

# **Before Mediatech: Meet Anders Ardstal**

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Meet our overseas visitor

**Anders Ardstal Vice President of Operations**

**LumenRadio AB**

**Mediatech is around the corner. In preparation, meet some of the faces you'll be seeing on the DWR Distribution stand. The staff from DWR put together individual and light-hearted questions for our guests - enjoy the read.**



Anders (left) visited SA earlier this year. Here he is with Martin from CES.



Nick asked: "How did you get into the industry?"

I started when I was 15 in the professional audio industry and enjoyed myself. Then after finalizing my engineering studies I changed profession to automotives and later on banking. After some time I considered what I enjoyed in life and that was the time I started to actively search for an innovative technology focused company within the entertainment business. I suddenly met Niclas Norlén and Per Hulthén who had founded LumenRadio AB, I got very excited and that was

the start of my comeback to the industry and my first steps into the lighting world.



Derek asked: "What is the most adventurous thing you've ever done?"

I guess skydiving would be quite high on the list.



Nicolet asked: "In what country did you get lost the most and how did you handle it?"

I lived one year in Poland and decided to see the country by train just when I moved there. The journey started in Poznan heading south to Krakow. Unfortunately I didn't speak or read any Polish, got on the wrong train and got stopped at the border to Belarus. So I was standing in the middle of nowhere with no money, no battery in my cellphone and no one understood what I was saying. The solution was to get on the next train back, the worst thing that could happen would be to be kicked off the train.



Dave asked: "Do you have any interests / hobbies outside the industry?"

I enjoy outdoor activities and love sports. If it's Road bike, MTB, running, trekking or kayaking I'm always up for the challenge.



Pumi asked: "What is your favourite product of all time?"

The corkscrew, makes it so much easier to open a bottle of wine.



Simon asked: "What do you like about South Africa and what places of interest have you visited during one of your stays here."

I love South Africa, a beautiful country, friendly people, an amazing environment with spectacular animal life. I've managed to see Johannesburg, Cape Town and Durban during my last visit. I have to say Cape Town became one of my favorites and I'm already planning my next holiday in South Africa.



Amanda: "If you could live anywhere in the world, what country would you choose and why?"

I have to say South Africa! A climate which is the opposite of Swedish cold temperatures and an environment that has everything I love to do during my spare time. The same time zone as Sweden to keep contact with friends and family makes it a very easy choice.