

# **IKEA ART EVENT 2019**

**ABG**



**PH160697**

**The fifth IKEA Art Event is a short-term collection that mashes-up tapestry art, rug handicraft, avant-garde fashion, street culture and modern design.**

**Eight leading creative figures have each designed a contemporary IKEA rug. These unique, 'woven artworks' are made for the everyday home. Yet they might also look at home in the art gallery.**

**All in wool or other natural materials, only one of the rugs is machine-woven. Craftspeople in India and Egypt handmade the others, vividly bringing to life the creators' visions.**

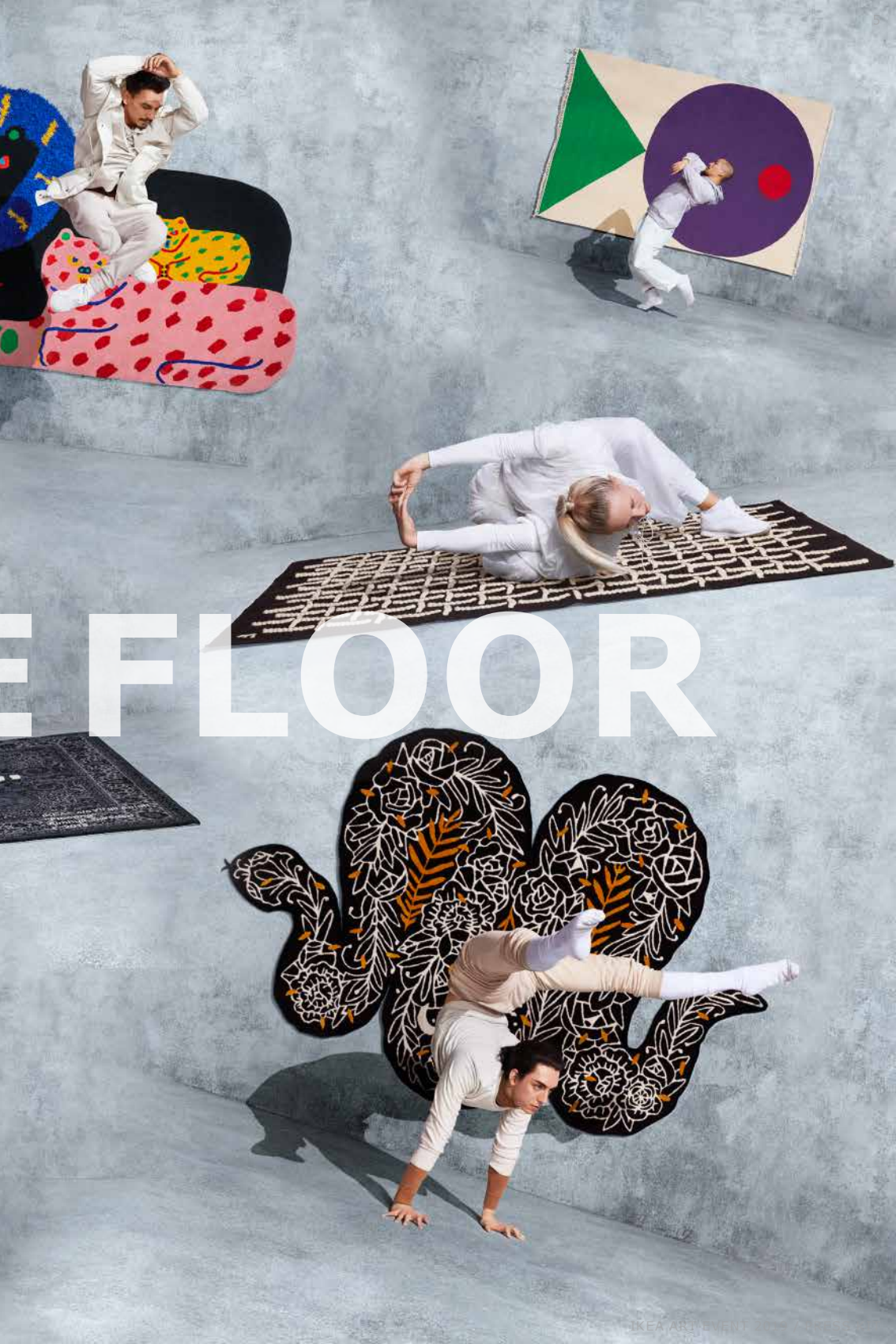
**IKEA Art Event 2019 hits the floor in May – but only with limited numbers – exclusively at [IKEA.com](https://www.IKEA.com) and at your local IKEA store.**



# HIT THE







# E FLOOR

6

**Rugs bring softness and quiet around the home. They help within a room. And they range to the elaborate and expressive.**

**In the past, the idea of the rug was common. IKEA Art Event 2019 challenged that thought. So, during May, the wall, gets down to earth.**

**Each of these eight, 'art-rugs' take to a traditional craft.**

**You can step on them, dance on them all day long – they were in a glass box. Even so, with lots of temptation to treat them as sculptures.**

**HIT THE**

**etness under your feet, all  
to define different spaces  
ge from the sober and functional  
sive.**

**rug as an artwork was quite  
19 wants to revive and refresh  
y, contemporary art comes off  
n and hits the floor.**

**s' applies a fresh and modern**

**e on them and roll around on  
ren't designed to be placed in  
ooks like these, you might be  
ch.**

**E FLOOR**

# VIRGIL ABLOH – CRAIG GREEN – SEULGI LEE – NO FILIP PAGOWSKI





# CHIAOZZA – MISAKI KAWAI – DAH LYON – I – SUPAKITCH



# VIRGIL

Virgil Abloh is the Men's Artistic Director at Louis Vuitton and the founder of fashion brand Off-White.

His contribution to IKEA Art Event 2019 is an ironic take on overbearing parents who protect the furniture at nearly any cost. The written quote and the traditional motif that serves as backdrop, turn our idea of a Persian rug on its head.



# ABLOH

"KEEP OFF"

KEA® clo Virgil Abloh  
Flooring  
Malmö, Sweden  
© 2019

**“I wanted an ironic take on the traditional attitude to furnishing where the living room is just a showroom, not somewhere you sit. The parental ‘don’t ruin the furniture’ kind of thing I think has really impacted how younger people think of furniture today.”**



KEEP OFF"









IKEA, elavirall objekt  
Ämnings  
2011-2012



# CHIAOZZA



Together known as CHIAOZZA, Adam Frezza and Terri Chiao work across a range of media, including painted sculpture, installation, collage and photography.

The American artist duo founded their New York City studio in 2011 and have exhibited solo or in group shows both around the USA and in a variety of international venues.



PE710573





CHIAOZZA

**“Inspired by spring time scenes in the deserts of the American southwest, the colour blocks, squiggles, daubs and dots of this rug invite people of all ages to sprawl out, daydream and get lost discovering little moments of play and tactility.”**







PH160708





PE710579



London-born designer and fashion graduate of the Central Saint Martin's, Craig Green is one of the UK's most innovative menswear designers.

Challenging the status quo with gender-negating statements, his ready-to-wear explores ideas of uniform, utility and showmanship, offering structured jackets, diaphanous tunics and trousers with fluid tailoring.

# CRAIG GREEN



**“With this rug I v  
in exploring the i  
of escaping reali  
portal or doorwa  
us to somewhere**

**was interested  
idea of paradise,  
ty. Of making a  
y to transport  
e better.”**





PH160707

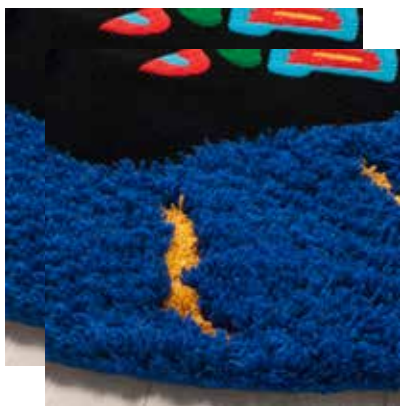








Japanese artist Misaki Kawai is known internationally for her installations made out of papier-mâché, wood, fabric and other low-tech, craft materials such as felt and yarn. She believes that art is about having fun.



PE710576

# MISAKI



**KAWAI**





**“I’m insp  
stuff, goo  
hairy stu  
of the rea  
loved doi  
it’s a ver  
I think it  
great, it’s  
and has a  
colours. I  
that so m  
will be ab  
Go ahead  
the big c**

pired by funny  
ofy stuff and  
ff – that's one  
asons why I  
ng this rug,  
y hairy object.  
turned out  
s comfortable  
amazing  
It's fantastic  
many people  
ble to enjoy it.  
l, please pet  
ats!"









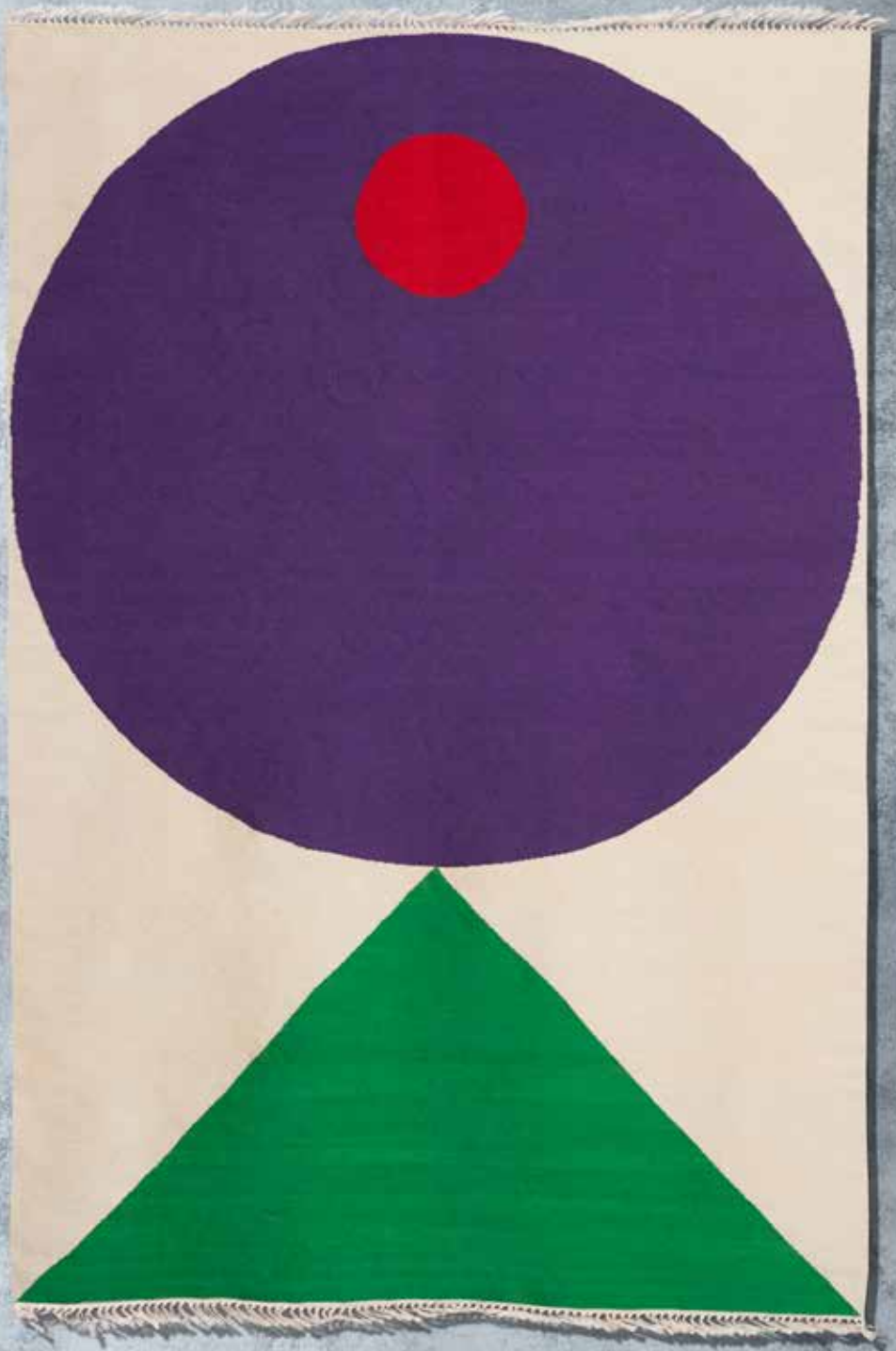
# SEULGI LEE



Korean-French artist Seulgi Lee's rug embodies the French expression 'happy as a fish in water'. All rugs have the potential to define a space. With hers, Seulgi wants to bring in the light of water and radiating colours.



PE710570



**“With this dhurrie, I w  
the light of water insid  
of northern Indian arti  
Ayodhya, ancient Kore  
Hwang-ok and, above  
of colors. Let’s be happ  
a fish in water.”**





**wanted to bring  
le. I thought  
isans, the city  
an Queen Heo  
all, the power  
py. As happy as**

PH160704







Noah Lyon is a multidisciplinary artist based in Brooklyn, New York and Gotland, Sweden. He has exhibited at galleries and museums internationally.

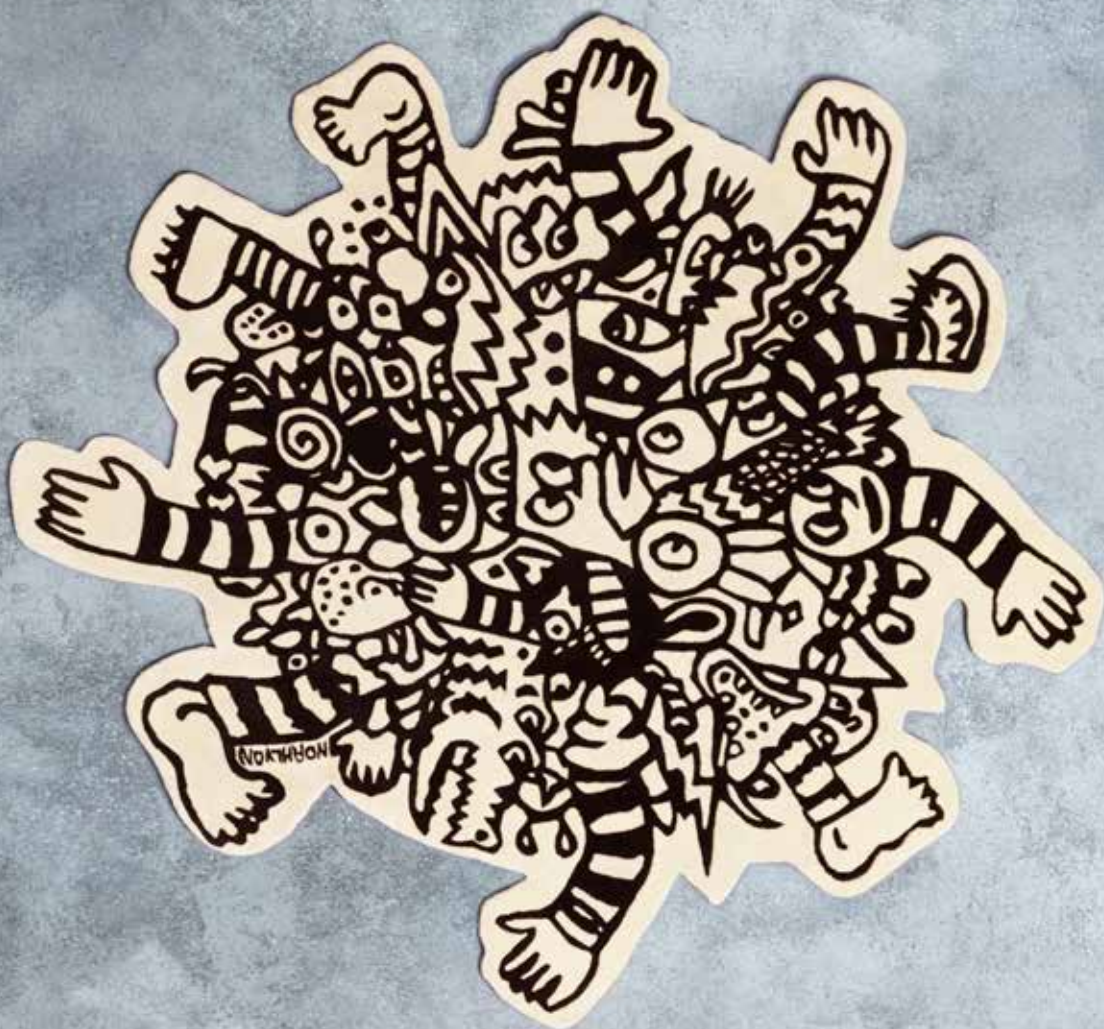
His work is in the collections of MoMA, The Tate Britain, The Menil Collection, The Brooklyn Museum and The Whitney Museum of American Art.



PE710567

# NOAH LY





# YON

**“This rug depicts the whirlwind of interconnected life as our world tumbles through the universe. It is inspired by the Navajo whirling log - the story of a man who encounters whirlpools and spirits that teach him things of great value to his people.”**



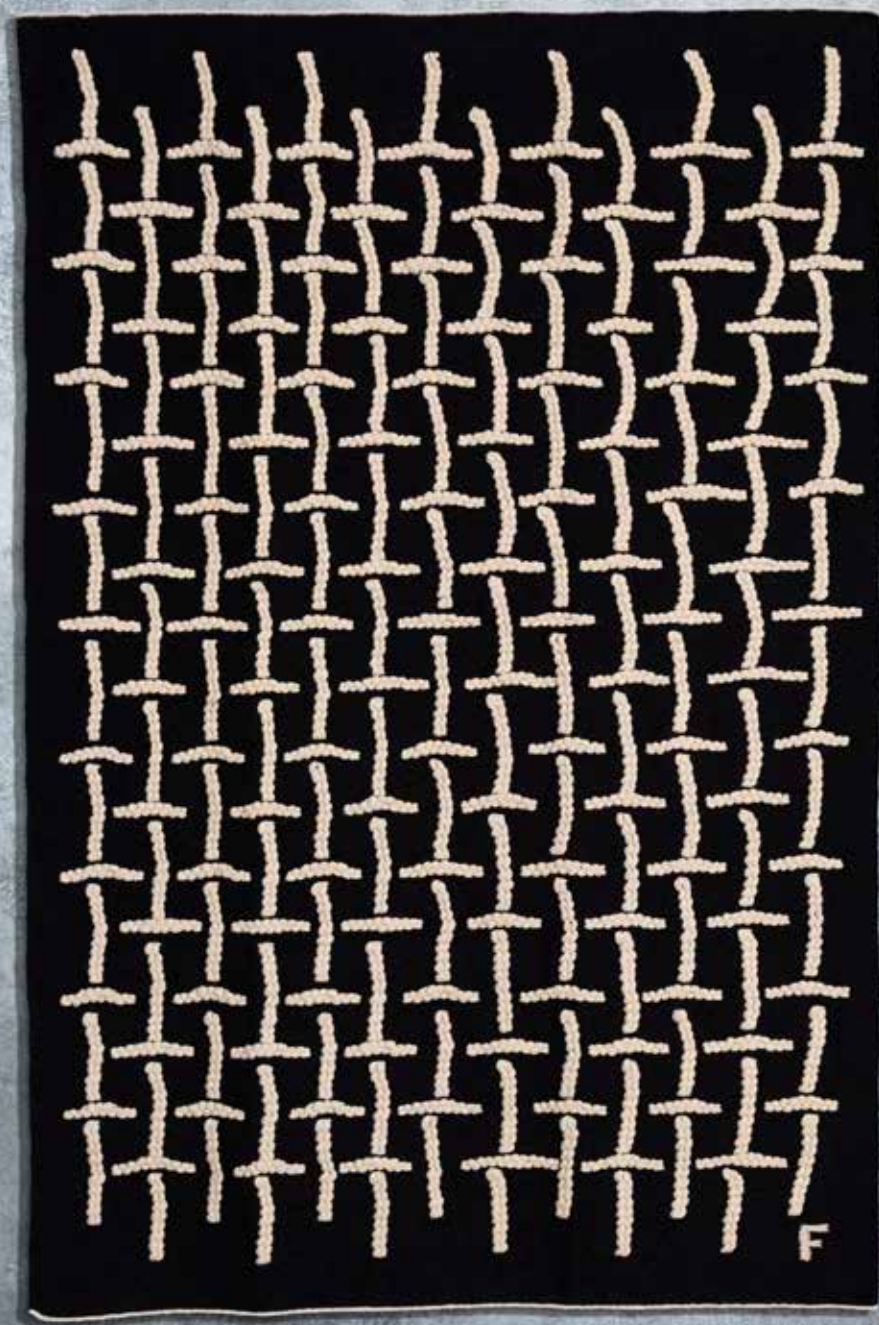














# FILIP PAGOWSKI



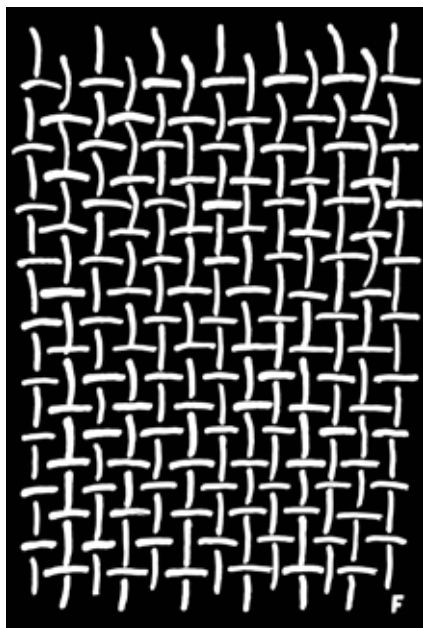
Born in Poland to prominent artist parents, Filip Pagowski is a graphic artist based in Warsaw after many years in New York. He studied painting, illustration and poster design at the Warsaw Academy of Fine Arts.

Pagowski's energetic designs are memorable for their bold shapes and vitality. His clients include Japanese fashion brand Comme Des Garçons, The New Yorker, SAKS 5th Avenue, Le Monde and New York Times.

PE710585



**“The idea behind the design is the notion of weaving, with the pattern reflecting the mechanics of the loom to build a rug. The abstract, repetitive, endless pattern built on a grid of lines results in a kind of chaotic order and imperfection.”**





**design was the  
in the image  
cs of using yarn  
tract rhythm of an  
n the same grid  
rming, handmade**







# SUPAKITCH

PE710582



SupaKitch is a French artist whose eclectic approach mixes different techniques such as acrylic paint, resin, gold leaf and tattoo. Rhythm, romantic and Art Deco symbolism, matters and movement are among his biggest influences.



# TCH



PH160714

IKEA ART EVENT 2019 / PRESS KIT

**“I wanted  
concept of  
I looked for  
to put on  
came to me  
the snake  
heals. Snake  
symbolize**



**d to play with the  
of the classic animal rug.  
for an interesting animal  
the floor and the snake  
mind. As a totem animal,  
e is a spiritual guide that  
akes shed their skin and  
e rebirth."**









# PRODUCTS



**PE710565**

**IKEA ART EVENT 2019 rug, flatwoven 149,-**

Surface: 100% wool. Warp: 100% cotton. Designer: Filip Pagowski. W133×L195 cm. Black/white 904.353.57



**PE710578**

**IKEA ART EVENT 2019 rug, low pile 299,-**

Surface: 100% wool. Warp: 100% cotton. Designer: Misaki Kawai. W165×L250 cm. Multicolour 504.353.64



**PE710581**

**IKEA ART EVENT 2019 rug, flatwoven 159,-**

100% cotton. Designer: Craig Green. W175×L200 cm. Multicolour 604.353.73



**PE710569**

**IKEA ART EVENT 2019 rug, low pile 299,-**

Surface: 100% wool. Warp: 100% cotton. Designer: Noah Lyon. Ø200 cm. Black/white 104.353.61



**PE710575**

**IKEA ART EVENT 2019 rug, low pile 399,-**

Surface: 100% wool. Warp: 100% cotton. Designer: Chiaozza. W170×L240 cm. Multicolour 404.353.69



**PE710584**

**IKEA ART EVENT 2019 rug, low pile 399,-**

Surface: 90% wool, 10% lyocell. Warp: 100% cotton. Designer: Supakitch. W170×L256 cm. Black/multicolour 704.353.77



**PE710572**

**IKEA ART EVENT 2019 rug, flatwoven 229,-**

Surface: 100% wool. Warp: 100% cotton. Designer: Seulgi Lee. W200×L300 cm. Multicolour 204.353.70



**PE731226**

**IKEA ART EVENT 2019 rug, low pile 399,-**

80% wool, 20% nylon. Designer: Virgil Abloh. W200×L300 cm. Grey 004.353.66

# What's IKEA Art

**Every year, since 2014, IKEA Art Event brings together artists from around the world to create art for anyone's home.**

**Given the IKEA vision "to create a better everyday life for many people", the project seems only great design to be a part of even museums have all the art?**

**Henrik Most, Creative Leader for IKEA Art**

**"Art should be something that many people around the world can appreciate simply because we believe in design."**

**Some people have a preconception of what art is, like a sculpture. But why can't we think of art in other ways?**

**That's what IKEA Art Event 2019 is all about.**



# Event?

rt Event works with contemporary  
to create art that can enliven

te a better everyday life for the many  
y natural. After all, we now expect  
everyday life – must galleries and

or IKEA Art Event, puts it like this:

is accessible and affordable to the  
. We make an IKEA art collection  
democratic art.

otion that art is about oil paintings or  
take art and apply that to a rug?

19 is all about.”

