



Press kit IKEA Catalogue 2016

**It's the
little things
that matter**

Sometimes, the big ideas are pretty small

This year's IKEA catalogue is dedicated to a theme that naturally unites people. A theme that's highly individual yet truly universal.

It's a theme focused on life in and around the kitchen, and those tiny, magical moments that take place there. Eating the last piece of cake when everyone's sleeping. Sprinkling homegrown basil on a plate of pasta. Or making breakfast for someone special for no special reason at all.

Because here's the thing: never before have we been more aware of wanting to feel well. And while making healthier choices is a big part of that, feeling well is also linked to family and friends.

So that's what this year's catalogue is all about. Celebrating what makes life in and around the kitchen work in harmony, and creating time for the little things that matter most.

Because in the end, it was always the little things that really were the big things.

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宜家家居

本《家居指南》上所有价格均为2016年7月31日。更多产品，来宜家商场或访问 www.IKEA.cn

Welcome to life in and around the kitchen

People are naturally drawn to the kitchen, so it's no wonder that it's called the heart of the home. Because is there really a better way to catch up with loved ones than over a meal?

Understanding life at home is what IKEA is all about. By understanding it, we can also help improve it. We believe that the interest in food is more than just a trend. It's a movement. A movement that's shaping people's everyday life. We want to live more sustainably, caring about what we eat, how we eat it, and how we can minimize waste. Making choices that are good for both ourselves and our planet.

That's why, this year we're focusing the IKEA catalogue on everything from growing food, to cooking it, serving it and storing it. All to enable the wishes and dreams of the many people. And hopefully create some new ones along the way.



Grow by growing together

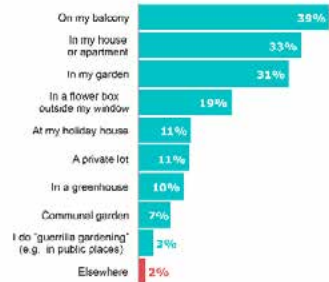
The growing interest in food signifies a growing interest in where it comes from. People want to know what's actually in it. Is it healthy? Is it produced by sustainable means? In light of this, lots of people are satisfying this interest by growing some of the food they consume themselves.

So this year, IKEA is paying extra attention to kitchens and small-space indoor and outdoor balcony solutions and accessories. We want to show that everybody can succeed with small-scale gardening and that growing at home can be easy, simple and fun.



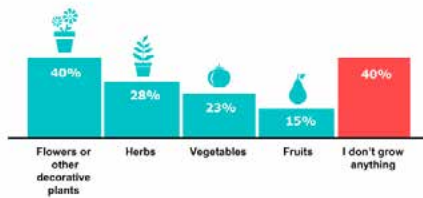
The want to grow one's own food has never been stronger, and in this year's catalogue we give many ideas on how it easily can be achieved.

PLACES WE GROW IN THE CITY



Question: Where do you grow?

6 in 10 GROW SOMETHING



Question: Do you grow any of the following?

Find more interesting facts at <http://lifeathome.ikea.com/>



Time to cook equals time to catch up

If food is the name of the game, then the kitchen is where it's played. Alone, together or with the kids. With family or with friends.

We all eat. But food takes time to prepare. Sadly, many of us feel we lack time for everyday cooking. That, combined with a lack of inspiration often means kitchen activities aren't all they could be.

Cooking ought to be playful. In fact, cooking can even be therapeutic. So to best facilitate this, kitchens need to be well organized, with smart use of space.

All IKEA kitchens, appliances, cookware, tableware and accessories are geared to help achieve organised and space-efficient food activities. When people can enjoy these, they get the time for the little things that really matter in their everyday lives.



Time is the biggest obstacle to cooking. But does it really have to be that way? The catalogue offers great ways to catch the biggest time-thieves.



42%

...say lack of time is the biggest hurdle to everyday cooking



9 in 10

parents involve their children in some way around food

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Serving different tastes of everyday life

People live busy and different lives. And eating habits tend to reflect this. Whether it's a quick snack before going out or a nice family dinner with the kids, we need the time and the space to do it properly.

For lots of people, eating on the sofa is as normal as dining in the kitchen. So homes and kitchens need to be able to cope with these different needs. Because how the food is eaten and how it's served can be as important as the food itself.

This year, we offer inspiration for everything from breakfast in bed to food on the go. And outdoors as well as indoors. As people's everyday can range from casual living to special occasions.



Who you eat with is as important as the food we're eating. The catalogue will show tips on how to make the moment all the more special.



34%

...of people living alone wish they could eat together with others more often

THE NEW NORMAL?



36% never eat in kitchen or dining room during weekdays

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Many little things can make a big difference

Never before have issues of sustainability around food been as much in the public eye. Food origins. Food storage. What to do with the waste. The fact is that better food storage and organisation could significantly reduce food waste.

So this year, IKEA is concentrating on storing, organising and handling food. And on washing-up and waste separation too. We'll be paying special attention to minimising and handling food waste.

People eat what they see, so we offer storage solutions that make the food clearly visible. Less food left at the back of the fridge encourages food consumption instead of food waste, not to mention money waste. It's just a few examples of how we can be more sustainable with what we have.



Being resourceful can be easy. And this year, we have more ideas than ever on how to keep food fresh and edible, avoiding unnecessary waste.



FOOD WASTE ANXIETY

1 in 4 feel bad about how much food they throw away

1 in 5



Often buy products only to find they already had them at home

Find more interesting facts at <http://lifeathome.ikea.com/>



Five kitchens to fit five lifestyles

The knowledge of how we live in and around the kitchen has led us to create five specific kitchen solutions that satisfy the needs of five different lifestyles. The kitchens can be experienced in the IKEA store and in the IKEA catalogue as well as on [IKEA.com](https://www.ikea.com).

These five kitchens provide inspiration. They show that it's possible to down-size and still get a dream kitchen, that growing one's own food only requires a windowsill, and that the kitchen can be the new living room.

We want to show that, regardless of particular circumstances – lack of space, limited means or large families – there's always something people can do to improve their lives in and around the kitchen.



It starts in the kitchen. Then moves around the home.

IKEA will always be a company that cares about improving people's life at home. No matter who. No matter where.

This year's IKEA catalogue is full of news for life in and around the kitchen, as well as new products and solutions for all areas of the home. Because creating home furnishing solutions that answer up to everyday challenges is what we love doing. Creating a living room where all family members can do their own thing, but still be together. Making a tiny bathroom work for a flat of housemates. Or maximising a storage solution for the avid shoe collector.





Experience beyond the page

As usual, we're offering the content of the IKEA catalogue in digital form. This also gives us the possibility to stretch the catalogue content outside its pages.

This year, there will be 50 plus films in addition to a number of image galleries and 360° views. And there'll be *walk in the room*, a new feature that lets the viewer feel like they're actually in the room. And there are over 400 *place in your room* products that can be used at home.

The digital content can be accessed by scanning the printed catalogue with the catalogue app. Or at the digital catalogue on the web: www.ikea.com/cn/en/



1

You can download the app, for free, from your usual app seller.

2

The orange symbol tells you there's more to see. The grey symbol tells you what it is.



3

Scan the page to see the extras.

FILMS

See more than 50 films. The films range from quick, do-it-yourself tips to deeper knowledge about particular home furnishing solutions.

IMAGE GALLERIES & SLIDESHOW

A tool to show more about a solution and its alternatives. Display a number of solutions within the same space. Or solutions based on the same furniture. A dynamic way to display home furnishing possibilities with IKEA Products.

360° VIEWS

The 360° view puts users in the middle of the solution, letting them look all the way around an entire room.

PLACE IN YOUR ROOM

Will it fit in this space? Will it go with the other furniture? Two vital questions which place in your room helps answer. And this year, users can try out more than 400 pieces of furniture.

WALK IN THE ROOM

Walk around, in and try the features of the rooms from the IKEA catalogue wherever you are.

ON-LINE LINKS

Follow the links to find out more online.



Big things are happening to our little Swedish favourites

We want our customers to enjoy high quality food products at low prices. The thing is, food has to taste good or nobody will want to eat it. For IKEA it is really important to be a sustainable company and we support the growing interest in healthy and varied eating.

IKEA has always served our successful Swedish Meatballs, a traditional Swedish favourite. And in line with this, we're now selling and serving Veggie balls and Chicken Meatballs as an alternative. And among other things, all salmon sold and served at IKEA is responsibly farmed and ASC Certified (Aquaculture Stewardship Council).

