

## **IKEA Museum in Älmhult launches digital exhibition to showcase Ung Svensk Form 2020 during the corona closure**

**In a digital exhibition, IKEA Museum will highlight the 25 young designers who have won this year's national design award Ung Svensk Form 2020. This traveling exhibition was received and built as planned in the IKEA Museum, but due to the public restrictions surrounding the Coronavirus the museum is closed for visitors, and by launching a new digital platform even more people will get the opportunity to take part of the exhibition.**

"We are excited to spread these innovating and experimenting young designs to as many people as possible. Of course, it's sad that we can't invite the public and the designers to Älmhult, the heart of IKEA, this year, digital exhibition is our way of making the best of the situation ", says **Anna Sandberg Falk**, curator at IKEA Museum.

Ung Svensk Form is said to be a window into the future and a platform for the ideas of young Swedish designers of today.

"This year's edition of Ung Svensk Form offers the audience a thought-provoking and sensational journey into the borderland between utopia and dystopia. It is obviously a strong need among young people to comment the precarious conditions of both the present and the future, regardless if it is thru furniture design, visual communication or speculative design", says **Mats Widbom**, Managing Director of Svensk Form.

The digital Ung Svensk Form 2020 traveling exhibition will open 29 April at [www.IKEAmuseum.com](http://www.IKEAmuseum.com) and it is accessible for everybody. 25 designers work will be shown, ranging from product design to handicrafts, giving the audience a sneak peek into the young ingenious Swedish design scene.

"Young designers have an impressive ability to raise important issues with intelligence, curiosity and humour. Ung Svensk Form 2020 offers world-class craftsmanship and a variety of different design works", says **Karin Wiberg**, project manager at Ung Svensk Form.

Ung Svensk Form 2020 traveling exhibition is produced by ArkDes and Swedish Form with support from IKEA-and the city of Malmö.

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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.*