



Press release

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Trailblazers, design her way: a celebration of the female design and interior tradition

On 4 June, IKEA Museum opens the doors to one of its most ambitious exhibition ventures yet. *Trailblazers, design her way* shines a light on women's design, both historical and contemporary, the obstacles they have faced, the works that have been created, and the new design paths that have opened up.

Trailblazers, design her way brings together the work of more than 20 designers from around the world, all women, in an inspiring, thought-provoking exhibition at IKEA Museum. The works on display range from classical furniture design to more artistically expressive pieces, as well as innovative examples of in-depth material knowledge.

The exhibition is based on the history of Swedish design and interior design, and four women who have made an impact in different ways.

They include Karin Larsson, whose ideas on configuring the home have become a symbol of Swedish art and design heritage. Also Estrid Ericson, the entrepreneur behind Svenskt Tenn, whose work has become a cornerstone of Swedish design exports. Then there is Lena Larsson, the functionalist who established the 'use and throw away' ideal of the 1960s. And finally, Råsmari Nilsson, an early, influential interior designer at IKEA Kungens Kurva, who challenged the conventions of the home: *It's your home – do what you want with it!*

"What unites all the women in the exhibition is the fact that they have worked in a highly male-dominated industry. In design schools, women are often in a strong majority, but in the industry it's the other way round. The exhibition will not answer why this is, but we hope to show that whoever creates the design behind the pieces we have in our homes also influences and shapes our societies," says Anna Sandberg Falk, Curator at IKEA Museum.

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

The 25 designers in the exhibition include several well-established names. The iconic Ingegerd Råman, a multiple award winner and influential in the artistic development of Orrefors in recent decades, appears alongside Sara Szyber, former board member of Svensk Form – the Swedish Society of Crafts and Design, with well-known works made for Svenskt Tenn and Kathea, among others.

Two younger, contemporary designers are Matilda Hunyadi and Nila Rezaei. Hunyadi, already a multiple award winner, has developed a distinctive design language with the female-coded ornament at its centre. Rezaei, who has Iranian roots and now works in Australia, exhibits works that are clearly artistically and politically expressive.

"Of course, I hope that visitors will get a big dose of inspiration, perhaps most of all from the fact that all our designers have paved the way for new design ideas by being bold in their vision and uncompromisingly loyal to their style. But the great ambition behind the exhibition is that visitors will take away a new way of looking at design, both historical and contemporary. A little more challenging, perhaps even a little critical," Anna Sandberg Falk continues.

Trailblazers, design her way opens at IKEA Museum in Älmhult on 4 June and runs until 8 March 2026.

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