



Press Release

Indonesia Sends 15 Drawings By Indonesian Children to the Global IKEA Drawing Competition 2018

Alam Sutera – Tangerang, December 18th, 2018 – IKEA Indonesia today announces the 15 top drawings made by Indonesian children to represent Indonesia at the Global-level IKEA Drawing Competition 2018 in Sweden and compete with other drawings sent from all over the world.

The IKEA Drawing Competition is a drawing competition for children of up to 12 years of age, where they make drawings of a soft toy of their dreams. The program has continually shown such a high number of enthusiasm, that in 2018 IKEA once again conducts the same activity for the fifth year in a row. This drawing competition that took place locally in each IKEA store around the world was done from November 1-18, 2018.

Every country that participates in the competition, including Indonesia, chooses the top 15 drawings and sends them to the next stage of the competition at a global level. Then, an IKEA Global Team will select the best 5 drawings as the winners and have the characters in the drawings be made as soft toys to later be sold at IKEA stores around the world as part of IKEA's 'Let's Play!' Campaign.

Ririn Basuki, Public Relations IKEA Indonesia, explains, "IKEA is delighted to see the creativity and imagination shown by Indonesian children of their dream soft toys expressed in their drawings. We received more than 1,100 original, unique and creative drawings".

"It was not easy for us to select for the best original and inspirational ones, but after a lengthy discussion and being weighted by a team of juries, we finally managed to select the top 15 drawings, and we believe they would become soft toys that everybody loves", Ririn Basuki says.

Based on the winning criteria that have been pre-set, the selection process was performed by a panel of jury comprised of IKEA team, a Children Psychologist and an Industrial Product Design expert representing a team of independent juries. Other juries are those from netizens who participated as juries through social media. The top 15 selected drawings will compete at the Global IKEA Drawing Competition 2018, and those 15 drawings can be seen at IKEA Indonesia's Instagram account.

The IKEA Children Drawing Competiton is a very unique platform viewed from a product design perspective, because unlike normally where children toys are designed from adults' perspectives in terms of functionality, here at IKEA, the children were involved in



creating product designs as part of their imagination and learning process. In making the selection for the best drawings from a product design perspective, we chose particular drawings that when they become realized as soft toys, they will help even more in developing a child's imagination when the child play with them, and becomes part of a learning process, while at the same time we put attention on the safety and proper product aspects for the children.

Furthermore, Ririn Basuki explains, "From our experience in holding the 'Let's Play! Campaign', the IKEA Children Drawing Competition is a great medium to promote childrens' creativity. Every single drawing that we received expresses an emotion, curiosity, and a spirit of exploration with colors, and imaginative sketches. To the future, we all must continuously support a program such as this to promote Indonesian children's imagination and creativity".

The IKEA Drawing Competition provides an opportunity for every child to draw their dream soft toy based on their imagination, and at the same time forms a medium to communicate and share children's imagination from all over the world. Moreover, this competition can also bring a sense of togetherness for the world through children's art, by the children and for the children, and through IKEA 'Let's Play! Campaign' which aims to promote children's right for education and to play.

The top 15 drawings that represent Indonesia to the Global IKEA Drawing Competiton 2018 are made by:

- 1 Anin, 11
- 2 Aqeela, 10
- 3 Arley Akeno Dirgantara, 9
- 4 Audry Letichiara, 9
- 5 Calista Aqilanisa Aliadine, 11
- 6 Elnathan Canavaro Bakti, 22
- 7 Gibran, 10
- 8 Hailey, 10
- 9 Keyra Michiko, 9
- 10 Ken Kalyana Natadiputra, 7
- 11 Kimi, 10
- 12 Nelson Adiredja, 5
- 13 Orie Benteng Bornnewyo, 10
- 14 Radit, 10
- 15 Naiva Syakeera, 10

About IKEA

The IKEA vision is to create a better daily life for many people, by offering home furnishing products that are functional, well-designed, and affordable so that more people can buy.



IKEA was founded by Ingvar Kamprad in Småland, southern Sweden, in 1943 when he was just 17 years old. The name of the company represents initials of his name, IK, E short for Elmtaryd, the name of ranch where he grew, and A short for Agunnaryd where the ranch is located.

The IKEA concept is based on overall knowledge in the needs and functions at home, by combining experience in the use of materials and production techniques. IKEA has 70 years of experience in developing and showcasing series of IKEA products.

IKEA store brings series of home furnishings that are well-designed, functional, and produced through research and development, strict quality control, and by conforming to a long-term sustainability. All IKEA products are simple in design, multi-functional and have many unseen benefits. IKEA products are packed flat to make 'do-it-yourself' concept, and affordable for products made by designers.

By 2018, IKEA operates more than 400 stores, supported by 194,000 co-workers in 52 countries; with a total of 38.3 billion Euros worth of sales. IKEA records more than 936 million visitors in its stores worldwide, 2.3 billion visitors on its websites across the world, and has printed 203 million copies of catalogues in 35 languages which are distributed to customers at homes for free.

IKEA business in Indonesia is managed under licence by PT Hero Supermarket, Tbk. PT Hero is listed at the Bursa Efek Jakarta, under Dairy Farm International umbrella, which is a retail division of Jardine Matheson Group. The first IKEA store in Indonesia was opened on October 15th, 2014 at Alam Sutera.

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