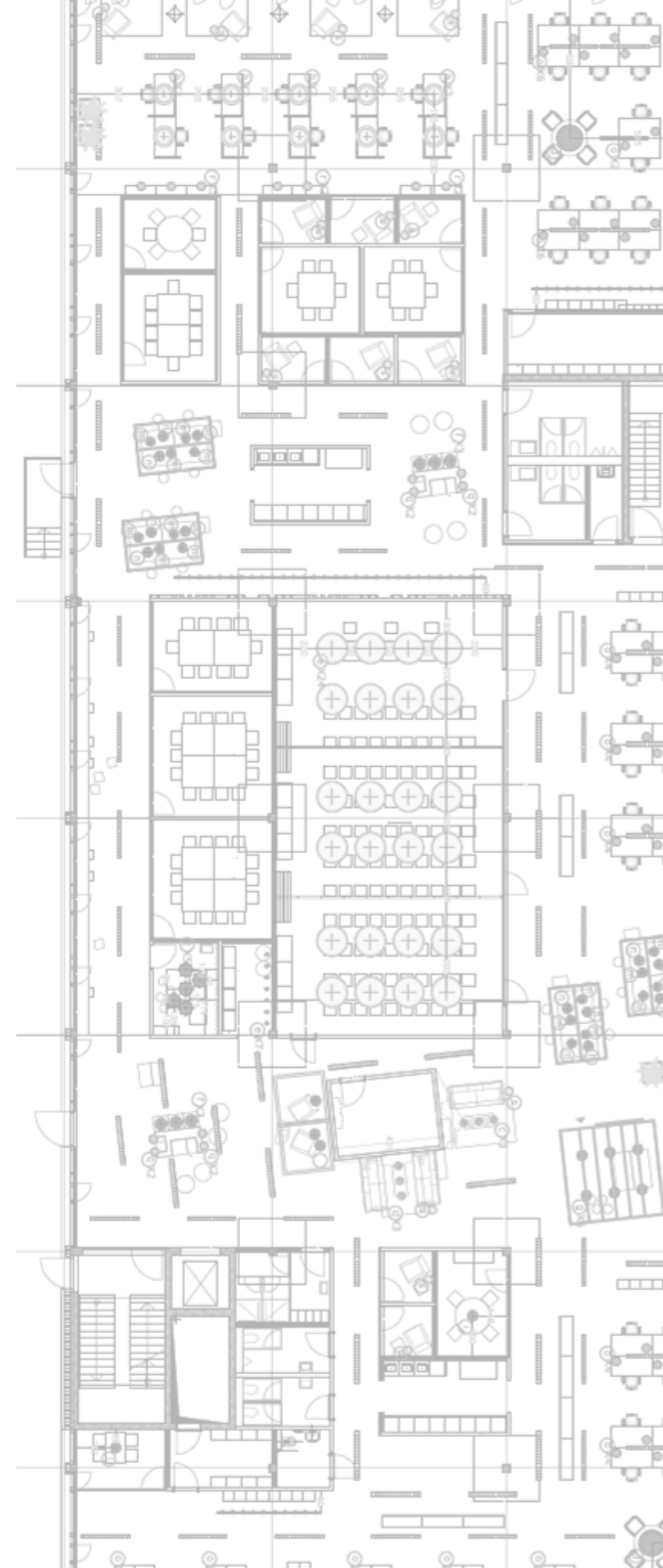


DEMIDESIGN

stefano mich&alessandro de pompeis | interiordesigners

Portfolio | **3** IKEA stores



1

residential |

2

public&events |

3

IKEA stores |

4

styling for advertising

LJUBLJANA STORE

Implementation pics

Client

-IKEA South-east Europe

Project

-Set-up&styling

Concept

-New store | build-up

Date

-Ljubljana 2021



IKEA NICE POP-UP STORE

Planning area | Moodboard&3D views | sample pages taken from the complete project

Client

-IKEA France | Nice

Project

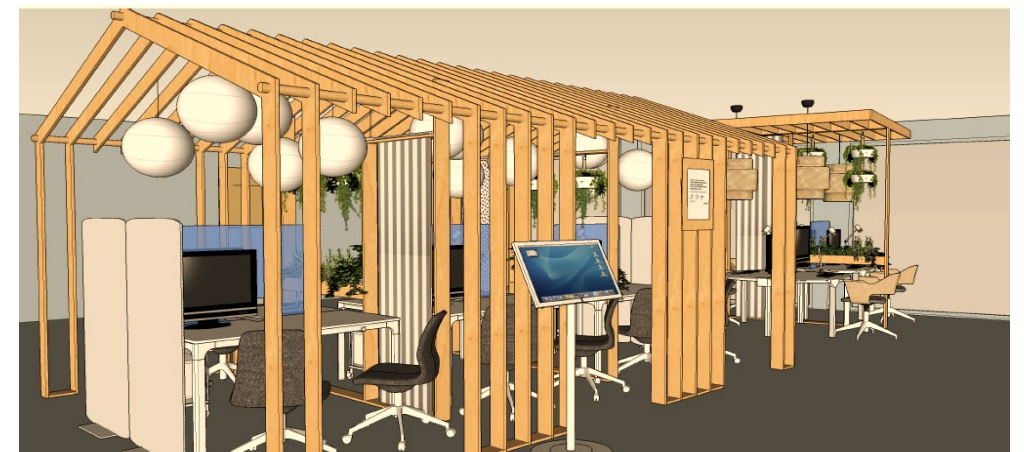
-Layout/Space planning

Concept

-In collaboration with IKEA France we have revised and re-designed the planning area together with some roomsets&inspirational medias of the temporary Pop-up store in Nice.
The 350m2 space is focused on Kitchens and Bedroom solutions.

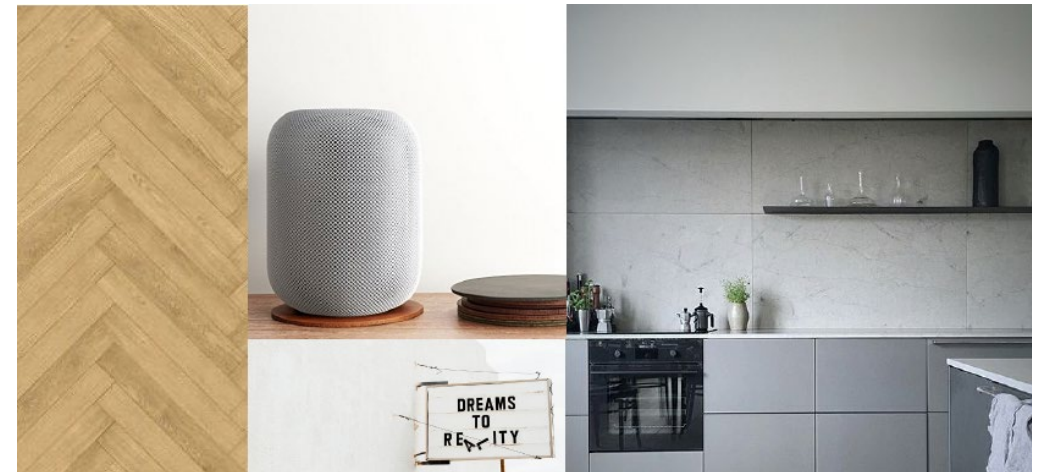
Date

-Nice (France) 2020



IKEA NICE POP-UP STORE

Roomset sample | Moodboard&3D views | sample pages taken from the complete project



IKEA GREENWICH SUSTAINABLE HOME | OHOP PROJECT

Moodboard, Elevations&3D top view | sample pages taken from the complete project

Client

-IKEA UK&IE and IKEA Global | Greenwich store

Project

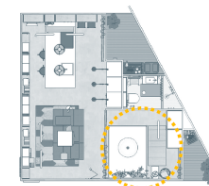
-Layout/Space planning
-Interior design & styling

Concept

-In collaboration with IKEA UK&IE and IKEA Global we have designed and developed the new sustainable home to be presented during the One Home One Planet event. It will be adapted as global solution in all the IKEA showrooms across the world. The guidelines have been the search for eco-sustainable solutions for a home where everything is designed to minimize waste and reduce the impact on our planet. The goal was to offer not only a functional and well-furnished space but above all to suggest a new lifestyle through solutions and natural, renewable materials.

Date

-Greenwich (London) 2020



- HEDERA HELIX helps to purify the air. Handmade pot holders made with ropes are used to secure BERAKA vase. They hang from RÄCKA/HUGAD
- Use recycled newspapers/magazines to create origami birds and decorate the bed wall. They also hang from RÄCKA/HUGAD

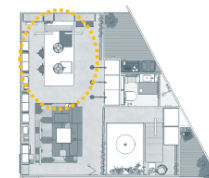


- SJUTTIOFEM/SEKOND shade with TRÄDFRI smart bulb

- To prevent cold and wind drafts HANNALENA use curtains. To let the natural light enter a layer with LEJONGAP filtering curtain is added



- Use a layered bed textile to adapt to the different temperatures and save on heating. Add to the duvet ANTOINETTA throw and VÄRELD bedspread



- VÄXER cultivation set for a Hydroponic home solution
- BOSJÖN kitchen tap for water saving
- BEKVAM steep stool is also used to step on it to take zenith photos of healthy food on the kitchen island to post on instagram



- Open storage helps to be organised and gives the overview to avoid double buy. Use KORKEN jars, IKEA 365+ food containers and TINAD to preserve food

- KARLBY Worktop, oak, veneer is cut and used as a large chopping board
- HALLBAR waste bins are used under the sink to divide what is compostable and what is not.

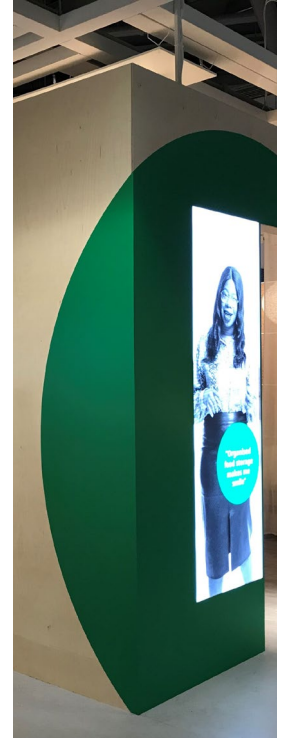
- KNIXHULT pendant light with TRÄDFRI smart bulb
- The doors of the high cabinets are used as a giant blackboard to help keeping under control energy consumptions, bills etc with a washable white marker. Customize the door using BÄNGBULA hooks, rope and pegs to use it also as a peg board.



● Sustainable solution

IKEA GREENWICH SUSTAINABLE HOME | OHOP PROJECT

Implementation pics



IKEA ROME SAN SILVESTRO | SYMFONISK LAUNCH

3D views&implementation pic

Client

-IKEA Italy | Rome San Silvestro

Project

-Layout/Space planning
-Interior design & styling

Concept

-In collaboration with IKEA Italy and IKEA Rome we have designed, developed and styled the spaces for the launch of SYMFONISK in two of their centre stores in Rome. SYMFONISK is the new sound system created from a new joint venture between IKEA and SONOS.

Date

-Rome Piazza San Silvestro 2019



IKEA ROME OSTIENSE | SYMFONISK LAUNCH

Moodboard, 3D view&implementation pic

Client

-IKEA Italy | Rome Ostiense

Project

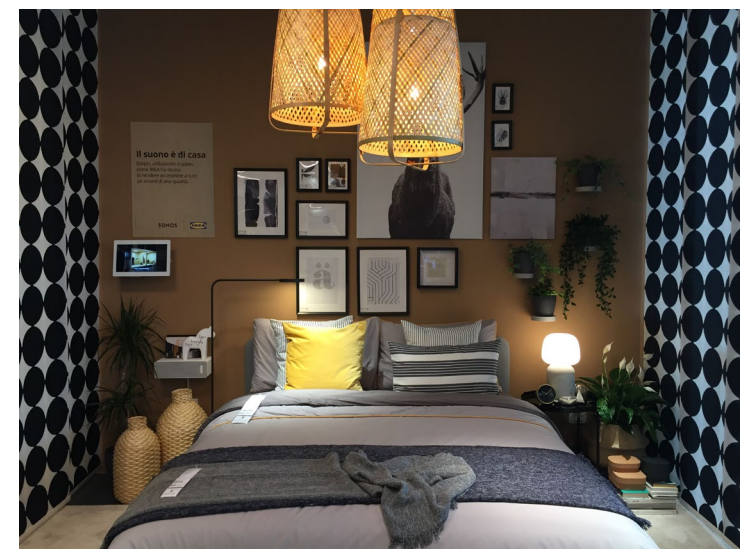
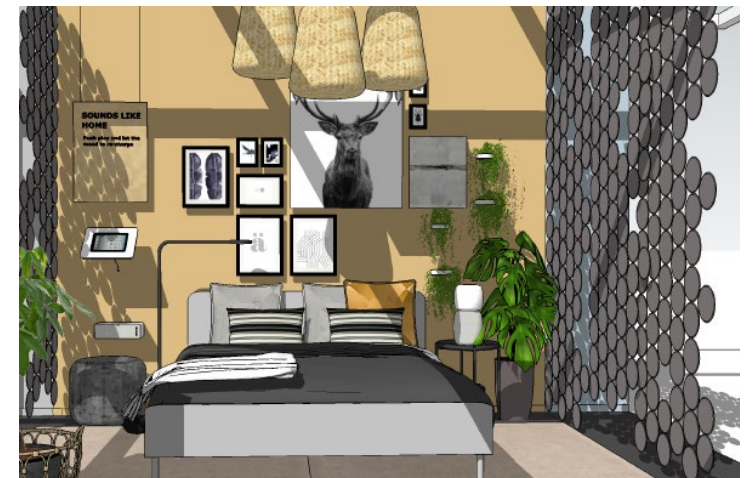
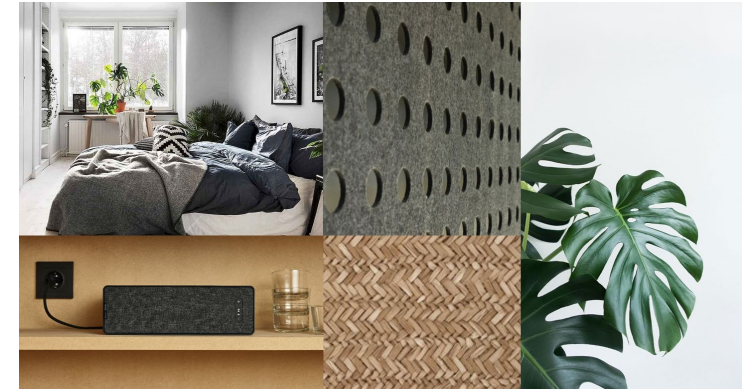
-Layout/Space planning
-Interior design & styling

Concept

-In collaboration with IKEA Italy and IKEA Rome we have designed, developed and styled the spaces for the launch of SYMFONISK in two of their centre stores in Rome. SYMFONISK is the new sound system created from a new joint venture between IKEA and SONOS.

Date

-Rome Oatiense Eataly 2019



ROTHENBURG STORE

Implementation pics

Client

- IKEA AG Switzerland

Project

-Set-up&styling

Concept

-Store in shape as new

Date

-Rothenburgh CH 2019



SHOWROOM ENTRANCE IKEA VILLIERS PARIS

Concept plan | sample pages taken from the complete presentation

Client

-IKEA France | Villiers

Project

-Layout/Space planning
-Interior design & styling

Concept

-In collaboration with IKEA France we have designed and developed a new concept for the Showroom entrance space for the Villiers sur Marne store in Paris. The aim of the project was to create a new customer experience for visitors when entering the Showroom to make them experience an emotional journey through colours and different moods together with home furnishing solutions, images, sounds and smells. The roomsettings in the new SR entrance feature 4 different moods and colours (from a calmy total white to a dramatic dark blue, leading to a bright orange to a rough rustic grey) and different functions (1 home, 1 bedroom with en-suite, 1 kitchen and 1 livingroom) to let the visitors engage a journey through the different atmospheres and home furnishing solutions. This project also relied on an important multi-sensory part through full-height projections with slow-motion images with sounds and smells to strengthen the involvement and the curiosity of the visitors. The multi-sensory part has been replaced with a temporary communication and will be implemented in a second step.

Date

-Villiers sur Marne (Paris) 2018

Showroom entrance | c o n c e p t | inspiration

We have taken inspiration for the visual identity of the space from 'the Japanese House' an exhibition held in 2017 at MAXXI in Rome, BARBICAN CENTRE in London and MOMA in New York.

The exhibition design, executed by former SANAA employee Lucy Styles, recreates several of the residence's white blocks in a 1:1 scale.

Rather than just observe this blocks, visitors are encouraged to clamber through their doors and enter to discover the internal spaces.



Showroom entrance | c o n c e p t | moodboard



Showroom entrance | s t r u c t u r e s

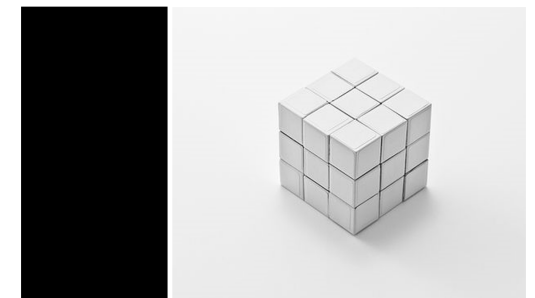
The entrance area is conceived as a huge black canvas with floor and wall of the same colour.

The dark background of the space will highlight the inspirational medias of this area.

A minimalist podium will define the space of the Launch area while new box structures will contain the Roomsets.

The RS boxes will have three distinguishing elements :

- 1- solid wall
- 2- transparencies
- 3- grid feature



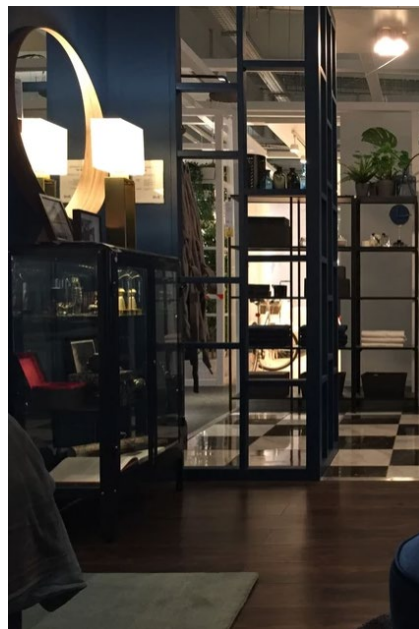
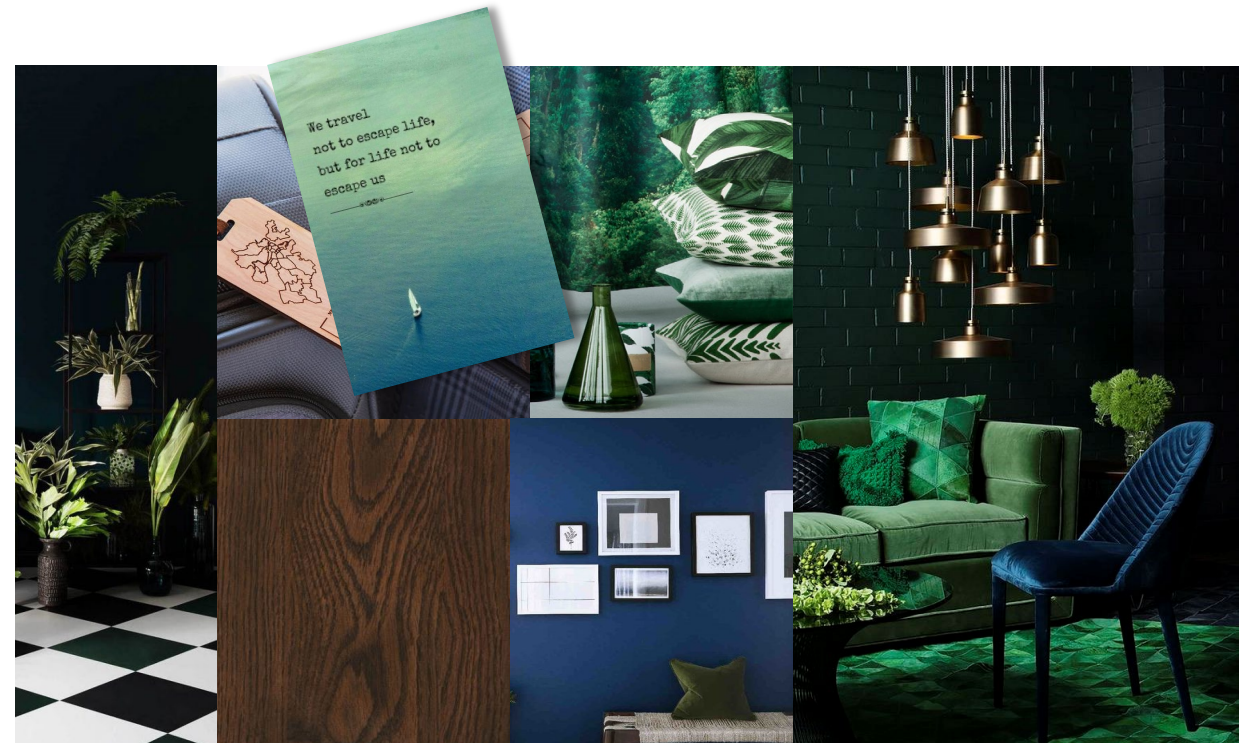
SHOWROOM ENTRANCE IKEA VILLIERS PARIS

Moodboards & implementation pics | home



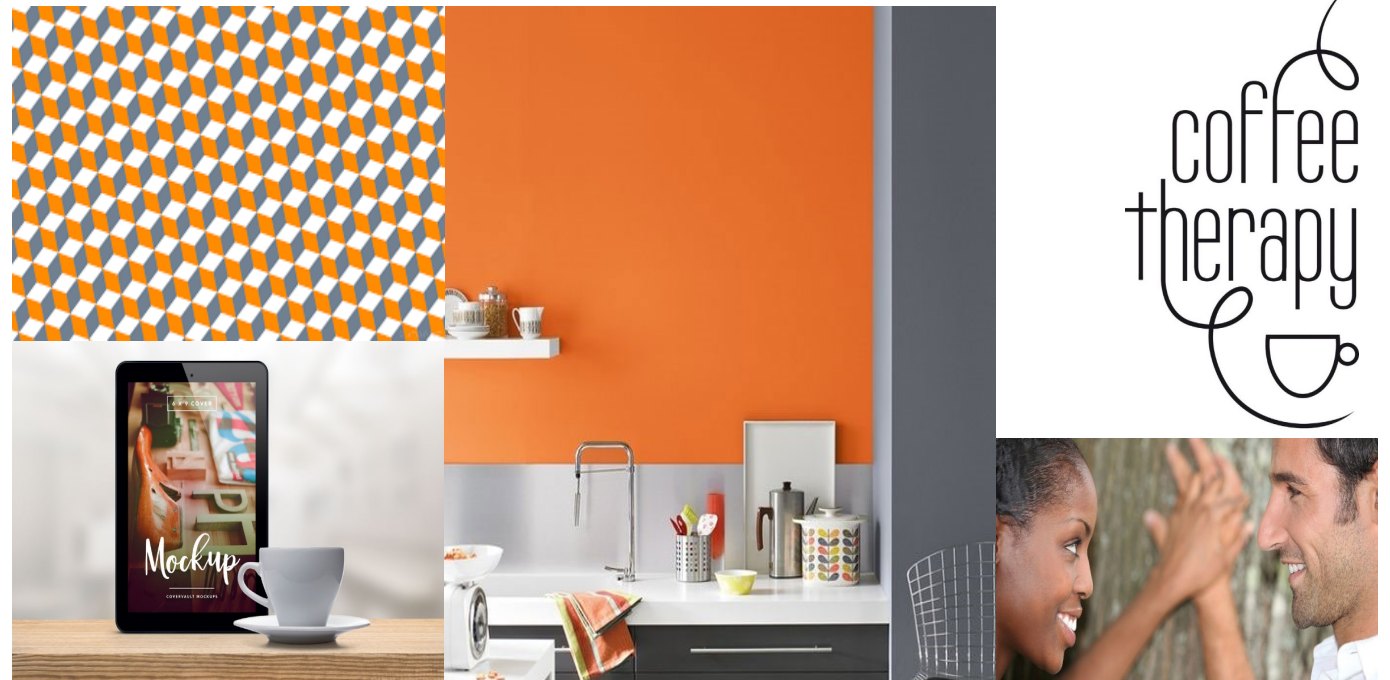
SHOWROOM ENTRANCE IKEA VILLIERS PARIS

Moodboards & implementation pics | bedroom with en-suite

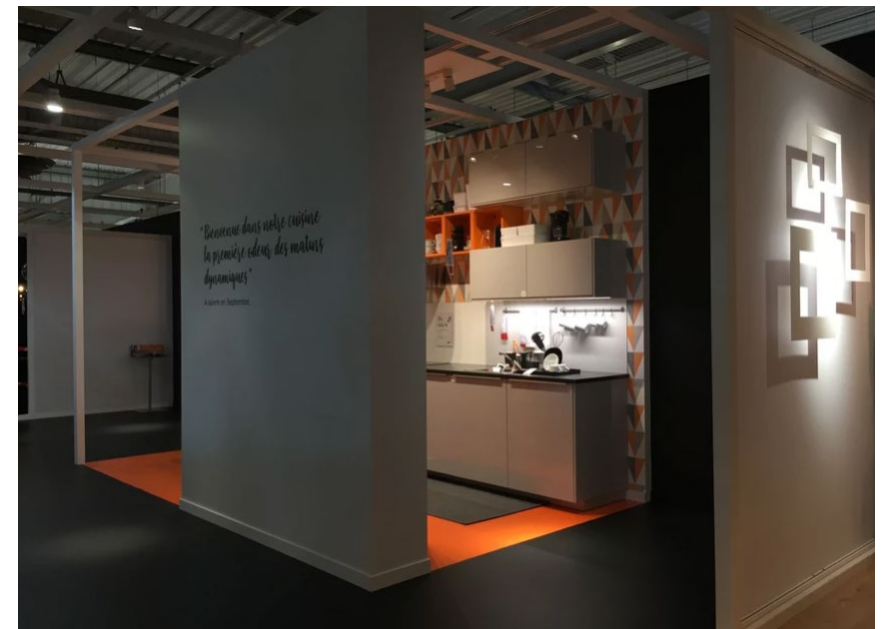


SHOWROOM ENTRANCE IKEA VILLIERS PARIS

Moodboards & implementation pics | kitchen



coffee
therapy



SHOWROOM ENTRANCE IKEA VILLIERS PARIS

Moodboards & implementation pics | livingroom



PALLADY STORE BUCHAREST

Implementation pics

Client

-IKEA Romania

Project

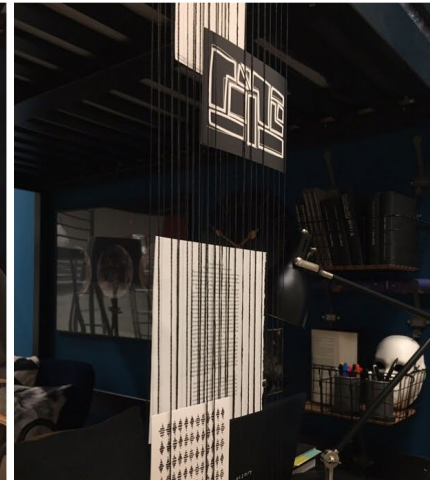
-Set-up&styling

Concept

-New store | build-up

Date

-Bucharest 2018



ROOM-SETS&VIGNETTES IKEA CH

Implementation pics

Client

-IKEA CH

Project

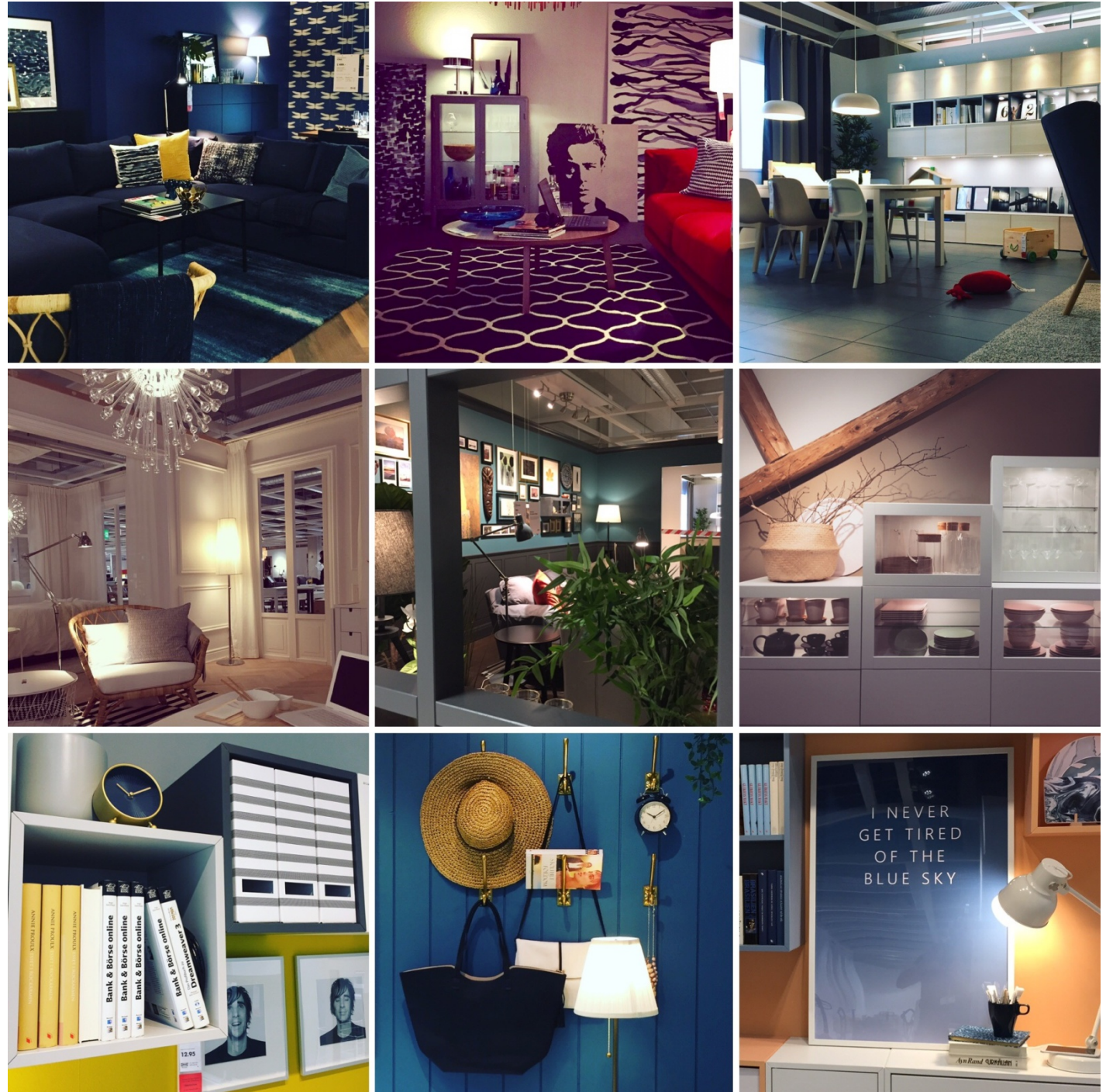
-Interior design
-Set-up&styling

Concept

-Room for life

Date

-Spreitenbach | St Gallen | Vernier 2017



STUDY FOR A NEW DISPLAY CONCEPT

Background

Client

-IKEA UK|IE

Project

-Interior design
-Set-up&styling

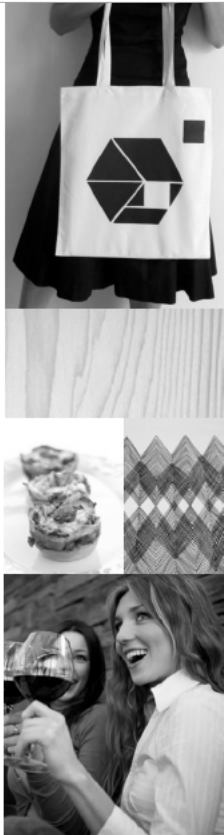
Concept

-Like a Tangram

Date

-London 2016

Tangram generation



'Like a tangram...'

New young generations come to London all the time. Local market figures state that many people share rented homes. A typical situation is a 1 bedroom flat shared by two friends*. Despite the desire to socialize and share good food & wine with guests, the only common space left is the kitchen. I believe that the solution is to turn a part of the kitchen space into a convertible dining and living room area where they can enjoy food with friends or relax on the soft seating sipping a cup of tea with some homemade cakes. Its easy and simple to transform with a few quick movements.

No holes are needed on the walls (most landlords require that) and it's very easy to take apart and transport given that London has one of the highest removals rates in Europe. Like a tangram, where the inspiration for this solution comes from, it's small, flat and convertible in many different shapes (or functions ;-)!

*Brand capital research London Wembley 2015

STUDY FOR A NEW DISPLAY CONCEPT

Moodboards&plans

Tangram generation



in

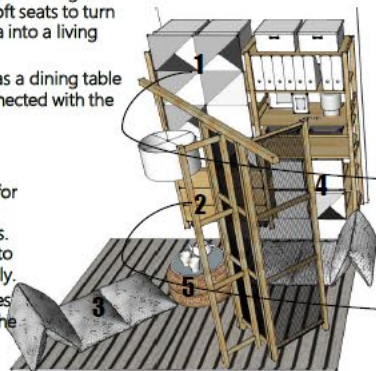


1 in. MELLTORP table top placed in vertical is used as a big decorative panel to hide all the crockery and glasses. It gives space to the soft seats to turn the dining area into a living room.

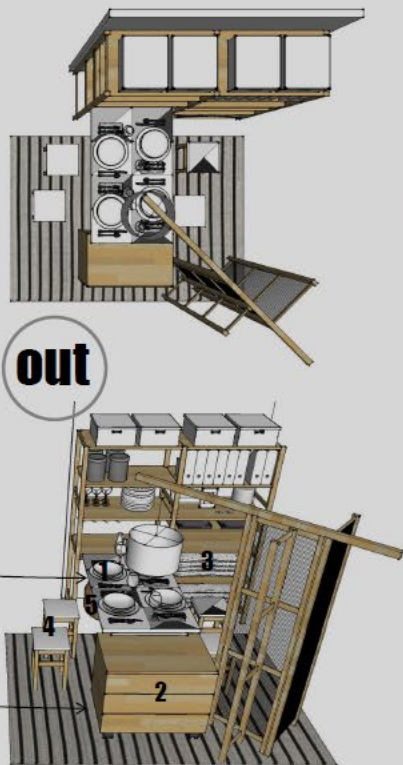
out. It's used as a dining table and to be connected with the laptop

2 in. IVAR drawer unit is for storing cutlery and tablecloths. It's on castors to be moved easily.

out. It becomes a support for the table.



out



3 in. Pillows are covered together with fabric and used as soft informal seating.

out. When the dining table is out the pillows can be easily folded and stored on the shelves left empty by the stools.

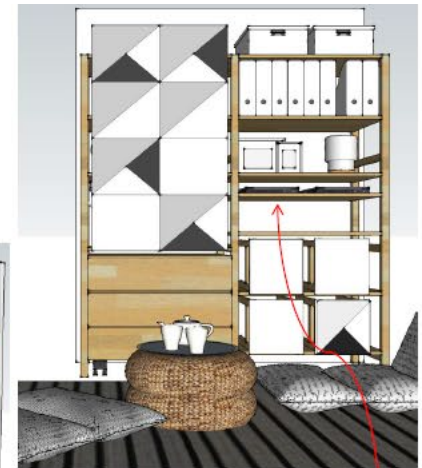
4 in. ODDVAR stools painted and personalised are placed when not in use on the IVAR shelves as an abstract art display.

out. They give 4 seats for sharing dinner with friends or to surf on the internet.



5 in. ALSEDA stools are used as a small table to support the soft seating.

out. They are easily stored under the table when not needed.



NOTES

-One of the IVAR shelves gives room to the 2 laptops whilst in the one above near the lamp there is NORMMÄRKE pad for charging phones.

-The freestanding structure made with IVAR side units has different functions. It's a lamp (thanks to ENUDDEN knobs you can adjust the cable length), a divider (to separate the cooking area from the dining/living area) and it's used to keep magazines at hand.

-To hang MELLTORP table top vertically ULVSBO handles and BLEKA hooks are used. NORRBYN knobs placed behind, stabilized it to the IVAR drawer unit when it's 'out'. They also turn it into a low large coffee table when placed on the floor.

STUDY FOR A NEW DISPLAY CONCEPT

Implementation pics



ROOM-SET | PLANNING PROCESS

Target&lifestyle | Moodboard

Client

-IKEA Wembley Store London

Project-Interior design
-Set-up&styling**Concept**

-Let the life out!

Date

-London 2015

Room-set target&lifestyle

Steven and Cathy are a couple in their late 30's and have a son, Mark a 6 year boy.

They run a nursery in Little Venice. Plants&flowers are not just a job for them but a real passion, for it they love to be surrounded by a 'green' environment..

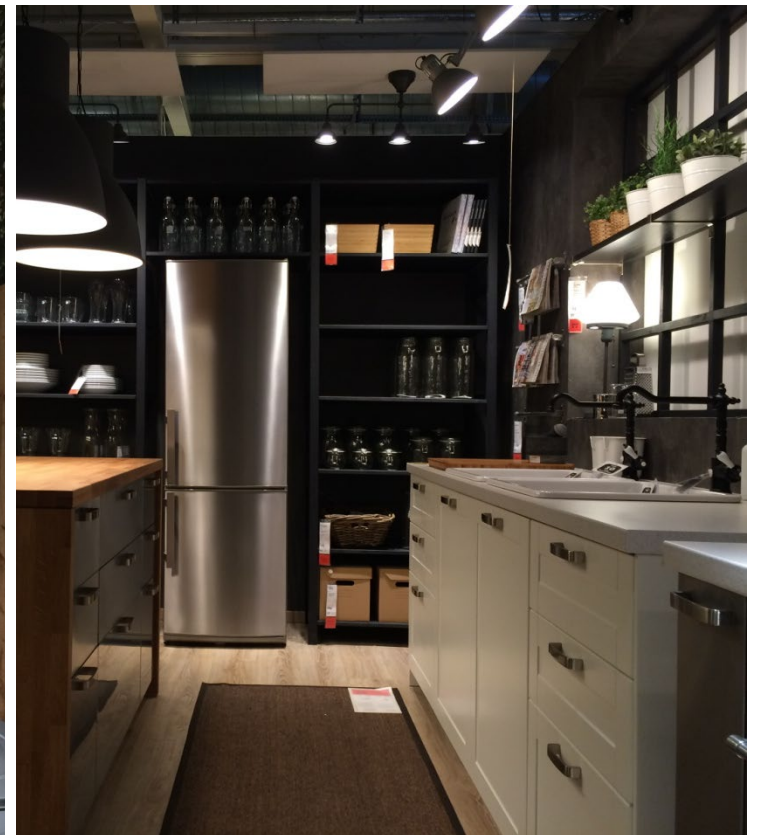
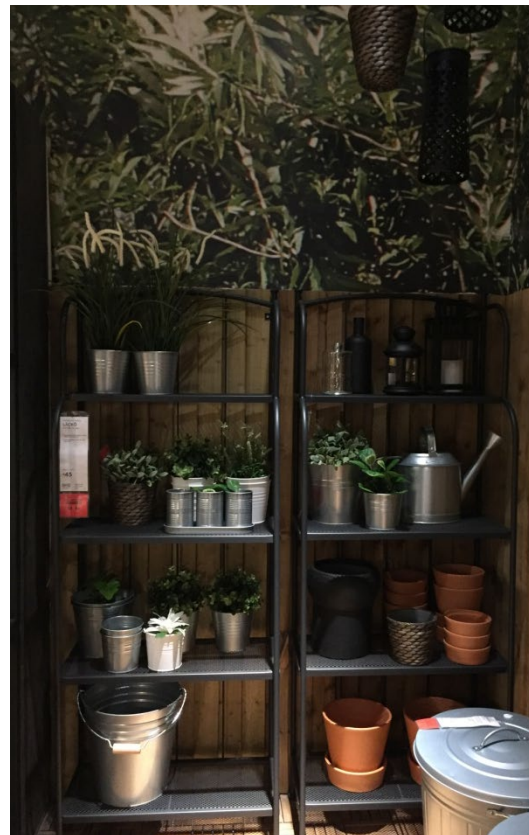
They live in a semidetached house in Maida Vale, not too far from the nursery. They have recently build an extension to make their kitchen bigger.

Cathy says "We wanted a large glass window facing the garden to ideally combine the outside with the inside. We even enlarged the old window because we liked the idea of turning our kitchen into a sort of greenhouse..It 's nice to have friends to dinner and prepare meals together around our big kitchen island..while chatting and sipping a glass of wine in a very friendly and informal way.A big wall with open storage helps us to have everything at handy and give that bit of an industrial look that both Steven and me like so much.Without any doubt now the kitchen is the place of the house we like most and in which we spend more time.The small worktop beside the glass window is so functional and we use it in many ways..Mark likes to do his homeworks on it while Steven or me are cooking..I instead like to browse internet from here and in the morning we turning it into our quick breakfast table. Steven last month had the great idea to add a couple of handles to it, so when it's sunny we can move it easily to the garden and have a nice snack outside.. It's really the kitchen we have always dreamed of!!"



ROOM-SET | PLANNING PROCESS

Implementation pics



ROOM-SET

Moodboard&implementation pics

Client

-IKEA UK|IE

Project

-Interior design
-Set-up&styling

Concept

-Living with children

Date

-London 2014



ROOM-SET

Moodboard&implementation pics

Client

-IKEA UK|IE

Project

-Interior design
-Set-up&styling

Concept

-Living with children

Date

-London 2014



ROOM-SET

Moodboard&implementation pics

Client

-IKEA UK|IE

Project

-Interior design
-Set-up&styling

Concept

-Traditional, classic&comfortable

Date

-London 2013



ROOM-SET

Moodboard&implementation pics

Client

-IKEA Italy

Project

-Interior design
-Set-up&styling

Concept

-Minimal, stylish

Date

-Rome 2009



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