

PRESS RELEASE

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## IKEA Museum sharing passion for young Swedish design

**IKEA Museum and Svensk Form are teaming up and has created an exhibition showing a selection of works from Young Swedish Design from the years 2004 to 2020. On 5 March IKEA Museum opens up a new exhibition called “Sustain Able Voices” that taps into young and upcoming designers’ visions and ideas.**

Being equally curious at the future and with a passion for spreading the idea of good design to the many people, IKEA Museum has teamed up with Svensk Form (the Swedish Society of Crafts and Design) and created a touring exhibition. Ever since 1998, the jury for the Young Swedish Design award have rewarded innovative, transdisciplinary design. In the exhibition at IKEA Museum selected works of Young Swedish Design from the years 2004 to 2020 are on display. What they all have in common is courage, openness and a desire to experiment.

“At IKEA Museum we believe that good design should be for everyone. The exhibition Sustain Able Voices aims to reach the many people even outside of the bigger cities where it’s often easier to access design. We also want to inspire people to pursue their dreams of creating, says Anna Sandberg Falk, curator at IKEA Museum.

The exhibition Sustain Able Voices is built around photographs of the selected works and also a selection of interviews with the designers behind the object.

The collaboration between IKEA Museum and Svensk Form has also resulted in a traveling exhibition that will travel around the world.

“Our idea is that the travelling easy-assembly exhibition will bring more innovative and inspiring design ideas to a broader audience. We want to reach further and inspire more of the many people” says Anna Sandberg Falk.

Sustain Able Voices at IKEA Museum is open 5 March – 13 September 2020.

**For media related questions**, please contact [pressoffice.rangesupply@inter.ikea.com](mailto:pressoffice.rangesupply@inter.ikea.com) or call +46 732 321 300

For more information about the exhibition and press images: [ikeamuseum.com/en/press-room/](https://ikeamuseum.com/en/press-room/)

*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.*