



PRESS RELEASE

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IKEA makes food and music at HAVEN Festival in Denmark

For the first time IKEA is a part of a music, food and beer festival when joining HAVEN Festival 2017 in Copenhagen 11-12 August. With a shared interest of meeting people through food and music IKEA partners up with the Dessner brothers from The National, Claus Meyer and Mikkel Borg Bergsø, the founders of HAVEN festival, embracing the festival spirit of inspiring artists, food enthusiasts and other visitors to explore, co-create and share a good meal while enjoying some great music.

Constantly exploring new flavors, textures and cooking techniques, we are looking forward to bring the food experience outside of IKEA into the context of a festival for the first time. Focusing on good ingredients when it comes to the food the famous meatball will be the center of attention, although not served in the traditional way, with an Italian style meatball as well as the Veggie ball on the plate.

We will not only be serving the food at the festival but also interacting and enabling visitors to create individual tastes, trying out some interesting techniques at the IKEA Food lab. How about pickling your own vegetables in 30 seconds? Or spray a flavor on your soft ice!

"We are very excited to contribute to the food and music experience at HAVEN festival, where innovation and entrepreneurship as well as collaboration are some of the key elements of the vision for the event and that is something that we at IKEA like to embrace as well. We are always looking for new ways of interacting with people, learning about their needs and dreams and I think HAVEN Festival is a perfect place to do that", says Michael La Cour, Managing Director at IKEA Food.

Food is an essential part of people's everyday life and so is music. When we asked people, 65% of all Millennials¹ (18-29 year olds) said that they play music to get a "homely feeling" meaning that music is important in the home.¹ Not surprisingly, research show that great music gets the party going.

That is why we are combining the two, food and music. Together with Teenage Engineering, a collective of creatives known for making music and designing electronic instruments we will invite the festival visitors to the IKEA Music Lab.

"During HAVEN Festival 2017 we want to inspire the festival guests to participate and co-create music with each other and the artists performing at the festival in our IKEA Music Lab. We will also showcase some of the first prototype from the collection FREKVENS that we have developed together with Teenage Engineering, which is a product range that will be completely new in the IKEA range", says Marcus Engman, Head of Design at IKEA Range & Supply.

"We are excited to announce a special collaboration with IKEA at Haven on a living laboratory space that will explore experiments in food and music, including an installation and performances by the pioneering music technologists Teenage Engineering. I've been particularly inspired by IKEA's efforts to develop sustainability and further creative innovation on a large scale within in its programs", says Aaron Dessner, one of the founders of HAVEN Festival.

¹ IKEA Life at Home Report <http://lifeathome.ikea.com/home/>

About the FREKVENS collection

The collection FREKVENS is a collaboration between IKEA and Teenage Engineering. FREKVENS will be available at IKEA in 2019 and consist of products such as an electronic choir, vinyl player, party lighting and everything else you need in order to throw a really good music party wherever you are.

About IKEA

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.

IKEA Food Services AB, based in Malmö, Sweden, develops the global range for the IKEA restaurants, IKEA Bistros and Swedish Food Markets in the almost 400 IKEA stores in 48 markets. With food at the heart of people's everyday life, IKEA Food wants to offer a modern taste of Sweden – honest food for people and the planet.

About Haven festival

Haven Festival is a music, food and beer festival held, for the first time, in Copenhagen, Denmark 11th to 12th of August 2017. The festival is founded by the Dressner brothers (Aaron and Bryce) who are in the American Rock band The Nationals and Mikkel Borg Bergsø founder of Mikkeler beer (DK) and Claus Meyer founder of the Michelin star Noma restaurant (DK). More information at www.havenkbh.com