



Press release

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## Award-winning design siblings in a new exhibition at IKEA Museum

**For the first time ever, IKEA Museum in Älmhult is devoting an entire retrospective exhibition to two of Sweden's – and probably the world's – most well-represented designers: Knut Hagberg and Marianne Hagberg. The exhibition opens 31 May and runs until 9 January 2022.**

With more than 40 years as designers at IKEA, Knut Hagberg and Marianne Hagberg's well-considered designs can be found in hundreds of thousands of homes around the world. Their products have been and are still used by millions and millions of people. Perhaps this is why it's more relevant to ask what child has *not* brushed their teeth standing on a FÖRSIKTIG? Or who *hasn't* cleaned their toilet with a BOLMEN or sat on an OMTÄNKSAM?

Since 1979, the Hagberg design siblings have been faithful designers for IKEA, resulting in more than 2,100 products over 41 years of tireless production.

As well as crowds of satisfied customers, Knut and Marianne Hagberg have also won many design prizes and distinctions over the years, both in Sweden and internationally. Even so, two of Sweden's – and probably the world's – most well-represented designers are relatively unknown to most people.

IKEA Museum wants to change this, and is for the first time ever paying tribute to Knut Hagberg and Marianne Hagberg in a retrospective exhibition of iconic designs and unique insights into their world.

- "Few Swedish designers have helped to make everyday life easier for the many people like Knut and Marianne. Their design is the epitome of what we at IKEA call Democratic Design," says Anna Sandberg Falk, Curator at IKEA Museum.
- "We'd rather see one of our creations sell in hundreds of thousands instead of just a few," say Knut and Marianne Hagberg.

It's a great thing to have the ability to reach out to as many people as possible. And working with Democratic Design – form, function, quality and sustainability, at a low price – is in the siblings' DNA.

- "We see the boundaries as a challenge. How much good form, function and sustainable quality can we fit into a low price? And it's a challenge that we enjoy," say Knut and Marianne Hagberg

The *Hagberg + Hagberg* exhibition opens at IKEA Museum in Älmhult on 31 May 2021 and runs until 9 January 2022.

*IKEA Museum opened in 2016 and features the exhibition The Story of IKEA – Past, Present & 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 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 a restaurant and a shop.*



# Museum

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