

IKEA Museum explores the many different ways of play in new exhibition

On 13 June IKEA Museum in Älmhult opens “PLAY” - a new exhibition that looks into the question of why and how we play. Inspired by research from the IKEA Play Report, the exhibition uncovers the five reasons to play and the different ways of playing.

Over the years, IKEA has conducted some of the world’s largest research studies on child development and play. In 2017, IKEA continued to explore the topic by researching the importance of play for adults as well as children. This research focused on the questions of what motivates and hinders play, as well as how people across cultures think we will be playing in the future.

The report identifies five key motivators of why we play – to connect, to express, to explore, to repair and to escape – and the mental and emotional benefits inherent in them. “PLAY”, the new exhibition at IKEA Museum is inspired by these findings and explores the reasons to play, what the different ways of playing are and how this research is reflected in the IKEA product range.

“PLAY is an exhibition that highlights the importance of play in our lives and visualizes in an interactive way, the main findings from the IKEA Play Report. Why and how do we play? Is there a difference between playing as a child or playing as an adult? And what impact does it have on the IKEA product development and range?,” says Annemieke van Leeuwen, exhibition curator at IKEA Museum

The exhibition is made up of five sections, each of them covering one of the five key motivators to play.

“We wanted this exhibition to be playful, interactive and to really stimulate play and collaboration between the visitors. It’s really an exhibition for people of all ages since, play has no age limit,” says Annemieke.

The exhibition, which offers an interactive and playful experience for all ages, is available at the IKEA Museum from 13 June to autumn 2019.

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