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## **IKEA to showcase the future living room in Milan**

The world has seen more change in the last twenty years than in the two hundred years before that. Urbanization, technology and changed social needs have reformed our lives, including the living room as we know it today. Looking ahead, the living room needs to be many things. During this year's Salone del Mobile in Milan IKEA will showcase the future living room – a room for life. We will do it through a festival of music, design, live acts and happenings that will celebrate the self-expression and uniqueness of everyday life.

At IKEA we are curious about the world. Understanding life at home is at the core of our business. We know that people are moving from the countryside to cities like never before. Today 50% of the world population live in the city; in 2050 it will be 70%. This means new living conditions for many people and therefore a need to redefine the living room, calling for more creative solutions.

- *For many people, the living room is the most important room in the home. It's a room that is both public and personal where you can show who you are and who you want to be. But the functions and furniture people need in the living room is rapidly changing. As a curious company it's our job to accept the challenge of these new needs and redefine the living room, says Marcus Engman Design Manager at IKEA.*

### **IKEA Let's make room for life Festival in Lambrate**

In Milan, IKEA will share how far we have come. We will do it with a crackling festival in Officina Ventura 14, in a warehouse in the heart of the young and vibrant Lambrate district, where we will show some of our ongoing and new collaborations, six new collections and much more. All in an energetic mix of workshops, installations, interviews, music, live prototyping and happenings. Because we think it is time to create more room for life – and for celebration!

### **IKEA Film Festival at Tom Dixon's MULTIPLEX**

Throughout the week, IKEA will spread the festive feel around Milan. At Teatro Manzoni, Tom Dixon's venue, IKEA will run a Film Festival, sharing the idea behind the DELAKTIG project, the collaboration between IKEA and Tom Dixon which evolved from the idea of challenging the conventional concept of comfort. The journey of this initiative will be showcased in Milan through visuals, people and products. This will also be the first time the open source platform will be at display.

The festival is open to all, welcome to join us!

Detailed information about the IKEA Festival program will follow over the coming weeks.

Information and high res images:

<http://newsroom.inter.ikea.com/ikea-events/milan-fair>

Live reports from our venues in Milan and our product development:

<http://ikea.today/>

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