

**Platinum Egg 2007
Justification**

"Awfully sorry about the fact that this justification is written by someone who doesn't know much about graphic design. I may work in an adjacent field. Come to think of it, though: who knows if I even do that?"

You seem to do everything so *accurately*. Everything seems to be done seriously. As though it weren't only a logotype, a book, an exhibition, a magazine, a stamp, a typeface, a film, a poster, a package. One decidedly gets the impression that each occasion is far greater and more important than that.

You seem to be this unusual animal, a successful consultant with complete artistic integrity. When it would be so easy to resort to naivety or ingratiation, you show that there is another way. One almost gets the impression that compromise isn't even necessary in your world. Thus you are an inspiration for advertising agencies, brand consultants and graphic designers alike.

What you do is so unusually *refined*. You stand for something personal, and it seems to work again and again in new ways. It also works internationally. And it will work for much more time to come.

Finally, On top of it all, you seem to think all this is *easy*. As though you were involved in a disciplined, anxiety-free activity. As though you move between techniques happily and untrammelled. As though you actually think that this is the most fun there is. But perhaps I don't really know what I'm talking about. In any case, I'm very pleased that you were the one to be awarded this distinction. It is much deserved.

Welcome to the Platinum Academy, Henrik Nygren."

The Platinum Egg was instituted in 1975 and is awarded by the Swedish Association of Communication Agencies. The Platinum Egg is awarded to people who, through talent and personality, have made exceptional contributions to Swedish advertising and design. Justification written by Anna Qvennerstedt, winner of the Platinum Egg 2007.