

The image is a composite. The left half shows a close-up of wet, brown seaweed on a rocky shore. The right half shows a modern interior scene with a green plastic chair, a wooden table, and two green ceramic jugs with blue handles. The text is overlaid on the seaweed side.

From ocean to home

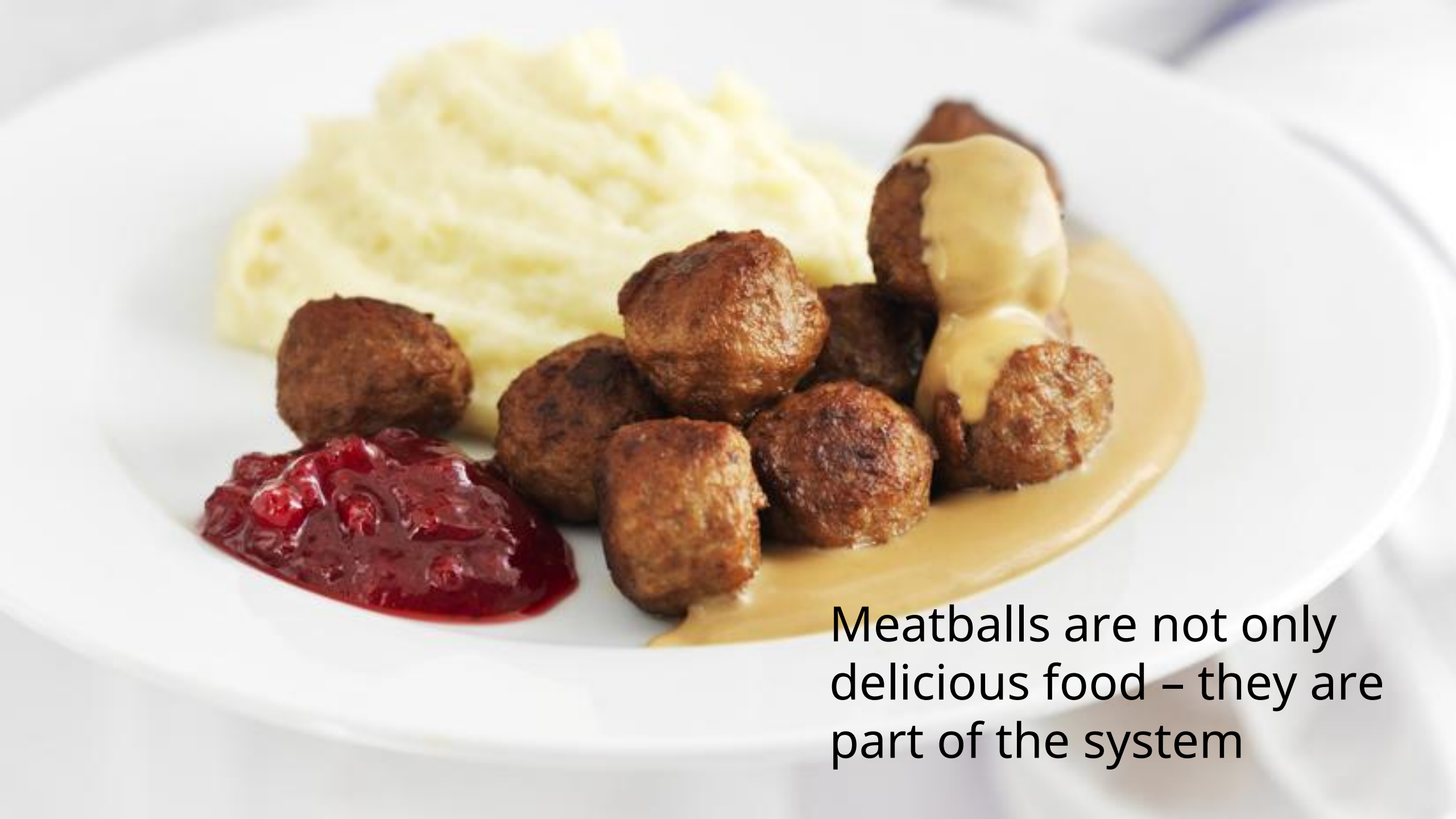
- how IKEA explores seaweed-based materials

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Meatballs are not only
delicious food – they are
part of the system



LÖVBACKEN

Side table, medium brown

€59.99

*LÖVBACKEN is an updated version of our LÖVET table,
the first piece of furniture we sold in a flat package.*

A workshop or studio environment. In the foreground, a light-colored wooden shelving unit with multiple shelves is partially assembled. In the background, a man and a woman are seated at a table, looking at papers and working together. The background wall is covered with many small, colorful photographs or prints. The overall scene suggests a creative or design workspace.

DESIGNING THE PRICE TAG FIRST

BILLY
Bookcase with drawer, white
€69.99





Hemp

- from a material to a system perspective



- Fast-growing, high-yield biomass
- Low input requirements
- Highly versatile applications
- Strong carbon capture potential
- Key enabler of a bio-based, circular economy

A photograph of a seaweed harvesting operation. In the foreground, a thick rope is strung across the water, with long, yellowish-brown seaweed blades hanging from it. The water is calm, reflecting the sky and the distant horizon. In the background, several black buoys are visible, and a small boat is on the left. The sky is overcast with soft light.

Seaweed today
- according to IKEA



When the system
is right, scale stops
being a strategy...
and becomes a
consequence.



What system do we
need to build to make
scaling inevitable?



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