



PRESS RELEASE

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## Introducing the first-ever IKEA Festival, a home tour around the world

**IKEA celebrates the best of life at home with its first global 24-hour festival on Thursday, 16 September. Artists, designers, DJ's, chefs, and many other talents will turn their homes into virtual stages, opening the door to new experiences.**

In a time when life at home has never been so important, IKEA will open the door to better living by throwing a festival that can be experienced both online and in many IKEA stores around the world, featuring music artists, chefs, designers and creators. This is a new kind of festival, set in everyday homes, studios, and neighbourhoods worldwide, turning living rooms, kitchens, bedrooms, and backyards into virtual stages for performances and experiences. All in all, the IKEA Festival will take place in over 100 homes in more than 50 markets across the world, and the experience is for free, open to everyone.

The festival is inspired by the IKEA vision to create a better everyday life for the many people.

"This is a new kind of experience IKEA wants to offer, celebrating, connecting, and engaging around life at home. Home tours around the world will open doors to new experiences and new inspiration. We want to spark a conversation on the more sustainable and affordable life at home of tomorrow. And just as with any festival, you can expect a few surprises," says Erika Intiso, Managing Director of IKEA Marketing and Communication AB.

### ***The festival set up and programme***

The festival takes place on [IKEA.com/festival](https://www.ikea.com/festival) and in IKEA stores in different room settings reflecting what people say is most important to them in their homes today: being with family and friends, music, and food, which is represented in the experiences in these rooms. But there are also rooms for discussions on current topics and IKEA news to offer visitors a broad choice of experiences.

Visitors will see artists perform intimate concerts from their homes and studios and join DJ relays. Interior design fans are invited through the doors in countries around the world to get home makeover inspiration and see how designers and current and former IKEA collaborators create their work in their own unique spaces. Visitors can also experience cook-offs, challenges, and home visits where both healthy, planet-friendly and no-waste recipes are shared. There will be discussions around the kitchen table on the important topics of circularity, air, play and spaces. Gamers can jump into a home visit to see the new IKEA gaming range. And IKEA will open its doors with special activities in many stores and live streams, giving access to what is happening in IKEA right now, from the factory floor in Zbąszynek, Poland, to the prototype shop in Älmhult, Sweden. IKEA fans can travel back in time in a digital IKEA museum to explore the diverse history of the brand over the decades.

"Life at home has taken on a whole new meaning for every one of us over the past year, and by being virtually connected, we can open the door to many more lives around the world – exploring how we all live, celebrating individuality and creativity. Our first IKEA Festival will be our biggest global home tour yet and will bring people together around life at home in a new way, both online and in our stores, and will be the beginning of a longer-term movement of real homes and real lives," says Olivia Ross Wilson, Communications Director, Ingka Group (IKEA Retail).



### ***The Festival room sets:***

#### **My Home Turf**

Home is anywhere that feels like...well, home. Join artists such as MØ, Kanis, Niki and Masego as they show their cities, neighbourhoods, and communities – and treat you to a performance.

#### **Home Concerts**

Turn up the volume and enjoy concerts – straight from the most personal, intimate stage around the world: people's homes.

#### **Home Cooking**

Open the door to delicious-smelling kitchens all over the world and be inspired by chefs cooking up old and new favourites. Chefs are among others Pasta Queen and Paul Svensson.

#### **DJ Relay**

Don't stop the music – you're invited to a marathon set of club music, straight from the DJ's own home. DJ's playing is Kaytranada, Lorraine James and ZULI, to name a few.

#### **Home Visits**

Welcome to a global tour, as strangers and some well-known personalities like Ilse Crawford share what's inside the most important place in the world: their home.

#### **IKEA Museum**

Go back in time and explore everything that has made and shaped IKEA: the good, the bad, the beautiful and the ugly.

#### **IKEA News**

Travel the world and meet our co-workers and collaborators right now – in-store, at the factory, at the office or in the studio, such as former collaboration partner Virgil Abloh.

#### **Home Makeovers**

Ideas and guidance for creating better storage, a more cooking-friendly kitchen or simply accessorizing in a fun, vibrant way.

#### **Shopping with ...**

Who would you like to go shopping with to get new ideas for your home? They're here, ready for you to join them for a full day of shopping at the local IKEA store.

#### **Kitchen Talks**

Join a conversation about the joys and frustrations that make up everyday life at home. IKEA co-workers meet with profiles like surfer Kassia Meador, astronaut Christer Fuglesang and adventurer Renata Chlumska.

To access the IKEA Festival and get the full programme, you can visit the festival page [IKEA.com/festival](https://www.ikea.com/festival) already now. The festival will open its doors from 8 am CET on Thursday 16 September. No sign up is required, it's for free, and guests don't need to register their details.

*For more information: [IKEA.com/festival](https://www.ikea.com/festival) and [Newsroom \(IKEA.com\)](https://www.ikea.com/newsroom)*



## **About IKEA**

IKEA offers well-designed, functional and affordable, high-quality home furnishing, produced with care for people and the environment. There are several companies with different owners, working under the IKEA Brand, all sharing the same vision: to create a better everyday life for the many people. IKEA was founded in Sweden in 1943.

IKEA is one brand and many companies. Around the globe, a large number of companies operate under the IKEA trademarks.

## **About the IKEA franchise system**

The IKEA retail business is operated through a franchise system with franchisees that are authorised to market and sell the IKEA product range within specified geographical territories. Inter IKEA Systems B.V. is the owner of the IKEA Concept and worldwide IKEA franchisor, who also assigns different IKEA companies to develop the product range, supply products and deliver communication solutions. Today, 12 different groups of companies have the right to own and operate IKEA sales channels under franchise agreements with Inter IKEA Systems B.V.

## **About Inter IKEA Group**

Inter IKEA Group includes Inter IKEA Systems B.V., IKEA of Sweden AB, IKEA Supply AG and IKEA Industry AB related businesses. Inter IKEA Holding B.V. is the holding company for the Inter IKEA Group.

IKEA Range & Supply, consisting of IKEA of Sweden in Älmhult and IKEA Supply AG in Pratteln, Switzerland, have the responsibility to develop, design, produce and supply IKEA stores and sales channels around the world with home furnishing solutions available to the many people. Each year IKEA Range & Supply introduces 2,000 new products. The total range is almost 10,000 products.

## **About Ingka Group**

Ingka Group (Ingka Holding B.V. and its controlled entities) is one of 12 different groups of companies that own and operate IKEA retail under franchise agreements with Inter IKEA Systems B.V. Ingka Group has three business areas: IKEA Retail, Ingka Investments and Ingka Centres. Ingka Group is a strategic partner in the IKEA franchise system, operating 390 IKEA stores in 32 countries. These IKEA stores had 706 million visits during FY20 and 3.6 billion visits to IKEA.com. Ingka Group operates business under the IKEA vision - to create a better everyday life for the many people by offering a wide range of well-designed, functional home furnishing products at prices so low that as many people as possible can afford it.