



Press release

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IKEA Museum celebrates the power of entrepreneurship

On 11 December, IKEA Museum in Älmhult is opening the *Who builds our future?* exhibition. The exhibition kicks off the centenary year of 2026, and showcases inspiring examples of entrepreneurs who have shaped their own – and our shared – future in different ways.

In 2026, Ingvar Kamprad would have been 100 years old. It is also 50 years since *The Testament of a Furniture Dealer* was published, which sets out the ideological direction of IKEA in nine commandments. In addition, 2026 marks the 10th anniversary of IKEA Museum, which is based in what used to be the first IKEA store.

To honour the legacy of IKEA and Ingvar himself, the anniversary year begins with a new exhibition celebrating entrepreneurs and entrepreneurship, and their power to shape the future.

With both physical and digital installations, Who builds our future? highlights a new side of entrepreneurship, beyond business plans and balance sheets. The focus is on softer values such as curiosity, risk-taking and perseverance – the very foundations of what it takes to become and embody a good entrepreneur.

"The idea of 'entrepreneurship' and 'entrepreneurs' has become increasingly mystified in recent years, as if it's a lifestyle reserved for a select few. In line with Ingvar's life's work, we want to show that anyone can become an entrepreneur if they have the right attitude, and the courage not only to try, but also to risk failing," says Rossana Oliveira, curator at IKEA Museum.

In previously unseen notes from Ingvar himself, visitors can read his personal advice to the entrepreneurs of the future. The advice focuses on the importance of taking action and daring to dream with vision. The exhibition also showcases a

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Museum

number of inspiring visionaries who have blazed their own trails and built themselves a life as an entrepreneur – in prisons and in outer space.

Visitors will also have the opportunity to step inside a replica of Ingvar's own shed where he began his journey as an entrepreneur, building what would later become the world known brand that is IKEA.

"We ideally want visitors, and especially young people, to leave the exhibition with the feeling that the future is in their hands, and that small ideas can grow into big changes. We are proud and delighted to be able to share Ingvar's, and other inspirers', stories. And of course, it's particularly fitting that it's happening right here in Älmhult, where the success story originally began," Rossana concludes.

Who builds our future? is for everyone who is curious about motivation, creative drive and the entrepreneurial legacy of IKEA. The exhibition opens on 11 December 2025 at IKEA Museum in Älmhult, Sweden.

For interviews and further questions, please contact:

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