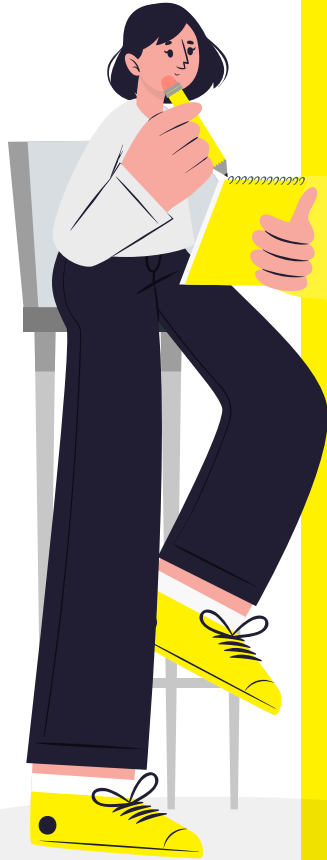


Team 9

Digitalization and AI in practice - TEK830



SceneGen

Marketing Mockup Generator for IKEA



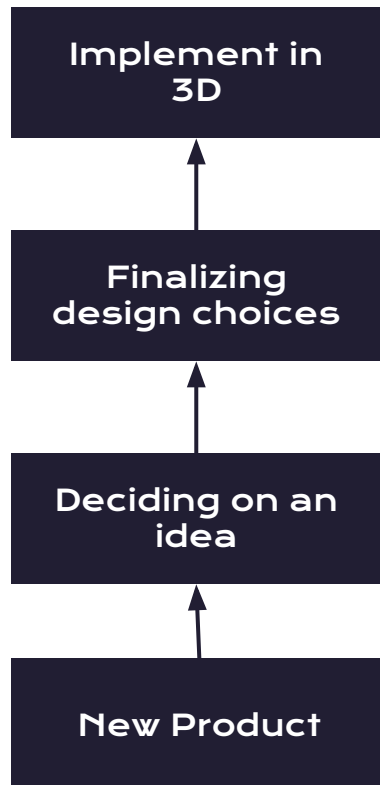
**“Idea
Generation
is hard”**

- Scene designer at IKEA

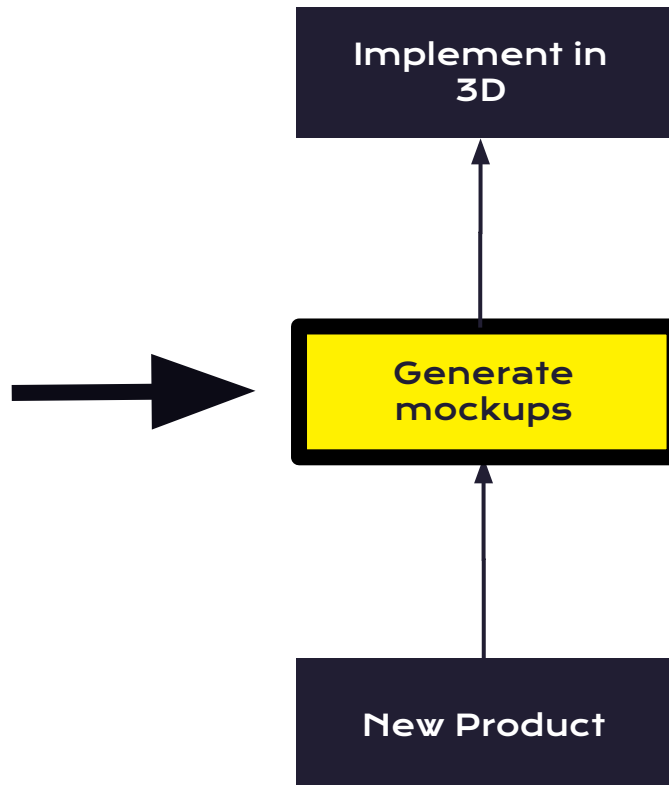


Workflow

Current workflow



SceneGen Workflow




Creating a mockup of:

- “A kitchen for the **Swedish market**,
- aimed at **families** in a **modern style**
- which exudes a **warm** feeling while being set in a **winter setting**.
- parts of the kitchen to be made out of **wood and stone**.
- The image should be as if its **taken eye level**”

IKEA SceneGen

[Mockup Generator](#)[Saved Images](#)

No image generated yet.



Leaflet | © OpenStreetMap contributors

Selected Country: None

Style:

[Modern](#) [Traditional](#) [Rustic](#) [Industrial](#)

Season:

[Summer](#) [Winter](#) [Spring](#) [Fall](#)

Time of day:

[Morning](#) [Afternoon](#) [Evening](#) [Night](#)

Feeling/Atmosphere:

[Cozy](#) [Warm](#) [Elegant](#) [Bright](#)

Materials:

[Wood](#) [Metal](#) [Glass](#) [Stone](#)

Intended Audience:

[Family](#) [Single Person](#) [Couples](#) [Students](#)

Point of View:

[From Above](#) [Eye Level](#) [Side View](#)

[Corner View](#)

[Generate Mockup](#)




Personal repository of mockups

IKEA SceneGen

Mockup Generator

Saved Images

No image generated yet.



Leaflet | © OpenStreetMap

Selected Country: None

Style:

Modern

Traditional

Rustic

Industrial

Season:

Summer

Winter

Spring

Fall

Time of day:

Morning

Afternoon

Evening

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Feeling/Atmosphere:

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Warm

Elegant

Bright

Materials:

Wood

Metal

Glass

Stone

Intended Audience:

Family

Single Person

Couples

Students

Point of View:

From Above

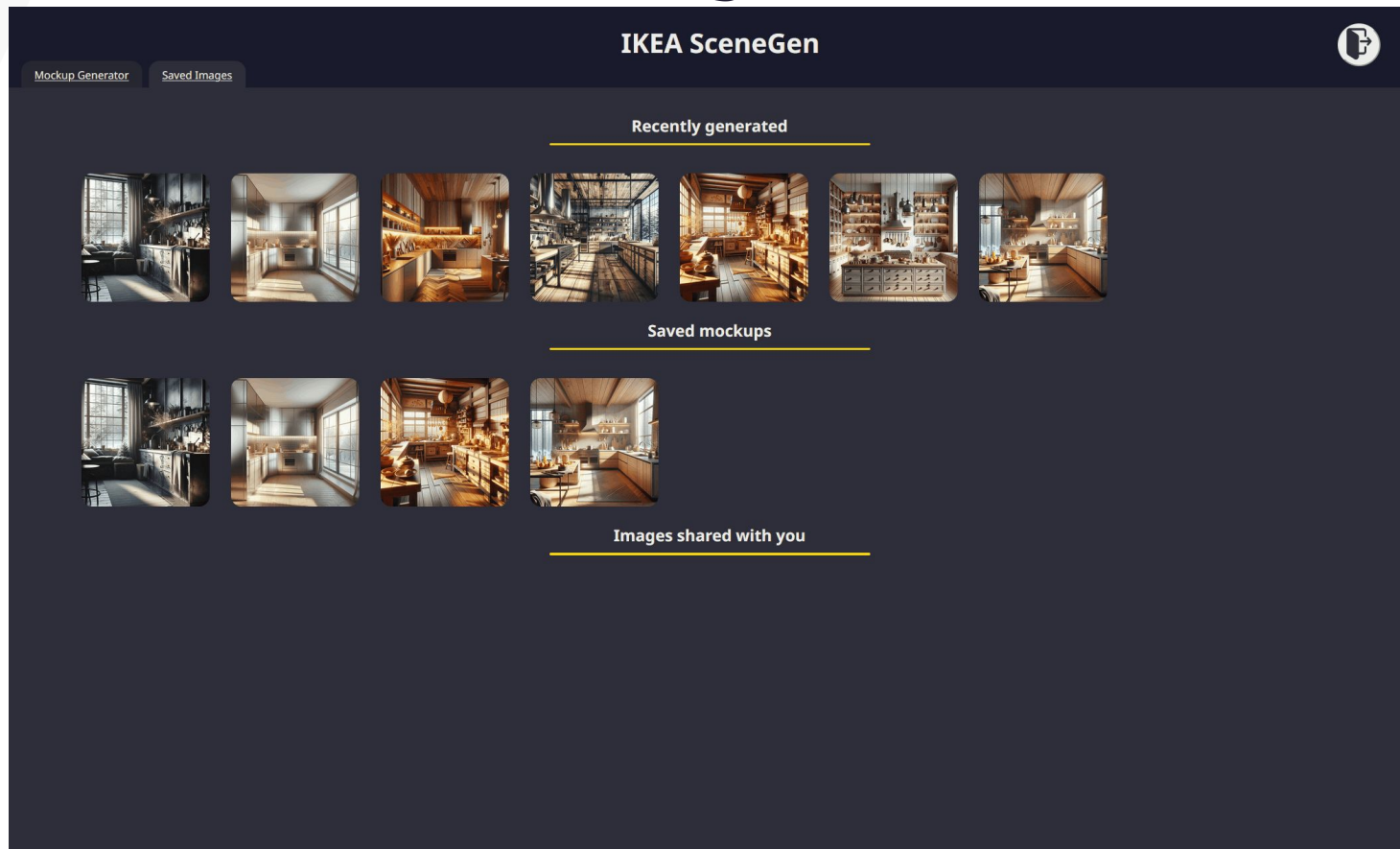
Eye Level

Side View

Corner View



Share images with your fellow IKEA colleagues



Is it sustainable

IKEA:s Vision

Our solution helps lower costs

AI-Training

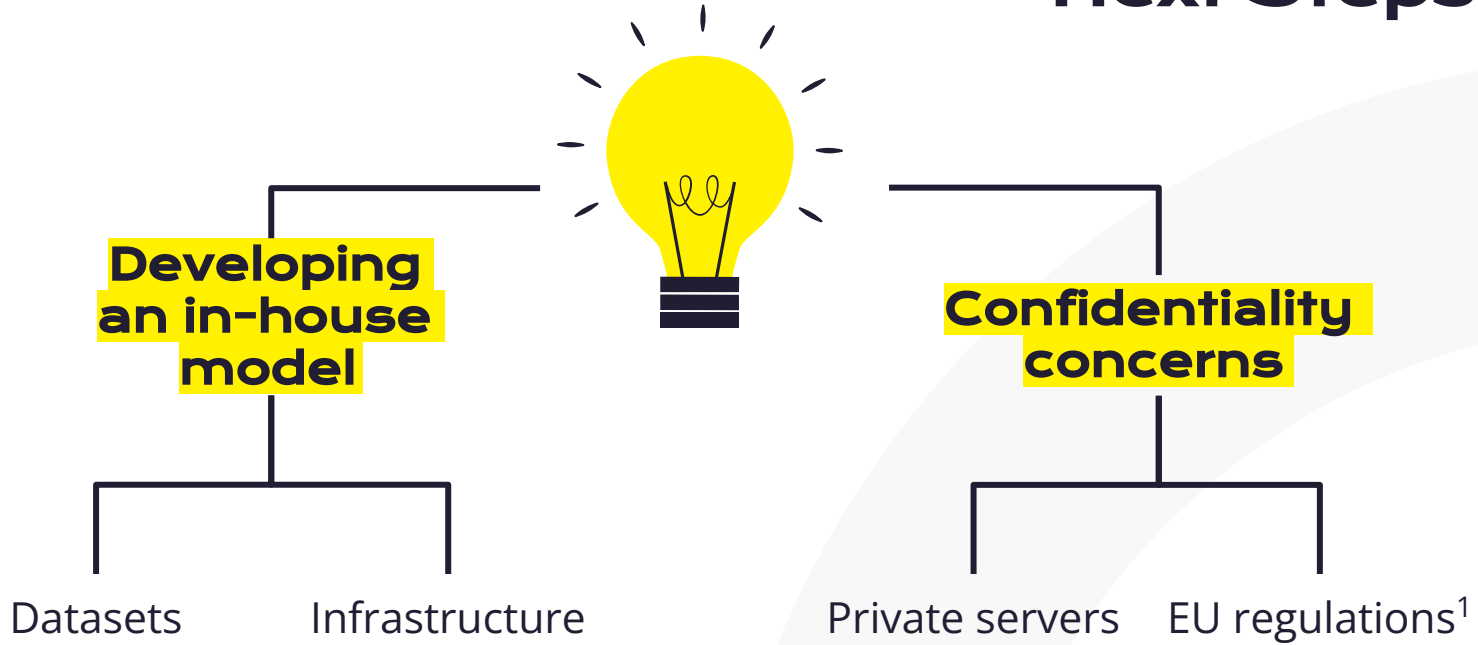
Sustainability issue? Not in the long term

Training a model takes at least 500.000kW/h² comparable to one 7 hour flight² and costs will be spread among users

Image generation cost is 0.011 kW/h as compared to the 0.7-1kW/h draw of a modern computer³



Next Steps



Conclusion

- **Our AI solution complements IKEA**
- **Offers a scalable and sustainable way to stay ahead in the European market**
- **Ensures alignment with trends and seasonal changes.**



SceneGen

Questions?

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Appendix:

1. [Unfair commercial practices and price indication from the Consumer Protection Law under EU](#)
2. Energy footprint of training an AI model:
<https://cacm.acm.org/blogcacm/the-energy-footprint-of-humans-and-large-language-models/>
3. <https://arxiv.org/pdf/2311.16863>



Costs

Our current application has quite low costs to maintain, OpenAI's DALL-E model which we use to generate the images, has a low and fixed cost per each request, the only additional cost is for hosting the website. A potential additional cost is if it's decided to fine-tune the model with data from IKEA directly or for hardware to run a model locally.