



PRESS RELEASE

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## **IKEA and Virgil Abloh are ready to launch the MARKERAD collection**

**In collaboration with Virgil Abloh, IKEA presents MARKERAD, a collection of contemporary items designed to make a statement in your first home. The limited edition collection consisting of 15 articles launches in all IKEA markets during the first week of November 2019.**

MARKERAD takes classic minimalist designs and builds on them with the artistic references and disruptive elements typical of the multi-disciplinary creative Virgil Abloh's work. His iconic quotation marks can be found throughout the collection, and are used to add a sense of irony and inject humour into the home.

"I'm really glad that MARKERAD is now ready to meet with people and I look forward to see how these everyday objects will enter people's homes and hopefully add an emotional value to them. Because that has been the ethos of the whole collection. In the same way you might hang a piece of art work on your wall, art can bleed into objects like a chair, table or rug. That was my initial problem to solve when creating this collection together with IKEA", says Virgil Abloh.

The journey of MARKERAD began in 2017, when IKEA and Virgil Abloh started to explore what makes a first home and what kind of designs satisfy the practical needs and emotional aspirations that are necessary when looking to make a statement in your home. This also meant working across aesthetic borders and elaborating on what happens when contemporary art culture and street art culture meet IKEA product design.

"This collaboration has been characterized by a curiosity for each other's "playfield" and a genuine willingness to try out new paths. By joining together our approaches to design, we challenged each other to think differently and created a collection that I think is bold, contemporary and carries messages of our time" says Henrik Most, Creative Leader at IKEA of Sweden.

The final MARKERAD collection is a mix of items that are basic needs when creating a first home. There is furniture like a table, a chair and a daybed as well as smaller items such as a toolbox, clock and textiles. Many of the products have multi-functions built into them - like the daybed which serves as a platform for sleeping, working, eating and socializing.

Young adults have been interviewed about their preferences and view on what makes a home as part of the design and product development process, and the team has held several workshops and live streams to get instant feedback from consumers on their ideas. The collaboration resulted in a surplus of rug designs than what is now seen in MARKERAD, and in 2018, four rug designs were released at a pre-launch event called "Still Loading" in Paris and Tokyo, to meet the curiosity around the collaboration. The iconic "KEEP OFF" rug was also part of IKEA Art Event 2019.

*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 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.*