



### **Artur Moustafa, Design Vice President, Vujj AB, Sweden**

The Designs and thought process behind the work of Artur Moustafa in Vujj has been praised and prized even though Vujj is a company that is barely 1 year old. The reason, Artur believes, lies in the fact that he is looking at design from a macro perspective and looking at where we are going globally. Local production and close by supply chains coupled with an appreciation for the local craftsmanship has led to an instant success.

Prior to setting up Vujj Artur worked with design in Australia and Malaysia before moving back to Sweden. After having lived a while in Milan he went back to Sweden to work with Jonas Nordgren making furniture.

Future plans include making sustainable companies and societies and spreading this concept by providing services to other organisations in order to enable their advancement into a sustainable world. This will be done in various ways, starting with cross disciplinary sustainability events during world leading lifestyle forums and fairs.