



Personal profile IKEA of Sweden

“It’s all about making great products and solutions available for people that usually can’t afford them.”

Mikael Ydholm, Project Manager, Co-create IKEA, at IKEA of Sweden

MY BACKGROUND

I was born in Stockholm, Sweden, in the 1950s and I have an extensive background in the fields of branding, marketing, consumer intelligence, communication and innovation. I have worked for more than 25 years in IKEA, and can add experiences from other companies and sectors as well, such as fashion, food and beverages, the car industry, telecoms, the public sector and NGOs (non-governmental organisations).

WHAT I DO AT IKEA

I work with innovation and creating new capabilities for tomorrow’s IKEA.

WHAT INSPIRES ME

People. Nature. Art. Hindrances, and overcoming them!

MY THOUGHTS ON DEMOCRATIC DESIGN

It’s all about making great products and solutions available for people that usually can’t afford them. The formula is simple, yet hard to make happen for real. When we succeed extraordinarily well, magic happens. *

WHY I LOVE WORKING AT IKEA

The purpose of IKEA gives energy! All the great people working here that are creative and passionate and share values. IKEA also gives me the possibility to meet people/customers from so many cultures and countries.

A FAVOURITE IKEA PROJECT

When we were setting up a Home Lab in a suburb, in a house from the 90s where a lot of different people lived. We made innovative prototypes and invited people to test out living in the Home Lab/apartment. There were a lot of learnings and it was a great way to come closer to people’s real needs in a home environment.

HOW IKEA CAN STAY INNOVATIVE

By being even more curious and by co-creating with people and experts outside of IKEA.

MY BIGGEST MISTAKE

I hope I haven’t made my biggest mistake yet, because I want to stay curious, challenging and risk taking. So, my answer is that my biggest mistake is still to come :-)

** Democratic Design is the IKEA approach of always considering form, function, quality, sustainability, and low price in order to make better everyday products for more people.*