



Press release

30 August 2024  
Älmhult, Sweden

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## **IKEA Museum opens pop-up shop in Stockholm**

**For the first time, IKEA Museum is taking its unique shop beyond Älmhult, as an IKEA Museum pop-up shop opens at IKEA City in Gallerian shopping centre, Stockholm. The range will include products from the iconic Swedish design collective 10-gruppen, Ten Swedish Designers. The initiative brings yet another dimension to the IKEA experience in Stockholm.**

IKEA Museum in Älmhult showcases the story of IKEA, from the small business started by Ingvar Kamprad that evolved into a global brand, to the brand's contribution to design history over the past 80 years. But it is not only the exhibitions that have a story to tell. The same is true for the carefully selected products available to buy in the shop at IKEA Museum in Älmhult. Now, for the very first time, some of the shop's products are making a guest appearance outside of Älmhult, as the IKEA Museum Pop-up shop opens inside IKEA City in Gallerian, Stockholm on 2 September.

"IKEA Museum in Älmhult is the heart of our history at IKEA. It gives people an opportunity to really get to know IKEA through the stories and experiences in our exhibitions and the range of design in our shop. By making a guest appearance in Stockholm, we want to make the story of IKEA available to more people," says Pär Gustafsson, Managing Director of IKEA Museum.

IKEA has a long history in Stockholm. A lot has changed since the brand opened its first store at Kungens Kurva back in 1965, but one thing never changes: the importance of home. Stockholm is and will remain an important place for IKEA Sweden, and in the years to come IKEA will continue to develop formats, meeting-places and the best possible customer experience in Sweden's capital.

At IKEA City in Gallerian, the ground floor has recently been remodelled to make room for more inspiration, and almost a thousand new products have been added to the range. Opening the IKEA Museum Pop-up shop at IKEA City in Gallerian is the next step in creating the best home furnishing experience for the people of Stockholm.

*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 four sections: Our Roots, Democratic Design, Hej Ingvar! and IKEA Through the Ages. The museum also includes several temporary exhibitions, as well as a restaurant and a shop.*



# Museum

"Stockholm is a place of many firsts for IKEA and we always want our customers to experience IKEA in the best possible way. The IKEA Museum Pop-up is the first and only one of its kind around the IKEA world and adds another dimension to that experience," says Graeme Smith, Area Manager Stockholm for IKEA Sweden. "We are happy to give our customers the opportunity to take inspiration from the history of IKEA and to buy unique products to take home."

The IKEA Museum Pop-up shop will offer a selection of products from the museum shop in Älmhult. The most striking of these is the collection featuring patterns by iconic Swedish design collective 10-gruppen, Ten Swedish Designers who have collaborated with IKEA several times over the years. Their patterns now appear on new products at IKEA Museum, and in the current exhibition *Magical Patterns* in Älmhult. Working with 10-gruppen co-founders Tom Hedqvist and Ingela Håkansson Lamm, a brand new collection was developed for IKEA Museum.

The products are available exclusively at the IKEA Museum shop in Älmhult and the IKEA Museum Pop-up shop at IKEA City in Gallerian, Stockholm. The IKEA Museum Pop-up shop opens 2 September until the end of December 2024.

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