



Batik Design Competition for IKEA Co-worker Uniform

Batik is the traditional Indonesian art craft and has long been regarded as a symbol of Indonesia's heritage. It is highly appreciated among local and international communities and was added to the list of World Cultural Heritage in 2009 by UNESCO. Since then, the Indonesian government launched an initiative to promote October 2 as National Batik Day, which has grown into an adopted practice throughout both the public and private sectors for all employees to wear Batik every Friday. This scheme supports the Batik clothing industry and continues to encourage new ranges of clothes that incorporate elements of Batik style with modern design.

To respect this local tradition, IKEA Indonesia will provide a batik uniform to all co-workers to be worn on Fridays. Hence, IKEA Indonesia conducted a Batik shirt design competition among selected design schools, running from February to April 2014. Participants were briefed by IKEA representatives on the culture and values of IKEA, the notable IKEA blue and yellow colors, and Swedish traditions. Of the 10 participating schools, IKEA Indonesia received original batik designs from 23 students. While some designs showcased the well-known Swedish Dala horse within batik patterns, others opted to create a

range of simple and intricate motifs based on elements of traditional Swedish design. Overall, every design submitted had its own identity and sense of uniqueness.

A group of four judges evaluated and assessed each batik design submission. All IKEA co-workers were also given the opportunity to evaluate the designs. Judging criteria was based on overall impression of the design, batik pattern identity, IKEA identity, the story behind the design and good presentation of cultural fusion between Indonesia and Sweden.

Three of the best designs were sent to IKEA of Sweden, with a recommendation of the winner.

The first prize was awarded to Linda Arfiyanti from Institute Teknologi Bandung. Her design was locally printed and manufactured, to be the official Friday Batik co-worker shirt of IKEA Indonesia. She also received a one week trip to Sweden, where she had the opportunity to meet the IKEA of Sweden textile department.

We selected some of the submitted designs, to be showcased at the IKEA Alam Sutera store entrance and restaurant during the new store opening periode.

