

Before Mediatech: Meet Anders Ardstal

24 June 2011

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
ted questions for our



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 boarder 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.