



Press release

2 June 2023
Älmhult, Sweden

© Inter IKEA Systems B.V. 2023

IKEA turns 80 – new IKEA Museum exhibitions provide an insight into the brand’s long history and Ingvar Kamprad’s life

IKEA marks its 80th anniversary this year. To celebrate, IKEA Museum in Älmhult is opening two brand new exhibitions, *IKEA Through the Ages* and *Hej Ingvar!* The new additions provide unique insight into the brand’s long history and Ingvar Kamprad as a person.

Since Ingvar Kamprad began his career selling pens and matches in the southern Swedish province of Småland in 1943, IKEA has become one of Sweden’s most successful and iconic brands – with a natural place in homes around the world. To highlight this unique journey, IKEA Museum in Älmhult is being relaunched with two new exhibitions.

IKEA Through the Ages takes visitors on a journey through time and the company’s history – from the 1950s to today. Visitors can discover how IKEA has been transformed as a brand, a centre for design and a trendsetter over the past 80 years, and how IKEA has influenced and been influenced by the major trends of the different eras.

According to Mats Nilsson, exhibition curator at IKEA Museum, the brand has both shaped and been shaped by Sweden’s history and the contemporary age – something that will form the basis for the content of the exhibition.

“Most people have some kind of relationship to IKEA. Many of us have lived with IKEA furniture, textiles, lamps and other home furnishings since childhood. Portraying a small part of this – as well as the company’s development in good times and bad – has been hugely educational and enjoyable. We hope and believe that most people who visit the exhibitions will see a lot they recognise, as well as a few surprises here and there,” says Nilsson.

The second exhibition, *Hej Ingvar!*, offers a more intimate, personal glimpse into Ingvar Kamprad’s life. Thanks to previously unpublished interviews – with former employees, IKEA legends and old friends and acquaintances – visitors can gain a more in-depth understanding of the man behind the phenomenon that is IKEA.

“In this exhibition, we chose to focus on Ingvar Kamprad’s resolute and unconventional way of doing business and leading a company. He was a fearless, engaged leader who always saw the people around him. We want to emphasise the personality, creativity and driving force that laid the foundation for the world’s leading furniture store,” says Anna Sandberg Falk, exhibition curator at IKEA Museum.

The aim of the IKEA Museum is to manage the brand’s history, heritage and archive while making the story available to anyone who’s curious about IKEA – which according to the museum is a lot of people.

“Our visitors mainly come from Sweden, but we also attract a lot of tourists from Denmark, Germany and the Netherlands who are very interested in IKEA and its history. Visitors to the museum include people with an interest in design, customers who love IKEA and employees from around the world. It’s a fascinating cultural phenomenon that IKEA, founded by Ingvar Kamprad in Älmhult in 1943, is now popular with so many people, *IKEA Museum opened in 2016 and features the exhibition The Story of IKEA – Past, Present & Future. IKEA Museum is located in the original building of the first IKEA store, which opened in 1958 in Älmhult, Sweden. IKEA Museum features a main exhibition divided into four sections: Our Roots, Democratic Design, Hej Ingvar! and IKEA Through the Ages. The museum also includes several temporary exhibitions, as well as a restaurant and a shop.*



Museum

from Älmhult to cities such as New York and Tokyo. So it's great to share our history in a brand new way via IKEA Museum," says Pär Gustafsson, Managing Director of IKEA Museum.

The reopening will take place at IKEA Museum in Älmhult on 15 June, where visitors can celebrate 80 years of furniture history.

For interviews and further questions, please contact:

Range & Supply Press Office

Mobile: +46 (0)732 32 13 00

Email: pressoffice.rangesupply@inter.ikea.com

Web: IKEAmuseum.com

IKEA Museum opened in 2016 and features the exhibition The Story of IKEA – Past, Present & Future. IKEA Museum is located in the original building of the first IKEA store, which opened in 1958 in Älmhult, Sweden. IKEA Museum features a main exhibition divided into four sections: Our Roots, Democratic Design, Hej Ingvar! and IKEA Through the Ages. The museum also includes several temporary exhibitions, as well as a restaurant and a shop.