

IKEA Design Competition – 2010 Public Show

Southampton Solent University

Shanghai University of Engineering Science

Southampton Solent University  
Interior Design (Decoration)

# Complete Kitchen Living

BA(Hons) Interior Design (Decoration)

DESIGN BRIEF – IKEA (Complete Kitchen Living)

Ikea is known for bringing affordable solutions to modern living.  
Corporate values include togetherness, cost-consciousness, respect and simplicity.

## Background

The UK tradition of eating 'meat and two veg' is increasingly becoming a thing of the past. The British public has voted 'Chicken Tikka Masala' as the nation's favourite dish. What's apparent is a greater awareness of healthy eating and balanced diets and a willingness to try new things. The food palette of our younger generation is becoming more eclectic, fuelled by the new cooking programmes and celebrity chefs inspiring us to try new recipes from other cultures. People are becoming more receptive to experiment with new flavours, colours and textures in our diet.

Students were asked to generate ideas and explore new interpretations and produce a design solution that the client could include in their new kitchen scheme. The brief was to create a kitchen scheme that was contemporary, functional and easy to maintain.



**INNTIMMÄT food tray**  
 Reflects light. Creates photos.  
 Easy to clean and store.  
 Price: 4999, 43400, 40000

**INNTIMMÄT food tray**  
**IN CONTEXT**

2399

You know what they say: Two heads are better than one...

1999, 1399, 1799, 11299, 7999

**INNTIMMÄT food tray**  
**In IKEA Catalogue**

Two heads are better than one...  
 The two heads are better than one...  
 The two heads are better than one...

1999, 1399, 1799, 11299, 7999

**new** **IKEA**

**SLÄUKH** - Eating, dining and living.

1199

**IKEA**

**SLÄUKH** - Eating, dining and living.

**IKEA**

**SLÄUKH** - Eating, dining and living.

**SMARTMATS**

5999

**IKEA**

**SMARTMATS**

recipe

2010

**IKEA**

**SMARTMATS**

recipes

2010

**IKEA**

**Danville Toaster**

**IKEA**

**It's so easy as...**

**IKEA**

**Danville Toaster - Big Problems**

**IKEA**

**2010**

**IKEA**

**2010**

**IKEA**

**2010**

**IKEA**

**2010**





MID-NIGHT SNACK  
EAT DRINK & DINE  
PACKED LUNCH  
TEA TIME



Informational text poster with a yellow header.

**Complete Kitchen Living**  
Informational text poster with a yellow header and various images of kitchen products.

**TEA MILESTONE DESIGN**  
Informational text poster featuring images of a whiteboard and a tripod-mounted device.



PRESS TO OPEN





MIDNIGHT SNACK  
EAT DRINK & BE MERRY  
PACED LUNCH  
TEA TIME



Informational text panel with a yellow header.

Complete kitchen layout  
2008



Live as if you were to die tomorrow. Learn  
as if you were to live forever. Mahatma Gandhi





**Live as if you were to die tomorrow. Learn  
as if you were to live forever.** Mahatma Gandhi



**IKEA Art & Design Competition 2010**



**Concourse Gallery**  
Midland and Great Northern  
1st Floor - 1000-1001





