



LOTTA NIEMINEN

Lotta Nieminen is a 35 year old graphic designer and illustrator from Finland. She is one of Finland's most successful illustrators. She studied graphic design at University of Art and Design Helsinki and Rhode Island School of Design. Nieminen has design content for companies like Facebook, New York Times, Volkswagen, Bulgari, Marimekko, Wired UK and Hermés. She is also known for creating children's books and has designed the Google calendar, digital interfaces, publications, packaging and furniture.

She has been working and living in New York City since 2010. When she moved to New York she received an internship at Pentagram and afterwards, she worked at RoAndCo Studio. She decided to pursue freelance work and started Lotta Nieminen Studio in 2012. This is when her career starts to peak.





*"I find it really satisfying when I have an aesthetic experience, whether it's a considered piece of art or something I find on accident."*

- Lotta Nieminen

Nieminen's style and character traits in art are very playful and clean. She has her own unique touch in her creations. Her work contains very soft features and beautiful colors for the eyes. This is probably why she has become as famous and successful as she is today. Lotta has received many awards.



Some examples are the 2010 YoungGuns Awards and the Print's "New Visual Artist" of the year. 2019 The Finnish design association named her as the "Graphic Designer of the Year" and after that she became a member of the selection committee for the 2020 Graphic Designer of the Year.

# WALK THIS WORLD

Her wonderful children's book debut



The book is written by Jenny Broom and illustrated by Lotta Nieminen and it pictures a child on a journey around the globe. This story is a beautiful reminder of the human commonality including cultural differences and contains little flaps that invite the reader to peek inside the cityscapes.



*I've walked this world — I left this morning,  
saw much more than I could name.  
Found that though we might look different,  
underneath we're just the same.*