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## **IKEA and adidas team up to imagine the future of sport in the home**



**IKEA is curious to understand what people want and need when it comes to exercising, sleeping, and eating at home. IKEA and adidas will collaborate to explore the connections between living spaces and sport, and how both can adapt to help create healthy habits.**

Research shows that home is where we create life-long habits. IKEA want to explore how homes can better enable active lifestyles, working in collaboration with adidas, the Creator sports brand. The partnership will bring together designers from both companies to exchange knowledge, insights, and ideas to imagine ways to make working out at home easier.

"Home is where we create life-long habits. Teaming up with adidas, we want to understand what wellness means to different people, and what role their living spaces play in this. By doing so, we can create homes that are better designed to enable better habits and more active living", says Marcus Engman, Head of Design at IKEA of Sweden.

In the first stage of the collaboration IKEA and adidas will spend time in the homes of people in different countries and life stages, with a particular focus on young women to learn more about how people live.

“Our goal is to make sport accessible to everyone. Working with IKEA, we’ll look at why some people are more active than others, especially young women, and explore what role the home can play in removing barriers to fitness”, says Josefine Aberg, VP of Design at adidas.

“By teaming up with adidas, we want to understand what well-being is for different people and especially what impact exercising, sleeping and eating have in your everyday life. Doing so, we hope to create better homes, change habits and enable more active lives for more people because we strongly believe that wellness should be accessible to everyone”, says Marcus Engman, Head of Design at IKEA of Sweden.

### **About IKEA Range & Supply**

IKEA is one brand and many companies. Around the globe, a huge number of companies operate under the IKEA trademarks.

IKEA Range & Supply, consisting of IKEA of Sweden in Älmhult and IKEA Supply, have the responsibility to develop, design, produce and supply IKEA stores around the world with home furnishing solutions available to the many people. Each year IKEA Range & Supply introduces 2,000 new products in the IKEA stores. The total range is almost 10,000 products.

### **About adidas**

adidas is a global leader in the sporting goods industry with the core brands adidas and Reebok. Headquartered in Germany, the company employs almost 57,000 people across the globe and generated sales of around € 21 billion in 2017.