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# IKEA challenges the traditional solutions for comfort in the home

**IKEA partnership with Tom Dixon highlights the power of collaboration to produce new furniture solutions for modern living.**

Product development at IKEA is always based on the understanding of the changing needs of people's lives. In a world where the living space for many people is shrinking IKEA knows that the boundaries within the home are being challenged by space as well as our interaction with technology and each other.

In collaboration with Tom Dixon IKEA has set out to explore what these changes mean for the future of living and how to successfully resolve the tensions they create. Tom Dixon is the perfect partner for this challenge. Well known for his award winning design, but also an expert in production and manufacturing.

*- We can see big changes in how the space in our homes is becoming more fluid and we are exploring what this means for both the design and production of furniture. Working with Tom is exciting because he shares our curiosity and drive to find new ways to make things better, says Marcus Engman, Design Manager at IKEA.*

*- We are in the midst of a huge revolution in how people create, manufacture and consume – the furniture business has been slow to respond to the opportunities, but now is an amazing time to experiment in new ways of working. In this case in a fresh collaboration directly with the consumer, industry and global experts, says Tom Dixon*

IKEA is now exploring new ideas to improve the ease, comfort and enjoyment of life in the modern home.

*- Our immediate focus is on seating solutions. This may seem simple but not only do we intend to build a system that makes it possible to create versatile furniture for modern living we are going to do it in a way that will have implications for the way that many products are made in the future, says Marcus Engman.*

Together, IKEA and Tom Dixon will challenge the traditional way for producing furniture. And much more. The result will be launched in August 2017.



## About Tom Dixon

*Infamously self-taught, Tom Dixon (OBE) is an internationally renowned British Designer, Creative Director of eponymous brand Tom Dixon (est. 2002). His works are included in permanent collections of the world's most prestigious museums, including the V&A and the MoMA. Tom Dixon has built his universe through intensely diverse experiences, from music, contemporary lighting, furniture and accessories to high profile projects including the Restaurant at The Royal Academy in London, Jamie Oliver's restaurant, Barbecoa as well as Shoreditch House. Most recently Tom's Design Research Studio completed their first ever hotel project, redesigning the iconic Thames-side Mondrian Sea Containers in London. [www.tomdixon.net/uk](http://www.tomdixon.net/uk)*