

**This content is embargoed until 4th of march 2021**

# **IKEA ART EVENT 2021**

**APRIL 2021**



# A new vision for art and home



IKEA ART EVENT 2021  
LED table lamp  
allen key shaped

€000



The sixth IKEA Art Event is a limited collection that's all about the magic that happens when the line between art and functional design blurs. This range of home furnishings presents an ingenious perspective on everyday things, inviting the wonder and curiosity sparked by art right into your home.

For this collection, IKEA has selected five artists and designers to create inspiring art pieces that will capture your imagination, which, at the same time, double-up as useful household items to be picked up, put back down, switched on and then off. It's a wonderful new vision for art and home that doesn't play by the rules, so please go ahead and touch the artwork.

IKEA ART EVENT 2021 is set to present its new vision in April – but only in limited numbers. Exclusive to IKEA.com and your local IKEA store.







IKEA ART EVENT 2021  
vase

€000

In the past, art was considered as something to be admired from a distance in a museum or gallery. Now, this idea of art is changing – many artists also work as designers making everyday objects that can be used, and vice versa.

“We want to show that being an artist or being a designer does not mean that you have to stay in one box, you can work within different fields, and that this new movement has had a profound impact both on the design and art scenes today,” says Henrik Most, a creative leader at IKEA, about the idea behind this collection. IKEA ART EVENT 2021 seeks to celebrate the sense of wonder created by these fields coming together, and by taking art out of the gallery and into the home.

For this clever ten-piece collection, IKEA has collaborated with some of the most imaginative artists and designers working today: Daniel Arsham, Gelchop, Humans since 1982, Sabine Marcelis and Stefan Marx. “We choose to work with different artists from around the world to reflect the diversity of art and design coming together,” says Henrik Most. “I feel inspired when I look at this collection because each product has such a strong story.”

Driven by curiosity, these visionaries take recognisable objects and add their unique artistic spin, shifting our view of what a simple clock or lamp, torch or throw, vase or picture is. Each of these pieces has a vision of its own, elevating the ordinary into the extraordinary.

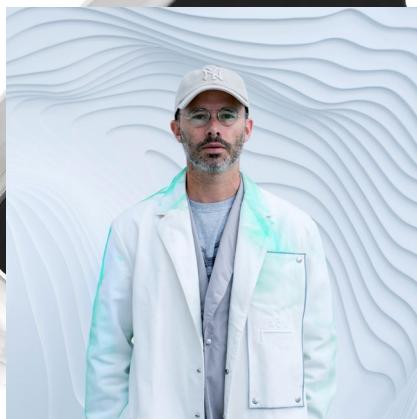
IKEA ART EVENT 2021 showcases the future of living with art – where it can be picked up and used as well as thoughtfully reflected upon. There are no boundaries in IKEA's new vision; art every day for everyone.

**“With this art collection, we want to show that being an artist or being a designer does not mean that you have to stay in one box.”**

Henrik Most, Creative Leader IKEA



IKEA ART EVENT 2021  
LED torch allen key  
shaped  
**€000**



**Daniel Arsham**



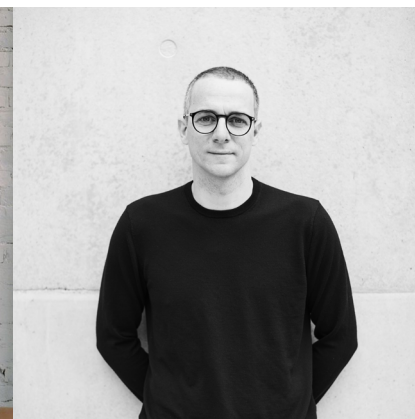
**Gelchop**



**Humans since 1982**



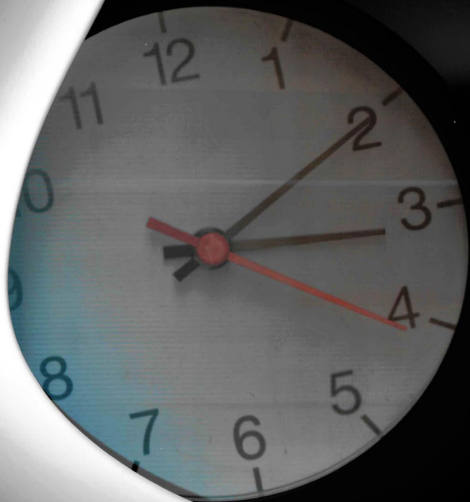
**Sabine Marcelis**



**Stefan Marx**



# Daniel Arsham



IKEA ART EVENT 2021  
clock

€000

Daniel Arsham is a multidisciplinary American artist, whose work combines art, architecture and performance. He has collaborated extensively with other creative leaders across stage production, interior design, fashion and architecture. Captivated by the expressive possibilities of different materials, Arsham's practice explores manipulations of architecture, archaeology and time, often through a monochrome colour palette to emphasise material properties. His most recent artworks combine ideas related to future civilisations and archaeological decay. He is the co-founder of New York-based collaborative practice, Snarkitecture.





## The vision: *Quiet manipulations*

Since his earliest paintings and experience working in stage design (creating sets for choreographer Merce Cunningham) Daniel Arsham has been interested in the subject of time. It's only fitting then that his contribution to IKEA ART EVENT 2021 would be a table clock that also reflects his ongoing preoccupation with questions of movement, materials and architecture.

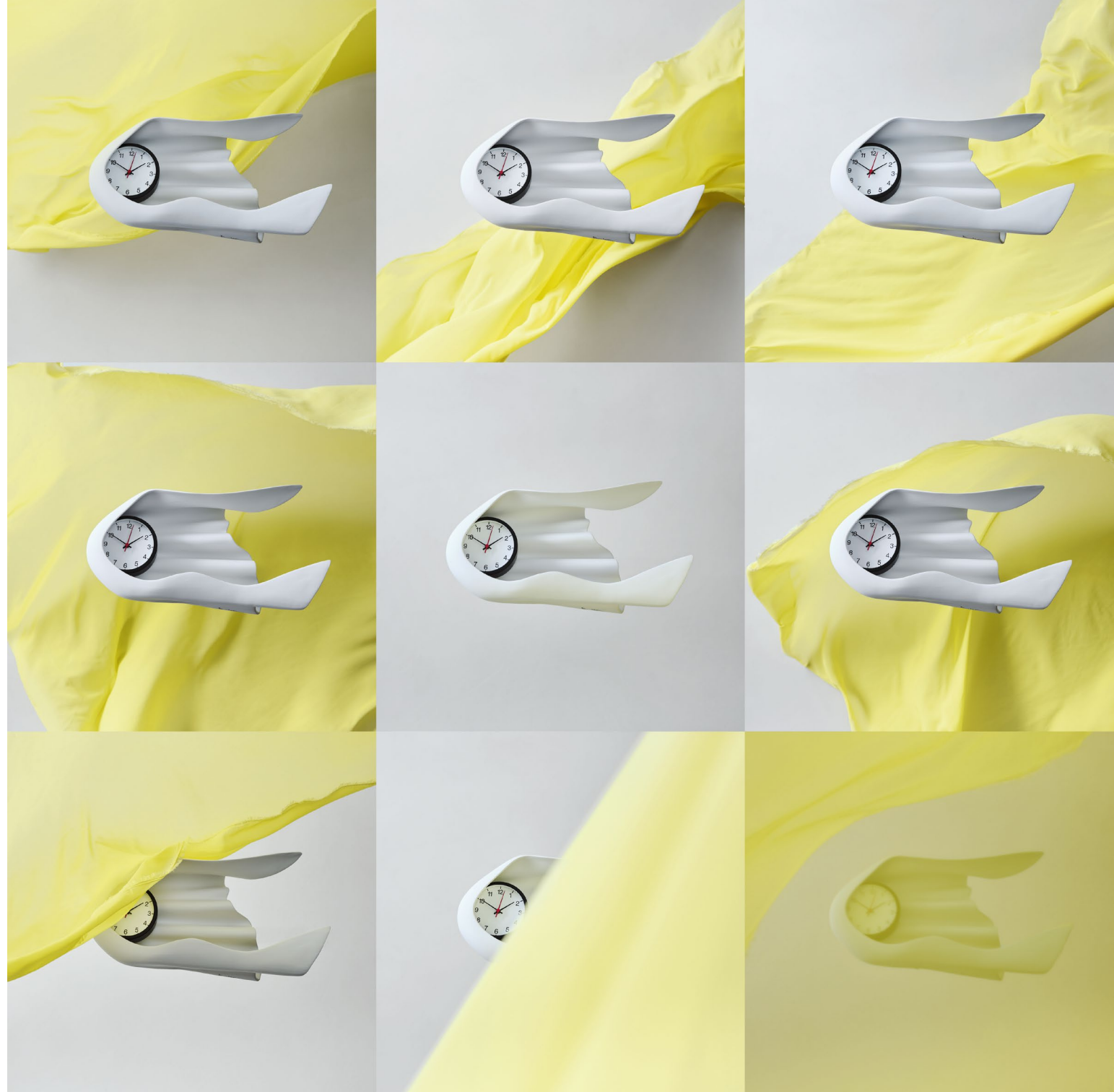
Arsham's clock combines his fascination with time with his interest in the idea of architecture in movement. In general, moving walls and buildings are presumed to be caused by a destructive force such as a storm or earthquake; in contrast, Arsham wants to create "quiet manipulations" that you may not immediately notice. His timepiece is an expression of this idea: it appears to be in a state of gentle motion, or of time flying by... He believes it fits into the "larger universe" of his practice.

Driven by the playful interactions that occur between people, ideas and mediums, Arsham is fascinated by how everyday household objects can be transformed into exciting conversation pieces. By participating in this year's IKEA Art Event, he hopes his contribution will bring art into the homes of the many. He considers the table clock to be a striking example of function merging with the emotional resonance associated with seeing a great work of art.



**“A lot of things I am using in my work or referencing are everyday objects – a very simple telephone, camera or clock; things that have a place already in daily life. When I can latch onto something that people already know and it’s shifted outside of the everyday that can be an interesting experience for them.”**

Daniel Arsham





# GELCHOP

IKEA ART EVENT 2021  
LED table lamp  
allen key shaped

€000

ALLEN KEY LAMP



Tokyo-based creative collective Gelchop use their hands to bring to life creative ideas. In their practice, Gelchop deconstruct everyday objects by combining them with different elements to give them a fun and compelling function. Recalling Marcel Duchamp's 'readymades', Gelchop's artworks and products make us look at things in a different way, prompting a reflection upon an object's 'true' purpose in the world.



## The vision: *Shining a light on an iconic IKEA item*

Gelchop's ideas often emerge from thinking about how to improve the quality of daily life – according to the collective, the inspiration for their pieces “comes from everyday ‘aha’ moments”. By combining ordinary items with unexpected elements to make new objects, their work grants a humorous and surreal view on living with things.

For this collection, they have put their own spin on what is arguably the most iconic IKEA item of all: the Allen key, and have created a table lamp and torch (available in metallic blue and silver) based around its design. In their view, the humble Allen key has not got the attention it deserves, so they decided to shine a light on it (quite literally) and transform this tiny yet very functional object into an absurdly large version of itself, with a new purpose. The modest Allen key has new value as it's no longer just a practical tool to assist in the making of furniture, but a fantastic art object too.

IKEA ART EVENT 2021  
LED table lamp  
allen key shaped

€000

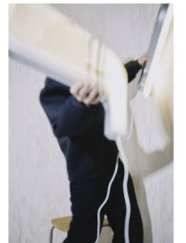
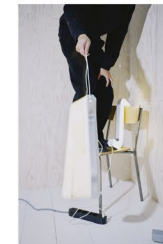
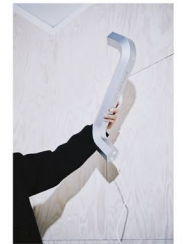




**"We are always thinking of ways to use existing items and combining the concepts or phenomena of different things to change the meaning or application of the original item in a fun, playful way."**

Gelchop







Humans since 1982

# HUMANS SINCE 1982

IKEA ART EVENT 2021  
wall decoration

€000



Established in 2009 by Bastian Bischoff and Per Emanuelsson (who are from Germany and Sweden respectively) while students at HDK Göteborg, Humans since 1982 fuse art and design to create subversive everyday objects. The duo's pieces raise questions about accelerating technology and its dualistic nature as both a source of progression and destruction. Defying simple categorisation, their work is driven by curiosity and a desire to offer a new way of thinking about the world.



## The vision: *A poetic take on technology*

Creative duo Humans since 1982 refuse to be labelled as either artists or designers, instead they want their work to reflect the dynamism of human nature. Since their studies, they have been interested in dismantling the border between functional design and art, which they believe to be unnecessary as everything has a function of some kind. In their practice, the duo often take iconic objects and recognisable signs and symbols out of their usual habitats and put them into new environments, with new functions. Much of their work examines technology, which they call “a tool for efficiency” and gives it a less tangible, more poetic quality in order to provide a fresh perspective on its place in society.

Their contribution to IKEA ART EVENT 2021 follows this train of thought – they take the drone, a modern technological object associated with surveillance, and put it into an aluminium display case resembling a butterfly collection. By pinning the drones inside the cabinet, they make us think about how strange it is for a present-day technological item to be static as though it is a timeless artefact or specimen. The duo hope that their wall pieces will resonate with IKEA customers; they believe that they will fit into any kind of home.



IKEA ART EVENT 2021  
wall decoration,  
W50×H50cm

€000





**“We have avoided being labelled...we are not stuck in the role of being artists or designers. We like to maintain the freedom and focus on the multifaceted nature of being human and our studio name reflects that.”**

Humans since 1982

# Sabine Marcelis

IKEA ART EVENT 2021  
LED wall lamp, Ø30cm

€000

 2021



New Zealand-born and Rotterdam-based designer Sabine Marcelis is fascinated with the unique properties of materials and the effects specific materials can create – for example, resin or glass interacting with light. Her practice is process-driven: her designs emerge through extensive experimentation with ideas and materials in the studio. Working across product, installation and spatial design, she aims to create magical experiences through her engaging designs.



## The vision: *Moments of wonder*

Sabine Marcelis is motivated by getting to the core of a concept or a material. Her designs often have a minimal quality in order to emphasise the specific properties and effects of the materials used. Her work is defined by this sensitivity to materials – she hopes her designs create “a moment of wonder” and compel an emotional response and curious engagement in viewers. She believes that by art and functional design coming together, art becomes less “untouchable” and can be experienced by more people.

For her contribution to IKEA ART EVENT 2021, Marcelis was inspired by Italian painter Lucio Fontana’s slashed canvases and wanted to translate this simple gesture – a cut through a surface – to a light fitting. “I think a lot of inspiration comes from doing,” she says and the design for her IKEA wall lamps emerged through experimentation with folding and cutting paper. She considers the wall lamps, which come in two different sizes and can change five different colours, to be a departure from her usual lighting designs, where she works with white light passing through different (often transparent) materials. In contrast, her IKEA lamps explore the wonderful effects created by a dynamic light emanating from a single, solid surface. According to the designer, their function is to create an atmosphere at home – they can change the mood of any space.





**“Art in the home elevates it from being a place for shelter into a space where you have emotional triggers. I think the daily mood changing effect of being surrounded by objects that you have some kind of a connection to or that create an emotional trigger is a very important thing.”**

Sabine Marcelis

**"I definitely hope that when people interact with my work that it sparks some kind of curiosity or inspiration, that you would want to step closer and observe it a little bit better."**

Sabine Marcelis





IKEA ART EVENT 2021  
throw

€000

STEFAN MARX

Stefan Marx is a German artist and illustrator, who finds inspiration in the world around him: friends, strangers, books, music, skateboarding, the natural world. Although his work spans numerous mediums (painting, textiles and porcelain, to name but a few) and scenes such as skate, graffiti and techo, drawing is at the heart of all of his work and essential to how he chooses to express his ideas in the world. His diverse practice is united by its combination of good humour and moving poeticism.





IKEA ART EVENT 2021

vase

€000



## The vision: *The joy of expression*

"I always have a pen and some kind of paper with me," Stefan Marx says about the central place drawing takes in his practice. Inspired by everyday life, the Berlin-based artist makes typographical artworks, based on conversations he overhears among friends and strangers, as well as lyrics and sentences plucked from his favourite songs and books. He is interested in how the arrangement of certain words or phrases can express a mood or feeling.

Marx wants to bring joy into the home through art, and he hopes his contribution – a vase and a throw – will do exactly that, providing something special to use and admire daily. Like much of his work, the two products boast emotive phrases: the familiar wail of "I'm so so so sorrrrryyy" on the vase, and "I wait here for your forever as long as it takes" on the throw, which the artist scribbled in his notebook, after seeing the message graffitied onto a wall in London. These are pieces where you can add your own personal touch – flowers can be arranged in the vase as an expression of love or as an apology; the throw can be folded up and unfolded, carried with you and around you. Marx believes that these are pieces that you will appreciate everyday as they combine an emotional impact with function.





**"It's great when art and functionality blurs...it's a very positive aspect in your daily life because you live with these pieces."**

Stefan Marx



IKEA ART EVENT 2021  
vase

€000

**"I hope these pieces can push the  
boundaries of home furnishings."**

Stefan Marx

## Please touch the artwork

To bring IKEA ART EVENT 2021's new vision to life, we are inviting you to get closer to the artworks and experience them for yourself.

We have created a suite of custom augmented reality (AR) effects to celebrate the collection's launch, bringing you into the wonderful world of IKEA ART EVENT 2021. The launch effects represent the artists' individual visions.

#IKEAARTEVENT2021 AR effects will be available via @ikeatoday

**Follow @ikeatoday**





# Products



PE816317.jpg

**IKEA ART EVENT 2021 vase  
\$000**

Tinted, clear lacquered glass.  
Designer: S Marx. Ø17, H25cm. Clear  
glass/black  
104.918.56



PE816306.jpg

**IKEA ART EVENT 2021 LED table  
lamp, allen key shaped \$000**

Built-in LED light source.  
Polycarbonate plastic and aluminium.  
Designer: Gelchop. W31×H7cm. Silver-  
colour  
204.918.65



PE816313.jpg

**IKEA ART EVENT 2021 LED wall lamp  
\$000**

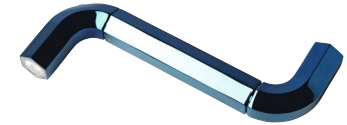
Built-in LED light source. Powder  
coated steel. Designer: Sabine  
Marcelis. Ø30cm. White  
104.917.57



PE816315.jpg

**IKEA ART EVENT 2021 LED wall lamp  
\$000**

Built-in LED light source. Powder  
coated steel. Designer: Sabine  
Marcelis. Ø40cm. White  
804.917.49



PE816311.jpg

**IKEA ART EVENT 2021 LED torch,  
allen key shaped \$000**

Built-in LED light source. Aluminium  
and polycarbonate plastic. Designer:  
Gelchop. L20cm. Blue  
004.919.46



PE816309.jpg

**IKEA ART EVENT 2021 LED torch,  
allen key shaped \$000**

Built-in LED light source. Aluminium  
and polycarbonate plastic. Designer:  
Gelchop. L20cm. Silver-colour  
004.919.51



PE816319.jpg

**IKEA ART EVENT 2021 clock  
\$000**

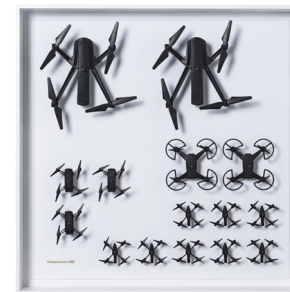
Powder coated steel and glass.  
Designer: Daniel Arsham. L40×W14,  
H22cm. White  
804.918.48



PE816318.jpg

**IKEA ART EVENT 2021 wall  
decoration \$000**

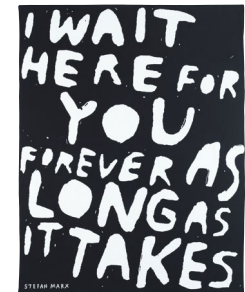
Aluminium, ABS plastic and glass.  
Designer: Humans since 1982.  
W26×D7.5, H35cm. Drone motif white  
504.974.27



PE816305.jpg

**IKEA ART EVENT 2021 wall  
decoration \$000**

Aluminium, ABS plastic and glass.  
Designer: Humans since 1982.  
W50×D7.5, H50cm. Drone motif white  
104.917.43



PE788612.jpg

**IKEA ART EVENT 2021 throw  
\$000**

100% cotton. Designer: Stefan Marx.  
W130×L160cm. Black/white  
004.918.52

## About IKEA Art Event

At IKEA, we believe art is for everyone, which is why, since 2015, we've collaborated with contemporary artists and designers from all over the world to create limited edition collections.

The result – IKEA Art Event – aims to democratise art and bring it into the homes of the many people. This means IKEA Art Event is all about making art more accessible and affordable for all – an idea we are sure you'll agree with it.

Previous collections have included hand-woven rugs, artist-designed posters and glass figurines, and we have collaborated with artists and designers including Virgil Abloh, Junko Mizuno, James Jarvis and Craig Green.

"Art enriches everyday life and this is why we keep exploring various aspects of art. Always together with highly talented people."

**– Henrik Most, Creative Leader IKEA**

## Contact

Name name

Street street 12345 | Town town 1234

Email abcd@ikea.com | Phone 000-000 000 00