

ROOTS[®]

A three step transitional plan involving modular pop-up experiences that leads a shift towards more sustainable efforts; encouraging sustainable behaviours, strengthening community bonds and increasing the accessibility of IKEA.

We're going back to our
ROOTS
are you coming?



RESEARCH

ROOTS have five core values that make up our brand pillars. These values are what led our research (see below), and as outlined throughout this presentation, are present in all aspects of our proposal, influenced by our research.



RESPONSIBILITY

OVERHAUL

ONWARD

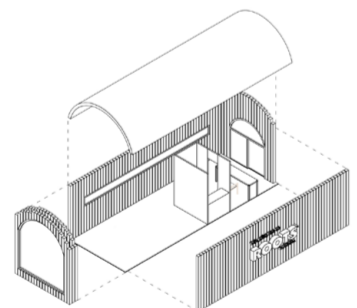
TOGETHERNESS

SIMPLICITY

ROOTS[®] ASSEMBLY PLAN

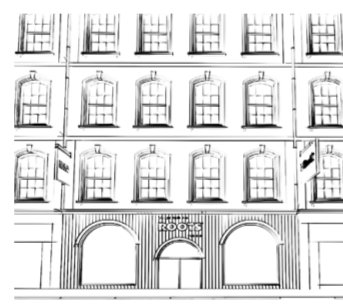
ROOTS is a three-part plan to make IKEA more accessible nation-wide, whilst also educating the customer-base in sustainable habits and lifestyles - with an end-goal of changing the way that the brand manufactures and sells furniture for the future.

1: THE SHED



A pop-up space with a modular interior that can be adapted for a number of purposes - including workshops on zero-waste living, ethical consumption, furniture restoration and an education on CNC products/manufacturing.

2: THE STORE



A permanent iteration of the shed as a high street store. With additional features such as VR-showroom pods, consultation offices, a cafe and a fully operating CNC workshop with a viewing area.

3: CNC-BASED APPROACH



The end goal. A complete change in how IKEA manufactures their products by introducing "a middle man" - local CNC manufacturers. This will make the brand much more accessible and creates a closed cycle of materials and products, cutting down waste massively.

We're going back to our roots, are you coming?

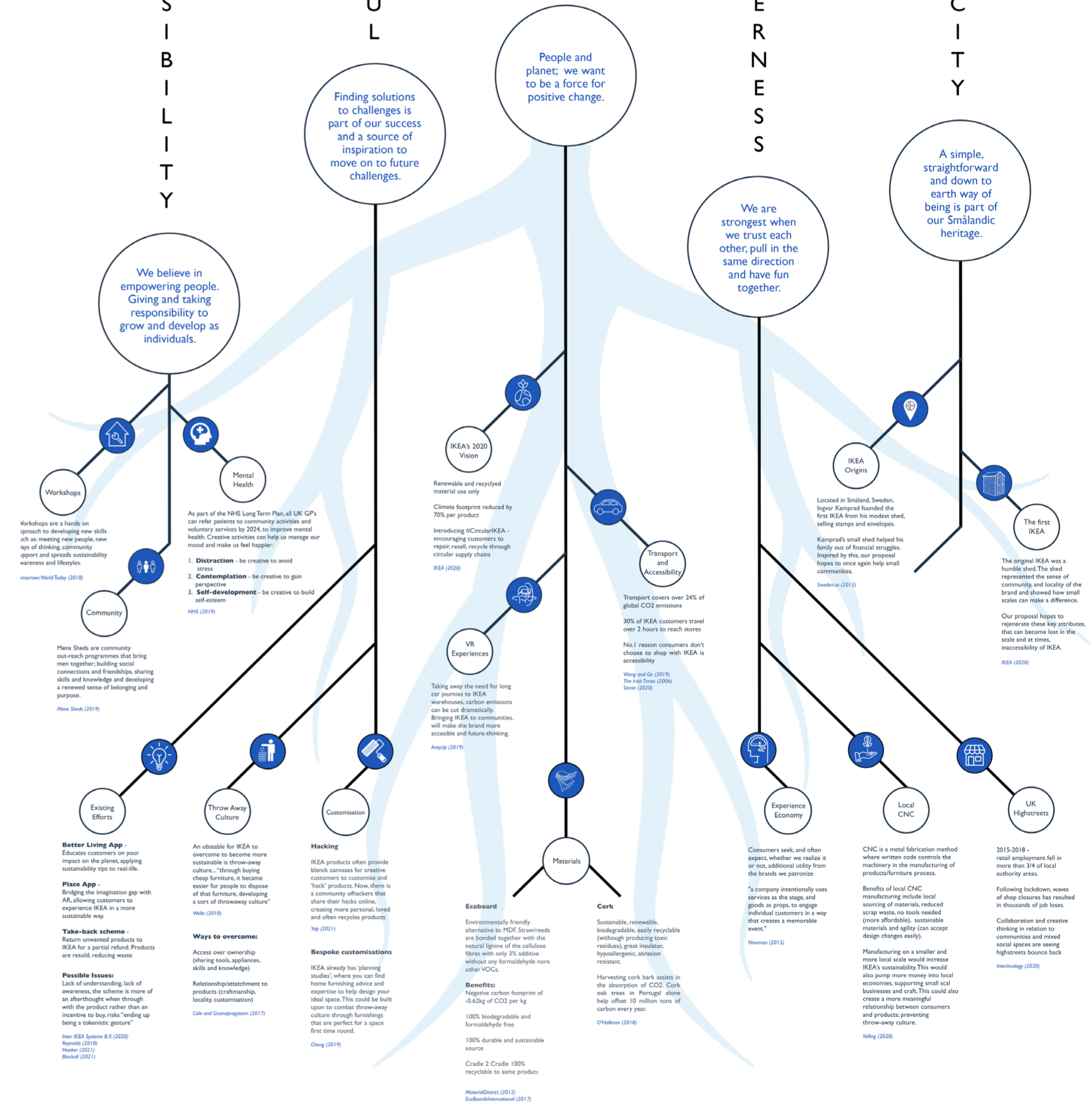
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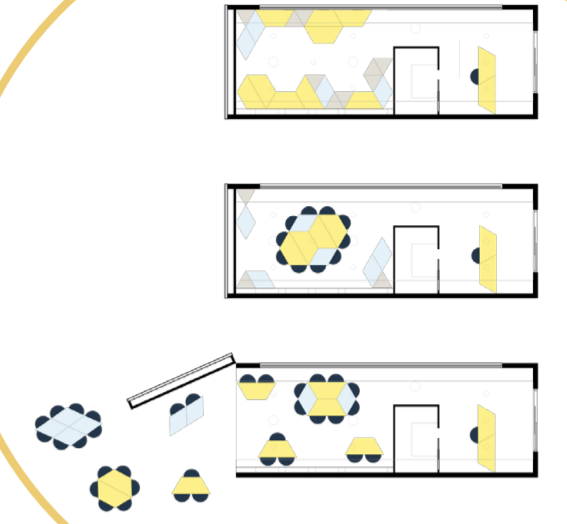
STEP 1: THE SHED

ROOTS Shed is a pop-up experience that hopes to bring IKEA to the highstreet; supporting local economies, lowering transport emissions, teaching sustainable behaviours and increasing relationships to IKEA products in the hopes to move away from throw-away culture.



INSPIRATION

The ROOTS pop-up is inspired by the original IKEA shed, located in Smaland, Sweden.



FLOORPLANS

Scale 1:200

At the rear of the shed, a display window opens out to allow natural light, easy access for furniture, tools and visitors, and allows the shed to be opened up the highstreet, enticing people inside.



MODULAR FURNITURE

To save space in the shed, modular furniture folds out into three different set-ups, to accommodate the different needs of each workshop. The furniture then folds away compactly into storage.



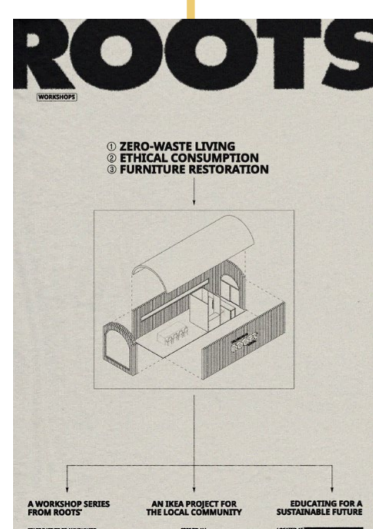
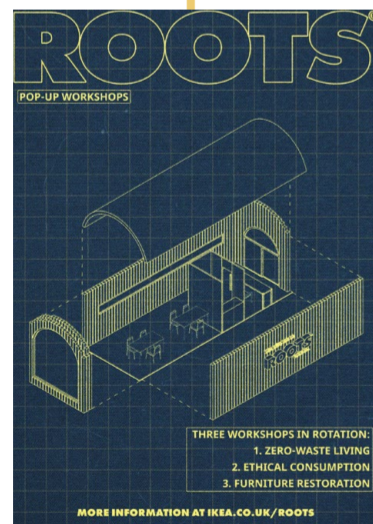
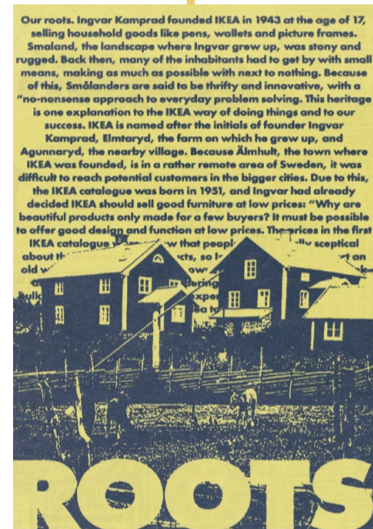
WORKSHOP OPPORTUNITIES

Four types of workshops are available from ROOTS, teaching ethical consumption, furniture restoration, CNC furniture assembly and zero-waste living. These workshops hope to shift IKEA customers living habits to more sustainable and locally focused.

BRANDING

The branding for ROOTS is a mixture of the current minimalistic style of advertising that IKEA uses, whilst also incorporating the more traditional promotional material that were produced by IKEA in the early stages of the company. This ties in with the focus on IKEA's origins, going back to IKEA's simplistic, local and unique brand identity.

ROOTS uses its branding to promote upcoming workshop opportunities, teaches visitors about IKEA's history and demonstrates the reach ROOTS aims to have nationally, targeting the brands current accessibility issues.



AWARENESS

Zine's will be distributed locally to spread awareness of the pop-up, advertise exciting upcoming workshops and gain insightful feedback from ROOTS visitors.



ARRANGEMENT 1

Used for the IKEA cafe.



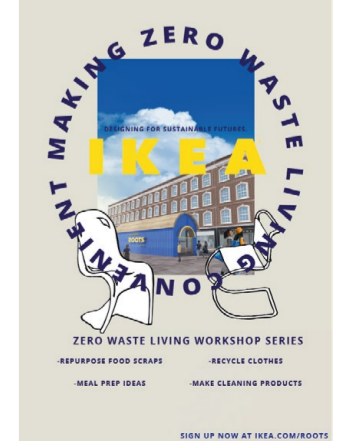
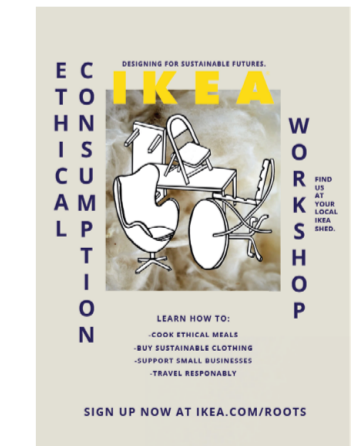
ARRANGEMENT 2

Used for hands on workshops such as furniture restoration.



ARRANGEMENT 3

Used for group talks, meetings and gatherings.



STEP 2: THE HIGHSTREET STORE

Step 2 involves making ROOTS a permanent member of the highstreet. This move is to allow more activities that the Shed cannot offer (such as CNC manufacturing, VR experiences and the IKEA cafe). By doing so, we hope IKEA have more of a regional impact and influence on sustainable behaviours by becoming permanent residents on community highstreets.

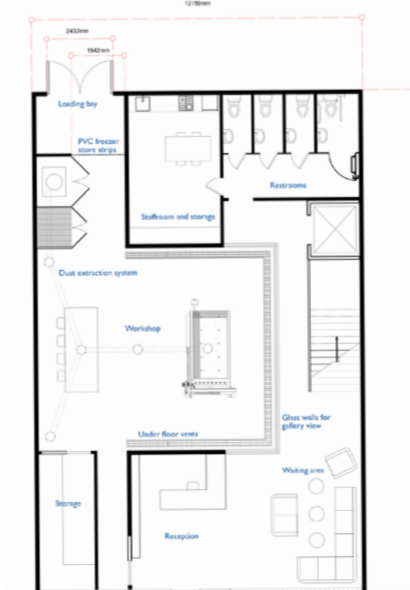


WORKSHOP GALLERY

This visual depicts an ongoing workshop involving CNC manufacturing. Visitors in the waiting area sit and are able to watch through the gallery glass and be enthralled by the process. Furniture made in the workshops can be donated to local needs (e.g. local schools, parks and shelters). Examples of CNC furniture are depicted in the waiting area as well as the worktops in the workshop.



GROUND FLOOR



FIRST FLOOR



FLOORPLANS

Scale 1:200

In the permanent ROOTS, there is a fully equipped CNC workshop, with a glass gallery for visitors to sit and watch the process of manufacturing. Upstairs, the IKEA cafe sits with a view of the highstreet, with VR pods and consultation rooms at the rear.

STEP 3: CHANGE IN MANUFACTURING

The final stage of ROOTS involves a shift in the manufacturing process of IKEA. In order to reduce throw-away culture and unsustainable material use, furniture will be produced using CNC manufacturing. Customers order products through the website or ROOTS store, and products are commissioned by IKEA to local CNC manufacturers. This way, IKEA customers boost their own local economy, have a more meaningful connection to their products and keep them for longer.



MATERIALS

To make moves towards a becoming a zero-waste company, material choices were considered. CNC manufacturing deals predominantly with wood, to which ecoboard is an environmentally friendly alternative. Made from agricultural residues, ecoboard has a negative carbon footprint, and can be continuously ground down and remade into new products.

ACCESSIBILITY

By sourcing local craftsmen and sending IKEA customers to their local CNC stores, IKEA taps into the benefits of hyper locality; making it not just easier to access the brand, but also more sustainable, reducing carbon emissions normally emitted from journeys to regional IKEA super stores.

FLAT-PACK

CNC products arrive as flat-pack furniture, with clear cut-out guidelines made by the CNC machines. To assemble, customers simply pop out the parts and slot them together.



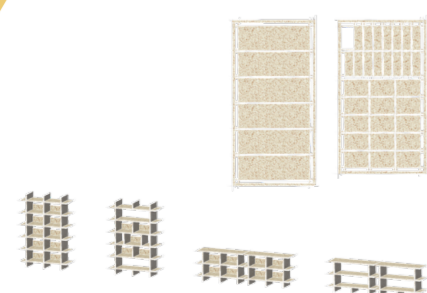
NO TOOLS NEEDED

Due to the nature of CNC products, no tools are needed to assemble the furniture. Instead they slot together. This makes disassembling products a lot easier; lowering the risk of breaking when trying to take apart.



RECYCLING BENEFIT

By taking away the hard effort usually needed to disassemble IKEA products, re-selling and re-purposing products becomes easier; encouraging #CIRCULARIKEA.



CURRENT LOCATION OF IKEA STORES IN THE UK:



IF YOU LIVE IN THE BLUE AREA, YOU'RE LESS THAN 10 MILES FROM A CNC MANUFACTURER



WHERE WE'RE PLANTING OUR ROOTS®

