



## PRESS RELEASE

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### **IKEA announces a new, luminous collection with Sabine Marcelis that brings light to life.**

**When light comes to life, everything shines. Together, Sabine Marcelis and IKEA want to embrace the potential of direct and indirect light at home and emphasize the beauty of light and its positive impact on people's emotional wellbeing. The collection is planned to come to IKEA stores in October 2022.**

Homes are more than just places where people eat and sleep – our homes are individual spaces that reflect who we are and where we express our emotions. With this collection, IKEA and Sabine Marcelis want to take a closer look at light itself and how it comes to life at home – through lighting solutions and eye-catching home furnishings that play and interact with light and are equal in emotional and functional value.

“With this curious collection we want to explore how light interacts with materials, texture, and colour and we wish to emphasise how beautiful home furnishings can have a positive effect on everyday life” says Henrik Most, Product Design Leader at IKEA of Sweden AB. “The products will be a fantastic addition to the IKEA range as they showcase Sabine Marcelis' unique design language”, he adds.

Exploring the surprising effects of light in the home, whether from a direct or indirect source, the collection will include amongst other items glasses, bowls, mirrors, and lamps. While most of the products will be a limited offer, some lighting pieces are intended to be long-term additions to the IKEA range. The collection will feature statement pieces, which enable people to express their personality and design aesthetics to create sensorial, emotional experiences in the home.

“Lighting, and design objects with integrated light, are more than functional home furnishing products. Light has an impact on how we feel, it creates ambience and atmosphere. Direct light and indirect light can create unexpected effects harmonizing or amplifying our surroundings”, says Sabine Marcelis, Rotterdam-based designer. “I wanted to explore how light can be turned into something that is not just purely functional. Light has the ability to transform the look, feel and atmosphere of the home for the better,” she adds.

*IKEA is one brand and many companies. Around the globe, a large number of companies operate under the IKEA trademarks.*

*IKEA Range & Supply, consisting of IKEA of Sweden in Älmhult and IKEA Supply AG in Pratteln, Switzerland, have the responsibility to develop, design, produce and supply IKEA stores and sales channels around the world with home furnishing solutions available to the many people. Each year IKEA Range & Supply introduces 2,000 new products. The total range is almost 10,000 products.*

Sabine Marcelis work is characterized by pure shapes and forms that highlight the material properties and processes from which they are made. Working across product, installation, and spatial design, she aims to create magical experiences through her engaging designs.

This collection marks the second collaboration between IKEA and Sabine Marcelis, following her participation in IKEA ART EVENT 2021.

More about this new collection and Sabine Marcelis via [Behind the scenes](#).

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**About IKEA**

IKEA offers well-designed, functional, and affordable, high-quality home furnishing, produced with care for people and the environment. There are several companies with different owners, working under the IKEA Brand, all sharing the same vision: to create a better everyday life for the many people. IKEA was founded in Sweden in 1943.

**About the IKEA franchise system**

The IKEA retail business is operated through a franchise system with franchisees that are authorised to market and sell the IKEA product range within specified geographical territories. Inter IKEA Systems B.V. is the owner of the IKEA Concept and worldwide IKEA franchisor, who also assigns different IKEA companies to develop the product range, supply products and deliver communication solutions. Today, 12 different groups of companies have the right to own and operate IKEA sales channels under franchise agreements with Inter IKEA Systems B.V.

**About Inter IKEA Group**

Inter IKEA Group includes Inter IKEA Systems B.V., IKEA of Sweden AB, IKEA Supply AG and IKEA Industry AB related businesses. Inter IKEA Holding B.V. is the holding company for the Inter IKEA Group.

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