



PRESS RELEASE

Sweden, 3 April 2017

Welcome to experience the future living room in Milan

The role of the living room is changing dramatically and that is why IKEA is redefining the room where the everyday life happens. As cities grow, homes become smaller and the presence of technology becomes greater, we need our living spaces to be multifunctional. The living room needs to be the most flexible room in the home. In the 'IKEA Festival - Let's Make Room for Life' exhibition, IKEA will launch its new take on the living room.

- People have told us that the living room is the heart of everyday life at home, full of activities and precious moments. Yet, it's a room in need of change. As a curious company, we want to understand these needs and meet them with solutions that cater for the everyday life. In Milan people get to experience our take on this challenge, hopefully it will be vibrant, like coming to a great party in someone's living room, says Marcus Engman, Head of Design at IKEA of Sweden.

In Milan IKEA will share the latest news from our ongoing collaborations with the Danish company HAY, designer Tom Dixon, the multifaceted design platform Design Indaba, artist Kevin Lyons and the visual artist duo Pinar&Viola. On Tuesday 4 April, IKEA will also disclose a new and upcoming collaboration with an American fashion designer. It will all happen through Sofa Talks throughout the week on one of the stages as well as through live workshops and a doodle art event. Another stage offers a behind-the-scenes peek at IKEA product development, including Robot painting with design students from ECAL School of Design in Switzerland.

In the old Warehouse, visitors will get to see hundreds of news in six new collections including YPPERLIG, DELAKTIG, STOCKHOLM, BJÖRKSÅS, ART EVENT 2017 and STUNSIG and new sofa series such as VIMLE, HAVSTEN and VALLENTUNA. The exhibitions have been created by the British designer Faye Toogood, the Swedish creatives and bloggers Anna & Pella and the Barcelona-based magazine Openhouse. Their setups will inspire visitors to experiment, personalise, socialise and make room for life in the living room. Outside of the Warehouse, the IKEA Food Market will serve up an Italian take on Swedish meatballs as well as drinks and Swedish "fika".

At Teatro Manzoni, Tom Dixon's venue in Milan, IKEA will use the old cinema to present a program 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 three universities in Tokyo, London and New York to develop and explore a platform that offers endless possibilities.

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 introduces 2,000 new products in the IKEA stores. The total range is almost 10,000 products.

About the 'IKEA Festival Let's Make Room for Life' exhibition

Open to all, 10 am – 8 pm, located at Officina Ventura 14, Via Privata Giovanni Ventura 14, Lambrate.

See the full [program here!](#)

Information and high resolution images:

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

Questions and media proposals:

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About the IKEA collaborations at the exhibition

HAY

The collaboration with HAY and its two founders Mette and Rolf Hay was announced in June 2016. This project is about exploring the future Scandinavian design identity and to understand what the true functional and emotional needs are in the modern 21st century home. The collection comprises furniture, lighting, accessories and textile designs, using advanced manufacturing techniques. The collection will be launched in October 2017.

Tom Dixon

The collaboration with Tom Dixon was announced in June 2016. 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. The living platform 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 use as a bed and tailor the function to suit your living situation. DELAKTIG will be launched in February 2018.

Design Indaba

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. The collection will be launched in April 2019.

Kevin Lyons

IKEA ART EVENT 2017 is a limited edition collection featuring 12 diverse posters from internationally known artists that all express themselves through drawing. Kevin Lyons is one of them, an illustrator, designer and creative director renowned for his trademark, artistic Monsters. With ART EVENT 2017 IKEA continue the mission to make great art accessible for everyone. The collection will be launched in April 2017 in selected stores.

Pinar & Viola

The STUNSIG collection is the result of a collaboration with six exciting designers and artists who have created prints, patterns and colour compositions to everyday IKEA products, turning these products into something extraordinary and different. The artist duo Pinar & Viola are among them and their work for STUNSIG features intricate patterns filled with birds and bees. The collection will be launched in June 2017.

About Make room for life

Make room for life is the new direction for how IKEA defines the living room. We do this to meet the functional and emotional needs of modern living. By focusing on four different areas – Make room for friends, Make room for celebration, Make room for play and Make room for nature, IKEA will help people create their dream living room in an easy and affordable way. We will offer solutions that are easy to understand and choose from. Provide an offer that make more out of people's space and enable an atmosphere where they feel good. An offer that allow people to show who they are and who they want to be.