



PRESS RELEASE

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## **IKEA to launch art collection of award winning photography**

**IKEA has for long provided people all over the world with democratic design - affordable and functional design for the many. Since a few years back we are on a journey to democratize art too. In our latest collaboration IKEA, together with Hasselblad and seven professional photographers, have explored the art of photography, resulting in a selection of pictures from the Hasselblad Masters Award extensive catalogue.**

Great art is a catalyst for human emotions. And the importance of having art around you, in your home, is becoming even more important. According to our life at home research, we are moving from not only valuing functional benefits to appreciating the emotional aspects of objects. This trend seems especially strong for Millennials who put higher value on emotional features, such as art and design and that the home is unique.

"We know how important it is for your wellbeing to have access to art. With this collection we want to make some excellent photo art available to the many people. To spark people's creativity but also make people reflect upon what kind of art they would like to surround themselves with where it really matters: in the home." Says Marcus Engman, Head of Design at IKEA.

The collection in collaboration with Hasselblad one of the world's most iconic camera brands, will consist of eight unique pictures taken by photographers awarded for their images, quality and creativity. The pictures feature both nature and portraits and are taken by Dmitry Ageev, Lars van de Goor, Hans Strand, Bára Prášilová, Ali Rajabi, Tom D. Jones and Joachim Schmeisser.

"We want to share our love and passion of photography with the world and give a wider audience the chance to discover new works of art created by Hasselblad Photographers. This partnership is a way to inspire people by bringing world class photography into their every-day life. Each image was hand selected for its beauty, composition and aesthetics so that they add a level of emotion to your home." Says Bronius Rudnickas, Marketing Manager at Hasselblad.

The collection called NORRHASSEL will launch in all IKEA markets starting in August 2018.

### **About Hasselblad**

Founded in 1941, Hasselblad is the leading manufacturer of medium format cameras and lenses. Made in Sweden, Hasselblad cameras are renowned for their iconic ergonomic design, uncompromising image quality and Swedish craftsmanship. For over half a century Hasselblad cameras have captured some of the world's most iconic images – including the first landing on the moon - and helped shape the way we look at the world through genuine photographic artistry. Trusted by NASA and used by the greatest photographers in the world, Hasselblad continues to create products with uncompromising image quality that inspire.

*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.*