



Artist Biography – New Heroes & Pioneers

Subject – **Feelings of Imperfection** is a lifestyle book exploring the importance of lost places, buildings and spaces where nostalgic feelings and memories conjure evocative imagery and reflections of those places.

### **Biography Anna Malmberg**

*If you ask Anna Malmberg where the mystery and the loneliness within her photographs come from, she will probably answer that she got this aesthetic from her wild childhood. As a matter of fact, she grew up in a very old house somewhere in the North of Sweden, surrounded by forests and lakes, with ghosts and spirits as closest neighbourhood.*

*When she turned 14, her artist parents built her up a dark room. She started to develop her experimentations as a photographer because it was the only way she had to create a gate between fairy tales and reality, timeless fantasy and present time. She got a photo scholarship at age 18 and moved to Stockholm. There she started her photo studies at GFU, continued with photogravure at Biskops-Arnö and then photo communication at Bilder Nordic School of Photography at Berghs. During those year,s she also assisted different photographers such as Lennart Nilsson among others. She started to work as her own in art and fashion business. She had several exhibitions in Sweden and Taiwan. After spending 4 years i Paris she moved back to Stockholm in 2014. She signed the same year with the photo agency Sylvie. Since then she has been working mostly with advertising and interior design beside her own projects and her blog Northern Delight, which she started with in 2010.*

### **Anna Björkman Bio**

Since she was a young girl, Anna Björkman has been fascinated by the way a space can directly reflect ones' personality. Inspired by scenography and vintage designs merged with luxury pieces - an interest that originated thanks to many a visit to open auctions as a child - she has developed her very own style, a hint of which can always be found in her companies' commercial work for lifestyle and interior design brands.

Whenever Anna was asked to clean her room as a child, her parents would enter hours later to find she had completely changed it. From rearranging and redesigning her furniture to painting the walls– she knew how to get the very best out of her space. Now, years later, she helps commercial brands and editorials to achieve the very same through her work as an interior designer/stylist. In her personal projects, she is always looking to explore themes that will make an impact, using her own approach to convey important messages.