to justify that statement. The queen of fashion photography has just relocated to Paris, and with a client list that includes Hermès and Missoni, she is hotter than ever.

**Fakepilot aka Mattias Lindberg, 26 [B]**  
(Flash Programmer)

The bold words on Mattias' website read: "Don't rip off my work like Levi's, Nokia and Usher did, hire me directly instead" – a statement he supports with links to everyone who stole his code. Mattias' alter ego Fakepilot wears nothing but a bikini and a helmet – and is known as the world's number one Flash programmer. When P. Diddy

asked for some animations for his Sean John collection, Mattias wasn't happy with the music – so he spiced it up with his own bit of mixing and scratching.

**MaxJenny Forslund, 31 [C]**  
(Designer)

Brought by a stool to the furniture fairs of Milan and New York and to worldwide cred by a colorful rug, MaxJenny's major breakthrough came as the designer for her own fashion label LES COULEURS NATIONALES. Madonna's dancer wears her metallic bikini in the *I'm Sorry* video. The rest of us will forever wear those gorgeous silver pumps in our memories.

**David & Martin, 31 [D]**  
(Jewelry Designers)

Karl Lagerfeld picked up the phone and invited David Andersson and Martin

Larsson onto the fashion stage. The world's fashion magazines followed suit. The result? Let's just say that we can look forward to a slightly more morbid, yet better-looking world, with plenty more skulls to be found in upmarket jewel cases. Think black humor and you're on the right track.

**Mats Karlsson, 31 [E]**

(Innovative Eco-Architect)  
Set your house on fire, or simply fold it up for recycling once you're through with it. Mats' house is made of cardboard and costs less than a tent. He recently received a massive order from disaster-ridden areas in Pakistan. These houses present a fantastic-looking alternative to tents at music festivals and – due to their great acoustics – potentially also as rehearsal studios.

**David Hägglund, 30**  
(Art Director)

Having landed the dream gig of every fashion-minded graphic designer, David's position as Art Director at French Vogue allows him to rub elbows with some of the world's best publishers, photographers and stylists. But above all, his job has turned him into one of the most powerful people in the fashion industry. His decisions are not only influencing the way we see fashion, he also has the power to change our ideals.

**HM Crown Princess Victoria, 29**  
(Future Queen of Sweden)

Sweden's future queen stands with both feet firmly on the ground and the world laid out in front of her. A few years back, she openly described her eating disorder to the Swedish press. Fully recovered, Victoria is stronger than ever, and just about to embark on a one-year course in diplomacy. This cool princess is certain to rack up some column inches in future history books.

**Lars Gustafsson, 38, Dice**  
(Game Developer)

In his capacity of Creative Director, Lars shoulders the overall responsibility for the gaming company behind, among other things, the hugely successful *Battlefield*. The sales figures for this game alone are twice as high as those of Sweden's entire music export. Dice is destined for greatness – we look forward to the next great escape.

**Gunnel Wählstrand, 32**  
(Artist)

Gunnel paints photographs from the family album in such excruciating detail that the paintings look more real than the originals. Each painstaking work takes years to complete, so her oeuvre isn't especially large yet. But the results of her carefully layered inkwashing have won critical raves. The subject matter is deeply personal, but interest in the resulting works is global. Remember this: she's going to be huge.

**Karl-Johan Persson, 31**  
(H&M Heir)

As one of the hottest, richest and most powerful men in the Swedish business world, Karl-Johan shares his father's particular eye for the fashion business. Karl-Johan recently secured a top job at H&M and is certain to be a great influence on the future of the fashion giant.

**Gordon Cyrus, 40**

(Musician/Producer/You Name It)  
Gordon Cyrus' release of the world hit *Hobo Humming Sloba Babe* with the band Whale in the 90s turned him into a living legend on the Swedish music scene. His latest venture is *More Luv* – a unique cultural space where music, design, film and architecture meet in central Paris. An essential addition to your Parisian network.

**Andreas Ferm, 28, Jani Kristoffersen, 29**  
(Architects)

Architects DRD-A are going to name the first city they designed *Circular City*. Boasting a graphically stunning U-shaped skyscraper, the city is environmentally friendly and will soon be built in China. This bright young design duo's affection for computer game aesthetics promises an even brighter future.

**Louise Wachtmeister, 27**  
(Networker)

Naomi Campbell, Paris Hilton and Tiger Woods are all members of the virtual network *A Small World* – the world's most exclusive Internet club – an operation masterminded by Louise.

**Örjan Andersson, 34, Cheap Monday**  
(Designer)

The legendary skull-branded high-fashion jeans with a perfect fit and an outrageously low price tag (\$42) became an instant success

in 20 countries. Everything – of course – is down to Örjan. As the Cheap Monday founder, owner and head designer, he has the potential to shake the foundations of the entire jeans market.

**Karin Dreijer Andersson, 31, Olof Dreijer, 25, The Knife**  
(Musicians)

Never without their face masks, these siblings' music videos are reminiscent of beautiful horror movies. The Knife has conquered Scandinavia with their combo of distinctive – and sometimes difficult – electro and odd, infrequent live performances. Experimenting with gender roles and performance art, the Knife continues to run roughshod over societal taboos. After their recent signing by Mute, US release of their album *Silent Shout* is imminent.

**The Swedish House Mafia: Steve Angello, Sebastian Ingrosso, Axwell, Eric Prydz**  
(DJs and Producers)

The chart at Juno – the world's biggest distributor of house music – revealed no less than seven 12-inches from Swedish producers in the top 10 of 2005. The Swedish House Mafia have made their way onto the world's dancefloors with their so-called "murder house" – a simple sound, with influences of disco as well as eighties electronic pop.

**Joanna Rytel, 32**  
(Artist)

Joanna has stripped for monkeys, masturbated in front of cats and made neck pendants in the shape of smiling, aborted embryos. In Sweden, Joanna and a fellow artist entered the public eye by attacking the Miss Sweden contest as a feminist action. Joanna's work defies convention by stirring people's prejudice and addressing taboos that nobody else would go near. Relevant the world over, her work is currently exhibited in the US, Albania and Argentina.

**Carin Rodebjer, 36**  
(Fashion Designer)

Carin's potential is astronomical. In Sweden, she has won pretty much every fashion award there is. In the US, her achievements include appearances on the front page of *Style.com* and at New York Fashion Week as the only European designer bar Karl Lagerfeld. Carin makes conceptual fashion highly wearable.



*“We’re talking everything from politically incorrect gags about torture to more drastic things like kidnapping John Hurt”*

**Jonny Johansson, 37, ACNE [F]**  
(Creative Director)

They are hailed by the international fashion elite, Sofia Coppola wore their jeans in French Vogue and Stockholm can't do without them. ACNE is the ad agency that became a fashion house. Jonny Johansson is the Creative Director behind the entire concept. He wants to make people feel more intelligent and interesting, which we don't object to in the slightest.

**José González, 28 [G]**  
(Musician)

Lovesick teenagers fell head over heels for him when the single *Crosses* was featured on *The O.C.* along with tracks from the critically acclaimed album *Veneer*. The rest of the world was seduced by his heartfelt cover of the Knife's *Heartbeats*, which reached millions through the most beautiful commercial of last year – the Sony rubberball fireworks in San

Francisco. Currently on a world tour, José is well on the way to world Joséfication.

**Ashkan Pouya, 30, Saeid Esmacilzadeh, 32, Diamorph**  
(Inventors)

Ashkan and Saeid have developed the ultimate all-purpose material – their new super-glass has a break index comparable to that of diamonds. And it happened by accident. Saeid – a scientist at the Institute of Organic Chemistry at Stockholm University – came upon the new material during a failed scientific experiment.

**Magnus Edensvärd, 32**  
(Gallerist)

Hyped, sold-out exhibitions are more the rule than the exception at the two IBID galleries these days. Started as a conceptual art project by Magnus and his gallery colleague Vita Zaman, the gallery rapidly turned into a

leading name on the young British art scene. Having discovered Janis Avotins, Christopher Orr and Ross Chrisholm, they proceeded to turn them into three of the world's hottest artists of the moment. And there will be plenty more where they came from.

**Anna Tascha Larsson, 22 [H]**  
(Jewelry Designer)

Swedish art student Anna has designed this year's must-have piece of jewelry – silver iPod headphones with a thin veneer of gold leaf. Already ripped off by H&M, Anna hardly has any time left over for her studies and has had to take on extra staff to cope. One day it's a phone call from a Mexican mag – the next it's a Japanese retailer. Anna likes to experiment with everything current – we expect great things from her in the future, too.

**The Hives [I]**  
(Rock Stars)

The Hives' latest album, *Tyrannosaurus Hives*, had a knock-out effect on both critics and fans, despite the massive expectations on the band after the huge success of their

debut album, *Veni Vidi Vicious*. One of the key ingredients of their success is believing they are the world's biggest rock band ever – a conviction that runs through the music and invigorates every one of their gigs with an abundance of energy. The way things are going, their attitude may well be justified.

**Henrik Rostberg, 27**  
(Tattoo Artist)

Rockabilly rebels from around the world head for Gothenburg on the west coast of Sweden to be tattooed by Sibban at Reb ta 2. Henrik – who was a master's apprentice for several years – has recently gone solo in New York. If Gothenburg seems too far away and you are that way ink-lined, Henrik could be just the ticket.

**Jonas Åkerlund, 40 [J]**  
(Film Director)

Jonas' *Smack My Bitch Up* video made the Prodigy massive in the US and instigated the entire music video censorship debate. Jonas' work is powerfully expressive, which has made him one of the world's biggest music video directors – not to mention Madonna's

court photographer. His typically dark tinge has irrevocably influenced music video aesthetics and – if only for a few moments – turned MTV into something quite daring.

**JFront [K]**  
(Design Collective)

The wallpaper with a pattern chewed by rats at the Front graduation show in 2004 brought eco-chic to a whole new level. Recently, these four 29-year-old women wowed the Milan Furniture Fair with a new line based on life-size castings of animals. We particularly love the giant horse with a tiny lampshade on its head.

**Gottfrid Svartholm, 22, Fredrik Neij, 28**  
(Pirate Bay)

Pirate Bay is one of the world's biggest download portals. Gottfrid and Fredrik – the guys behind Pirate Bay – made worldwide headlines when the site was shut down for three days, and have been written up in both *Wired* and *Vanity Fair*. Pirate Bay has shaken the foundations of film and music copyright law around the globe. And these guys have only just launched their careers.

**Magnus Engstedt, 38, Mirjam Shala, 27**  
**Fox 'n' Wolf**  
(Electro Artists)

Fans from all over the world are shouting: “Animals Will Rule The World!” and “Half Man Half Beast!!!!!!!!!!!!!!” in their MySpace guest book. As if the brilliant music, the live performances and the single-handedly designed fox and wolf costumes weren't enough – Magnus also makes the band's awesome music videos himself. The release of their much-awaited album on the hyped Parisian label Kitsuné is imminent.

**Johan Holmgren, 23, Erik Bergkvist, 25**  
(Creatives, Mother)

Snapped up immediately after graduating by the London-based Mother agency, this duo rapidly acquired the nickname “the Murderers” for keeping so quiet. But with accounts like Orange, Fanta and Amnesty in their portfolio, their productions soon began to make some noise. “We're talking everything from politically incorrect gags about torture to more drastic things like kidnapping John Hurt.” Dark, surrealist humor, to put it mildly.

**Greger Hagelin, 43, WESC**  
(Fashion CEO)

Ex-skater, ex-slacker Greger is the driving force behind one of Sweden's most important fashion houses, WESC, with outlets in Los Angeles, New York and Seoul. Greger has always ensured good PR by dressing the right people – by now, thirty or so A-listers, including Peter Stormare, Jerry Hsu and Jason Lee, are walking WESC advertisements.

**Calle Sjönell, 35, Andreas Lind, 34, Nina Beckman, 38, Wonderwall**  
(Online Art Store Owners)

In an attempt to offer affordable art to everyone, ad guy Calle, photographer Andreas and Nina from Agent Form recently started [www.wonderwall.com](http://www.wonderwall.com). The signed and limited editions on offer include artwork by cool Swedish artists such as Liselotte Watkins and Jesper Waldersten. On top of their art-for-the-masses project, Calle and his brother Pelle were recently made Creative Directors of Fallon Minneapolis in the US.

**Mona Johannesson, 19**  
(Model)

Unusually short – and unusually beautiful – Mona is the muse of Swedish designer Lars Nilsson, and heralded as the next Kate Moss. The 19-year-old Swedish Elle Model of the Year has already done catwalk shows for both Missoni and Chanel, and likes to alternate her hectic New York City lifestyle with breaks in the Swedish countryside in the company of her horses.

**Sophie Stenbeck, 25**  
(Kinnevik Heiress)

The second eldest daughter of über-entrepreneur Jan Stenbeck is worth billions, but that doesn't seem to keep her on the couch. This girl has considerable influence over Kinnevik, the gigantic corporation whose main occupation is running the free paper Metro all over the world. Besides that, Sophie's biggest claim to fame is sponsoring Kerry in the last US Presidential elections.

**Eric Sandström, 64, Gunnel Biberfeld, 69, Britta Wahren, 67**

(Scientists at Karolinska Institutet)

These scientists are involved in one of the most important activities imaginable – they are in the process of developing a vaccine for AIDS. Their first results were very promising



*Anne-Sofie has the ability to bring out something new in what we considered old and ugly, and is now praised the world over.*

– if we're in luck, we'll have a functional vaccine within a few years' time.

**Filippa Kihlberg, 41, Filippa K**  
(Fashion Designer)

Filippa K is one of Sweden's most successful fashion labels, with 19 stores in Europe alone and annual net sales of \$45 million. With her simple designs, Filippa K wants to teach the

world that plain is the new glam.

**Björn Söderberg, 24**  
(Entrepreneur)

This guy is the next face of good capitalism. Björn – founder and CEO of the Fair Enterprise Network – makes money by caring for people and the environment. In Nepal, he started Watabaran – the recycling

company that doesn't just clean the rubbish off the streets, but also pays its employees decent salaries.

**Jan Welter Timkrans, 49, Mindark PE AB**  
(CEO and the man behind *Entropia Universe*)

*Entropia Universe* is a virtual world in computer game format. The game can be downloaded free of charge. It doesn't cost a thing to create your own parallel universe. Weapons, clothes and land do come at a price, however – this is the first online universe with a “real” currency system. Here, you can build the city of your dreams, become a super-sharp shooter or purchase actual as well as virtual art in cybergalleries by famous Swedish artists, such as Ernst Billgren.

**Johan Lindeberg, 49**  
(Fashion Mogul)

Not only did Johan take on the commendable task of bringing Depeche Mode into the noughties, he is also the Founder and Creative Director of the eponymous fashion empire – J Lindeberg – with stores in Tokyo, Kyoto, LA and New York. Other A-list associations include Juliette Lewis, who appeared as the spokeswoman in the brand's stunning ad campaign. Very soon, Johan's name will rank among the biggest in the business.

**Johanna Billing, 33**  
(Artist)

One of Sweden's most renowned and successful artists, both domestically and internationally. Frequently portraying



societies undergoing change, Johanna uses pop songs and expressive silences to communicate a story. A bright shining star in the making.

**Niklas Zennström, 40**  
(Entrepreneur)

First, there was the file-sharing software Kazaa. Then came Skype – computer software for IP-based telecommunications – which currently counts 110 million users all over the world and has annual sales of over \$200 million. The company has just launched a free telecommunications service for landlines.

**Johan Renck, 39**  
(Film Director)

One of the world's most acclaimed directors, Johan has no doubt captured your attention with music videos for the likes of Madonna, Robbie Williams and the Cardigans. In the same way, he has inspired quite a few shopping sprees with spots for Nike, IKEA and the H&M Karl Lagerfeld collection. Next he plans to become a pop star – again. Not ringing any bells? Think “Stakka Bo” and his hit “I Feel Lucky.”

**Ann-Sofie Back, 35 [L]**  
(Fashion Designer)

The number one avant-garde designer of the fashion industry is really going strong. Based in London, Anne-Sofie has the ability to bring out something new in what we considered old and ugly, and is now praised the world over. Her reverse-order catwalk shows start off with applauding models, followed by the bride and finish off with the best part – the show itself. Fashion is never just about fashion.

**Fredrika Stahl, 21 [M]**  
(Jazz Singer)

Unusually talented, young and totally gorgeous – Sweden's most interesting jazz artist is actually based in France. Having just released her debut album, she has finally

attained much-deserved star status in her adoptive home of Paris. *A Fraction of You* went straight to second place in the jazz charts. Fredrika recently signed with Sony BMG; she's off to a quick start and has no intention of slowing down.

**Lars Nilsson, 40**

(Ex-Creative Director Nina Ricci)

The weary old fashion house of Nina Ricci got an injection of new vitality when it snapped up recently sacked Lars from US-based Bill Blass. After getting Nina Ricci back on track, he is already moving on – we're holding our breath for his next miracle to surface.

**Jesper Ganslandt, 27**  
(Film Director)

Jesper once said in an interview, “You have to be able to portray guys as human beings.” True to his word, Jesper's debut film is about male friendship – an intimate story which challenges the traditional, stereotypically macho portrayal of men on the big screen. And it's not only the Swedes who are getting excited about his film way before the premiere; *Farväl Falkenberg* will feature at film festivals in both Toronto and Venice.

**Liselotte Watkins, 35 [N]**  
(Illustrator)

A few years ago, Liselotte captured the world's attention by introducing her tough girls with big eyes. Since then, she has maintained her hold on it with numerous illustrations for Vogue, tee-shirts for Anna Sui, a MAC Cosmetics campaign, patterns for Carin Rodebjer as well as her very own book, *Watkins' Heroines*. Her crossover collaborations – recent designs including rugs and condom boxes – and her characteristically feminine style continue to be a strong influence on our visual world

**Andreas Tilliander, 28 [O]**  
(Musician/Producer)

Andreas makes techno, tech house, dub, ambient, noise and pop tracks under his real name, as well as his four different pseudonyms. To top it up, he plays in three different bands and produces music for a whole range of other artists. But despite the pseudonyms, his sound is unmistakable – minimalist and raw, with strong ties to pop music. The sound of the future, as they say ■

