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## Design by IKEA: A Cultural History

*Sara Kristoffersson*

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**Sara Kristoffersson : Design by IKEA: A Cultural History** before purchasing it in order to gauge whether or not it would be worth my time, and all praised Design by IKEA: A Cultural History:

0 of 0 people found the following review helpful. Four StarsBy Kai Hsiang Yanga bit hard to read0 of 3 people found the following review helpful. Three StarsBy Kent LarssonIt was ok

Sara Kristoffersson's compelling study provides the first sustained critical history of IKEA. Kristoffersson argues that the company's commercial success has been founded on a neat alignment of the brand with a particular image of Swedish national identity ndash; one that is bound up with ideas of social democracy and egalitarianism - and its material expression in a pared-down, functional design aesthetic. Employing slogans such as "Design for

everyonedagger;? and "Democratic designdagger;?, IKEA signals a rejection of the stuffy, the 'chintzy', and the traditional in both design practices and social structures. Drawing on original research in the IKEA company archive and interviews with IKEA personnel, *Design by IKEA* traces IKEA's symbolic connection to Sweden, through its design output and its promotional materials, to examine how the company both promoted and profited from the concept of Scandinavian Design.

Idquo;Kristofferson hellip; has written a cultural history of the marketing giant. hellip; She has interviewed a handful from upper management, read numerous IKEA position papers, followed the trajectory of the company's significant advertising campaigns, and traced out the company's corporate policies with admirable care. hellip; This is an informative and thoughtful little book. rdquo; - Nicholas Adams, *Scandinavian Studies* About the Author Sara Kristoffersson is guest professor of Design History and Theory at Konstfack National University College of Arts, Crafts and Design, Stockholm, Sweden. She has published a number of articles on various aspects of design, fashion, art and architecture and lectures widely on these topics at museums and universities, including Eacute;cole nationale supeacute;rieure des arts deacute;coratifs, Paris, France; Parsons School of Design, New York, USA; the Royal Swedish Academy of Fine Arts and the Royal Institute of Art, Stockholm, Sweden.