

PR launch IKEA Catalogue 2017



The biggest news this year!

13 feature stories that show the many faces of IKEA in the real world. From freestyle cooking in a student dorm in the US to how we try to reach out to under privileged children in Eastern Africa.

A totally redesigned and much more inspiring IKEA Catalogue app. For smartphones, tablets, desktops, laptops and – last but not least – connectivity with the latest generation of Apple TV.



This year's IKEA Catalogue is a little bit different

We're proud of the IKEA values. So proud that this year's IKEA Catalogue comes with 13 feature stories that show what our values are all about – from an everyday perspective. It's our way of sharing some of the principles that guide us. But it is not just through the stories that we connect to the IKEA values. It is expressed throughout the IKEA catalogue 2017. Through all the different Home Furnishing solutions as well as in the selected products that we proudly present. Many stories and solutions are also examples showing that we try to be more than a "pushy big box retailer". To us, every day and every meeting with a customer is chance to listen, learn and improve. Coming from this, the introduction to the IKEA Catalogue came naturally;

Cover concept

Everything we do is driven by the needs and dreams of real people. People who might be just like you or your complete opposite. People from all over the world, with different backgrounds and different stories. We even move in and live with people to learn how to make better products. This year's catalogue cover says "Designed for people, not consumers". To us, that's not a slogan, it's a way of making sense. We make products and solutions with someone in mind. Not just things without a purpose.



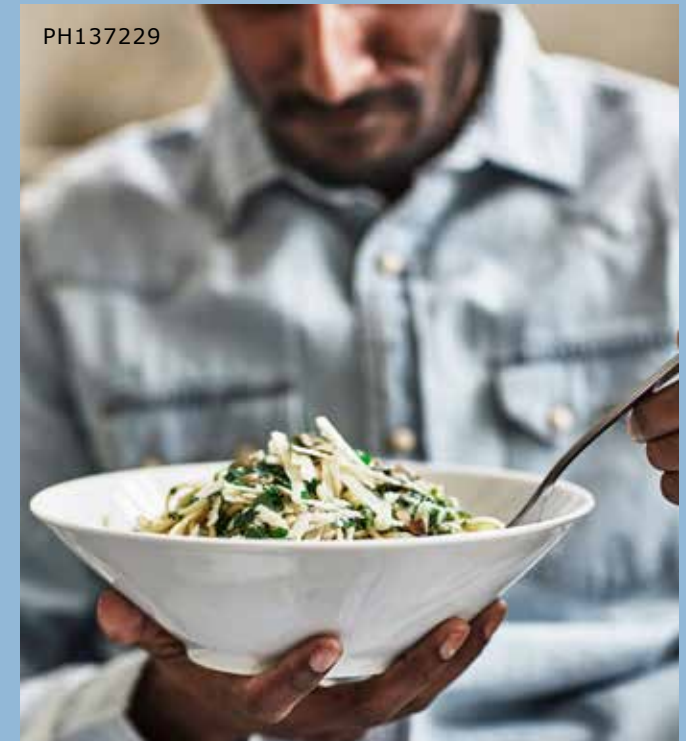
Consumers are almost like people. Except they never laugh with food in their mouth. Or over-cook the pasta. Or exist. You wouldn't call your best friend a great consumer, would you? Or bring your mother flowers because she's such a good consumer?

We design for people. For children who love to cook, for girlfriends who demand breakfast in bed and grand-fathers who refuse to eat fish. We even move in with people to learn how to make better products.

So, will you want to buy some of our products after you've read this catalogue? Hopefully. Will you feel that we're trying to sell you things you don't need? Hopefully not.

Have a great day and don't worry if you over-cook the pasta. People do that.

Designed for people, not consumers



Theme

A lot of people feel pressured in their everyday life. And very much so when it comes to food and life in and around the kitchen. In this year's catalogue, we've tried our best to create home furnishing solutions that help people to live a life without negative expectations. We want people to care less about other people's opinions – and more about what they want themselves.

Goodbye expectations. Hello you!

Goodbye expectations. Hello you!

We want to inspire people to unfollow the expectations. If you want to mix and match chairs, do it! If you want to serve a wedding dinner without cutlery, great! It's about following your own path and listening to your inner voice. It's about you being you. Period.



Cook like no one's watching

The appeal of cooking for one is all about perception. You could see it as an inspiration-less chore, something you simply have to do. Or you could see the possibilities – because when you're one, you can literally do whatever you want. Stay in your pyjamas. Sing a cheesy rock anthem in your loudest voice. And cook with gusto, even if things end up on the floor. It's about customizing a kitchen just for you, one that inspires you to cook like no one's watching.

▼ Don't forget to download the new IKEA Catalogue app and dive deeper into our home furnishings. Available in week 32.



Link name



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Link name

Share a meal – anywhere

Our meals have migrated – from the dining table to the sofa, floor and desk. These days, a meal with friends or family doesn't have to happen around a perfectly set table. And it doesn't even have to include chairs. The days of "have to" are over. Go ahead and eat around a coffee table. Sit on the sofa. Or the floor. Because it doesn't really matter where we eat – just that we get to be together.



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Feature stories

For the first time ever, the IKEA catalogue is spiced up with 13 feature stories. The features take the reader on a journey around the world. The purpose is to show inspiring examples on how IKEA connects to different people in different cultures. It's a collection of stories that shows a side of IKEA that most people don't know about.

The feature stories are designed with a separate typeface than the rest of the catalogue. Why? Simply to make the articles stand out from the rest of the material. The type face New Century Schoolbook was used instead of Verdana.

The inspiring and utterly improvisational cooking style of Jonah Reider

This year's catalogue encourages us all to let go of big expectations in the kitchen. It's about throwing out the rules and recipes, embracing our imperfections, and getting rid of that voice in our head that tells us we "should" be doing things a certain way. Jonah Reider just happens to be that kind of cook, a kindred spirit who believes like we do in bringing fun, ease and confidence back into the kitchen.

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[Link name](#)



The food Jonah creates is adventurous, confident and charmingly imperfect. You can taste his personality on the plate and the whirling, kinetic energy he pours into each dish. In fact, he never uses recipes, preferring instead to experiment and improvise even if it doesn't work out quite the way he planned – an approach taken in part from his training as a jazz pianist.



What makes a home a home?

The way we live is changing: life becoming more fluid, and the world seemingly smaller. So we're curious: What makes a home a home? We spoke to four individuals for a more personal point of view.

Mohammed spends most of his time in his kitchen, a space for both creation and cooking.



Born in Hong Kong with most of her childhood spent in New Zealand, Anna has created a new life for herself in Copenhagen, at a co-living space.



The family gathered in their kitchen is an important ingredient of home for Ineke and Guido.



From one home to another, Eric really embodies the essence of a digital nomad. He has spent most of his life moving around, traveling from one place to the other – France to Sweden, to Canada, Norway, and Sri Lanka.

Furniture made out of paper. Really?

We try to innovate towards a brighter future. Which, quite often, results in asking unusual questions. Like, could we make furniture out of the same material used to make an egg carton? Or, can recycled, low cost paper pulp have a role beyond product packaging? Actually, that's exactly what we asked ourselves, and so the exploration of paper-made furniture began. Yes really, paper.

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Creative Leader, Michael Nikolic, holding items traditionally known in the paper industry, like the egg carton – where the innovation and journey for IKEA really began.



Designer Hanna Dalrot found that working with paper had many unimaginable possibilities. Moulding these different coloured plant pots was just one of many.



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Digital movements

A lot is happening in the digital world of IKEA. The biggest move this year, is the launch of the totally re-designed IKEA catalogue app. Re-designed to look better, work better and offer unrivaled capabilities for those who want to go deeper into the catalogue content.

New app experience

From a user perspective, the new app offers a much more inspiring and intense feeling of the content. The app isn't just a digital version of the catalogue. It's a digital enlargement and enhancement of the catalogue. The fact that it connects seamlessly with the latest version of Apple TV opens up great possibilities to enjoy the IKEA catalogue on a TV at home.



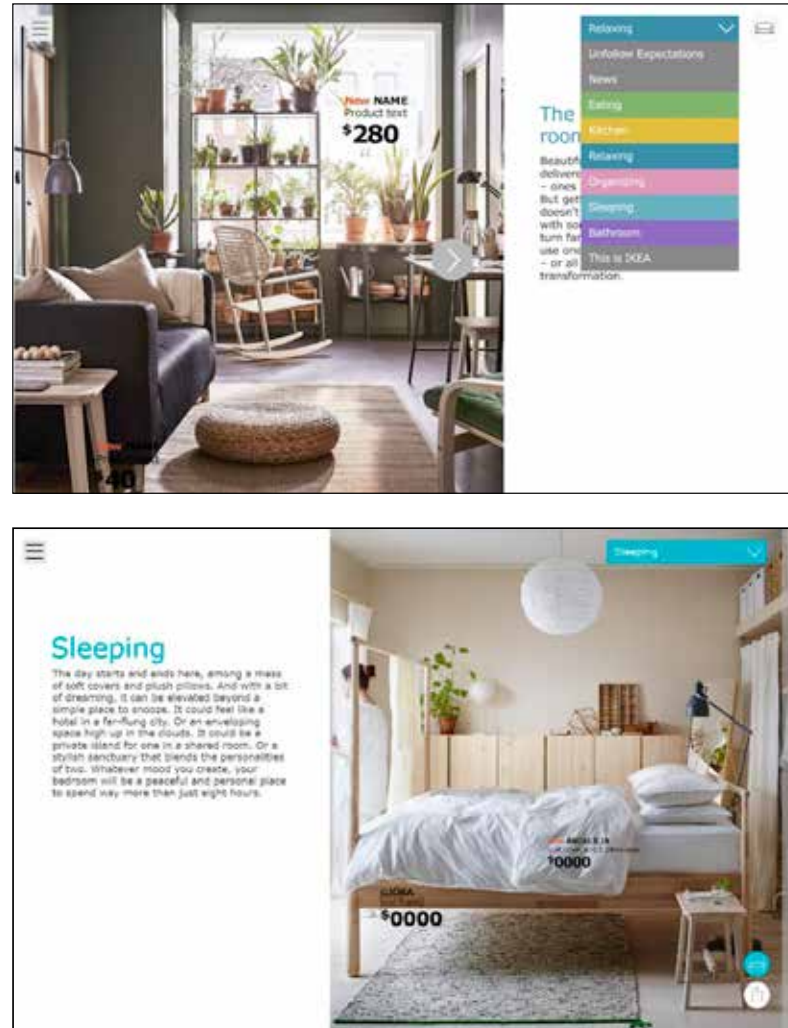
The new IKEA Catalogue app connects to the latest generation of Apple TV. Connect and see home furnishing in a completely new and much more inspiring way.



▼ The new IKEA Catalogue app works on smartphones, laptops, desktops and smartphoness. It's available for download starting week 32.

Richer, deeper, fuller content

The new app is easier to navigate and has a more intuitive menu. It also features more filmed material and several ways to get a real life 3D feeling of the home furnishing solutions. Another thrilling part of the new app is the possibility to look at IKEA products in a AR (augmented reality) mode. This makes it possible to virtually place IKEA products in your own home and see how they would fit.



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Fun features for help and inspiration

The new app offers tons of great inspiration. Like the possibility to step into a room and move 360° to check out all the good ideas. The function “walk in the room” lets you walk around and interact in a unique kitchen. It’s an amazing new way to discover the look and the function of IKEA home furnishings.



171200_mclg04_Cinemagraph_PS lamp.gif



Many layers of news

The IKEA catalogue has always been about news. New products, new ideas and new ways to look at life at home. However, everyone might not know that IKEA launch new products all year around. To highlight that fact, and tease people's interest, we show what we call future news. Things that are just around the corner and will be available soon.

This year, a lot of very exciting news are coming up. Two stunning examples are the new, colorful SÄLLSKAP collection and the long awaited 2017 IKEA PS collection.

SÄLLSKAP collection, limited edition

Inspired by traditional Swedish design, SÄLLSKAP celebrates the joys of being together. Focused on print patterns and dining pieces in solid materials, this limited edition collection does a fine job of creating an inviting space where there's room for everyone.



Available
spring
2017

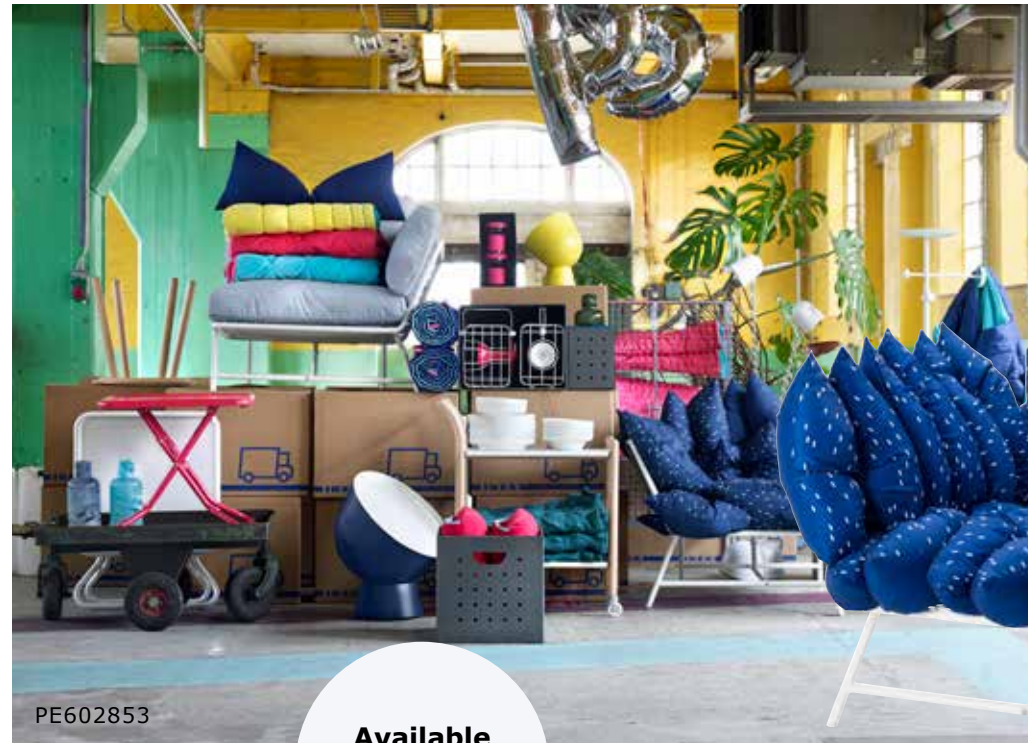


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IKEA PS

The way we live today has never been more unpredictable. This creates a need for furniture that's super smart and mobile, like tables that double as stools, sofas that fold away, or stack-able moving boxes that transform into a storage solution. IKEA PS 2017 is as free, fun and flexible as the lifestyles it serves – for homes in all kinds of spaces.



PE602853

Available
spring
2017

PE597117



PE597119



PE602853



PE602955



PE597092



PE597114



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News here, news there, news everywhere

The IKEA Catalogue is packed with news in many different forms. All new products, new colors, new patterns, new materials. And of course, new low prices.

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PE563001



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Everyday IKEA

IKEA is an everyday company. Helping people make the most out of Monday mornings and Wednesday afternoons is what we're all about. That's why this year's catalogue, like many before it, has a strong focus on solutions for the everyday. Like how to live on small space, how to create a home that follows your rhythm and how to make sustainability a natural part of life. And of course, how to create homes that prove that children are the most important people in the world.

Small space living
Furniture as flexible as you
Green living
Updated and online
Living with children

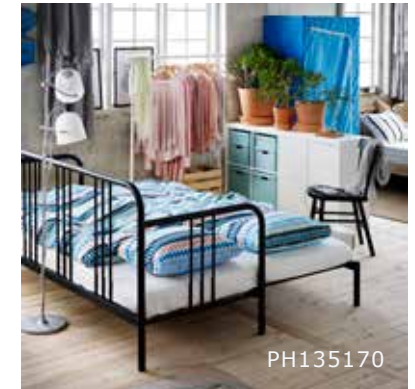
Small space living

More and more people move into small homes in big cities. The result is a shortage of space in many parts of the world. That's why we put a lot of emphasis on showing smart solutions for small spaces. Smart – and affordable. It's about multifunctional furniture, compact solutions and even rethinking how many things we really need. We want to help people to use their space in new and more exciting ways.



Private sleep zones for all

When you live with roommates, it can be hard to find those "me-time" moments. But creating a small island with a population of one can really help. Bookcases and clothing racks affordably divide up the bedroom space and help to dampen noise, making sure alone time is truly your own.



A balcony fit for a feast

When the air is warm, all we want to do is move outdoors. And it doesn't require as much room as you might think. Even a small balcony can be turned into a space-efficient spot to prepare and serve a tasty meal.

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The 24-hour life of a sofa bed

As many migrate to cities, smaller spaces have become the new dream home. And part of the reason is that small is smart. The sofa bed is the heart of this living room, made for socialising as much as snoozing.



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More space for pampering

When a small, shared space stands in the way of getting a dream bathroom, it's time to think outside the box – literally. With a bit of imagination, you can extend the bathroom beyond its walls to create an indulgent and roomy getting-ready space for all.

Small space friendly products

Many of our products are specifically designed for small spaces. Designed to be stacked, folded, hung, hidden, rolled away or just extremely space efficient. The 2017 catalogue shows many example of how those products be used in different parts of a home.



Furniture as flexible as you

Compared to just a few decades ago, people live a much more fluid life today. The kitchen is not just a place to prepare food in. It can be an office, a study or where you service your bike. Our challenge as a furniture company is to develop products with many talents. Like kitchen tables that can double as a work surface or sofas that you can sleep in or storage that can be used for pretty much any purposes at home. It's about developing products that just as flexible as people like to be.



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Link name



The no-drill wardrobe

For renters, more functional and flexible storage is a big wish – no matter how long they stay. Landlords, on the other hand, wish for fewer holes in the wall. So we challenged ourselves to try and make both a reality. This is the no-drill wardrobe, a low-cost combination of lightweight clothing racks, boxes and flexible metal cubes. It is a solution that makes a rental feel more like home – for now.

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A bedroom in disguise

When your bedroom is the living room, carving out a personal and quiet space of your own becomes even more important. This heart of the home is made for everyone, but cleverly hides away the functionality of a bedroom for one. The cabinet is a wardrobe, the screen a changing room, and the couch a comfortable bed for sleeping in – as long as you don't mind some company in the morning.

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Green living

People's desire to live a sustainable life is growing by the hour. To millions of people, a green life style is the only alternative. We love to be part of that movement and come up with products and solutions that help people get started and live in sync with nature.

More and more people are also getting increasingly interested in growing their own vegetables or simply brining more green plants into home. The 2017 IKEA catalogue has plenty of ideas for all sorts of green living. And not just a decorations, but as an important and soulful part of home.



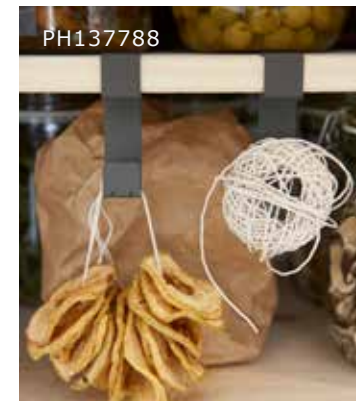
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Small acts, big change

Most of us are aware of the impact our daily lives can have on the planet, but "being sustainable" feels like a big job. The thing we often forget, though, is that we're not supposed to do it alone. The key is finding small ways to do our part. Because when we add up these small acts, that's when the big change really happens.





Updated and online

Millions of people are connected to the internet 24/7. It's a natural part of many people's life and something that's hard to live without. Not for too long, anyway. This year's catalogue comes with many examples on how IKEA can help people live a connected life. Like furniture with built in phone charger or simple things like how to take care of the million cables at home.





Where work meets play

When your home is your office, a great workspace helps put you in the right frame of mind for your 9-to-5. Getting a professional and sleek office doesn't require another room though – just a corner of your entertainment wall.



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Living with children

It's wonderful to share your life with children. But it's demanding too. And you need to think carefully about how to make space for all the activities that children love and need. We have always thought about children as the most important people in the world. We try to develop ideas, and products, that help them play, study, relax, concentrate or just be. We want children to be welcome in all parts of home. Children are just like you and me. Just slightly more interested in why bananas are yellow and why it's strange to play with the toilet brush.



The no-rules family dinner

These days, the family dinner is whatever – and wherever – we want it to be. But there's one thing we can all agree on – that being together is what we care about.

The Swedish kitchen

There is no place that captures the true character and customs of our homeland better than a Swedish kitchen. Many of the things we value most – being close to nature, eating long meals together, and allowing our kids all over the home – guide how Swedes design their kitchens. These inviting and approachable spaces reflect the simplicity of the landscape around us – in materials, in style and in personality.



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The backyard comes inside

A grassy outdoor spot is a great place for kids to run, jump, hide and tumble. But it's not the only one. The great indoors are a safe spot for fun and games – with the right details.



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How-to

This year the catalogue is striving to make the home furnishing solutions as applicable as possible for people to engage with. Home furnishing and home styling can be quite difficult. So many variables to take into consideration. But it doesn't have to be difficult or confusing, with some hands on tips and very easy to follow suggestions, the way you furnish your home can be done both in a personal yet functional way. And hey, in the end of the day, it is your needs and your style that matters the most, we just hand you the ingredients and some suggestions.



02 METOD wall cabinets with KALLVA doors \$0000

03 BACKARTY/ÖVÄRYD table \$0000

The dream dining area

The dining area is where we gather – to share a meal, tell stories and make grand plans. And it's important to get it just the way you want it because the atmosphere helps create these moments – big and small. The table and chairs are based on the style you like and the size you need. Bringing the rest together requires just a few key pieces that create the right mood for merry-making.

01 METOD wall cabinets with KALLVA doors \$000 This combination consists of METOD wall cabinets in melamine foil, KALLVA doors in full brook, UTRETSIS shelves in melamine foil, LÖNNÄNGA legs in stainless steel, 12/20/24/36, 115/15/20/24/36, 115/15/20/24/36.

02 SKENNELLE pendant lamp \$000 Clear designed lampshade. Designer: Ole Crawford. 45/50cm, 80/80cm, 124/124/124cm. This lampshade is compatible with bulbs of the energy classes: A++ to A+, 7/15, 15/25, 25/35.

03 VILMAR chair \$000/ea Stained, clear lacquered oak veneer/chrome-plated steel. Designer: Johanna Johansson. 90/52/105/50cm, 79/61/81/51/51.

04 BACKARTY/ÖVÄRYD table \$000 Powder coated steel, particleboard and laminate. 115/50/76/76, 105/50cm, 79/140/140/140.

05 LOKALS rug, Ratteneven \$000 100% jute. 100/100cm, 100/100cm, 100/100/100.

Decoration

One piece of décor that's characterful and eye-catching can instantly elevate the dining area. It could be as big as a sideboard or as small as a centerpiece on the table, as long as it expresses a bit of your personality too.

Rug

Dining areas can be stain magnets, but rugs made of wool and are best equipped to resist moisture spills. The size can be bigger than your table so when you pull out the chairs, the rug is still underneath the legs.

Lighting

The best light for the dining area feels like sunlight, helping to make that warm atmosphere. Ceiling lighting that is proportionate to your dining table is key. And so are dimmable bulbs that help to set the mood.



01 IVAR \$0000

A better way to store food

A pantry is like having a mini grocery store at home. With a total overview, it's easier to eat more of what you have. But creating one doesn't require a big space. Simply add a curtain to a corner to keep it dark and cool. Inside, food is displayed in glass jars to inspire your next meal, while metal drawers take root vegetables out of the fridge for good. The pantry is an add-on that keeps food fresher longer – and ups your kitchen confidence.

01 IVAR 2 sections/shelves/drawers \$000 Solid pine. W134xH203, H226cm, 135, 813, 169.

02 IVAR drawer \$000/ea Powder coated steel and laminate. Designer: Sarah Fager. 90/39/53, 114/50cm, 70/104/172.

03 KORKREJE jar with lid \$000/ea Tinted glass. 61/2, 145/50cm, 11, 502, 135, 46.

04 IVAR label holder \$000 /2 pack. Powder coated steel and laminate. Designer: Sarah Fager. 90/53, 102cm, 90/104/172.

05 IVAR hook for shelf \$000 /2 pack. Powder coated steel and laminate. Designer: Sarah Fager. 90/53, 102cm, 90/104/172.

Metal drawers

Metal drawers are the ideal spot to store root vegetables, keeping the dark and cool conditions they're used to when growing underground. It means your veggies stay fresher for longer.

Glass jars

Using glass jars to preserve tasty foods is sustainable and energy saving. It also keeps your conscience clear. However, it helps you save food that might otherwise be thrown out.

Shelf labels

Keeping your pantry organised is as simple as adding metal label holders to the front of your shelves. It helps you identify the food and see when it's time to use it, and makes it easier to find what you're looking for.

Assembly service. We can help you to assemble your new furniture. Prices from \$000. See page XX.

Promos and teasers

The 2017 IKEA Catalogue would probably create quite a buzz on its own, without teasers and promos. But we can't help ourselves. We want as many people as possible to share the excitement that we feel about the upcoming catalogue. So without further ado – here comes the film promos and teasers introducing the 2017 IKEA Catalogue. Enjoy.

It's show time!

Five films are available. One full length version that has it all – behind the scenes, presentations of the big movements and tons of inspiring materials from the upcoming 2017 IKEA catalogue. Then there are four, shorter versions. Each one addressing a specific topic – the catalogue drop, the feature stories, the digital evolution and the 2017 IKEA Catalogue theme.

Sneak peek of the IKEA Catalogue 2017



Link name

Teaser Catalogue drop



Link name

Teaser Feature stories movement



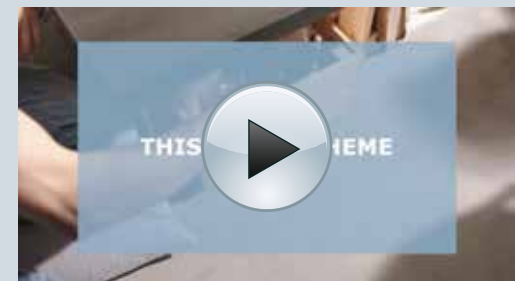
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Teaser Optimized digital publication



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Teaser Theme introduction



Link name

Teasers shown throughout the PR package to be used promoting the IKEA Catalogue 2017

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Cook like no-ones watching



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A kitchen that moves with you



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Where work meets play



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Share a meal – anywhere



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The no-drill wardrobe



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The Swedish kitchen



Link name

Climbing and cuddling



Link name



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