

Experience 70 years of life at home when IKEA Museum launches new IKEA Catalogue exhibition

In perfect timing to the release of this year's Catalogue, 12 August, IKEA Museum launches a new exhibition dedicated to the history of the IKEA Catalogue. The very popular photo opportunity, where visitors can do a mock-up of the latest IKEA Catalogue with themselves on the cover, is extended with an additional cover setting from the IKEA Catalogue 1973 as well.

The IKEA catalogue has been an important part of the IKEA Concept since the 1950s and enabled people to make an informed purchase as well as creating a strong home furnishing interest.

Using archive materials, letters, photos, facts and figures the exhibition *"IKEA Catalogue Through the Ages"* explore the history of the catalogue and guide the visitors behind the scenes. From the early years with historic touchdowns through the technical development and home-furnishing expertise, going digital, to the 3D designed room settings of today.

"The history of the catalogue is also a history about IKEA and democratic design, but maybe most interesting: a history of how our life at home has developed during the last 70 years", says Anna Sandberg Falk, Curator of the exhibition.

In addition IKEA Museum is launching the digital Swedish IKEA catalogues from the last 70 years on IKEAmuseum.com. Visitors can search their way back into time and browse through old IKEA catalogues.

"Older generations will be able travel back into time and reunite with interior they probably haven't seen for ages, while the younger ones can have a look at iconic IKEA products in their original environments and hopefully be inspired to find some new objects from the past still waiting to be rediscovered", says Per-Olof Svensson, Archive & Collection Manager.

With the new exhibition and by making the digital IKEA catalogues accessible on IKEAmuseum.com, IKEA Museum wish to share the history of Life at Home as well as capture the increasing global interest for old IKEA Catalogues and vintage IKEA furniture.

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The IKEA Museum opened 2016 and is featuring the Story of IKEA. In the past, in the present and into the future. The IKEA Museum is located in the original building of the first IKEA store, that opened in 1958 in Älmhult, Sweden. The IKEA Museum features a main exhibition divided into three sections: Our Roots, IKEA Through the Ages and The Many Sides of Ingvar Kamprad. The museum also includes several temporary exhibitions, as well as restaurant and a shop.