



PRESS RELEASE

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RÅVAROR collection – designed for urban small spaces and the mobile lifestyle

The urban population is growing, living spaces are shrinking and for many of us the concept of home is no longer a geographical constant. RÅVAROR is a new collection designed for these realities and consists of items that quickly turn small spaces into smart spaces with the convenience and comfort of home. And when it is time to move, it's simple to pack up, stack the items together and relocate to your next home.

More and more people are living and moving into cities. Approximately an extra 1.5 million people join the urban population every week. Living spaces are shrinking and for many people the concept of home is no longer a geographical constant; it's a space that's here today, and maybe somewhere else tomorrow.

RÅVAROR is a new collection designed for these realities of urban life; a collection of items that quickly turns small spaces into smart spaces with the convenience and comfort of home.

"Our starting point and creative idea was the reality of urban life. We asked ourselves; what is needed to turn a small space, such as 12 square metres, into a home? And what is needed to create that homely feeling even though you might be moving on to a new place soon?," says Viveca Olsson, Creative leader, IKEA of Sweden.

The upcoming collection will include 20 products, such as daybed and sofa, tables, mini kitchen, open storage solutions on castors, storage boxes, textile and lighting. All items are designed with optimization of space in mind where flexibility and the ability to easily move are key ingredients.

"There is a rapidly growing urban population and people are living in smaller spaces as well as moving more often than before. With RÅVAROR we wanted to create a few key items that have a new level of versatility, functionality and simplicity. And when it is time to move, it should be easy to pack everything up, stack them together and relocate to your next home," says Viveca Olsson, Creative leader, IKEA of Sweden.

The RÅVAROR collection will be available globally from September 2020.

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.