



Johan Liden of aruliden

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Freshness Mag posted a nice interview with Johan Liden, industrial designer and co-founder of New York-based creative consulting firm **aruliden** (the other half being Rinat Aruh). One of aruliden's most recent projects was the design for limited edition paddle and ball sets which were given to a few participants of this season's PUMA Table Tennis Tournament (PT3). Freshness and Liden chat about what spurred his design efforts, aruliden, and deets on a few sweet projects including the PT3 sets.

You go to a sporting good store and there is no ping-pong department. So the sport doesn't have the same presence. The project adds a little fun also adds a "face" to the sport. If you ask anyone, what is the "face" of ping-pong? Most likely you would not get something glamorous.

True that.