



Press release

25 October 2024
Älmhult, Sweden

The Table Is Set: Plate shapes from 1959 to 2024

On 9 November, *The Table Is Set* opens at IKEA Museum, taking visitors on a journey through table culture from 1959 to the present day. The exhibition reflects how design, function and material preferences have evolved with societal changes and new trends – from the simple designs of the 1950s, to today's focus on innovative and sustainable materials. Welcome!

For more than 60 years, plates, cups and saucers from IKEA have been an integral part of the Swedish home and dining table. Through a selection of shapely and functional objects, the exhibition shows how IKEA tableware has been shaped by trends and changing needs through the ages.

The Table Is Set highlights both iconic pieces and modern innovations – from the classics of the homeware range and the first self-produced RONDO set, to the bright colours of the 1990s, and on to today's focus on sustainable materials. Ranges such as SILVERSIDA, made from recycled waste material, offer a glimpse of the future of tableware.

Visitors will also gain an insight into the thousands of years of history of ceramic, and a deeper understanding of how production techniques and material preferences have evolved and been renewed over time. In addition, the exhibition highlights the different ceramic materials – earthenware, stoneware and porcelain – which each have their own story and unique character.

In the interactive 'Set the Table' area, visitors of all ages can set the table together – experimenting with colours, shapes and combinations, learning how to fold napkins, and discovering how a table setting can change the atmosphere around the table. This is a great opportunity to explore how design and function interact in everyday mealtimes.

"We hope that the exhibition will give visitors a better understanding of how ceramics both shape and reflect our everyday lives. From the practical to the elegant, each object tells a story of human needs and creative expression," says Therese Ståhl, Exhibition Coordinator at IKEA Museum.

For interviews and further questions, please contact:

Media Relations

Mobile: +46 (0)732-32 13 00

Email: media.relations@inter.ikea.com

Web: IKEAmuseum.com

IKEA Museum opened in 2016 and features the exhibition The Story of IKEA Past, Present and 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 features many temporary exhibitions, as well as a restaurant and a shop.