

#PLAYLIKENOBODYSWATCHING

Play like
nobody's watching



We couldn't be more serious

Just about every day is the right one for playing – even more so when the world feels upside down. Still, amid must-dos and hectic logistics, making room for it is sometimes easier said than done. Knowing this, we asked people for their best tips on making play a bigger part of everyday life. We learnt that there are no rules, that play happens everywhere, and that the best thing grown-ups can do is not take ourselves too seriously – and to play like nobody's watching.

From September 2021 you will find more info about the benefits of play, about the IKEA point of view, and about Children's IKEA on [AboutIKEA.com](https://www.aboutikea.com).

KRAMIG
Soft toy

129 THB

Hey Dad, what's cooking?

If we think of play as a specific activity with pre-defined rules, it's easy to feel the pressure when experts go on about its greatness. Because how should we find the time to play with our kids as much as we ought to? Or the energy? Then again, playing doesn't have to be more complicated than preparing dinner and adding an unexpected ingredient.



"Try not to take yourself too seriously, and just enjoy the moment."

Father of three, Portugal

BLANDA BLANK
Serving bowl

359 THB

"Let go of the must-dos, get to your child's level and see the world from that angle."

32-year old mother of one, Sweden

DUKTIG
5-piece toy kitchen utensil set

159 THB



A woman with long dark hair and a surprised expression is wrapped in a bright green, shiny play tunnel. The tunnel has a pink collar and a blue base. She is standing in a child's room with a window, a potted plant, a desk, and a stool in the background.

"Embrace your inner weirdo in everything you do."

21-year old woman, no kids, USA

BUSA
Play tunnel

400 THB

Play like nobody's watching

Play is learning for life in lots of ways. It helps children develop their social skills and their logical thinking, just to mention something. And it's super beneficial for adults, too. We could make a really long list, but for now, we go for the top three: play relieves stress, improves brain function and boosts creativity. So, there are many good reasons to get right in.



**"Listen to the kids
and turn everyday
must-dos into
something fun."**

Mother of two, Austria

FJÄDRAR
Cushion pad
199 THB

Dance your heart out

So, we know that playing is good for everyone, regardless of age. Best of all, the learnings and lessons and general greatness come in the bargain as long as we remain focused on what's most important – having fun.



PH181533.JPG

LÅNESPELARE

Mug

299 THB

"Say yes when your kids suggest things to do."

Father of two, Sweden



GLIS
Box with lid

99 THB

Thanks for helping us promote play

By reaching out and getting your best tips on making play a bigger part of everyday life, we've learnt more about a topic that is close to our heart. Things that hopefully help us create even better solutions and products for life at home.

At IKEA, we've been serious about play for a long time. Children's IKEA was established in the 1990s, and even before then, we had the needs and dreams of kids and their families as a natural place to start.

During the years, we haven't only kept up to date with the research into play – we've also carried out our own extensive surveys. For example, we have presented several Play reports where we deep dive into how people worldwide think about play and how they play. Because we want to do our best to promote playing – every day, for everyone.

PH181739.JPG

MÅLA
Felt-tip pen

79 THB

**"You can always clean up the mess,
but your kids are only young once."**

Mother of two sons, USA

PH181519.JPG

MÅLA
Drawing paper roll

199 THB

Hats off to our photographers

When we created this campaign, parts of the world were still in Covid-19 lock-down. It wasn't possible, or advisable, to visit families in their homes to play around.

So, what to do?

We decided to rise to the challenge and do something we've never done before. We asked five photographers from Stockholm, London, Amsterdam, and New York if they wanted to help us out – in their own homes, co-working with their own kids and partners. And we're happy that we did because they took our ideas, made them even greater – and got busy playing like nobody's watching.

"The kids and I loved it! This was something fun that we could do together. Also, it was work, and IKEA got a campaign out. It ticked a lot of boxes", says Brock Elbank, UK-based photographer.

"Toys are for everyone, not just for kids."

42-year old father of one, Singapore



BUSA
Play tunnel

400 THB

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Image thumbnails

We've also included the below images with this document – please feel free to use them however you like.



PH181515.JPG



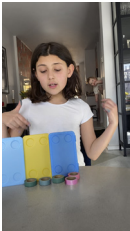
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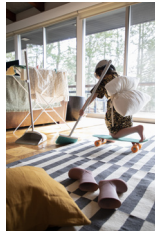
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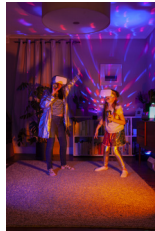
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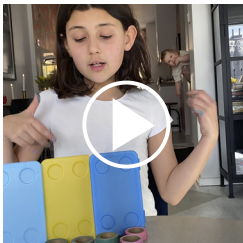
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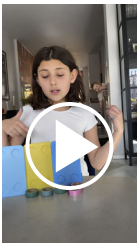
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Stop motions

We have created a set of stop motions that will hopefully make you smile and that highlight how much fun it is to play, for both children and adults.



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20222-cmpl07a_01_1:1



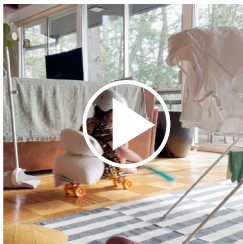
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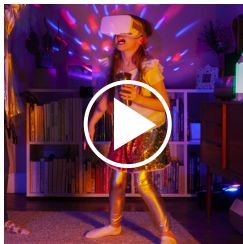
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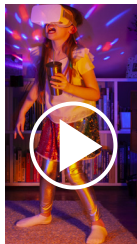
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20222-cmpl08a_16x9



20222-cmpl11a_1:1



20222-cmpl11a_9x16

Product list



PE728426.jpg
DUKTIG 5-piece toy kitchen utensil set 159 THB
Stainless steel and polyamide plastic. 801.578.41



PE727426.jpg
MÅLA felt-tip pen 79 THB/12pcs Polypropylene plastic. Designer: S Fager/C Tubertini. Mixed colours 701.933.16



PE728645.jpg
BLANDA BLANK serving bowl 359 THB
Stainless steel. Designer: Anne Nilsson. Ø28, H13cm. 401.796.99



PE765864.jpg
GLIS box with lid 99 THB/3 pcs
Polypropylene plastic. Designer: K Hagberg/ M Hagberg. L17×W10, H8cm. Yellow/blue 204.661.54



PE382470.jpg
FJÄDRAR cushion pad 199 THB Fabric: 100% cotton. Filling: 100% duck feathers. L50×W50cm. Off-white 802.621.92



PE727344.jpg
BUSA play tunnel 400 THB 100% polyester and polyethylene foam. Designer: Maria Vinka. Ø46, L145cm. 802.621.92



PE317642.jpg
KRAMIG soft toy 129 THB Fabric: 100% polyester. Filling: polyester fibres. L30cm. White/black 102.213.17



PE811258.jpg
New LÄNESPELARE mug with lid and straw 299 THB
Stainless steel and plastic. Designer: Jon Karlsson. Ø9, H17cm. 500ml. Black 205.040.66



PE727372.jpg
GOSIG GOLDEN soft toy 590 THB Fabric: 100% polyester. Filling: polyester fibres. Designer: Annie Huldén. L70cm. Dog/golden retriever 301.693.42

Contacts

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