



IKEA announces a new collaboration with Swedish House Mafia

IKEA is teaming up with electronic music phenomenon Swedish House Mafia to explore the topic of music and creativity at home. The collection is planned to launch September 2022.

Älmhult, Sweden – September 16, 2021 – Music has an important role in the home, no matter if you're producing, playing, or listening to it. It is a connection point and a means to boost creativity, release stress, and make one's environment feel like home.

More and more people are making music at home, and for many music lovers, home is often the place where they start to explore their creativity. The challenge is that a home is often built and designed to match different needs than the ones you might have as a music fan or creator.

At IKEA, we are keen to find a solution to the problems many music fans are facing. That's why we are teaming up with Swedish House Mafia, one of the most successful artists in the electronic music industry with a strong background in music production. Together we want to explore how we can enable the many music creators and lovers to be more creative at home.

"We are very excited and happy to announce the collaboration with Swedish House Mafia. With their solid expertise in music production, we hope to be able together to democratize creativity and music production so that even more people can be more creative at home," says James Futcher, Product Design Leader at IKEA of Sweden.

Grammy Award nominated trio Swedish House Mafia, consisting of Axwell, Steve Angello and Sebastian Ingrosso, are widely recognized as pioneers of electronic music and their live shows are legendary around the world.

"We both wanted to reach out of our comfort zones and create something new and fresh together: a pure collaboration between music creators and a home expert. We strongly felt a need to collaborate with someone who shared our vision of making it possible for everyone to create music at home. As artists and producers, we also understand the importance of a home studio set-up and the needs and challenges of many up-and-coming artists and creatives have at home," says Swedish House Mafia.

The collection is planned to launch September 2022 and will consist of home furnishing solutions designed to make it easier to get into a creative flow for producing, playing, and listening to music at home.

"We want to explore how IKEA together with Swedish House Mafia could make the everyday life easier for the many people listening to and creating music. This collection will enable people to create the perfect home studio for an affordable price," says James Futcher.

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About IKEA

IKEA offers well-designed, functional and affordable, high-quality home furnishing, produced with care for people and the environment. There are several companies with different owners, working under the IKEA Brand, all sharing the same vision: to create a better everyday life for the many people. IKEA was founded in Sweden in 1943.

About Swedish House Mafia

Grammy Award nominated trio Swedish House Mafia consisting of Axwell, Steve Angello and Sebastian Ingrosso, are widely recognised as pioneers of electronic music with legendary live shows. The band conquered the globe with hit singles such as Don't You Worry Child, Save The World and One.

In 2013 they shocked the music world and fans by announcing a break with their farewell tour, which sold over one million tickets. Swedish House Mafia reunited for a surprise performance at Ultra Miami in 2018, and shortly after, their first headline shows in five years sold out in Sweden.

With a global following, spectacular live performances, and newly released singles It Gets Better and Lifetime from their upcoming album which was announced with the recent cover of Billboard magazine as well as debuting the songs on Late Night With Jimmy Fallon, 2021 is the start of the next part of their incredible journey.