



Design by IKEA

A Cultural History

Sara Kristoffersson

"*Design by IKEA* is the first book to scrutinize the Swedish giant's massive impact on contemporary design culture. Unpicking how the public image of IKEA has come to depend as much on the international image of Sweden as the other way around, Sara Kristoffersson critically assesses the company's creative use of storytelling and stereotypes." - *Kjetil Fallan, University of Oslo, Norway*

"Finally, a critical and nuanced analysis of the world-dominating brand IKEA. Kristoffersson's sharply honed prose reveals how the corporation has controversially come to define a nation, and how the inescapable ubiquity of its objects has transformed consumption on a global scale. Accessible and compelling, the book offers invaluable insight into the blurring of corporate, political and brand worlds in the 21st century." - *Alison J. Clarke University of Applied Arts Vienna, Austria*

20% off with this flyer!

Paperback | 160 pp | October 2014 | 9780857858146 | ~~£49.99~~ £15.99

Sara Kristoffersson's compelling study provides the first sustained critical history of IKEA. Kristoffersson argues that the company's commercial success has been founded on a neat alignment of the brand with a particular image of Swedish national identity – one that is bound up with ideas of social democracy and egalitarianism - and its material expression in a pared-down, functional design aesthetic. Employing slogans such as "Design for everyone" and "Democratic design", IKEA signals a rejection of the stuffy, the 'chintzy', and the traditional in both design practices and social structures.

Drawing on original research in the IKEA company archive and interviews with IKEA personnel, *Design by IKEA* traces IKEA's symbolic connection to Sweden, through its design output and its promotional materials, to examine how the company both promoted and profited from the concept of Scandinavian Design.

Sara Kristoffersson is guest professor of Design History and Theory at Konstfack National University College of Arts, Crafts and Design, Stockholm, Sweden. She has published a number of articles on various aspects of design, fashion, art and architecture and lectures widely on these topics at museums and universities, including École nationale supérieure des arts décoratifs, Paris, France; Parsons School of Design, New York, USA; the Royal Swedish Academy of Fine Arts and the Royal Institute of Art, Stockholm, Sweden.

Order Form

To order this book, please fill out the following form and return to the address below.

ISBN	Title	Discount Code*	Price	Quantity	Total
9780857858146	Design by IKEA	GLR BA6	£15.99		
Please remember to add Postage and Packaging: UK: £3.50. Postage is free for orders of £25 and over. Europe: £4.50 per order + £1 per item. Rest of World: £7.50 per order + £1 per item			P&P		
			Grand Total		

* This offer is available to individuals only. It is not available in the Americas, Australia or New Zealand.

Payment Details

- I enclose a cheque made payable to Macmillan Distribution (MDL)
- Please debit VISA / MASTERCARD / MAESTRO / AMERICAN EXPRESS / JCB (delete as necessary)

Card Number: _____

Issue No. (Maestro Only): _____

Start Date (Maestro Only): _____

Expiry Date: _____

Security Code: _____

All credit card payments are processed by our distributor, Macmillan Distribution (MDL)

Contact and Delivery Details

Name	
Address	
Post Code	
Country	
Telephone	
Email	

- From time to time we would like to send you details of relevant Bloomsbury Group products and special offers by post. If you WOULD NOT like to receive this information please tick here.
- If you WOULD like to receive book information and special offers by email, please tick here and make sure you provide your email address above.

Bloomsbury Publishing Plc. is committed to protecting and respecting your privacy
 For full details of our Privacy & Cookie Policy, visit www.bloomsbury.com/privacy-policy

Bloomsbury Publishing Plc
 Registered in England No 01984336

How to Order

Web: Enter the discount code above at the checkout on www.bloomsbury.com

Post: Return this form to Macmillan Distribution Ltd, Brunel Road,
 Houndmills, Basingstoke RG21 6XT, UK

Telephone: Call +44(0)1256 302699 quoting the discount code above