



BEHIND THE SCENES CHILDREN'S IKEA

© Inter IKEA Systems B.V. 2015

We believe that children are the most important people in the world. Kids need space to just be kids. For us, the home acts as a great space to explore and to play – a big playground.

Home should be a place where children can giggle, make believe, hop around – and then settle in for a good night's sleep after all the fun. That is how children learn and grow and their personalities develop. Our aim is to provide families with homes where they can play more and live their dreams.

We know that play is learning for life. It fuels our development. It makes us more creative, stronger and more active. It teaches us to work together and to care about each other. It sparks curiosity. We believe good things will happen when we allow ourselves to play more. That's why at IKEA, play is serious business.

Internal and external expertise

Research and knowledge is the base of our expertise when creating playful products. We have years of experience in designing for children, but we still always strive to develop and adapt to new trends. We continuously seek new partnerships with outside experts, because such synergies lead to surprising insights and better products.

A few years ago we were developing a range of circus inspired products. We were amazed by how much we learned when consulting real circus artists. We had been quite proud of some juggling clubs, until we heard the circus artists' reaction: "How can you tell them apart when they all have the same color?" Naturally we changed the design to make each club a different colour. In order to improve our products, we strive to learn from the best.

FACTS

1. We want to create great indoor facilities to encourage more play at home.
2. We may help parents to find their inner child, not limited by age.
3. We want to create multifunctional furniture for flexible spaces, which can make space for play.
4. We want to seize the opportunities to play and promote time to be together.
5. We want to prioritize sleep, the bed will be a personal place to recharge and relax.



Children in focus – always

Of course, the most important people in every product idea are the children. Our approach is always from a child's perspective, to make sure we develop products that meet the needs of children. It would be easy to please parents by making a lot of cute miniature products, but it is not the parents who are our target audience. That's why we test all products with the toughest and most honest jury – the children themselves. This gives us valuable insights and unexpected feedback directly from a child's perspective.

Safe play – safe children – safe products

Just the perspective is not enough, however. We believe the best setting for having fun is a safe one. We have a zero-tolerance policy to any safety or health related risks in children's IKEA products.

When families visit IKEA, we want them to only be concerned with finding the right products to make their homes a more creative and imaginative place to live. Children don't think about safety when they play, so we will do it for them. For example, strict rules apply to the use of chemicals in children's products. This is just one aspect of making our products safe and healthy.

We want happy children, but we also want a happy planet. We are always seeking environmentally sustainable solutions, so we can encourage play and have fun while considering the future generations. We believe that this hard work with risk assessment and societal considerations gives grownups and children the best conditions to create joyful memories together.

"We test all children's products with the toughest and most honest jury – the children themselves."