

PORTFOLIO

Isabelle Norman Sällström

ILLUSTRATOR • SURFACE DESIGNER

ABOUT ME



My name is Isabelle Norman Sällström but I am most known as Isa. I live in Piteå in the cold north of Sweden with my husband David, my two sons Theo and Eddie and our little dog Bosse.

I was born in 1981 and grew up in a crazy creative family - we actually had an interior shop in our garage. My father worked as a blacksmith in the evenings and created candlesticks that had long waiting lists.

I've always loved everything related to color, shape and design and I knew only a few years old that I wanted to do something creative when I grew up.

After high school, I studied design at Berghs School of communications in Stockholm and worked as a designer for a couple of years at different advertising firms. It was during my maternity leave for my oldest son Theo in 2006 that I started my own business, Isa Form. I decorated a room in the basement, from where I designed and shipped away customized prints and many other products in small editions. Soon I quit my job and now been doing what I love since then.

In addition to my print shop I freelance in illustration and pattern design. I work with clients such as Me&I, Skip Hop, Nolia, Voksi, Spira Sweden, TePe, Spotlight Australia, Bigso and Unicef Sweden.

My spare time I spend in our summer house by the sea. If you ask me, there is nothing better than the sound of wind and waves. I love drawing there to, sitting at the kitchen table with my eyes fixed on the horizon. I am a bit dependent on sushi and enjoy a glass of red wine now and then. I find inspiration in loud music, good food, long walks in the woods and my two sons.

My style use to be described as playful, humorous, happy and with a little touch of retro, and my most popular patterns are in the kids area.

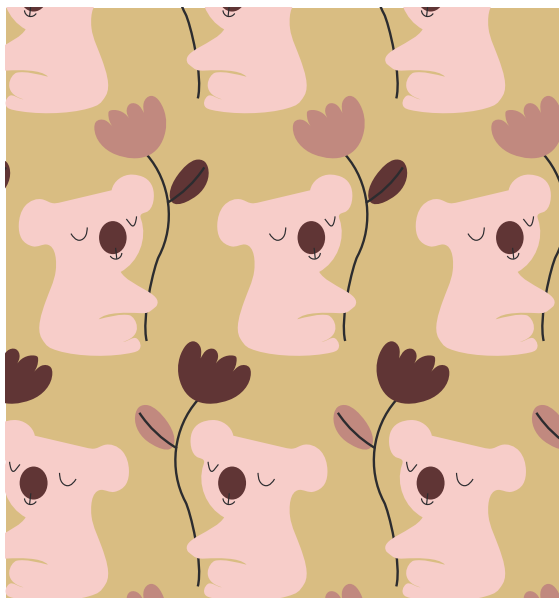
PATTERN DESIGN | EXAMPLES



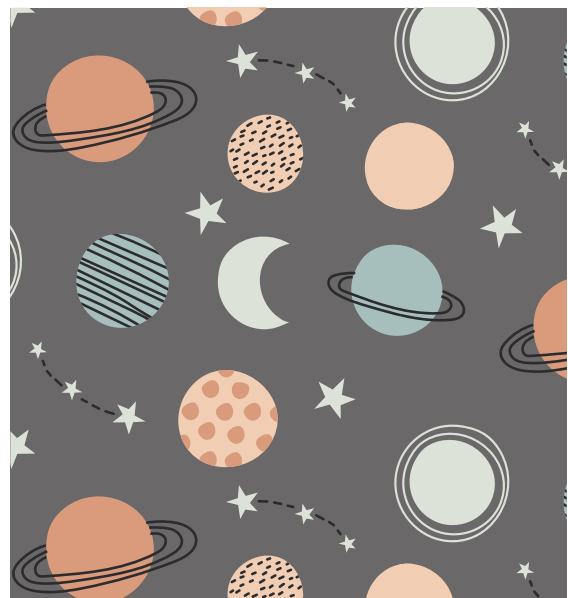
SPIRA OF SWEDEN



BIGSO



PROCTOR & GAMBLE



SPOTLIGHT AUSTRALIA

PATTERN DESIGN | EXAMPLES



ISA FORM



ME&I



ME&I



ME&I

PATTERN DESIGN | EXAMPLES



ME&I



ISA FORM

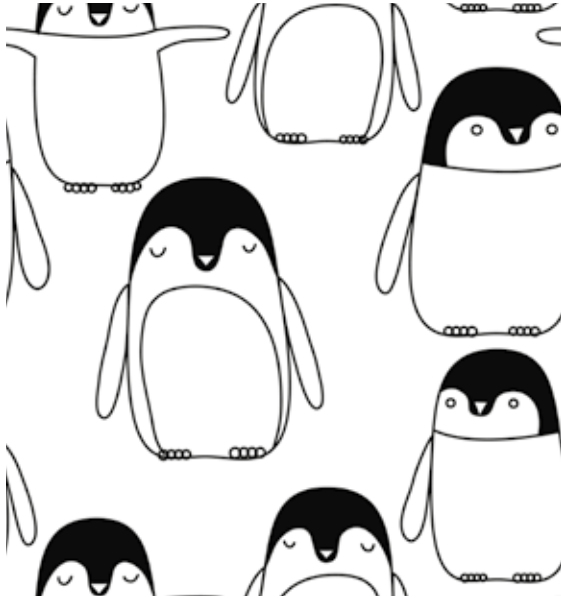


ISA FORM

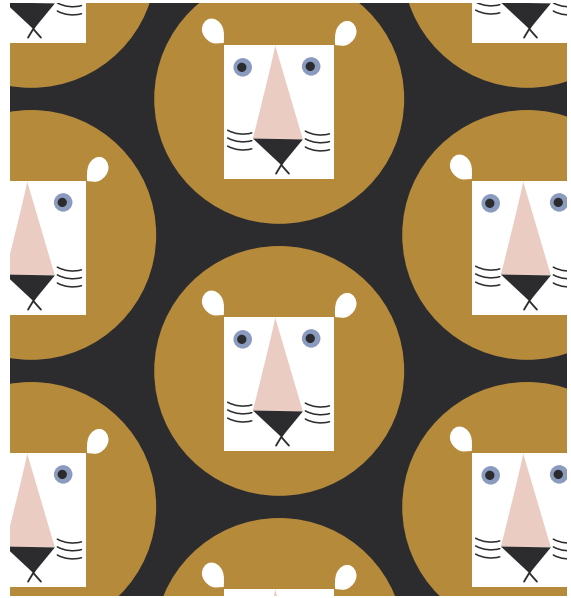


ME&I

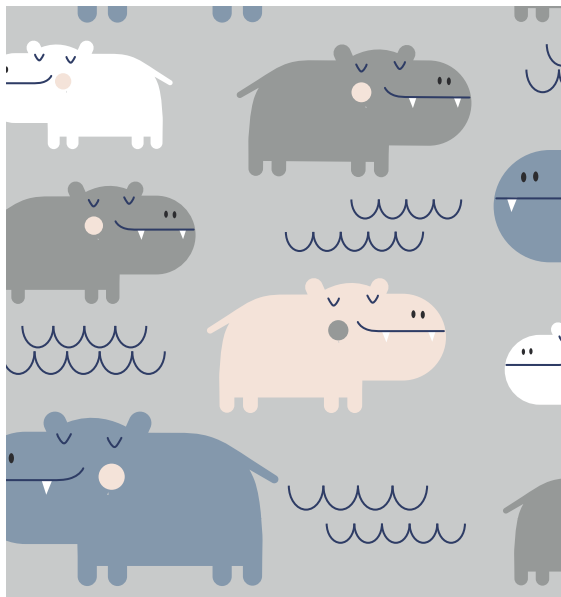
PATTERN DESIGN | EXAMPLES



EMPEROR PENGUIN



HEMMERS TEX



HEMMERS TEX



ISA FORM

PATTERN DESIGN | EXAMPLES



KARLA COLA



NUNA BABY



PREMIERE PRINTS



ME&I

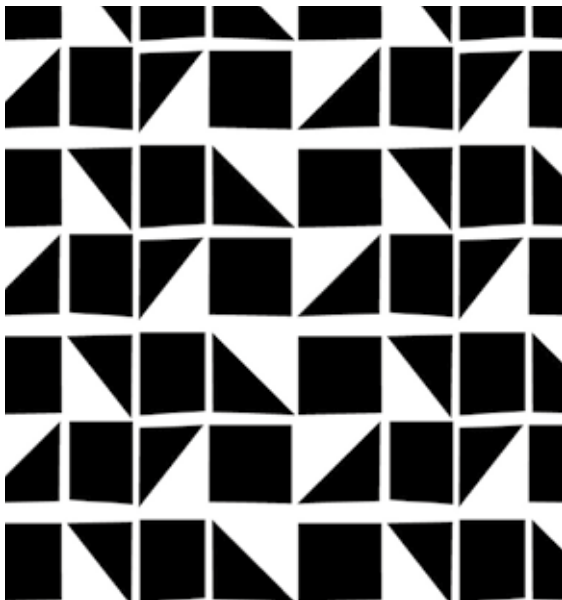
PATTERN DESIGN | EXAMPLES



ISA FORM



STEAM BOY



STEAM BOY



ISA FORM

PATTERN DESIGN | EXAMPLES



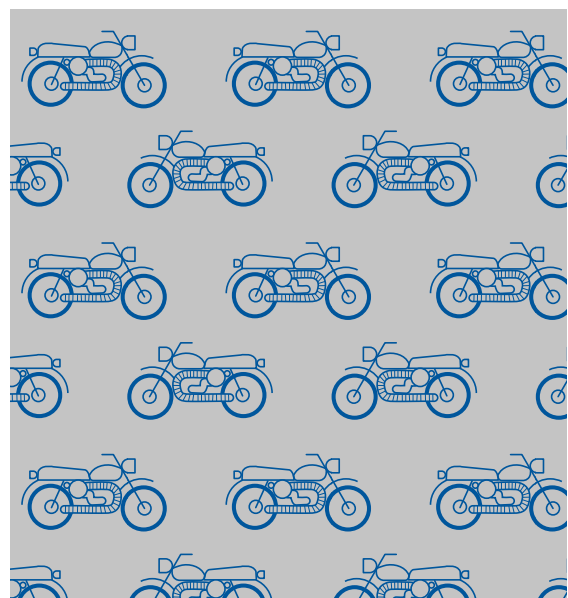
ME&I



ISA FORM



ME&I

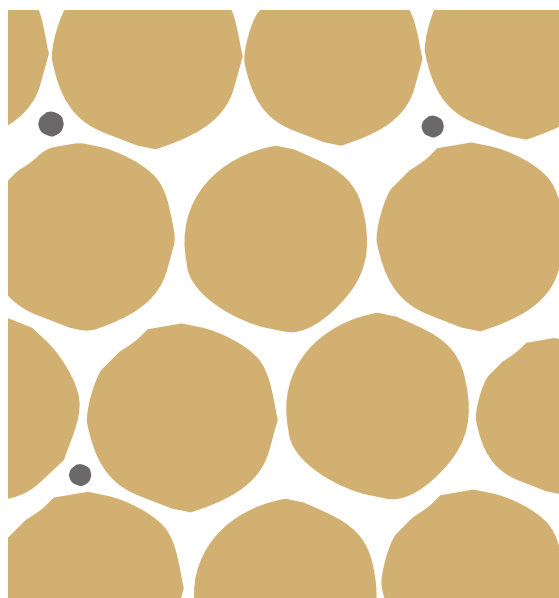


ME&I

PATTERN DESIGN | EXAMPLES



ME&I



ME&I



CASEAPP



ISA FORM

PATTERN DESIGN | EXAMPLES



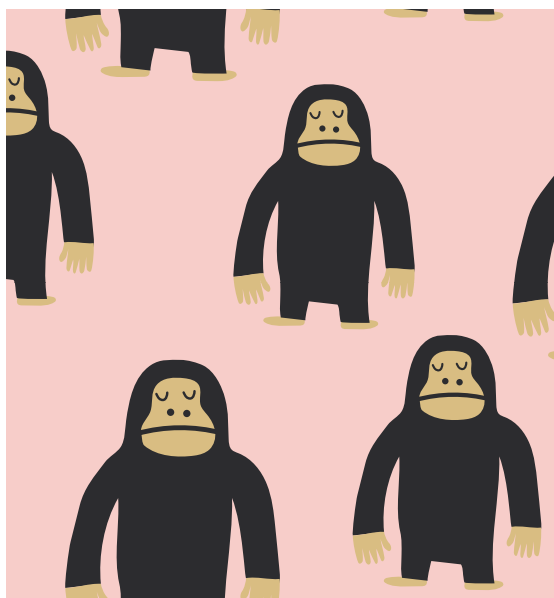
CAMEL BACK



ISA FORM



KARLA COLA



ME&I

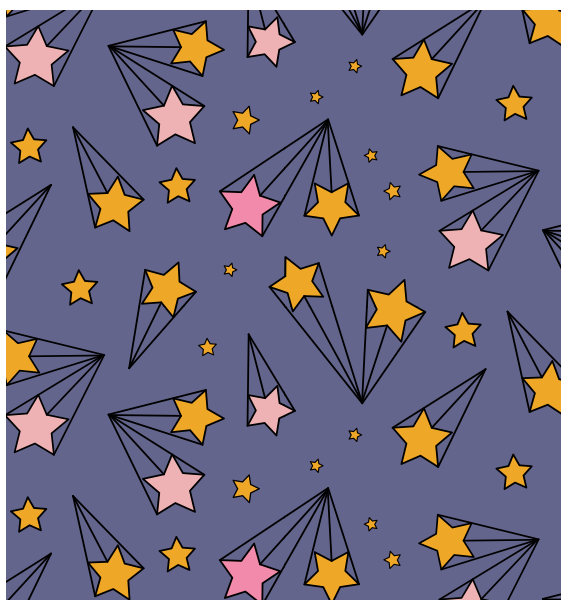
PATTERN DESIGN | EXAMPLES



ISA FORM



ISA FORM



ME&I



ISA FORM

PATTERN DESIGN | EXAMPLES



NERIDA HANSEN



NERIDA HANSEN



ME&I



ME&I

PATTERN DESIGN | EXAMPLES



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NERIDA HANSEN



NERIDA HANSEN



ME&I

PATTERN DESIGN | EXAMPLES



NERIDA HANSEN



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NERIDA HANSEN



ILLUSTRATION | EXAMPLES



NORRMEJERIER

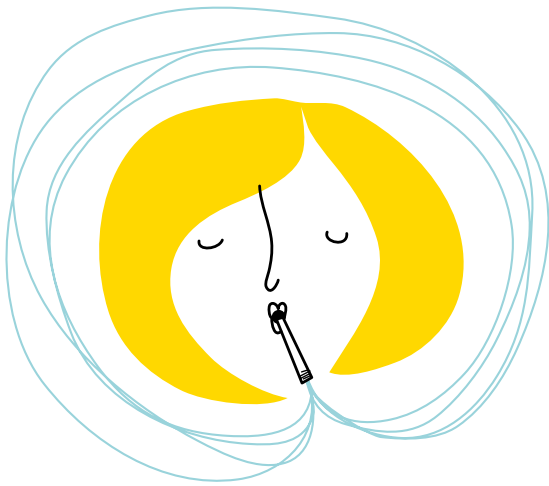


ILLUSTRATION | EXAMPLES

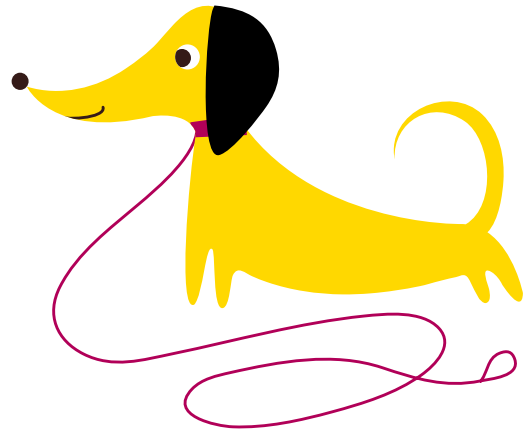


NORRBOTTENS MUSEUM

ILLUSTRATION | EXAMPLES



LULEBO



LULEBO



GÄSTRIKE RENHÅLLNING



GÄSTRIKE RENHÅLLNING

ILLUSTRATION | EXAMPLES



SPIRA OF SWEDEN



MINDFULLNESSCENTER



UNICEF

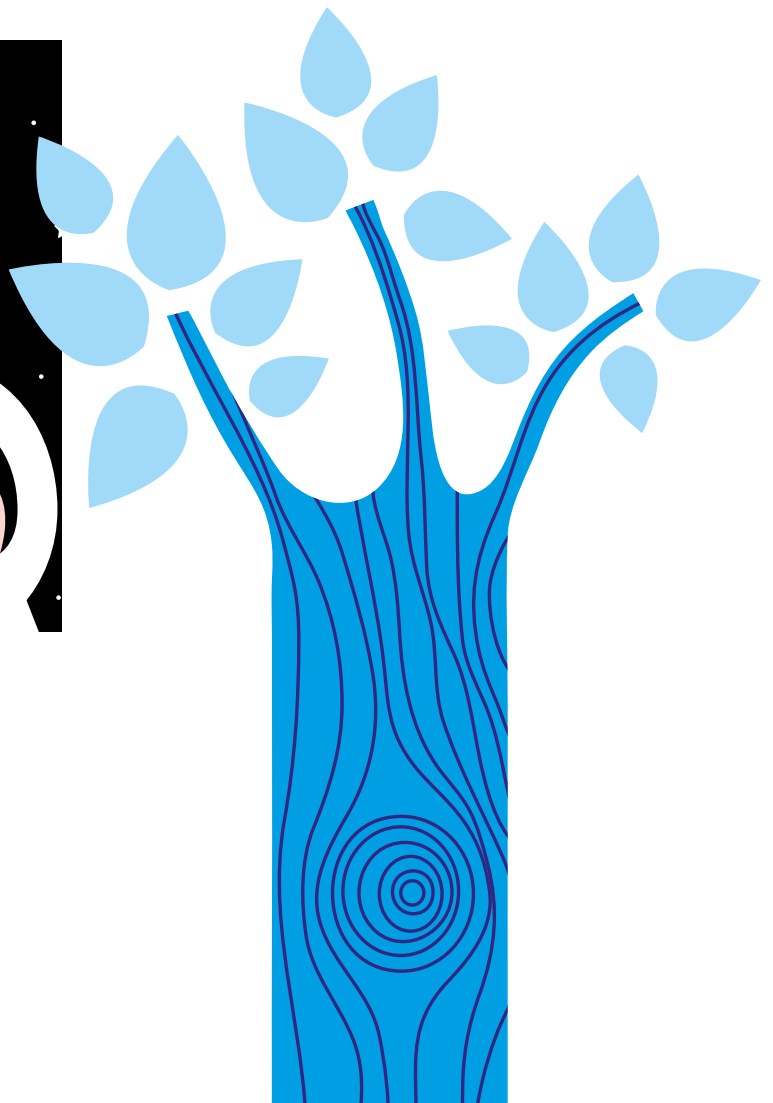


ILLUSTRATION | EXAMPLES



ISA FORM



SPIRA OF SWEDEN



SPIRA OF SWEDEN



WELEDA

ILLUSTRATION | EXAMPLES



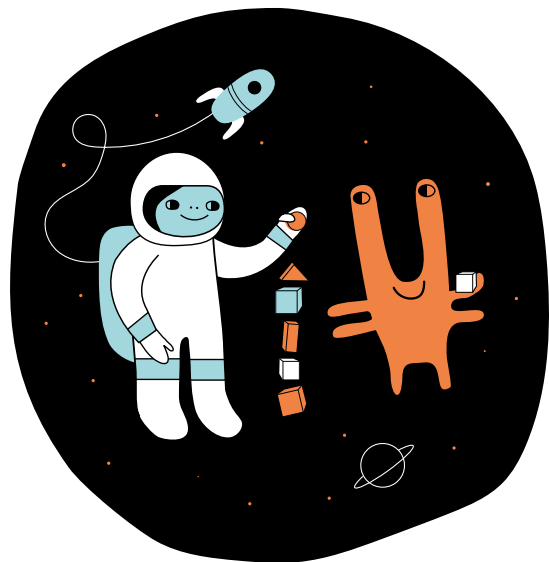
LEKOLÄR



RUDENSTAMS



KVINNA TILL KVINNA



LEKOLÄR

ILLUSTRATION | EXAMPLES



STORA NOLIA

ILLUSTRATION | EXAMPLES



STORA NOLIA

ILLUSTRATION | EXAMPLES



SPIRA OF SWEDEN



ISA FORM



TEPE MUNHYGIEN

ILLUSTRATION | EXAMPLES



KYRKONYTT



KYRKONYTT

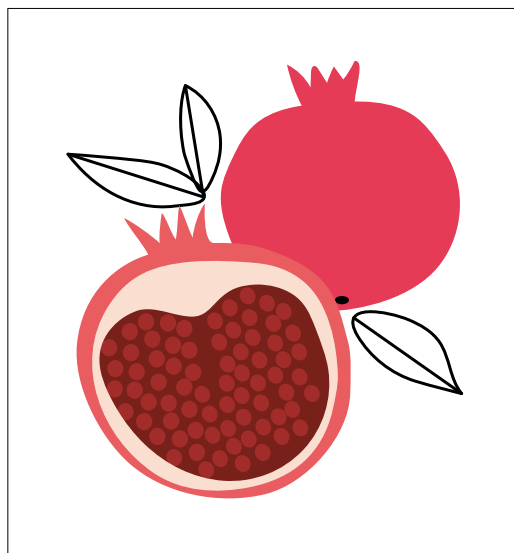


KYRKONYTT

ILLUSTRATION | EXAMPLES



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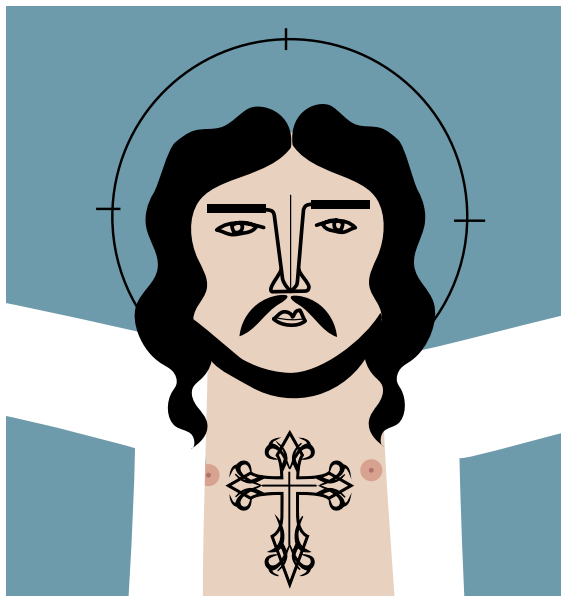


KYRKONYTT



SPIRA OF SWEDEN

ILLUSTRATION | EXAMPLES



KYRKONYTT

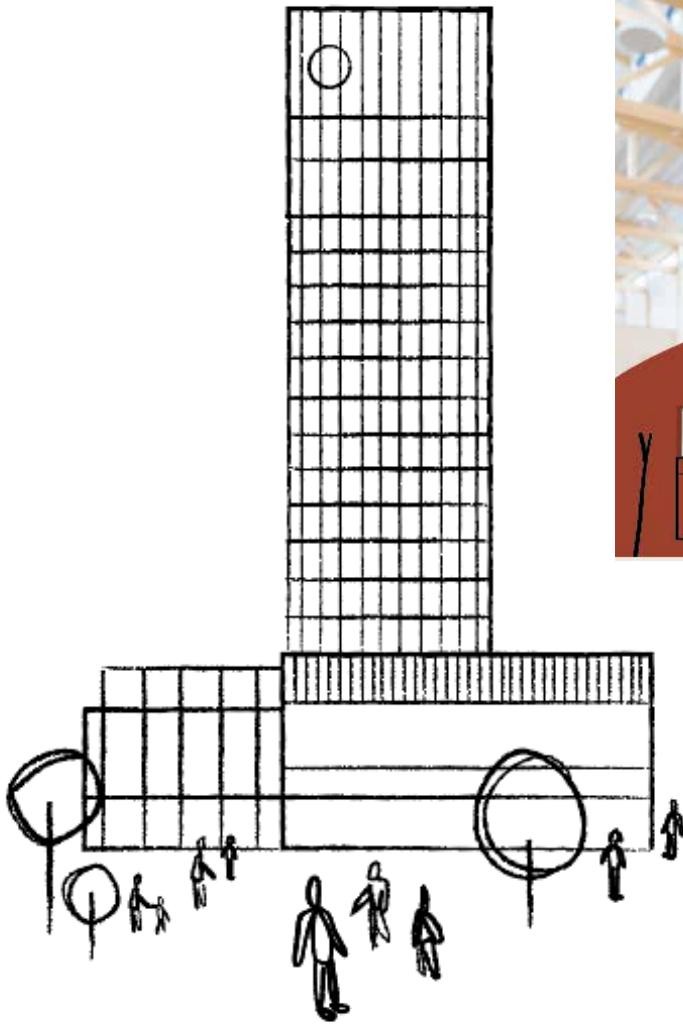


KYRKONYTT



KYRKONYTT

ILLUSTRATION | EXAMPLES



MARTINSONS



MARTINSONS



SKELLEFTEÅ KOMMUN



PANTONE
UNIVERSE™
1505

BRAND | EXAMPLES



KREATIVO
INREDARE



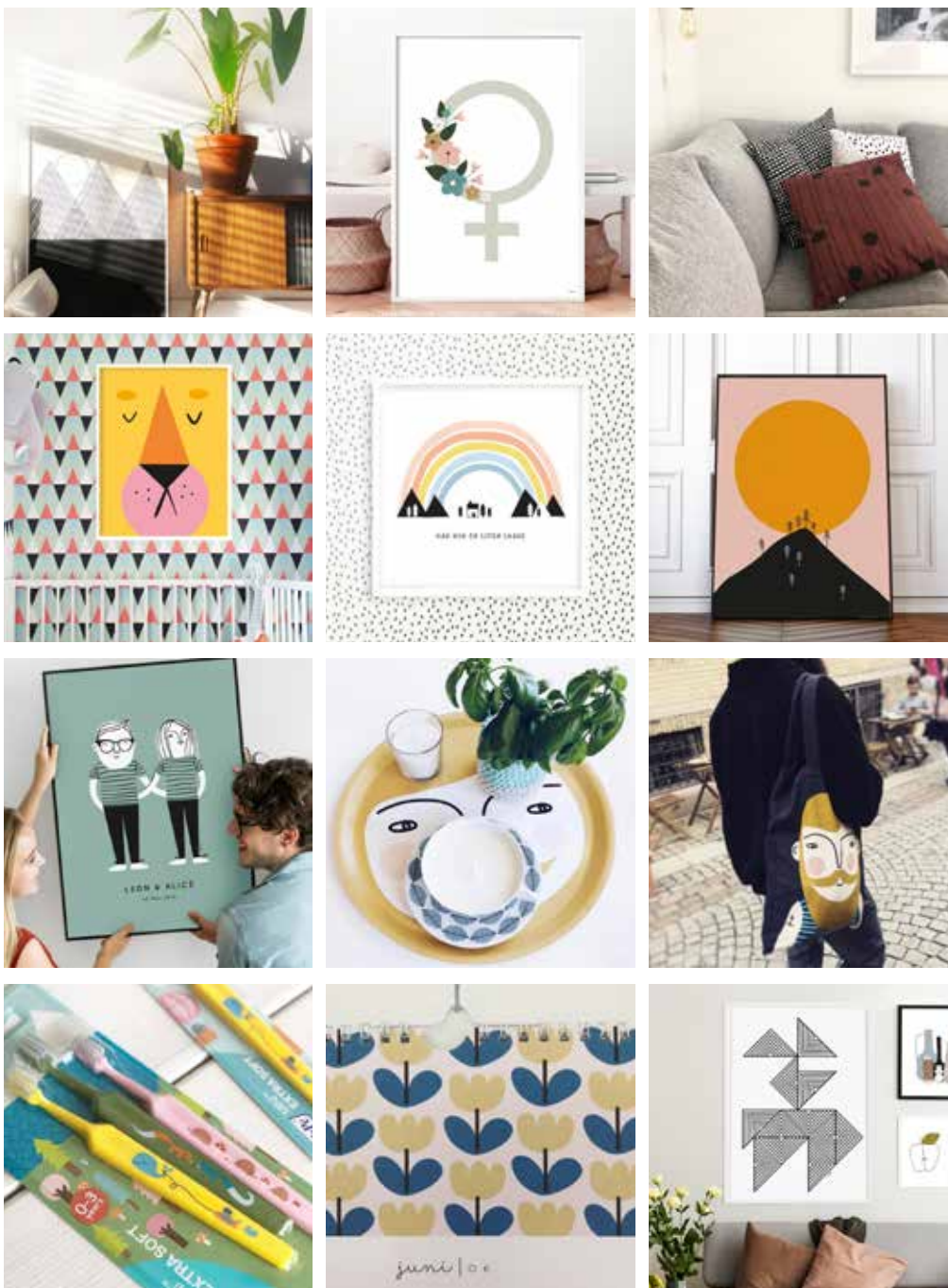
LADY
POCKET

BRAND | EXAMPLES



BRAND | EXAMPLES





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