



Press release

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Älmhult, Sweden

## Life at Home IKEA + Annie Leibovitz at IKEA Museum

**Inspired by insights from the IKEA Life at Home Report, world-famous photographer Annie Leibovitz has been photographing people in their homes around the world. In summer 2024, the results of the collaboration are being shown at IKEA Museum in Älmhult, Sweden.**

The annual IKEA Life at Home Report is one of the most extensive global research projects to take a snapshot look at what home life is like for people around the world. Over the past decade, more than 250 000 people in over 40 countries have been interviewed.

One of the most striking insights from all the collected data is that almost half of respondents do not feel that their life at home is regularly portrayed in the media. IKEA thinks that everyone deserves to be seen. Therefore, in order to truly represent people in their homes, IKEA started a collaboration with the iconic portrait photographer, Annie Leibovitz.

### **IKEA Artist in Residence: Annie Leibovitz**

Annie Leibovitz is known for her ability to capture her subjects' inner lives, and last year she was appointed the first ever IKEA Artist in Residence. The result was 25 portraits of people and homes in Germany, India, Italy, Japan, Sweden, the United Kingdom and the United States. The series of portraits was exhibited for the first time during Paris Fashion Week in February.

A mentorship programme for aspiring young photographers has been part of the IKEA Artist in Residence project, and the work from these six young photographers mentored by Leibovitz and IKEA will also be shown at IKEA Museum.

"We want to change the fact that people do not identify with the way life at home is portrayed in the media. By showcasing Annie Leibovitz's portraits, we're giving new voices, new methods and new perspectives the chance to depict life at home. We want to inspire people to make their home into a home that respects and reflects their unique personalities," says Marcus Engman, Creative Director at Ingka Group (IKEA Retail).

Life at Home IKEA + Annie Leibovitz will be showcased at IKEA Museum in Älmhult, Sweden from 1 June – 1 September 2024.

*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.*



Additional information

## **Life at Home**

**IKEA + Annie Leibovitz**

**IKEA Museum 1 June – 1 September 2024**

**Opening event 1 June 2024, 11am**

Conversation with Marcus Engman, Creative Director at IKEA Retail, Trâm Nguyen Quang, mentee in the mentorship programme and Mats Nilsson, Curator at IKEA Museum.

Moderated by creative project leader Sara Bertram Böss.

## **10 years of curiosity**

The IKEA Life at Home Report is a tribute to life at home, and one of the most extensive research projects to look at what home life is like for people around the world. Over the past ten years, IKEA has been in contact with more than 250 000 people in 40 countries. The 2023 edition explores the past, present and future.

## **IKEA Artist in Residence: Annie Leibovitz**

This series of 25 portraits shows life at home through the camera lens of iconic photographer Annie Leibovitz. Leibovitz has photographed many of the world's most beloved cultural figures, from royalty to rock stars, but here she focuses on reflecting everyday life at home.

## **About the Swedish homes in the showcase**

### **Cal Orre, Stockholm**

*Sharing is caring.*

In one way, Cal Orre's life at home is no different to other people's. But the LGBTQ+ activist, who lives with their two co-parents and their child in a Stockholm suburb, says that daily life can be different due to a poly-relationship home.

### **Elaf Kamil, Gothenburg**

*A new life in Sweden.*

Elaf Kamil and her sister Sarah were born in Iraq and grew up in southern Sweden, where they built a new life by learning about Swedish culture, discovering post boxes and finding adventures at IKEA.

### **Ludvig Haav, Malmö**

*Meaningful lives, meaningful homes.*

Ludvig Haav is the visionary and driving force behind a recently established co-housing project in Malmö. By redefining the standard definition of 'home', the project offers the world an alternative way of living.

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# Museum

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