

IKEA instruction manuals win design award

Paul Mijksenaar Award 2015 for IKEA

Amsterdam, November 2nd, 2015

The Paul Mijksenaar Design for Function Award 2015 will be granted to IKEA, for its instruction manuals. This oeuvre award for functional design will be presented during the 'Design for Function' event on Wednesday November 11th 2015 in Amsterdam.

One important condition excellent design has to meet is that of consistency. Consistency of design within a range of products, but also through the years.

'IKEA has managed to create an almost unparalleled, consistent and beautifully executed oeuvre. An oeuvre that, rather than being merely recognizable, has proven to be effective for more than 30 years,' according to Paul Mijksenaar. 'The inventiveness with which many problems have been overcome is remarkable. Actually, IKEA doesn't have instruction manuals, but assembly manuals. Once the item has been assembled, its use generally speaks for itself.'

Mijksenaar's instruction archives contain many examples of IKEA instruction manuals. The collection was transferred to the department of Special Collections of the University of Amsterdam.

All IKEA instruction manuals are made centrally, in an in-house studio in Sweden, by designers that are anonymous.

The prize is awarded to IKEA and the many designers in the company who have worked on the manuals.

The MullerVisual Theatre Poster Award will also be granted during 'Design for Function'. Register via www.uva.nl/design-for-function; journalists can register by contacting Jasper van den Broek or Marleen Smit (see below).

Note for editors, not for publication:

For more information and illustrations:

Jasper van den Broek
Paul Mijksenaar Foundation
foundation@mijksenaar.com
(020) 691 47 29

Marleen Smit
Special Collections - University of Amsterdam
e.m.smit@uva.nl
(020) 525 60 42