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## Hanna Ruusulampi

Year of Birth: 1975

Grew up in: Vantaa

Studies: Helsinki Upper Secondary School of Visual Arts, The Lybecker Institute of Crafts and Design, vocational examinations in print and game graphics

Best known for: bold, graphic patterns as well as patterns with detailed, hand drawn, hilarious creatures

References: FAMILON (FI), WHO (JP), Luolai Group (CN)

### Designer profile

Hanna has been working as a freelance designer, illustrator and graphic designer since 2008. Based in Vantaa, these days her customers are located all around the world, and her patterns can be found on bed linens, wallpapers, mobile phone covers as well as embroidered handbags and purses to name a few.

Hanna uses internet as the main source for her inspiration – you can find pictures in any theme online. She can not name one single origin for her patterns – her patterns are combinations of different kind of ideas pooled together during the years. One pattern may include hundreds of microideas from here and there, and these ideas may not even have anything in common. The final pattern is often very different compared with the one she initially had in her mind, so working with a flow is her kind of thing.

Hanna has very seldom a story to tell about her patterns. People get different kinds of associations when they look at Hanna's illustrations. Sometimes these thoughts are meant to be there, most of the times they are new even for Hanna. She is happy if her patterns make someone's own imagination to flow, and create the story in their own brains.

Very often Hanna doubts the norms, even in pattern designing. When given a theme from a customer, she tries to find a new angle for designing a pattern out of the given theme. She is not afraid to fail, partly because of her philosophy: the best things appear through accidents and coincidences.

Hanna's homepage [www.ruusulampi.fi](http://www.ruusulampi.fi) shows plenty of references for whom she has been working over the years. Despite being able to create pattern on any given theme, she prefers working with small, independent manufacturers who appreciate her skills and style, and are not necessarily following the trends, but creating them.