

MARKERAD

IKEA® c/o Virgil Abloh™



A collection of items that help you make a statement in your first home. Turning everyday objects into design icons, in collaboration with world-renowned creative Virgil Abloh.

**Make your mark with MARKERAD,
launching November 2019.**

“IDEA”

“I want each item to bring people a sense of pride, and I want the great design to be the biggest reason why you get it.”

- Virgil Abloh

Over the last 10 years, Virgil Abloh has become one of the world’s most in-demand designers – and fashion royalty. He’s a multi-disciplinary creative who’s as comfortable behind a set of DJ decks as he is in the studio, with a celebrated history of collaborations with some of the world’s biggest brands. He uses his work to examine the interplay between contemporary visual culture and the world of design, melding high art references with his streetwear heritage.



“PROCESS”

Virgil, alongside Henrik Most, a creative leader at IKEA, conducted extensive research into the lives of young adults, in order to help understand their needs as they move out on their own for the first time.

Then, over several workshops at IKEA’s design centre in Älmhult, Sweden, they worked together to develop sketches and prototypes, physically shaping the products themselves in our pattern shop.

By joining together our approaches to design, we challenged each other to think differently - and created a collection that empowers people to build a first home that’s distinctively theirs.





“Millennials expect you to solve the function as a basic thing, and they want you to create that added value, that emotional attachment to the product”


- Henrik Most
Creative Leader at IKEA

“OUTPUT”

The collection takes classic minimalist designs and builds on them with the artistic references and deconstructive elements typical of Virgil’s work. His iconic quotation marks can be found throughout, and are used to add a sense of irony and inject humour into everyday objects.

#IKEAxVirgil #MARKERAD



A light-colored wooden chair with a curved backrest and a wooden doorstop placed on one of its legs. The chair is made of wood and has a simple, modern design. The doorstop is a small, rectangular block of wood that is placed on the leg of the chair, creating an unexpected interruption in the design.

“It’s about elevating the anonymous, everyday icons that we use without noticing. When we put a doorstop on one of the legs of an ordinary chair we create something unexpected – an interruption.”

- Virgil Abloh



PH165745

PH165744

PH165748



MARKERAD 17-piece tool set \$000

104.339.32

PH165747





“Dreams come true when you don’t sleep.”
- Virgil Abloh

MARKERAD cover for day-bed \$000
604.339.01

MARKERAD day-bed frame \$000
404.339.02

MARKERAD cushion cover \$000
404.438.83



PH165737



PH165752

This table updates 1950s Scandinavian modernism with construction and materials that make the table light and easy to assemble. Each leg can be clicked into place in just one step using our wedge-dowel fitting – no tools necessary.



PH165740



PH165741





All the cotton we use for IKEA products comes from more sustainable sources – meaning it's either recycled or grown with less water, chemical fertiliser and pesticides.

IKEA® c/o Virgil Abloh™
"Textiles"
Älmhult, Sweden
©2019

MARKERAD quilt cover and
pillowcase \$000

504.547.91





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10am - 8pm Monday to Friday
10am - 6pm Saturday and Sunday
Phone: + 46 77 570 05 00



ITEM # 90112790 20383
RECEIPT RUG
SUBTOTAL
599,00
599,00
SEK

Family/Business nr:

TOTAL
CASH
POSTCODE: 34331
CHANGE DUE
599,00
401,00

ITEMS PURCHASED: 1
GST - Rate ----- Non GST -- TAX amt
A 10% 0.90 0.90

Tax invoice
Cashier-number:05251992
St:28 Rg:11 Ch:2016 Tr:C06
15:33 26/03/18

“The receipt is a trademark in itself that has been transformed into art. I think that this rug can just as easily be on a floor or hung on a wall - in both scenarios, the rug highlights the entire story which IKEA embodies.”

- Virgil Abloh





WET GRASS

“There’s always an underlying message in my creations. A little bit of irony – and a human connection.” - Virgil Abloh

MARKERAD rug, high pile \$000
W133xL195cm. Green 504.339.49

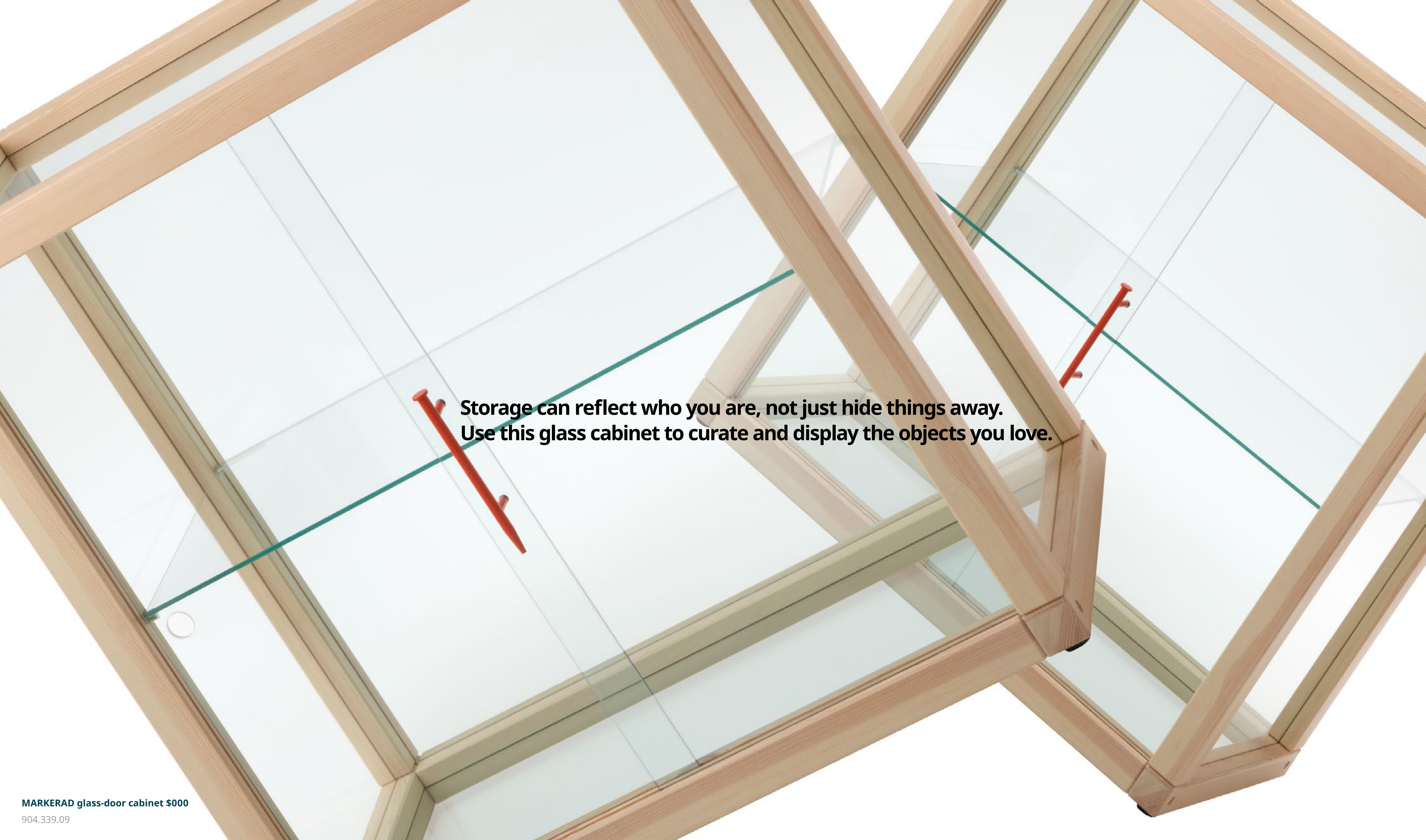




This mirror's flat, uniform surface is disturbed with a crack in its top left corner – creating a visual distortion and subverting the product's apparent purpose.





A glass cabinet with a wooden frame and glass doors. The cabinet is shown from a low angle, looking up at the top of the structure. The wooden frame is made of light-colored wood. The glass doors are clear, and there are red handles on the doors. Two teal lines are drawn across the image, one from the bottom left to the top right, and another from the top left to the bottom right, intersecting in the center. The text is centered in the middle of the image.

**Storage can reflect who you are, not just hide things away.
Use this glass cabinet to curate and display the objects you love.**



This clock was created spontaneously during one of the team's design workshops, inspired by a 3D-printed prototype for a forthcoming IKEA collection.

PH165736

MARKERAD wall clock \$000

004.339.56



"TEMPORARY"

MARKERAD carrier bag, medium \$000
104.558.20
MARKERAD carrier bag, large \$000
304.339.26



By adding quotation marks to words, Virgil takes them out of context and challenges the viewer with irony. Why shouldn't a bag be a work of art?





This backlit Mona Lisa is Virgil's tribute to Leonardo da Vinci's iconic painting, blurring the boundary between functionality and art.



PH165743



PH165742

IN DIALOGUE WITH HENRIK MOST, CREATIVE LEADER AT IKEA

What impressed you about Virgil's work and his values?

He takes modern design into a contemporary context. It would be quite boring if he just replicated modern design, but by taking history and tradition and interpreting it in his own unique way, he creates design which very much appeals to our time.

How does Virgil fit in with IKEA's global scale of operations?

Even though IKEA is a company with a global reach, we don't limit ourselves to a certain way of working and collaborating with certain designers. We celebrate diversity. For us, Virgil represents working across aesthetic borders, because he is not limiting himself to being only a fashion designer. That is interesting for IKEA because we can see that our customers and the ones we want to attract have, I would say, a longing for collections that have crossover content. I think that connects to how millennials perceive reality. They don't have traditional opinions about how you can't merge mass culture and pop culture with high fashion or high-end design. It all goes together in the same melting pot. The way we work at IKEA, we try to think outside of the expected when we develop collections, and we try to present them as our honest reflection of what we see going on in the world.

What do you appreciate most about the IKEA 'laboratory'?

At IKEA, we always start with the people. When we look at millennials, we can see that they have rejected the 'normal' way of living. Rather than separate an apartment into different spaces, like the living room, the bedroom, the work room, for them, all activities take place in one room. That challenges the whole idea of a home. That is something we want to explore, creating open tools for millennials to create and co-create their own homes. If you want respect from millennials, you cannot just tell them how you think they should live. That would be a complete dead end. We need to meet them where they are.

Henrik, when the collection is launched in November, what are you hoping for?

Well, for it to be a success, it has to make a difference for millennials, that they can actually appreciate the designs we have created and will use the products as part of creating a home. It's not about the media hype or whether there is a lot of coverage about the collections. Success for IKEA is whether this collection actually makes a difference for millennials.



IN DIALOGUE WITH VIRGIL ABLOH

What are your thoughts on the collaboration?

It's been the most rigorous of any design project I've done. There are only a few moments in a design career that you get to work with the absolute best in class, and my concept of design resonates with IKEA's democratic design principles, with the idea that great design can be given to the masses.

You operate where high art culture and street art culture meet. What happens in that intersection and why do you think it so interesting?

I think over the course of time, different art movements have brought us to a point where art is no longer a culture that resides in closed societies. There is a way for art to communicate between people who are more versed in it and those who have come to it more recently.

What is most important to you in your art?

What's most important to me in art and design is that the things I create have a reason for existing. Solving a need, whether it be artistic or functional, is an internal measuring stick for me, and that's how I feel able to leave my signature on objects.

How do you think millennials can make a statement in their first homes?

The essence of the project we're working on is about the millennial spirit. Function is specific to every individual, but the ethos of the collection is to add an artful quality to anonymous objects. In the same way you might hang a piece of art work on your wall, an artful quality can bleed into objects like a chair, table or rug. That was my initial problem to solve when creating this collection.

How would you describe your first home?

My first home was carefully thought-through and very empty. You come to realize that making a space feel like a home takes an intangible quality. It's not just about a chair or its form, functional things like that. It's about creating something with character that feels lived-in. That's the challenge.

When you were starting out, how did you typically acquire new furniture?

It was a mix of a hand-me-down meets a particular brand new purchase meets just keeping your eyes open. But it takes a lot of time and access, it's not very easy to find things you want to live with.

MARKERAD IKEA x VIRGIL ABLOH



Images overview



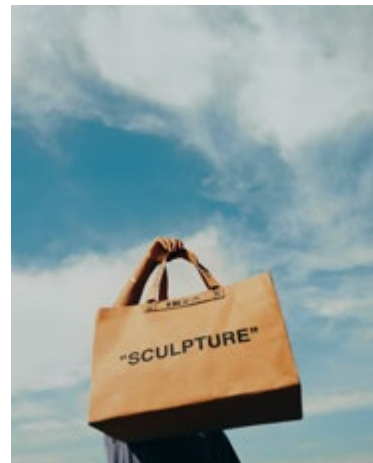
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PH165736



PH165746



PH165737



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PH165750



PH165754



PH165775



PH165755



PH165740



PH165741



Videos overview



Behind the scenes film



Story film



Products film

Products



PE739327
MARKERAD glass-door cabinet €179,00
Tinted, clear lacquered solid pine and tempered glass. Designer: Virgil Abloh. W80×D40, H80cm. 904.339.09



PE739305
MARKERAD cover for day-bed €100,00
80% cotton, 20% linen. Designer: Virgil Abloh. W80×L200cm. 604.339.01



PE739312
MARKERAD day-bed frame €199,00
Tinted, clear lacquered solid pine. Designer: Virgil Abloh. W80×L200, H20cm. Mattress size 80×200cm. 404.339.02



PE739303
MARKERAD cushion cover €9,99
80% cotton, 20% linen. Designer: Virgil Abloh. W40×L65cm. 404.438.83



PE738866
MARKERAD chair €99,00
Tinted, clear lacquered solid beech. Designer: Virgil Abloh. W53×D46, H76cm. 804.339.00



PE739320
MARKERAD table €299,00
Seats 6. Tinted, clear lacquered beech veneer and solid wood. Designer: Virgil Abloh. L170×W75, H75cm. 204.339.03



PE739332
MARKERAD mirror €149,00
Painted solid pine and glass. Designer: Virgil Abloh. W76×H187cm. 404.339.16



PE721298
MARKERAD rug, high pile €59,99
100% polypropylene. Designer: Virgil Abloh. W133×L195cm. Green 504.339.49



PE721294
MARKERAD rug, low pile €129,00
100% nylon. Designer: Virgil Abloh. W90×L200cm. White/black 004.347.53



PE739302
MARKERAD wall clock €24,99
Powder coated steel, polystyrene plastic and glass. Designer: Virgil Abloh. Ø42cm. 004.339.56

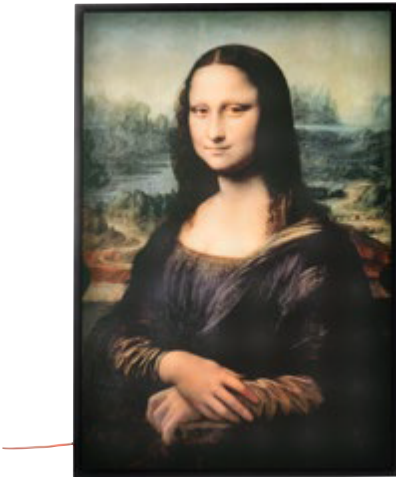
Products



PE738850
MARKERAD carrier bag, medium €9,99
Plastic reinforced paper. Designer: Virgil Abloh. W44×D17, H44cm. 33l. 104.558.20



PE738860
MARKERAD carrier bag, large €12,99
Plastic reinforced paper. Designer: Virgil Abloh. W58×D37, H37cm. 79l. 304.339.26



PE738855
MARKERAD backlit artwork USB €79,99
KOPPLA USB charger is sold separately. Powder coated steel and painted polystyrene plastic. Designer: Virgil Abloh. W53×D7, H77cm. 704.339.05



PE739399
MARKERAD quilt cover and pillowcase €24,99
100% cotton. Designer: Akanksha Deo. Quilt cover W150×L200cm. Pillowcase L50×W60cm. Grey 504.547.91



PE739317
MARKERAD 17-piece tool set €9,99
Comprises: Hammer with separate rubber casing, adjustable spanner, combination pliers, bits screwdriver with bits for slotted, cross-headed, allen screws and bradawl. Designer: H Preutz/V Abloh. 104.339.32

“QUESTIONS?”

November 2019
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