



**PRESS RELEASE**

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## **IKEA PS 2017 armchair awarded with 2016 GOOD DESIGN™ Award**

The IKEA PS 2017 armchair has been awarded with the 2016 GOOD DESIGN Award in the category furniture. GOOD DESIGN is one of the oldest, prestigious and most recognised programme for design excellence worldwide. IKEA PS 2017 armchair will be launched in the beginning of February 2017.

The designer of the IKEA PS 2017 armchair, Sarah Fager, about the design:

- When we develop products at IKEA we work with Democratic Design, an IKEA unique take to provide products for the many people. By considering design, sustainability, form, and function without compromising on the low price I wanted to create something really comfortable for everyone who lives in small spaces. The result is the IKEA PS 2017 armchair – light, almost transparent, and with great seating comfort. It's also easy to take home since it comes in a flat-pack. The manufacturing technique for the IKEA PS 2017 armchair is called 3D knitting and is usually used to make colourful trainers, which I love. This armchair can endure many years of wear without its shape being distorted, just like a nice pair of trainers, says Sarah Fager, Designer at IKEA.

Each year, The Chicago Athenaeum presents the GOOD DESIGN Awards Program for the most innovative and cutting-edge industrial, product, and graphic designs produced around the world. The emphasis of the GOOD DESIGN program is on quality design of the highest form, function, and aesthetics a standard beyond ordinary consumer products and graphics.

- At IKEA we don't just do things, we use design to make things better. We believe that Democratic Design is a good practice when creating products for a better everyday life for the many people. We are glad that the IKEA PS 2017 armchair, designed for the many people, is awarded with the GOOD DESIGN Award, says Marcus Engman, Design Manager at IKEA.

All winning products and graphics from GOOD DESIGN 2016 are now part of the museums prestigious permanent design collection and will be honoured at the official GOOD DESIGN Award Ceremony held in New York during 2017. The jury, which consists of distinguished design professionals and leading industry specialists and design press, has selected the winners among over 900 new products and graphic designs selected from over 46 countries.

*IKEA is one brand and many companies. Around the globe, a large number of companies operate under the IKEA trademarks.*

*IKEA Range & Supply, consisting of IKEA of Sweden in Älmhult and IKEA Supply, have the responsibility to develop, design, produce and supply IKEA stores around the world with home furnishing solutions available to the many people. Each year IKEA Range & Supply introduce 2,000 new products in the IKEA stores. The total range is almost 10,000 products.*