

IKEA FEST IVAL

LET'S MAKE ROOM FOR LIFE
MILAN 4-9 APRIL



IKEA FESTIVAL LET'S MAKE ROOM FOR LIFE

Founded on the principle of Democratic Design, the objective of IKEA has always been to create a better everyday life for the many people. On the occasion of Salone del Mobile 2017, IKEA celebrates these values with an unforgettable exhibition in the heart of Milan's Lambrate district.

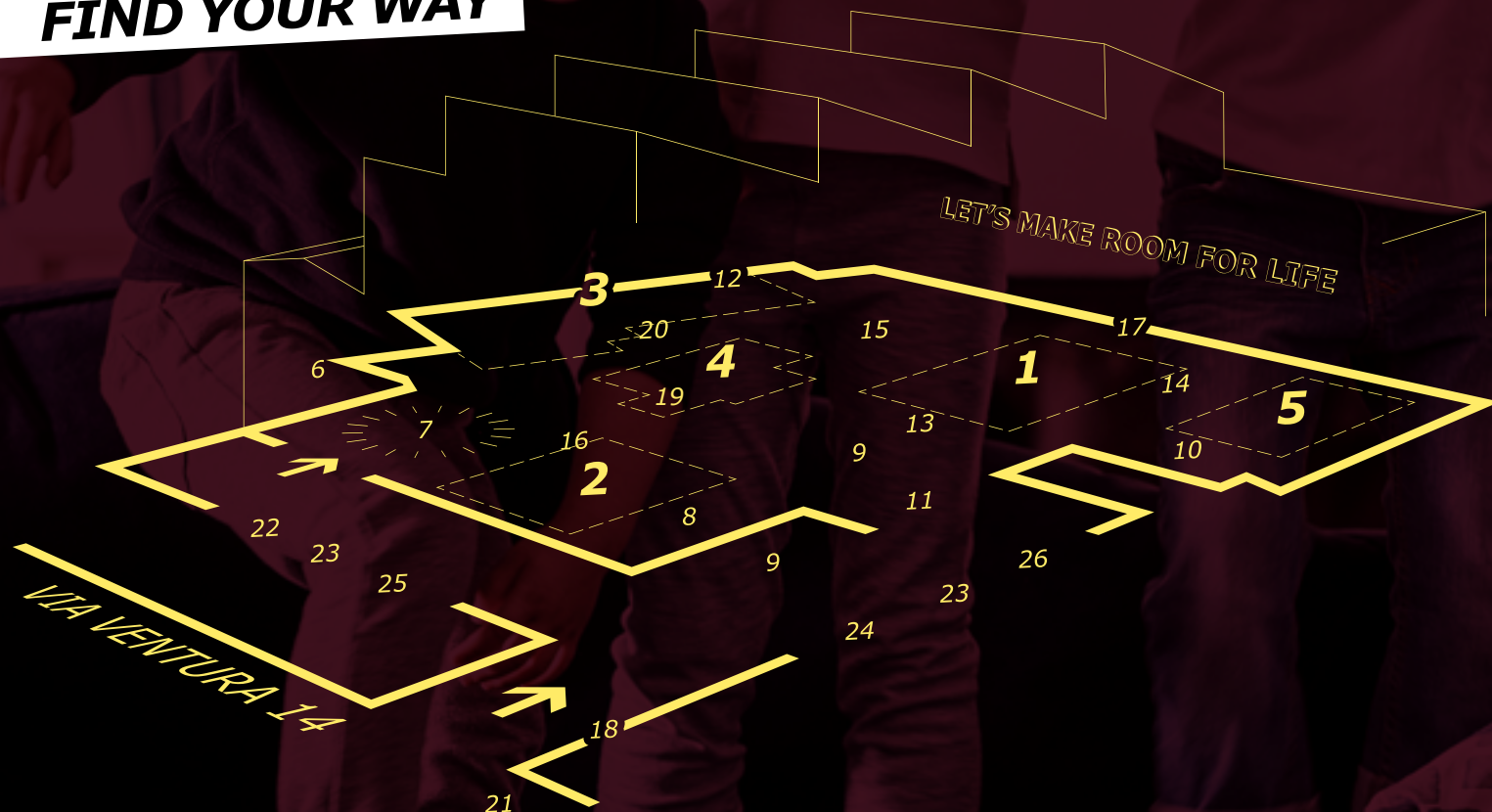
Taking place over six days, the exhibition "IKEA Festival – Let's Make Room For Life", invites visitors from all over the world to share in an immersive experience about Democratic Design, ambient live acts and happenings to entertain, educate and inspire. The exhibition provides a place to rest and refresh during the busy Salone with tempting food, drinks, comfortable seating and plenty of recharging points.

Located in a 3500 m2 warehouse space in the city's Lambrate district, the exhibition is laid out around four main areas, each one exploring a different aspect of the IKEA universe, its philosophy and vision.

The exhibition takes place from 10am to 8pm each day, ensuring that there is always something happening.

***The festival programme and more is accessible at
→ www.IKEA.today/festival***

FIND YOUR WAY



STAGES

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- 2 IKEA.today stage

ROOMS FOR LIFE

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A woman with long dark hair is looking down, her face partially obscured by a pink overlay. The text is overlaid on the image.

LET'S MAKE ROOM FOR LIFE

Embrace the laughter and the games, the contradictions and the friction, the reading and the listening, the sleeping and the take-out eating. Today, the living room has space for both our needs and our dreams. Accepting and welcoming it all makes for a richer and better life.

AT THE FESTIVAL



MEET TEENAGE ENGINEERING SOUND SYSTEM AT THE SOFT SPOT

AT THE FESTIVAL

COME AND JOIN THE SOFT SPOT

MEET AND GREET

**Teenage engineering sound system
Available Tuesday to Sunday**

→ Request an interview

→ See full programme

The main stage called The Soft Spot is a calm and cocooning space for hanging out and recharging. After stretching out in the morning with yoga, the daily Sofa Talks is a program of seminars that will be delivered by a roster of inspirational speakers, including design stars such as

Tom Dixon and Mette & Rolf Hay. They will discuss topics connected to the theme "Let's make room for life". In addition, The Soft Spot boasts ambient life acts and Teenage Engineering sound system facilitates a digital, collaborative workshop.

AT THE FESTIVAL

SPECIAL ↑

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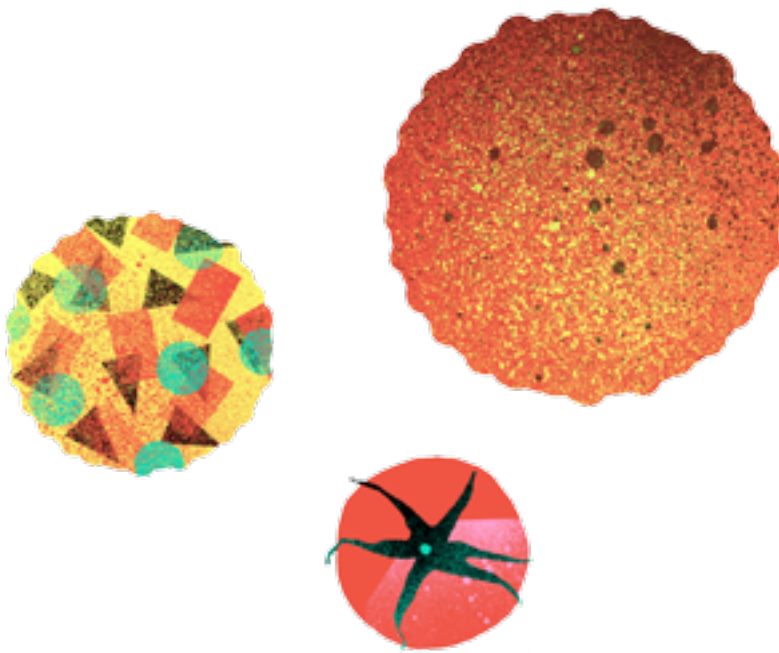
GO BEHIND THE SCENE WITH [IKEA.TODAY](https://www.ikea.com/us/en/ikea_today)

AT THE FESTIVAL
WWW.
IKEA.TODAY

For those who want to see how IKEA Democratic Design is brought to life, the IKEA Today stage offers a behind-the-scenes peek at product development. Meet the designers, developers and engineers behind the products and discover their latest work. Workshops and prototyping sessions include a painting robot hosted by students at the Swiss design school ECAL.

*The festival programme and more:
→ www.IKEA.today/festival*

AT THE FESTIVAL
MAKE ROOM FOR
GOOD FOOD



Every good festival needs good food. That's why IKEA Food provides the tasty part of the IKEA Festival. Located outside of the warehouse, a pop-up restaurant will serve variations of the

Swedish meatballs. Come taste the veggie balls or the Italian take with parsley & Parmiggiano. Or just have the Swedish "fika" – coffee and cake Swedish style.



GUEST STYLISTS

LET'S MAKE ROOM FOR ENFANT TERRIBLE



LET'S MAKE ROOM FOR ENFANT TERRIBLE

FAYE TOOGOOD



MEET AND GREET

Faye Toogood

Available upon request

→ Request an interview

→ See full programme

Responding to the challenge, British designer Faye Toogood has created an abstract interior that ties in with the IKEA Festival's underlying themes of play and creativity. Called "Enfant Terrible", her interior is an experimental bricolage that repurposes the IKEA signature flatpack furniture. The central structure called the Playhouse is an art-brut shanty pieced together from raw and mismatched IKEA panels. Surrounding it are a collection of smaller sculptural pieces called the Misfits – hybrid fabrications of hacked furniture. The nearby Den is a softer iteration of the theme, a surreal assembly of canvas panels that mimic the familiar fixtures of domestic life. Sisal rugs painted by hand with industrial pigments cover the floor, featuring a stylised interpretation of the silent figure who guides us in assembling IKEA furniture.

LET'S MAKE ROOM FOR NEW FRIENDS



LET'S MAKE ROOM FOR NEW FRIENDS

OPENHOUSE



MEET AND GREET

OpenHouse

Available upon request

→ Request an interview

→ See full programme

Inspired by Villa La Ricarda, a family home and cultural refuge, built just outside Barcelona in the 1950s, the editors of OpenHouse, Andrew Trotter and Mari Luz Vidal, has set out to create a social space where people can come to relax and enjoy live music. At its heart is a fireplace for people to gather and play instruments.

"Using IKEA furniture to create a 50's inspired home, with musicians hanging out and giving concerts throughout the day, to give a sense of relaxation and inspiration, to make everyone feel at home and welcomed. Here is where a new community is being made."

LET'S MAKE ROOM FOR HARMONY



LET'S MAKE ROOM FOR HARMONY

ANNA & PELLA



Anna Lenskog Belfrage and Pella Hedeby are the interior stylists behind the daily Swedish inspiration blog IKEA Livet Hemma.

"We've made four living rooms, all different, but with some similarities. All rooms have space for relaxing and re-energising. Each room also has space for personal style and creativity. Looking into how people live at home and how they consider their homes is our inspiration. We see that they want to slow down, live more sustainably and find more harmony at home. We believe that a mix of vintage, simple DIY's, new and classic IKEA products, makes great living rooms!"

MEET AND GREET

Anna & Pella

Available upon request

→ Request an interview

→ See full programme



LINE UP

GET A CLOSER LOOK AT THE BIG NAMES OF THE IKEA FESTIVAL

HOME SMART



HOME SMART **SMART LIGHTING**

*The smart lighting products; TRÅDFRI, FLOALT, JORMLIEN and SURTE.
Sales starts in April 2017.*

Choose a light for early mornings, another for late evenings and a third for cooking or working at home. Dim, turn off, turn on, and switch from warm to cold light using a remote control or app. Smart lighting also includes LED panels and doors, when you lack, or simply want to increase the feeling of natural daylight, which we know enhances our overall well-being. And all products are plug-and-play solutions, meaning there is no need for new wiring or hiring an electrician.

"The LED bulbs in TRÅDFRI are a very good example of how an old, familiar product such as the light bulb can suddenly do so much more simply by 'communicating' with a steering device, therefore enabling more people to have better light".

*Björn Block,
Business Leader IKEA Home Smart*

These products enable us to have better lighting at home, in an easy and affordable way. For TRÅDFRI products, all it takes is replacing a standard light bulb with the LED bulb included in the kit, and you can immediately start to change light using the remote control.

**MEET AND GREET
HOME SMART and
SMART LIGHTNING teams
Available Tuesday to Sunday
→ Request an interview
→ See full programme**

AVSIKTLIG



AVSIKTLIG
IKEA AND
10-GRUPPEN

Sales starts in May 2017.

When three young designers at IKEA join hands with the iconic design collective 10-gruppen the result is 14 powerful patterns applied on bedding, plates, trays, rugs and meter fabric, plus more. Fusing the present and the past every single piece proves that what was spectacular 45 years ago can be just as bold today – and that it's possible to celebrate history and still be super contemporary.

"10-gruppen represents the very best of Scandinavian design history – democratic ideals, aesthetic innovation and an unbeatable feeling for materials. Their design style has not aged a second; it's youthful, radical and as bold today as it was in the Seventies."
Marcus Engman,
Design Manager, IKEA of Sweden

IKEA ART EVENT 2017



IKEA ART EVENT 2017 **CONTEMPORARY** **DRAWING**

Sales starts in April 2017.

MEET AND GREET

Kevin Lyons

Available Tuesday to Sunday

→ Request an interview

→ See full programme

This April IKEA presents ART EVENT 2017 – a limited edition collection featuring 12 posters with hand drawn motifs from a carefully curated selection of artists from all over the world. IKEA has long provided people all over the world with affordable and functional design. With the third instalment of the ART EVENT we continue our mission to also make great art accessible for everyone.

"We have a very strong and simple vision about art at IKEA, and it's that art should be affordable – it should be accessible for the many people – and also that art belongs in the home, not just in galleries or museums"
Henrik Most,
Creative Leader IKEA ART EVENT

Featured artwork and artists:

Reflections on deep thoughts – Micha Payer & Martin Gabriel

Assembling Reality – Amit Greenberg

We are one – Hell'O

Shelfie – Jean Jullien

Rainbows – Amandine Urruty

Around a table – Joanna Concejo

Big Audio Dyn-o-mite! – Kevin Lyons

Naive Suave – Imaginary Band 170 - Koen Taselaar

Life is Pay The Bill – Hahan

Nightwalk – Ragnar Persson

MATSURI – Yasuto Sasada

Keep It Mello – Steven Harrington

FLUID HOME



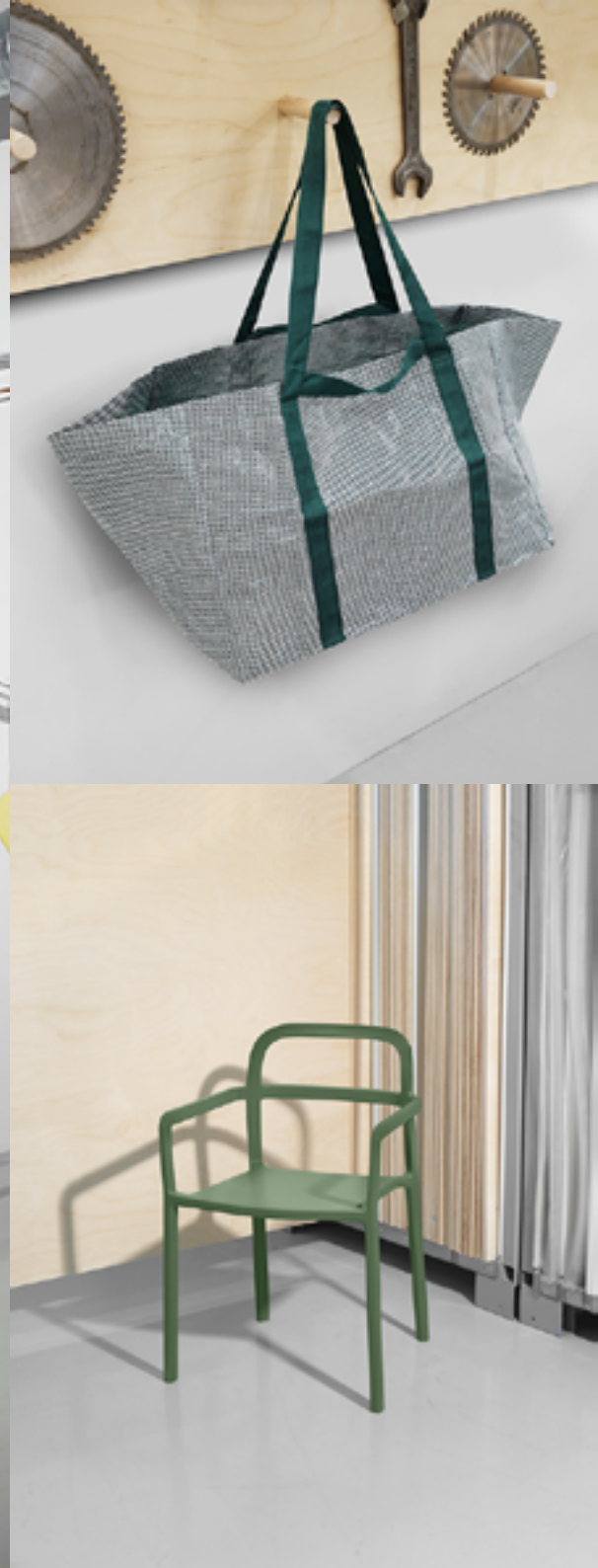
FLUID HOME FLEXIBLE FURNITURE

**The products DIHULT, EKEBOL, LALLERÖD
and VEBERÖD sales starts in June 2017.**

We're now introducing a range of multi-functional furniture designed for fluid living. Small flats and frequent moving are a reality for many people, especially the younger generation. To understand the needs of this group, the product development team and designers went to vibrant Amsterdam. Here the new furniture pieces were co-created using feedback from a young group of people, resulting in a brand new outlook for the range – the furniture is flexible and easy to move around, and even possible to bring home on the metro.

Meet DIHULT pouffe, EKEBOL sofa, LALLERÖD coffee table and VEBERÖD storage. Designed in an industrial style, the furniture has a unique and airy look made in clear lacquered metal and wood. These honest materials are fully separable and recyclable at the end of their life, making the furniture a sustainable choice too. They allow for personalisation, as the wood can be painted, while shelves and metal mesh can store or hang whatever fits the room. Use the furniture for socialising or working, they truly make room for life!

YPPERLIG



YPPERLIG SCANDINAVIAN COLLABORATION

Sales starts in October 2017.

**MEET AND GREET
HAY**

Available Wednesday at 5pm

→ **Request an interview**

→ **See full programme**



Mette and Rolf Hay with Marcus Engman

YPPERLIG is an innovative, creative collaboration with Danish design group HAY to redefine what a Scandinavian design identity is. Together, we've explored possibilities with materials and techniques, and played with colours, constructions and functions. It's a collection of the "new best" examples of Democratic Design.

VIMLE



VIMLE WELCOME TO CHANGE

Sales starts in April 2017.

VIMLE is our new family of timeless, everyday-friendly sofas. It's not only designed to grow on you, but also with you. As your life and needs change, so can VIMLE. Just replace or add a section to create the sofa you want. The VIMLE family includes sections for seating or lounging somewhere in between. Each section is generous

in size and offers lots of comfort for everyday life. And there's more to VIMLE than meets the eye. The footstool and chaise longue also offers storage solutions to save space or keep an extra cushion or blanket close at hand. Covers are available in a wide range of colours, all removable and water washable.

STUNSIG



STUNSIG EXTRAORDINARY ORDINARY

Sales starts in June 2017.

MEET AND GREET

Pinar & Viola

Available Thursday at 5pm

→ Request an interview

→ See full programme

The STUNSIG limited edition collection is for the design and fashion lovers. Six artists and design teams with close links to the fashion industry were hand-picked to create prints featuring everything from fashion photography, digital couture, cartoons to hand drawings and collages. These were applied to everyday items such as cushions, quilt covers, boxes and porcelain. Turning something considered ordinary into something extraordinary. The fun, edgy and sometimes poetic prints evoke a myriad of different reactions and emotions. Some are created just to make you laugh while others are made to stimulate people's imagination and appreciate the beauty in diversity.

"With STUNSIG we wanted to present new artistic prints that are more unique, more fun and more daring! And apply them to selected IKEA products, turning them upside down and make them extraordinary."

- Henrik Most,

Creative Leader STUNSIG

Featured artists:

Frédérique Vernillet

Malcolm Stuart

Pinar & Viola

Steven Harrington

Team Hawaii

Tilde Bay

STOCKHOLM



STOCKHOLM

THE BEAUTY OF DOING THINGS AT THE RIGHT PACE

Sales starts in April 2017.

A new collection of furniture and home accessories slowly comes to life. Each piece is a celebration of doing things at the right pace: thinking through all of the details with careful, attentive eyes, and savouring the process. Quality can't be rushed. Natural, tactile materials, and craftsmanship by skilled hands — these all take time to grow and perfect.

The first STOCKHOLM collection was launched in 1984. Each new collection is different from previous ones, but they all share some common

characteristics: Scandinavian modernity of the highest quality in form, function and materials — but at an affordable price. This STOCKHOLM launch is no different. It's a carefully curated collection of 47 pieces, designed to mix and blend with what you already have at home and made from natural and tactile materials such as rattan, hand-blown glass and ash. Swedish light and nature has been an important source of inspiration. Part of the beauty is that all of the pieces have been made to use and enjoy, every day.

SLADDA



SLADDA AWARD WINNING BIKE

In stores now.



reddot design award

The SLADDA bicycle was awarded a Red Dot Design Award in the category "Best of the Best" for its groundbreaking design.

The whole idea behind it came about during a workshop where product developers and designers spent three days following cyclists who used their bike to solve everyday transportation needs in a city. The result was SLADDA bicycle that's not only a comfortable and low-maintenance bike, but also one that can be adapted to different needs.

Every detail of the unisex SLADDA bicycle is made to make life as easy as possible for the user. The bike has a rust- and oil-free belt drive, automatic gears and a clever click-in system for accessories such as front and back racks. There is also a practical SLADDA trailer developed to solve heavy transportation needs, as well as helmets, a U-lock and pump. This is truly a complete system that supports living a sustainable and healthy life in the city. For IKEA FAMILY members, SLADDA bicycle comes at a particularly favourable price offer.

EKET



EKET
ENDLESS
POSSIBILITIES

In stores now.

The possibilities are endless when combining EKET storage in ways that solve storage needs across the home. From modest neutrals to colourful tones, this modular solution is based on cubes that can be either wall-mounted or floor-based.

With two different depths, the modules can be open or closed, allowing for a personal solution that either displays or hides away any clutter. EKET storage is simple to assemble, build, combine and re-combine, again and again!

VEDBO



VEDBO

COMFORTABLE AND ERGONOMIC DESIGN

Sales Start: April 2017.

Bring some beautiful seating into a lounge, business or living room. VEDBO armchair breathes of a Scandinavian style with its ash frame. This is coupled with a comfortable and ergonomic design as it's made of cold cut foam making sure the chair keeps its elegant shape. Available in either a high or low back – this is a modern icon!

FLOTTEBO



FLOTTEBO
SOFA. BED.
STORAGE.

Sales Start: February 2018.

The urbanisation of today is a fact – people move in to cities and get less space to live on. More and more live fluid lives, meaning working, socializing, and doing almost everything from home.

With FLOTTEBO we introduce a totally new kind of sofa bed, where you can sleep, relax and store. We hope that the low price will attract people who are young at mind, having fluid life needs and families with children.

BJÖRKSNÄS



BJÖRKSNÄS
DESIGNED TO
LAST A LIFETIME

In stores now.

The BJÖRKSNÄS collection is a unique take on a classic Scandinavian material – birch. The design duo and siblings Knut Hagberg and Marianne Hagberg have created a furniture series and home decoration items with a simple,

clean design – pieces that are designed to last a lifetime. The expression is light and airy. Natural materials and a functional approach combine for a very Nordic simplicity.

BESTÅ



BESTÅ PERSONALIZED STORAGE

Sales Start: April 2017.

Our BESTÅ storage system has been keeping everything from personal knick-knacks, memories to cables safe and sound for living rooms across the globe. Choose from an extensive range of suggested combinations, or personalize your own unique layout.

BESTÅ can grow and adapt as your storage needs change – whether you are planning for a new family member or simply redecorating for a cleaner look. That's what made it an IKEA favorite.

DELAKTIG



DELAKTIG FUTURE FURNITURE FRAMEWORK

Sales Start: February 2018.

MEET AND GREET

Tom Dixon

Available Wednesday at 1pm

→ Request an interview

→ See full programme



Marcus Engman and Tom Dixon

DELAKTIG is an open platform for social living, co-created with designer Tom Dixon. This project is not only about exploring the possibility of designing open source hardware, but equally about exploring materials and challenging traditional ways of production to redefine the concept of comfort. DELAKTIG is designed to help people cope with all the activity of everyday life. It's made for your friends and family to relax and socialize, with the possibility to tailor the function to suit your living situation.

A photograph of two women in a studio. The woman on the left wears a beige hijab with sunglasses on top, a black and white geometric patterned shawl, and a thick yellow beaded necklace. She is looking towards the camera. The woman on the right has long dark hair and is focused on examining a piece of woven textile. She is wearing a black top and a patterned shawl. In the foreground, there are several rolls of colorful, fringed woven textiles in shades of blue, orange, and green. The background wall is covered with various architectural drawings, including floor plans, elevations, and 3D models of buildings.

DESIGN INDABA

HEND RIAD AND MARIAM HAZEM, REFORM STUDIO

DESIGN INDABA

MODERN RITUALS

The collection will be launched in April 2019.

The collaboration with Design Indaba and ten designers/designer teams from its network, was announced in February 2017. This project will work around modern rituals and the importance they play in the home,

the designers met up in Cape Town in March this year to work on their ideas for the collection and make prototypes spanning from padlocks to curved benches and a house.

LET'S MAKE ROOM FOR NATURE



LET'S MAKE ROOM FOR NATURE
OPEN SOURCE
URBAN GREEN

The Growroom envisions a future, where we grow our food much more locally and as a natural part of life. Created at SPACE10, a future living lab in cooperation with Inter IKEA Systems BV, by architects Mads-Ulrik Husum and Sine Lindholm, the Growroom is

released as open source design to encourage people to build their own and also to spark conversations about how we can bring nature back into our cities. This Growroom is fabricated at Miocugino – A Fab Lab here in Milan.



***WELCOME
TO THE
IKEA FESTIVAL***

GETTING TO THE FESTIVAL

**IKEA FESTIVAL
FREE SHUTTLE
BUS NAVETTA GRATUITO**

MULTIPLEX TEATRO MANZONI → LAMBRATE	LAMBRATE → MULTIPLEX TEATRO MANZONI
10.00	10.00
10.30	10.30
11.00	11.00
11.30	11.30
12.00	12.00
12.30	12.30
13.00	13.00
14.20	14.20
15.20	15.20
16.20	16.20

4-9 APRIL 2017
WWW.IKEA.TODAY/FESTIVAL



**IKEA FESTIVAL
FREE SHUTTLE
BUS NAVETTA GRATUITO**

TORTONA → LAMBRATE	LAMBRATE → TORTONA
10.00	10.00
10.30	10.30
11.00	11.00
11.30	11.30
12.00	12.00
12.30	12.30
13.00	13.00
14.20	14.20
15.20	15.20
16.20	16.20

4-9 APRIL 2017
WWW.IKEA.TODAY/FESTIVAL



Let our shuttle buses take you to the festival.

COME SEE US!

**IKEA
FEST
IVAL**

LET'S MAKE ROOM FOR LIFE

WELCOME TO IKEA PRESS EVENT
TUESDAY 4 APRIL 4.30 PM – 8 PM

REFRESHMENTS **4:30 PM**
PRESENTATION OF FESTIVAL AND NEWS **5 PM**

OFFICINA VENTURA 14
VIA VENTURA 14, LAMBRATE

RSVP HERE

ikea.rangesupply.media@ikea.com

JOIN THE IKEA FESTIVAL 4–9 APRIL.
INSTALLATIONS, HAPPENINGS,
FOOD & DRINKS. #IKEAFESTIVAL



© Ikea Group 2017

**DEZEEN AT
IKEA FESTIVAL**



PARTY

VIA VENTURA 14, MILAN
7-10PM
5 APRIL 2017
#IKEAFESTIVAL

→ RSVP Press Event
→ RSVP Dezeen Party

AT TEATRO MANZONI

AT TEATRO MANZONI
IKEA, TOM
& FRIENDS

At Teatro Manzoni, Tom Dixon's venue in Milan, IKEA will use the old cinema to present a programme of exclusive short film screenings and talks on futuristic topics, a documentary about DELAKTIG "The Journey of an Idea" as well as date night movies such as Saturday Night Fever. At this venue there will also be an IKEA PS

2017 pop-up shop, and visitors can see DELAKTIG in different shapes and experience how IKEA and Tom Dixon has been working together with our suppliers and students from universities in Tokyo, London and New York to develop and explore a platform that offers endless possibilities.

PROGRAMME TUESDAY APRIL 4

10:00 VENUE OPENS

10:10-10:45

YOGA – BEST START OF THE DAY

Where: Soft spot

Milan locals Martina Sergi and Martina Rando, "The two Martinas", share their passion for yoga on social media, inspiring followers all over the world. Join them in an energizing morning yoga class at the IKEA Festival!

10:30-11:00

ROBOTIC ARTISTRY – DEMO

Where: IKEA Today

Students from University of Art and Design in Lausanne team up with robot engineer Patric Lüthi to create art.

11:00-11:30

MAKE ROOM FOR NEW FRIENDS!

Where: Make Room for new friends

OpenHouse magazine meet creative people around the world and share their ideas to create a community. Come in, make new friends and hang out with M.oo.K Ensemble.

11:30-11:45

DESIGN TALK – SMART LIGHTING

Where: IKEA Today

Product developer Rebecca Töremán at IKEA about designing the new Smart Lighting range that challenges everything complicated and expensive with lighting.

12:00-12:30

SJÄLVSTÄNDIG – IN ACTION

Where: IKEA Today

Watch as the new collection SJÄLVSTÄNDIG unfolds – an invitation to the rebellious and creative that craves a personalized product. Introduction by Maria O'Brian, Creative Leader IKEA of Sweden.

13:00-13:45

SOFA TALK – ROOM FOR LIFE

Where: Soft Spot

Host: Anna Larsen, IKEA

Informal talk about inspiration and trends with the designers of the Festival exhibition: Anna Lenskog Belfrage & Pella Hedeby (IKEA Life at home blog), Andrew Trotter & Mariluz Vidal (OpenHouse magazine), Jan Rose (creative director Faye Toogood), Thomas Downes (design director Faye Toogood).

14:00-14:30

TUNE IN WITH TEENAGE ENGINEERING SOUND SYSTEM

Where: Soft Spot

Swedish tech creatives teenage engineering moulds interactive sound art using the audience creativity. Join in!

14:45-15:00

DESIGN TALK - FLUID LIFE

Where: IKEA Today

What does the next generation crave? Product developer Ria Falk at IKEA talks about designing multi-functional furniture for fluid living. Among others IKEA DIHULT, EKEBOL, LALLERÖD and VEBERÖD.

15:00-15:30

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15:00-17:00

ART IN ACTION – KEVIN LYONS

Where: Art Wall

New York based illustrator and designer Kevin Lyons believes that when you create something original, it has no rules. And that drawing makes the world a more playful place. He invites you to join him in the creative process of making an art wall live in the heart of the exhibition.

15:30-15:45

DESIGN TALK – FLOTTEBO

Where: IKEA Today

Sleep, relax and store! Product designers Christina Halskov and Hanne Dalsgaard about the sofa FLOTTEBO and the need for new solutions in young urban homes.

16:30-20:00 PRESS EVENT (INVITED ONLY)

16:30 Refreshments

17:00 Presentation of the IKEA Festival exhibition and product news

20:00 VENUE CLOSES

PROGRAMME WEDNESDAY APRIL 5

10:00 VENUE OPENS

10:10-10:45 YOGA – BEST START OF THE DAY

Where: Soft spot
Milan locals Martina Sergi and Martina Rando, "The two Martinas", share their passion for yoga on social media, inspiring followers all over the world. Join them in an energizing morning yoga class at the IKEA Festival!

10:30-11:00 ROBOTIC ARTISTRY – DEMO

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Students from University of Art and Design in Lausanne team up with robot engineer Patric Lüthi to create art.

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13:00-13:30 SOFA TALK – DELAKTIG (IKEA & TOM DIXON COLLABORATION)

Where: Soft Spot
Host: Anna Larsen, IKEA
Let's make room for social living! Designer Tom Dixon takes a seat on our sofa and talks with Creative Leader James Fletcher and Marcus Engman, Head of Design at IKEA, about the DELAKTIG collection – challenging traditional production and the concept of comfort.

13:45-14:15 TUNE IN WITH TEENAGE ENGINEERING SOUND SYSTEM

Where: Soft Spot
Swedish tech creatives teenage engineering moulds interactive sound art using the audience creativity. Join in!

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15:30-15:45 DESIGN TALK – VEDBO

Where: IKEA Today
The product designer Francis Cayouette talks us through the development process of the VEDBO armchair.

16:00-16:15 DESIGN TALK - FLUID LIFE

Where: IKEA Today
What does the next generation crave? Product developer Ria Falk at IKEA talks about designing multi-functional furniture for fluid living. Among others IKEA DIHULT, EKEBOL, LALLERÖD and VEBERÖD.

17:00-17:30 SOFA TALK – YPPERLIG (IKEA & HAY COLLABORATION)

Where: Soft Spot
Host: Anna Larsen, IKEA
Danish design duo Rolf and Mette Hay talks to Head of design Marcus Engman at IKEA about the IKEA collaboration YPPERLIG.

17:45-18:15 HANG OUT WITH TEENAGE ENGINEERING SOUND SYSTEM

Where: Soft Spot
Swedish tech creatives teenage engineering sound system test prototype hardware and other ideas in front of a live audience. Hang out and feel the vibe!

19:00-22:00 PARTY HOSTED BY DEZEEN (INVITED ONLY)

22:00 VENUE CLOSES

PROGRAMME THURSDAY APRIL 6

10:00 VENUE OPENS

10:10-10:45 YOGA – BEST START OF THE DAY

Where: Soft spot
Milan locals Martina Sergi and Martina Rando, "The two Martinas", share their passion for yoga on social media, inspiring followers all over the world. Join them in an energizing morning yoga class at the IKEA Festival!

10:30-11:00 ROBOTIC ARTISTRY – DEMO

Where: IKEA Today
Students from University of Art and Design in Lausanne team up with robot engineer Patric Lüthi to create art.

11:00-11:30 MAKE ROOM FOR NEW FRIENDS!

Where: Make Room for new friends
OpenHouse magazine meet creative people around the world and share their ideas to create a community. Come in, make new friends and hang out with M.oo.K Ensemble.

11:30-11:45 DESIGN TALK – VEDBO

Where: IKEA Today
The product designer Francis Cayouette talks us through the development process of the VEDBO armchair.

12:00-12:30 SJÄLVSTÄNDIG – IN ACTION

Where: IKEA Today
Watch as the new collection IKEA SJÄLVSTÄNDIG unfolds – an invitation to the rebellious and creative that craves a personalized product. Introduction by Maria O'Brian, Creative Leader IKEA of Sweden.

13:00-13:30 SOFA TALK – HOME SMART

Where: Soft Spot
Host: Anna Larsen, IKEA
Business Leader of the HOME SMART range Björn Block at IKEA about the wireless home and it's cordless possibilities.

13:45-14:15 TUNE IN WITH TEENAGE ENGINEERING SOUND SYSTEM

Where: Soft Spot
Swedish tech creatives teenage engineering moulds interactive sound art using the audience creativity. Join in!

14:30-16:00 ART IN ACTION – KEVIN LYONS

Where: Art Wall
New York based illustrator and designer Kevin Lyons believes that when you create something original, it has no rules. And that drawing makes the world a more playful place. He invites you to join him in the creative process of making an art wall live in the heart of the exhibition.

15:00-15:30 MAKE ROOM FOR NEW FRIENDS!

Where: Make Room for new friends
OpenHouse magazine meet creative people around the world and share their ideas to create a community. Come in, make new friends and hang out with M.oo.K Ensemble.

15:30-15:45 DESIGN TALK – FLUID LIFE

Where: IKEA Today
What does the next generation crave? Product developer Ria Falk at IKEA talks about designing multi-functional furniture for fluid living. Among others IKEA DİHULT, EKEBOL, LALLERÖD and VEBERÖD.

16:00-16:15 DESIGN TALK – SMART LIGHTING

Where: IKEA Today
Product developer Rebecca Töremán at IKEA about designing the new Smart Lighting range that challenges everything complicated and expensive with lighting.

17:00-18:00 SOFA TALK – IKEA COLLABORATIONS

Where: Soft Spot
Host Anna Larsen talks IKEA collaborations with her guests on the sofa: Mariam Hazem & Hend Riad at Reform studio (OVERALLT), Kevin Lyons (ART EVENT), Sarah Andelman at Colette (COLETTE BAG), Pinar & Viola (STUNSIG), Chris Stamp (TBC Collab.). Product Designer Hanna Dalrot, Head of Design Marcus Engman, Creative Leader Nils Larsson and Creative Leader Henrik Most at IKEA.

18:15-18:45 HANG OUT WITH TEENAGE ENGINEERING SOUND SYSTEM

Where: Soft Spot
Swedish tech creatives teenage engineering sound system test prototype hardware and other ideas in front of a live audience. Hang out and feel the vibe!

20:00 VENUE CLOSES

PROGRAMME

FRIDAY APRIL 7

10:00 VENUE OPENS

10:00-12:00 **IKEA DEMOCRATIC DESIGN CHALLENGE**

Where: Soft Spot

Watch as invited design students pitch their design ideas to an IKEA jury getting feedback on their ideas. The prize: an invitation to the Democratic Design Days at IKEA Headquarters. The task? A multifunctional piece that embodies the values of IKEA new living room on the theme "Make Room for Life".

Jury: Head of Design Marcus Engman, Country Manager Italy Belén Frau Uriarte and Business Area Mgr Living Sabine Berntsson at IKEA.

13:00-13:30 **MAKE ROOM FOR NEW FRIENDS!**

Where: Make Room for new friends

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13:30-14:00 **ROBOTIC ARTISTRY – DEMO**

Where: IKEA Today

Students from University of Art and Design in Lausanne team up with robot engineer Patric Lüthi to create art.

14:00-16:00 **ART IN ACTION – KEVIN LYONS**

Where: Art Wall

New York based illustrator and designer Kevin Lyons believes that when you create something original, it has no rules. And that drawing makes the world a more playful place. He invites you to join him in the creative process of making an art wall live in the heart of the exhibition.

15:00-15:30 **TUNE IN WITH TEENAGE ENGINEERING SOUND SYSTEM**

Where: Soft Spot

Swedish tech creatives teenage engineering moulds interactive sound art using the audience creativity. Join in!

17:00-17:30 **MAKE ROOM FOR NEW FRIENDS!**

Where: Make Room for new friends

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20:00 VENUE CLOSES

PROGRAMME

SATURDAY APRIL 8

10:00 VENUE OPENS

12:00-12:45 **YOGA – ENERGIZE YOURSELF!**

Where: Soft spot

Milan locals Martina Sergi and Martina Rando, "The two Martinas", share their passion for yoga on social media, inspiring followers all over the world. Join them in an energizing morning yoga class at the IKEA Festival!

13:00-13:30 **MAKE ROOM FOR NEW FRIENDS!**

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13:30-14:00 **ROBOTIC ARTISTRY – DEMO**

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Where: Soft Spot

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17:00-17:30 **MAKE ROOM FOR NEW FRIENDS!**

Where: Make Room for new friends

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20:00 VENUE CLOSES

PROGRAMME SUNDAY APRIL 8

10:00 VENUE OPENS

12:00-12:45

YOGA – ENERGIZE YOURSELF!

Where: Soft spot

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20:00 VENUE CLOSES

SEE YOU SOON!



**FOR
RSVP TO PRESS EVENT,
RSVP TO DEZEEN PARTY,
CONFIRM MEDIA PRESENCE,
INTERVIEW REQUESTS,
& ALL OTHER INQUIRIES**

**CONTACT
→ IKEA.RANGESUPPLY.MEDIA@IKEA.COM**

**MORE INFORMATION
→ NEWSROOM.INTER.IKEA.COM/IKEA-EVENTS/MILAN-FAIR
→ WWW.IKEA.TODAY/FESTIVAL**

WHAT *IKEA Festival*
WHERE *Officina Ventura 14,
Via Ventura 14,
Lambrate, Milan*
WHEN *4–9 April 2017
10am–8pm each day
(Wednesday 10am–10pm)*

