

IKEA ART EVENT 2018

CREATING AFFORDABLE ART FOR EVERYONE
AND EXPLORING THE IMAGINATIVE WORLD OF FIGURINES

April 2018



AFFORDABLE ART FOR EVERYONE

(Hong Kong • 12 April 2018) At IKEA, we are guided by the vision of “creating a better everyday life for the many people”, so for years we’ve been providing people all over the world with functional and affordable design. But we believe that art can also play its part. It should not just be in galleries and museums - it belongs in the home too.

IKEA explored how toy art can bring fun and colour to home by inviting eight contemporary artists around the world to create crystal glass figurines, including Hong Kong designer **Michael Lau**, founder of the urban vinyl style within the designer toy movement. They collaborated with skilled Swedish glass masters to create the playful and expressive limited Art Event 2018 collection.

The eight pieces of artwork will be launched in Hong Kong on Monday, 16 April, 2018.



A glassblower in a dark, industrial workshop is working with a long metal rod. The scene is lit by the intense orange and yellow glow of furnaces, creating a dramatic contrast with the surrounding shadows. The glassblower is wearing a dark long-sleeved shirt and glasses. In the background, there are various pieces of industrial equipment, including a furnace with a logo that reads "MICO FURNACE SWEDEN".

THE MASH UP OF THE WORLD OF MANGA, DESIGNER TOYS AND COMICS WITH THE AGE-OLD TECHNIQUES OF HANDMADE SWEDISH ART GLASS

Målerås glassworks is located in Småland, southern Sweden, not far from the heart of IKEA. It has been creating hand-blown glass since 1890. The artists worked with glass artisans from Målerås, using the traditional Swedish handmade glass techniques.

Most of the artists have never worked with glass before and were keen to embrace the challenges and possibilities to apply creativity and skill.

IKEA combines age-old techniques with young art form in order to introduce art glass to a new generation, and on top of that, to provide customers with affordable art crafts.

MEET THE ARTISTS AND THEIR WORLD THROUGH THE CRYSTAL GLASS

IKEA worked closely with eight contemporary artists, incorporating the concept of manga, designer toys and comics, to co-create art that is playful and accessible to any home.

“We want to celebrate the amazing world of art collectibles and the imaginative universe connected to figurines, how they spark our fantasy, represent everyday and turn it upside down with fun and playfulness,”

- Henrik Most, Creative Leader, IKEA Art Event 2018.





MICHAEL LAU

"I believe there is a soul within each piece of art. The eyes and tongue of Soul Toy hint the letters of "toy", while the shape of the figure itself suggests the form of a soul. I think this speaks to the piece in a witty way."

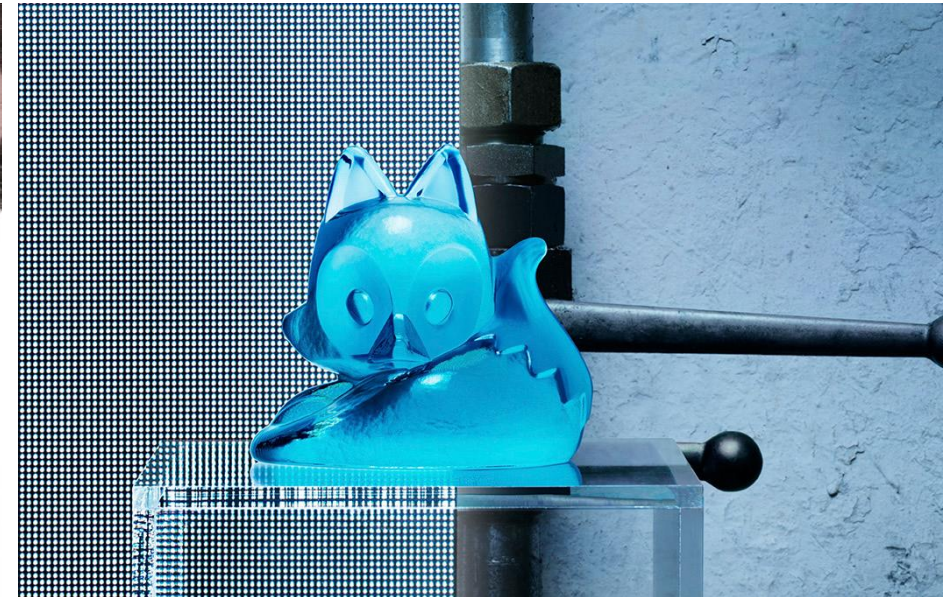
Widely credited as the godfather of the urban vinyl toy movement, Hong Kong artist Michael Lau collaborated with IKEA for his first-ever art piece in the form of glass. He overcame challenges and limitations of glass handcrafts to create a vibrant piece, inspired by the people around him.

IKEA ART EVENT 2018 decoration \$299.9 The figurine is designed by Michael Lau. Crystalline. L10.5×H11.5cm

COARSE

"We asked "What about the fox who is not so clever, who does not want to trick others"? This fox is shy, vulnerable, afraid of the world. Always on the alert, but never ready to attack, she's an outsider among her species."

Los Angeles-based German duo Mark Landwehr and Sven Wasch have been sculpting toy art since 2003. Known for their unique sculpting style, the talented duo worked with IKEA to explore how new audiences can interact with their art.



IKEA ART EVENT 2018 decoration \$299.9 The figurine is designed by the design duo Coarse. Crystalline. L12×H12cm



ARKIV VILMANSA

"My figure is named Hira, which means "good dreams". It's an abstract visualisation of the life that we've been through. A character entangled in a power struggle to emerge to the ultimate realm. I wanted to convey that life is simple."

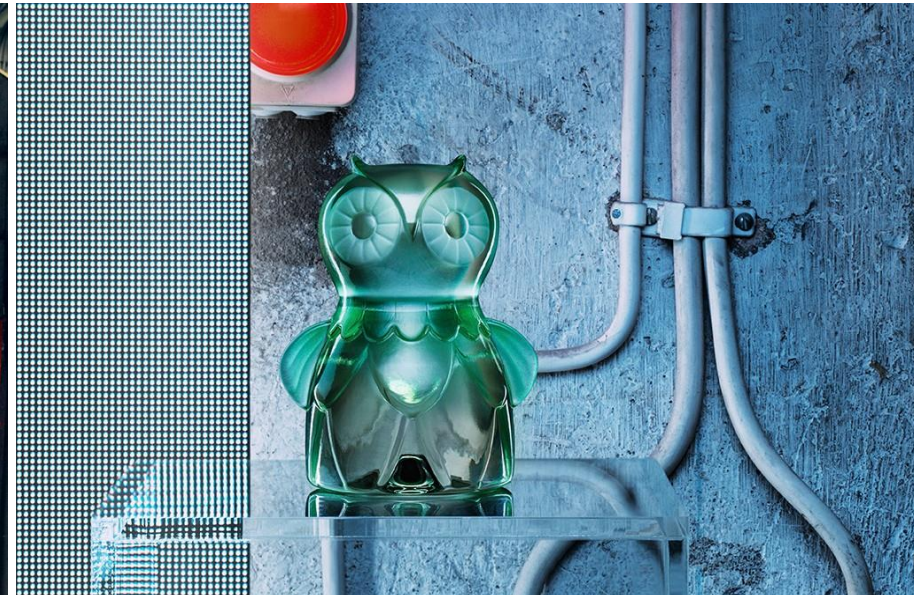
Indonesian lowbrow artist and designer Arkiv Vilmansa co-created his dream piece with IKEA which explores deep, curvy lines while celebrating bold and bright colours.

IKEA ART EVENT 2018 decoration \$299.9 The figurine is designed by Arkiv Vilmansa. Crystalline. L15×H3cm

NATHAN JUREVICIUS

"The owl is an important part of my Lithuanian heritage where it appears heavily in mythology. Owls are nocturnal and this one I call Sutemos, which means "nightfall". That is also the time of day when I'm most creative, when my ideas flow."

The Canadian-based Australian artist, illustrator and toy designer is widely known for his dream-like, psychedelic animated worlds and limited edition designer toys. And, just like IKEA, he believes that art should be for everyone.



IKEA ART EVENT 2018 decoration \$299.9 The figurine is designed by Nathan Jurevicius. Crystalline. L9×H12cm



JUNKO MIZUNO

"I wanted to make a simple, but beautiful figurine inspired by vintage collectable figurines and toys from late 60s to early 70s. I named her Nocturnal because I'm a night person. I worked on the design at night, too!"

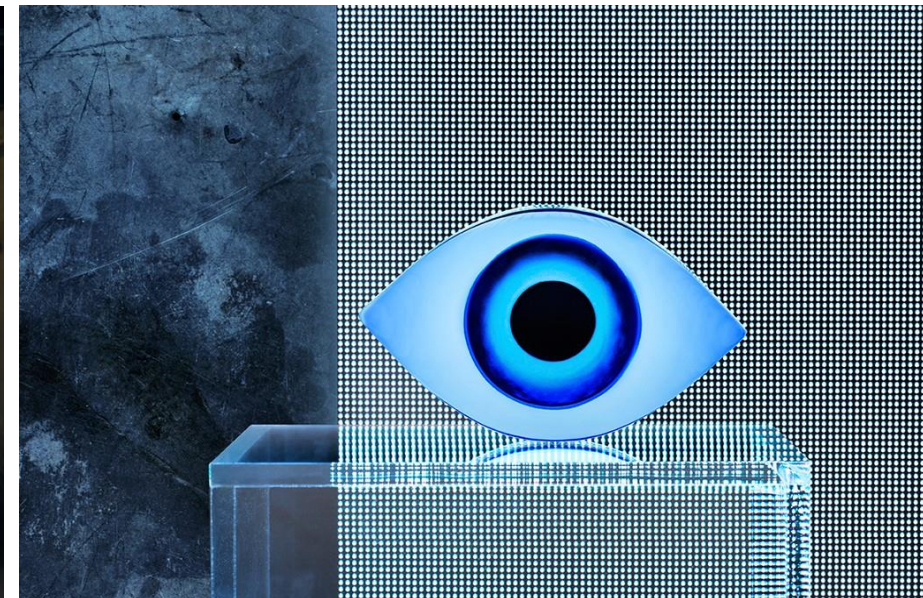
Art is just as necessary as eating or sleeping to American-based Japanese artist Junko Mizuno. She is excited about IKEA collaborating with underground artists like herself. Known for her paintings, comics, toy designs and illustrations, her work is influenced by Japanese pop culture.

IKEA ART EVENT 2018 decoration \$299.9 The figurine is designed by Junko Mizuno. Crystalline. L8.5×H15.5cm

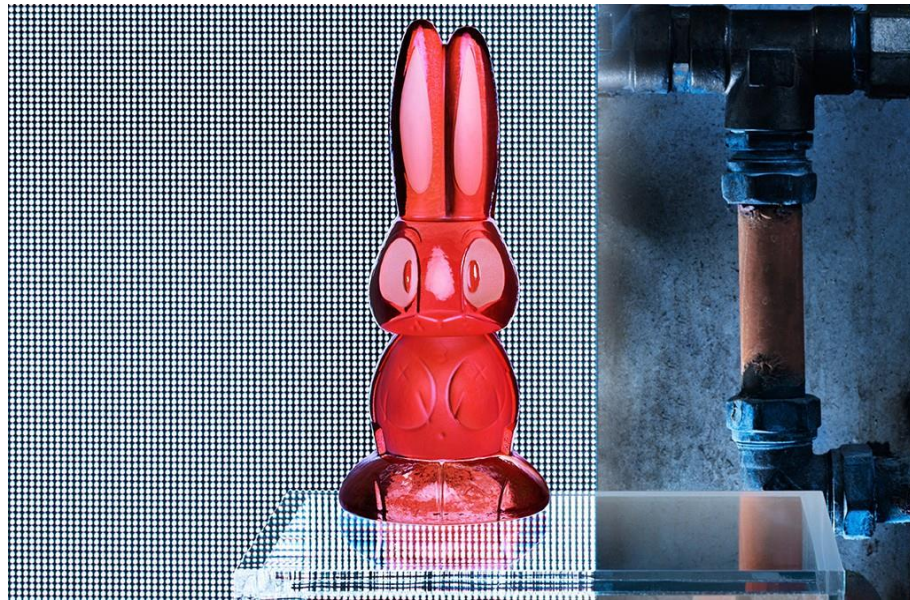
LUDVIG LÖFGREN

"I like working with strong symbols like the eye. Turquoise signifies protection against the "evil eye". I like working with symbols because it allows me to start digging into history. They have layers and precise messages that many can relate to."

Ludvig Löfgren was born and raised in the Swedish "Kingdom of Crystal". As a certified glass master, he is the only artist involved in the project who is familiar with the material. Passionate about taking Swedish glass art to the next level, Ludvig is pleased that the project will promote glass craft to wider audiences.



IKEA ART EVENT 2018 decoration \$299.9 The figurine is designed by Ludvig Löfgren. Crystalline. L13×H9cm



JOE LEDBETTER

"My very first design was a bunny. People really reacted to him. He was sort of autobiographical. And he really put me on the map in the designer toy world. So, it felt natural to make a bunny out of glass."

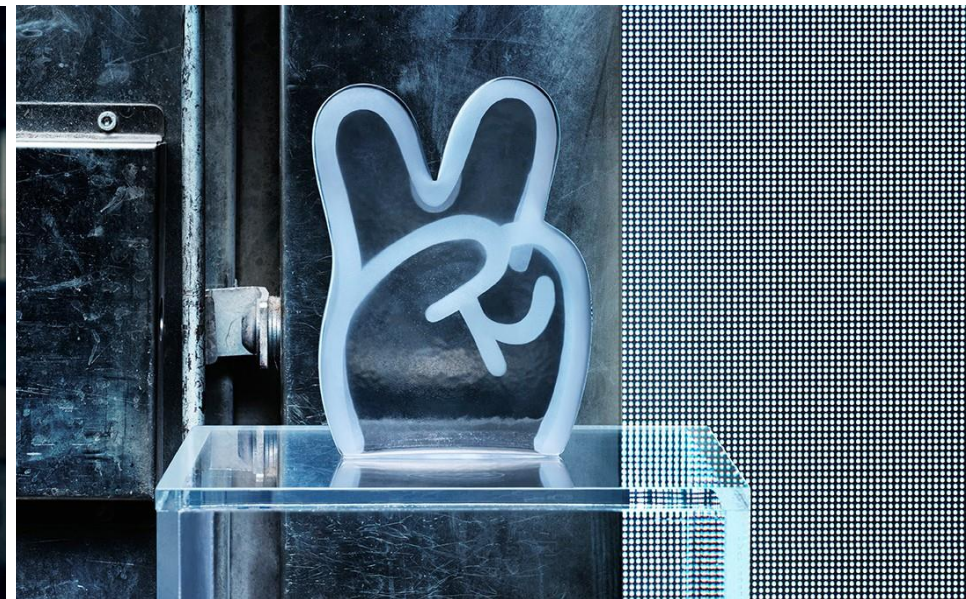
Influenced by classic animation, underground comics, skateboarding and 80s video games, Los Angeles-based Joe Ledbetter described the collaboration with IKEA as one of the best he has done.

IKEA ART EVENT 2018 decoration \$299.9 The figurine is designed by Joe Ledbetter. Crystalline. L7×H18cm

JAMES JARVIS

"Drawing is the foundation for all my work, but this is exciting because it's a different type of product – in a material that has a real history to it. I didn't realise glassblowing is so human and such an organic process."

London artist and visual philosopher James Jarvis is mostly known for his toy designs, quirky simplistic illustrations, and comics. He created a 3D piece with IKEA – something that he said he would never do again but he enjoyed working with IKEA, which is one of the very few large brands that respect what he wanted to say and create.



IKEA ART EVENT 2018 decoration \$299.9 The figurine is designed by James Jarvis. Crystalline. L9.5×H13cm

Contact Information

IKEA Store locations:

Kowloon Bay store

L4, MegaBox, Kowloon Bay

Causeway Bay store

Basement, The Park Lane Hong Kong, Causeway Bay

Sha Tin store

L6, HomeSquare, Sha Tin

Tsuen Wan store

Level 3, 8½ / 388 Castle Peak Road, Tsuen Wan

Any enquiries, please call: 3125 0668

