



Press release

2 April 2025
Älmhult, Sweden

© Inter IKEA Systems B.V. 2019

Uptown for all!

Discover the STOCKHOLM collection from the 80s to today

On the 10th of April, 40 years after the first STOCKHOLM collection was launched, the exhibition “Uptown for all!” opens at the IKEA Museum in Älmhult. Through carefully curated, era-specific sections representing the past four decades, visitors can rediscover the various collections that have become integral parts of Swedish homes since the 1980s.

“Uptown for all!” is a chronological showcase built around the now-iconic STOCKHOLM collections, presenting its eight launches spanning the years from 1985 to today. Visitors are invited to experience the products up close in settings characteristic of the decades in which they were first introduced.

The exhibition begins at the time of the very first STOCKHOLM launch – the optimistic and glamorous 1980s – guiding visitors through the following decades, including the dynamic 1990s and the more colorful and experimental 2000s. The journey concludes in the present day, highlighted by muted, earthy colors and bold details. Throughout the exhibition, the stories behind each collection’s creation are presented.

– STOCKHOLM is one of our most beloved collections and a great example of the vision that Ingvar Kamprad realized through IKEA -- to make beautiful, timeless furniture with a strong emphasis on craftsmanship accessible to a wider audience. The idea behind the collection was to enable more people to own high-quality, lasting pieces in their homes at affordable prices, says Rossana Oliveira, curator at IKEA Museum.

Over the years, hundreds of products have been launched within the STOCKHOLM collection. In “Uptown for all!”, some of the most beloved items are showcased alongside a selection of lesser-known pieces. Even Ingvar Kamprad’s personal favorites, brought directly from his home, are featured in the exhibition.

Despite numerous product launches over the years, the STOCKHOLM collection has consistently maintained its commitment to timeless design and craftsmanship, while simultaneously embracing influences from contemporary trends and phenomena.

– “Uptown for all!” will likely evoke a sense of nostalgia for some visitors as they rediscover the different STOCKHOLM eras from the past four decades. Whether familiar or new to the collection – we hope to provide visitors with a few surprises – and, of course, plenty of inspiration from our rich design history, Rossana Oliveira concludes.

IKEA Museum opened in 2016 and is located in the original building of the first IKEA store, which opened in 1958 in Älmhult, Sweden. The museum features the main exhibition *The Story of IKEA – Past, Present & Future*, which is divided into four sections: *Our Roots*, *Democratic Design*, *Hej Ingvar!* and *IKEA Through the Ages*. IKEA museum in Älmhult attracts over 200.000 visitors each year and also includes temporary exhibitions, as well as a restaurant and a shop.



Museum

As "Uptown for all!" opens, the 2025 STOCKHOLM collection will also be launched in the Swedish IKEA stores. The exhibition will be on display at IKEA Museum from 10 April to 31 August 2025.

For interviews and further questions, please contact:

Media Relations

Mobile: +46 (0)732 32 13 00

Email: media.relations@inter.ikea.com

Web: IKEAmuseum.com

IKEA Museum opened in 2016 and is located in the original building of the first IKEA store, which opened in 1958 in Älmhult, Sweden. The museum features the main exhibition The Story of IKEA – Past, Present & Future, which is divided into four sections: *Our Roots*, *Democratic Design*, *Hej Ingvar!* and *IKEA Through the Ages*. IKEA museum in Älmhult attracts over 200.000 visitors each year and also includes temporary exhibitions, as well as a restaurant and a shop.