

HASSELBLAD

Press information - for immediate release
Gothenburg, Sweden 12 Feb 2018

IKEA TO LAUNCH SELECT COLLECTION OF HASSELBLAD MASTERS PHOTOGRAPHY

IKEA has set out on a journey to democratize art and make it available to everyone. In collaboration with Hasselblad and seven professional photographers, IKEA has explored the art of photography, resulting in a selection of pictures from the Hasselblad Master Award extensive catalogue.

Art and photography are an important part of people's everyday life and it seems it appears that importance is growing. According to IKEA's life at home research, people are moving from valuing practical benefits to appreciating the emotional aspects of objects. This trend seems especially strong for Millennials who put higher value on emotional features, such as art and design, in order to create a home that is unique and aligns with their personality.

"Photography is a vital way to express yourself and showcase the world from your perspective. In this day and age with social media, this form of expression and art has become even more popular, creating a whole new group of everyday photographers. With this collection of images, both IKEA and Hasselblad aim to inspire people to continue capturing the world while offering stunning photographs to those looking to make their home unique," says Marcus Engman, Head of Design at IKEA.

The collection, in collaboration with Hasselblad one of the world's most iconic camera brands, will consist of eight exclusive pictures taken by photographers awarded for their long or even lifetime achievements in their profession. These images feature both nature and portraits, and were taken by Dmitry Ageev, Lars van de Goor, Hans Strand, Bára Prášilová, Ali Rajabi, Tom D. Jones, and Joachim Schmeisser.

"We want to share our love and passion of photography with the world and give a wider audience the chance to discover new art created by Hasselblad Photographers. This collaboration is a way to inspire people by bringing world class photography into their every-day life. Each image was hand selected for its beauty, composition, and aesthetics so that they add a level of emotion to your home." Says Bronius Rudnickas, Marketing Manager at Hasselblad.

The collection called NORRHASSEL will launch in all IKEA markets starting in August 2018.

PRESS CONTACTS

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ABOUT HASSELBLAD

Founded in 1941, Hasselblad is the leading manufacturer of medium format cameras and lenses. Made in Sweden, Hasselblad cameras are renowned for their iconic ergonomic design, uncompromising image quality and Swedish craftsmanship. For over half a century Hasselblad cameras have captured some of the world's most iconic images - including the first landing on the moon - and helped shape the way we look at the world through genuine photographic artistry. Trusted by NASA and used by the greatest photographers in the world, Hasselblad continues to create products with uncompromising image quality that inspire.

The Hasselblad H Camera System with its professional lens family and unique advancements is widely acknowledged as the most comprehensive digital camera system of its kind available today. Hasselblad was the first to launch the fully integrated medium format camera system incorporating the latest in CMOS sensor technology. In 2016 Hasselblad launched the H6D, a technological feat with an all new electronic platform, delivering superior craftsmanship and image quality. Later the same year, Hasselblad introduced the world's first compact mirrorless digital medium format camera - the X1D. Hasselblad's X1D sensor recently benchmarked the highest score in the history of DxO Mark's independent testing.

Headquartered in Gothenburg, Sweden, Hasselblad is a global brand with offices in New York, London, Tokyo, Paris, Copenhagen, Hamburg and Shenzhen with distributors throughout the world.

For more information, visit Hasselblad online: www.hasselblad.com

Learn more about Hasselblad Masters at: www.hasselblad.com/masters

ABOUT IKEA

IKEA is one brand and many companies. Around the globe, a large number of companies operate under the IKEA trademarks.

IKEA Range & Supply, consisting of IKEA of Sweden in Älmhult and IKEA Supply, have the responsibility to develop, design, produce and supply IKEA stores around the world with home furnishing solutions available to the many people. Each year IKEA Range & Supply introduces 2,000 new products in the IKEA stores. The total range is almost 10,000 products.

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Photo: Lars van de Goor



Photo: Dmitry Ageev

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