

IKEA & Space 10 redefine the home with digital experiments

IKEA and its research and design lab SPACE10 have launched a new online platform called "Everyday Experiments". With so much change happening around us, this latest project aims to challenge conventions and inspire action. But how can tomorrow's technologies redefine the way we live at home?

Given the "new normal" resulting from the pandemic, the experiments showcased on this platform provide a glimpse into how our world will inevitably shift. The experiments include an augmented reality *Room Editor* that lets you try out new furniture and layouts without lifting a finger in real life. Another is an *Optical Soundsystem* that enables you visualise music travelling through your home.

These experiments and the platform are adjacent with IKEA's mission to make space and ultimately life simpler through exciting, sleek and innovative means. Completely supported by and dedicated to IKEA, SPACE10 is focused on improving both people's lives and the planet, so Everyday Experiments embodies a mindset that is both innovative as well as sustainable and environmentally sound.

The explorative, surprising and playful experiments can be perceived on the platform, that demonstrates how our homes can be experienced in

extraordinary ways through the means of technology. Conducted by some of the world's most innovative design and technology studios*, the experiments focus on AI, Machine Learning, Augmented Reality and cutting-edge Spatial Intelligence.

Tech is part of almost every aspect of our daily life and a driving force for innovation. But can we truly envision a world where tech helps us to live a better everyday life at home?

Imagine using your mobile device as a tool to experience how sound moves around your space. What if you could turn your furniture into living creatures, to spark your children's imagination?

And what if you could control what spatially aware devices can sense and process in your home while making sure they respect your privacy?

It's about taking every day and making it extraordinary.

“The future home should be about people first. It’s a place for everyone to be safe, to feel comfortable and in control. Technology is quickly becoming a vital part of the IKEA customer experience and home furnishing offer. Being a values-driven brand, we focus on people and planet. As we enter a new digital era, we are also exploring new ways to create a better everyday life at home, while protecting people’s privacy.” – Fredrik Axén, Digital Manager Core Business Franchise, Inter IKEA Systems B.V.

Through projects with forward-thinking collaborators, IKEA and SPACE10 aim to design innovative solutions for tomorrow. [EverydayExperiments.com](https://www.everydayexperiments.com) is a

platform where design and technology studios come together to engage, spark discussions, challenge convention and inspire action through new collaborations. The collaborative experiments have been developed with the intention to create a better everyday life at home.

<https://vimeo.com/428990031/50f8dc489e>

Living in the same space over years people become accustomed to their living environments and lose sight of the potential of their homes. How could we use technology to rediscover fresh ways of looking at our space to rethink our environment?

“Home – especially these days – plays an important role in how we develop our everyday interactions and relationships. It is not only the place where we live but the place where we work, teach our children and where we connect with the world digitally. We believe, the more we learn about the next curve of design and technological innovations, the more we can help people to make tomorrow’s life at home,

and with each other, even better.” – Bas Van De Poel, Creative Director at SPACE10

The Everyday Experiments platform continuously showcases technological and innovative design experiments to spark new ways of looking at our homes and spaces we live in.

**participating studios and designers: Bakken & Baeck. Field. Random Studio. ManvsMachine. CIRG. Philip Pries Henningsen. Strømmlin. Set Snail. Alonso Holmes. Timi Oyedeki.*

SPACE10 researches and designs innovative solutions to some of the major shifts expected to affect people and our planet in the years to come. SPACE10 is proudly supported by and entirely dedicated to IKEA.

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