**Client:** IKEA

**Contacts:** Miguel Aguza, Peter Jongert

**Agency:** DDB Brussels

**CD:** Peter Ampe

**Creation:** Tim Arts, Stefan van den Boogaard

**Account team:** Francis Lippens, Kaat De Brandt, Astrid De Paep

**Strategy:** Dominque Poncin, Michael D’hooge

**TV Producer:** Brigitte Verduyckt

**Film Production Company:** Wenneker.be

**Producers:** Cris Jansen, Emily Rammant

**Director/DOP:** Sander Vandenbrouck

**Graphic Design/Street Artist:** Bué The Warrior

**In cooperation with Street Art Belgium:** Bjorn Van Poucke

**Digital Design:** Andreea Buescu

**Digital Producer:** Nada Al-Kadi

**Studio:** Sebastien Tirot

**Partner for PR:** Oona

**Partner for social:** Social Lab

**Partner for live beaming:** beam-inc.be

**Start campaign:** 26/03/20125