

IKEA Small Spaces

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THE ASK

Create an immersive campaign to showcase how IKEA's organizational solutions transform small spaces into personalized and functional homes, emphasizing the versatility and creativity of IKEA products.



IKEA Small Spaces

INSIGHT

Urban dwellers often feel restricted by small living spaces, making it hard to create a home that reflects both their style and functional needs.



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IDEA

Transform narrow alleyways in major cities into real-life, livable setups using IKEA's multifunctional products.



IKEA Introduces

IKEA® *SpaceMax*





MOODBOARD



IKEA® *SpaceMax*

In Stockholm, Sweden



IKEA® *SpaceMax*

In Manhattan, New York



IKEA® *SpaceMax*

In Amsterdam, Netherlands

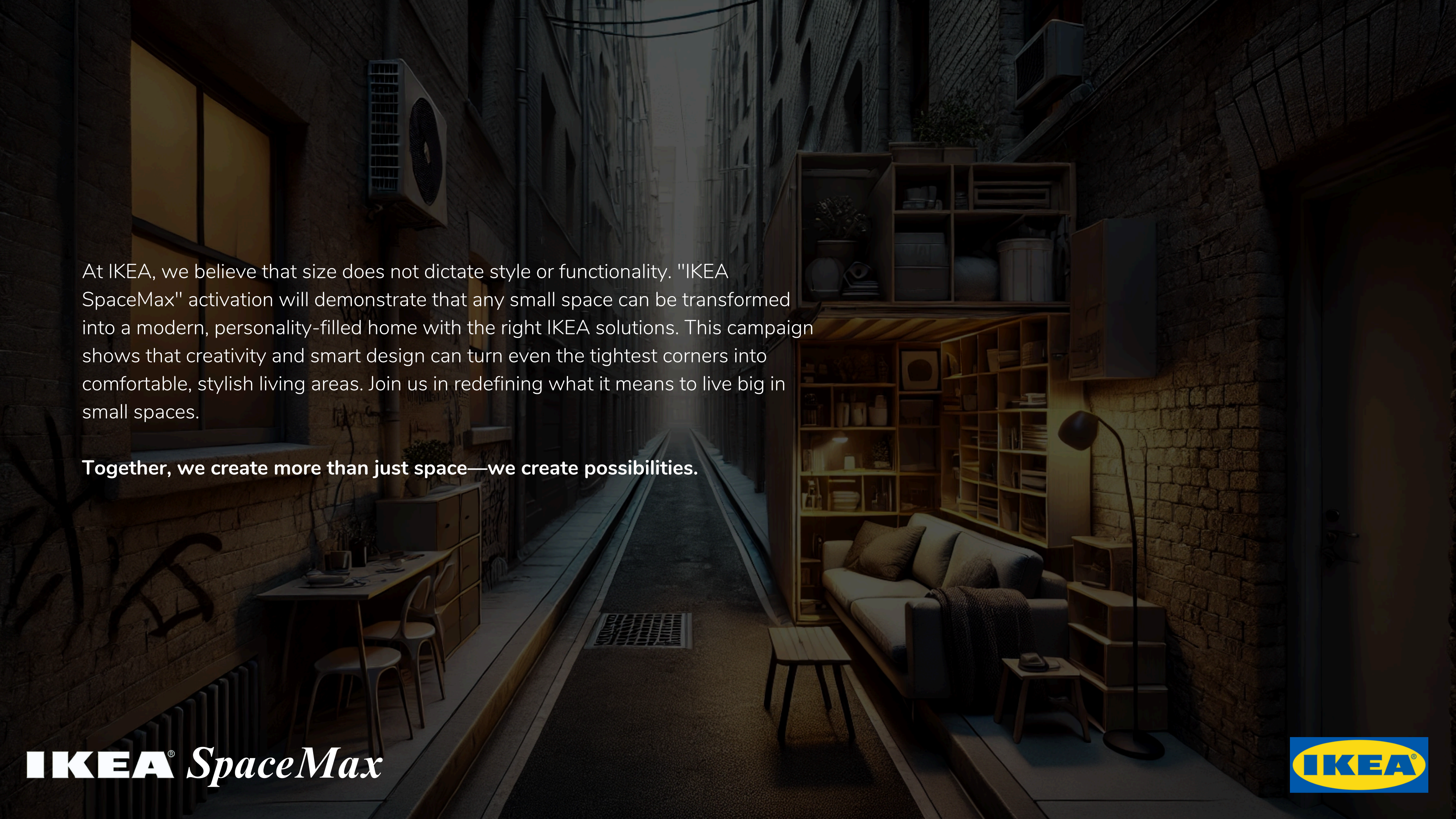




IKEA® *SpaceMax*

In Toronto, Canada



A narrow alleyway between stone buildings, transformed into a modern living space. On the left, a small dining area with a wooden table and two chairs is set up. On the right, a light-colored sofa is positioned against a wall of built-in wooden shelving units. A floor lamp stands next to the sofa, and a small wooden coffee table is in front of it. The alleyway is paved with a dark rug, and the buildings are made of stone. The scene is lit with warm, ambient light, creating a cozy atmosphere.

At IKEA, we believe that size does not dictate style or functionality. "IKEA SpaceMax" activation will demonstrate that any small space can be transformed into a modern, personality-filled home with the right IKEA solutions. This campaign shows that creativity and smart design can turn even the tightest corners into comfortable, stylish living areas. Join us in redefining what it means to live big in small spaces.

Together, we create more than just space—we create possibilities.

IKEA® *SpaceMax*



THANK YOU!

IKEA® *SpaceMax*



IKEA®