

2017

HEMLÖS

the new IKEA collection



The city is hostile. IKEA is hospitable.



DEMOCRATIC DESIGN

Over the last couple years we at IKEA have been exploring what it means to design for everyone, creating new products that respond to real people's needs, from students in dorm rooms to large families in large houses. And in our research we've discovered that home transcends a fixed location and instead resides in feelings of safety, familiarity, and relaxation that often extend beyond the four walls of a residence. This has led us to centre our new collection around a group who is not often associated with home furnishings: the homeless.

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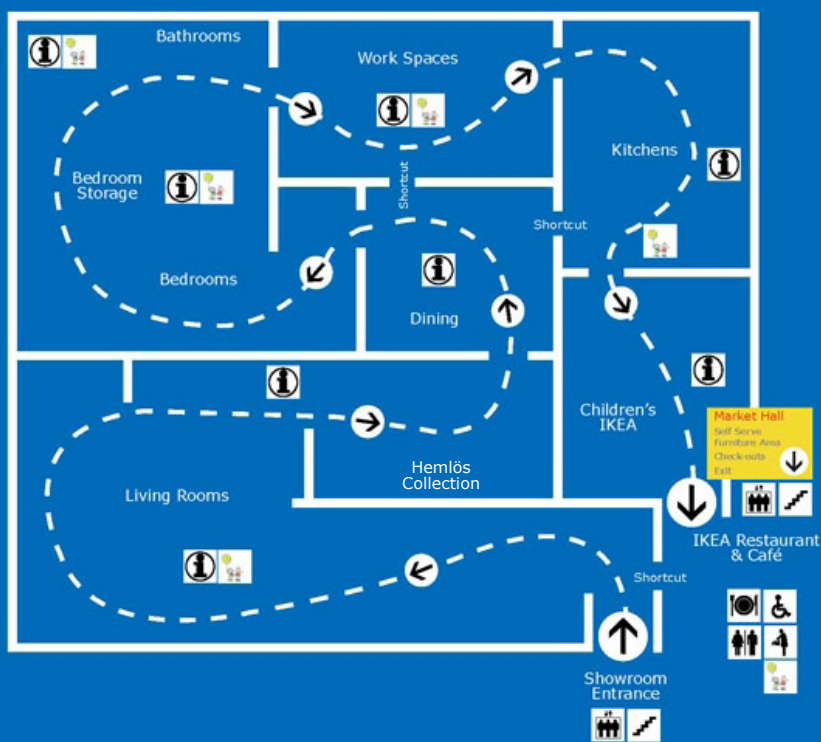
THE HEMLÖS COLLECTION

The objects we own go beyond form and function to enable our activities, and provide channels for our experiences. The Hemplös collection provides the homeless with the means to claim public space in hostile cities that are often actively trying to push them to the periferies. We want to allow the homeless to put their own needs first without sacrificing the security that invisibility can provide. For some there is no option besides public space—and they deserve the ability to make themselves at home.

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Find the Hemlös collection in the
Showroom
2nd Floor



Sleep Set

HEMLÖS

sky blue

- ▶ **Weather resistant**
- ▶ **Compact and easily transportable**
- ▶ **Able to be set up in multiple configurations**
- ▶ **Mask effectively blocks out light and the stares of others**

Design: Henrik Preutz

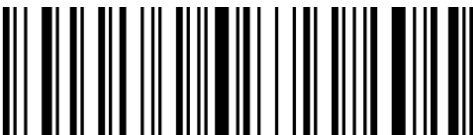
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Design and Quality
IKEA of Sweden

302.480.47

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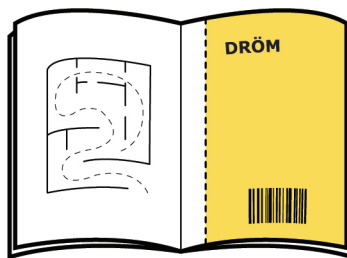
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How it works.

- 1** Check out the Hemlös Showroom, where you can explore the three products in context: DRÖM, OMGÄRDA, GROV.



- 2** If you would like to donate a series package to a homeless shelter, keep track of the ticket within this booklet.



3

When completing your visit, remove the perforated ticket and pass it to the cashier, who will add the series package to your total.



4

The package will be delivered to a shelter within 5-7 business days, where it will find its new owner. Thank you for your contribution!



