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 an 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 4th – but only with very limited numbers – exclusively at IKEA Etobicoke, Montreal, & Coquitlam stores.
Rugs bring softness and quietness under your feet, all around the home. They help to define different spaces within a room. And they range from the sober and functional to the elaborate and expressive.

In the past, the idea of the rug as an artwork was quite common. IKEA Art Event 2019 wants to revive and refresh that thought. So, during May, contemporary art comes off the wall, gets down to earth and hits the floor.

Each of these eight, ‘art-rugs’ applies a fresh and modern take to a traditional craft.

You can step on them, dance on them and roll around on them all day long – they weren’t designed to be placed in a glass box. Even so, with looks like these, you might be tempted to treat them as such.
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.
“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.”
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.
“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.”
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 pants with relaxed, fluid tailoring.
“With this rug I was interested in exploring the idea of paradise, of escaping reality. Of making a portal or doorway to transport us to somewhere better.”
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.
“I’m inspired by funny stuff, goofy stuff and hairy stuff – that’s one of the reasons why I loved doing this rug, it’s a very hairy object. I think it turned out great, it’s comfortable and has amazing colours. It’s fantastic that so many people will be able to enjoy it. Go ahead, please pet the big cats!”
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.
“With this dhurrie, I wanted to bring the light of water inside. I thought of northern Indian artisans, the city Ayodhya, ancient Korean Queen Heo Hwang-ok and, above all, the power of colors. Let’s be happy. As happy as a fish in water.”
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.
“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.”
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.
“The idea behind the design was the notion of weaving, with the image reflecting the mechanics of using yarn to build a rug. The abstract rhythm of an endless pattern built on the same grid results in a kind of charming, handmade imperfection.”
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.
“I wanted to play with the concept of the classic animal rug. I looked for an interesting animal to put on the floor and the snake came to mind. As a totem animal, the snake is a spiritual guide that heals. Snakes shed their skin and symbolize rebirth.”
IKEA Art Event 2019 launches Instagram gallery. Everyone can follow the event and get closer to the designers through @IKEA_Art_Event_2019.

All from the comfort of your own smartphone.

click here to go to instagram gallery
PRODUCTS

**PE710565**
**IKEA ART EVENT 2019 rug, flatwoven $199**
Surface: 100% wool. Warp: 100% cotton. Designer: Filip Pagowski. 4'4"×6'5" (W133×L195cm). Black/white

**PE710578**
**IKEA ART EVENT 2019 rug, low pile $399**
Surface: 100% wool. Warp: 100% cotton. Designer: Misaki Kawai. 5'5"×8'2" (W165×L250cm). Multicolour

**PE710575**
**IKEA ART EVENT 2019 rug, low pile $499**
Surface: 100% wool. Warp: 100% cotton. Designer: Chiaozza. 5'7"×7'10" (W170×L240cm). Multicolour

**PE710572**
**IKEA ART EVENT 2019 rug, flatwoven $349**
Surface: 100% wool. Warp: 100% cotton. Designer: Seulgi Lee. 6'7"×9'10" (W200×L300cm). Multicolour

**PE731226**
**IKEA ART EVENT 2019 rug, low pile $499**
80% wool, 20% nylon. Designer: Virgil Abloh. 6'7"×9'10" (W200×L300cm). Grey
What’s IKEA Art Event?

Every year, since 2014, IKEA Art Event works with contemporary artists from around the world to create art that can enliven anyone’s home.

Given the IKEA vision “to create a better everyday life for the many people”, the project seems only natural. After all, we now expect great design to be a part of everyday life – must galleries and museums have all the art?

Henrik Most, Creative Leader for IKEA Art Event, puts it like this:

“Art should be something that is accessible and affordable to the many people around the world. We make an IKEA art collection simply because we believe in democratic art.

Some people have a preconception that art is about oil paintings or a sculpture. But why can’t we take art and apply that to a rug?

That’s what IKEA Art Event 2019 is all about.”
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