SPACE10

YOU ARE NOW ENTERING SPACE10

Photo by Alastair Philip Wiper

The world is a wonderful and complex place to live in, especially now. When we look at the bigger picture, we are standing at a defining moment in time. We are on the brink of a new era that will lead to seismic changes in society and in the way we live.

There are more of us than ever before. We live longer, under much better conditions, and become better educated. Currently, millions of people are leaving a life of poverty and entering the middle class for the first time—and millions of people will follow in their footsteps.

We are on the move like never before. We witness mass migration around the world as some of us study, work and settle down in new countries and others flee war and disasters related to climate change. We also flock to cities in ways we have never before experienced in human history. Not long ago, 25 percent of us lived in cities. Soon it will be 70 percent.

These radical shifts lead to some very serious challenges. While populations, economies and resource demands grow, the size of our planet remains the same. The climate is already changing and we are running out of natural resources. We see it as our responsibility to address these extreme changes in new ways, because our current answers seem inadequate and outdated.

The great news is that we are smart, innovative and connected, and every hour of every day, breakthroughs happen on the frontiers of research and development that make us far better equipped to take on the challenges we face.

IKEA has a vision to create a better everyday life for the many people and acknowledges that to fulfill this vision, we need new ways of doing things. That is why they have set up SPACE10, a future-living lab for exploration and inspiration, rooted in the idea that together we can co-create a better and more sustainable life.

We all have a choice to make. We can close our eyes and hope for the best, or we can come together and shape the future we dream of.

Welcome to SPACE10.

A FUTURE LIVING LAB

The Growroom at CHART Art Fair 2016 – Exploring how cities can feed themselves
Photo by Rasmus Hjortshøj – COAST

We call SPACE10 a future-living lab. We set out to explore possible future scenarios, detect potential disruptions, understand global challenges and, most importantly, design for people's dreams and aspirations. We do this in collaboration with an ever-growing network of experts, specialists, designers and other forward-thinking partners.

Based on our insights and learnings, we continuously strive to design new ways to create a better, more meaningful and sustainable life for the many people.

THE PURPOSE OF SPACE10 IS TO ENABLE A BETTER, MORE MEANINGFUL AND SUSTAINABLE LIFE FOR THE MANY PEOPLE

WE ARE ON A MISSION TO EXPLORE AND DESIGN NEW WAYS OF LIVING

SPACE10 IS WHERE WE

A

Experiment and co-create new ways of designing for a better future.

B

Look into new directions and explore emerging potentials.

C

Work with a global, collaborative network of experts and forward-thinking partners.

D

Test and try new ideas and solutions in a non-commercial environment.

E

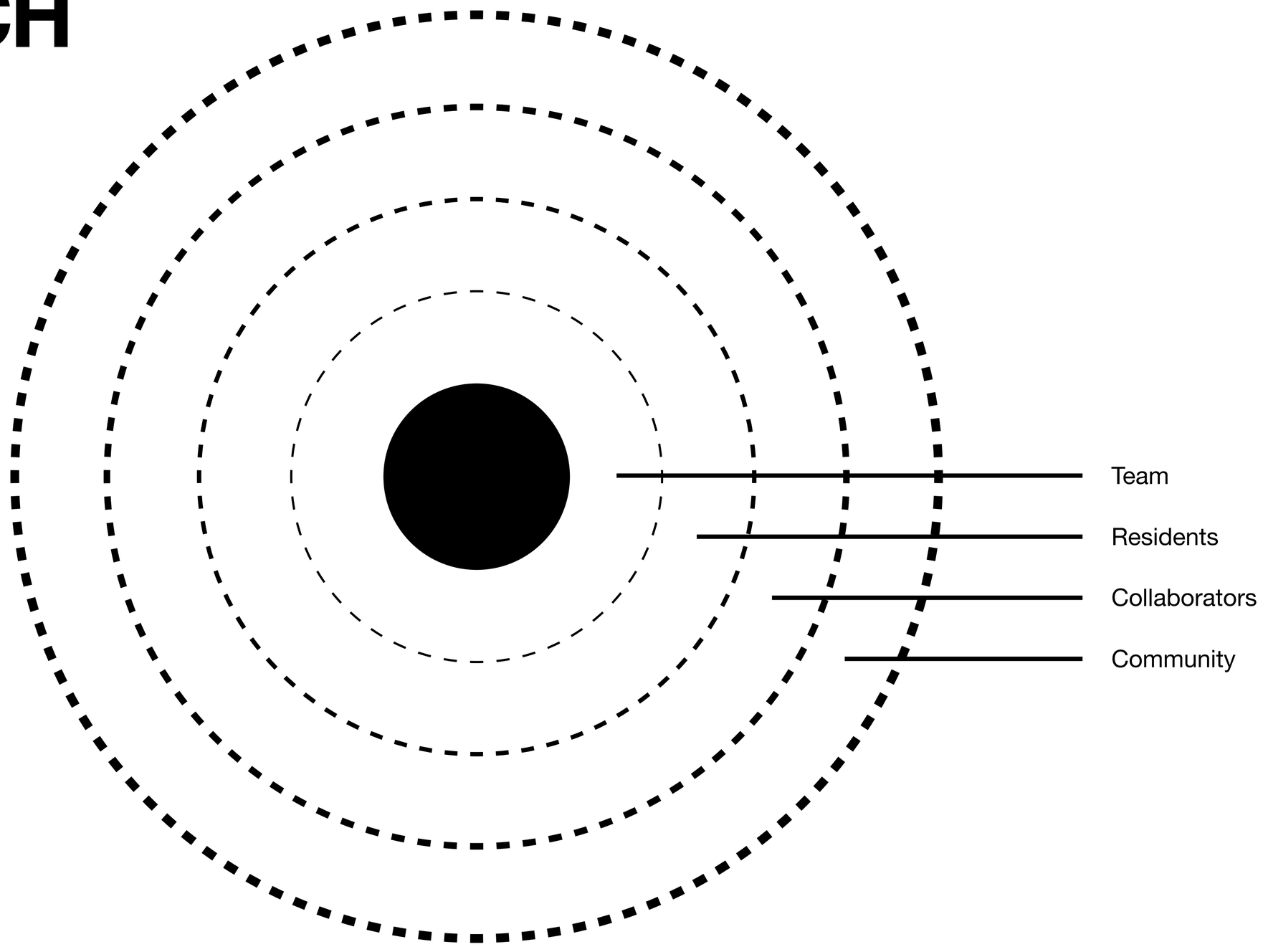
Create a playground for IKEA to be inspired and connect with new opportunities.

F

Storytell and share everything we do to spark discussions, make ideas stick and move people to action.

Meet, Eat, Read at SPACE10 Copenhagen
Photo by Alastair Philip Wiper

A COLLABORATIVE NETWORK-DRIVEN APPROACH



1 WHY
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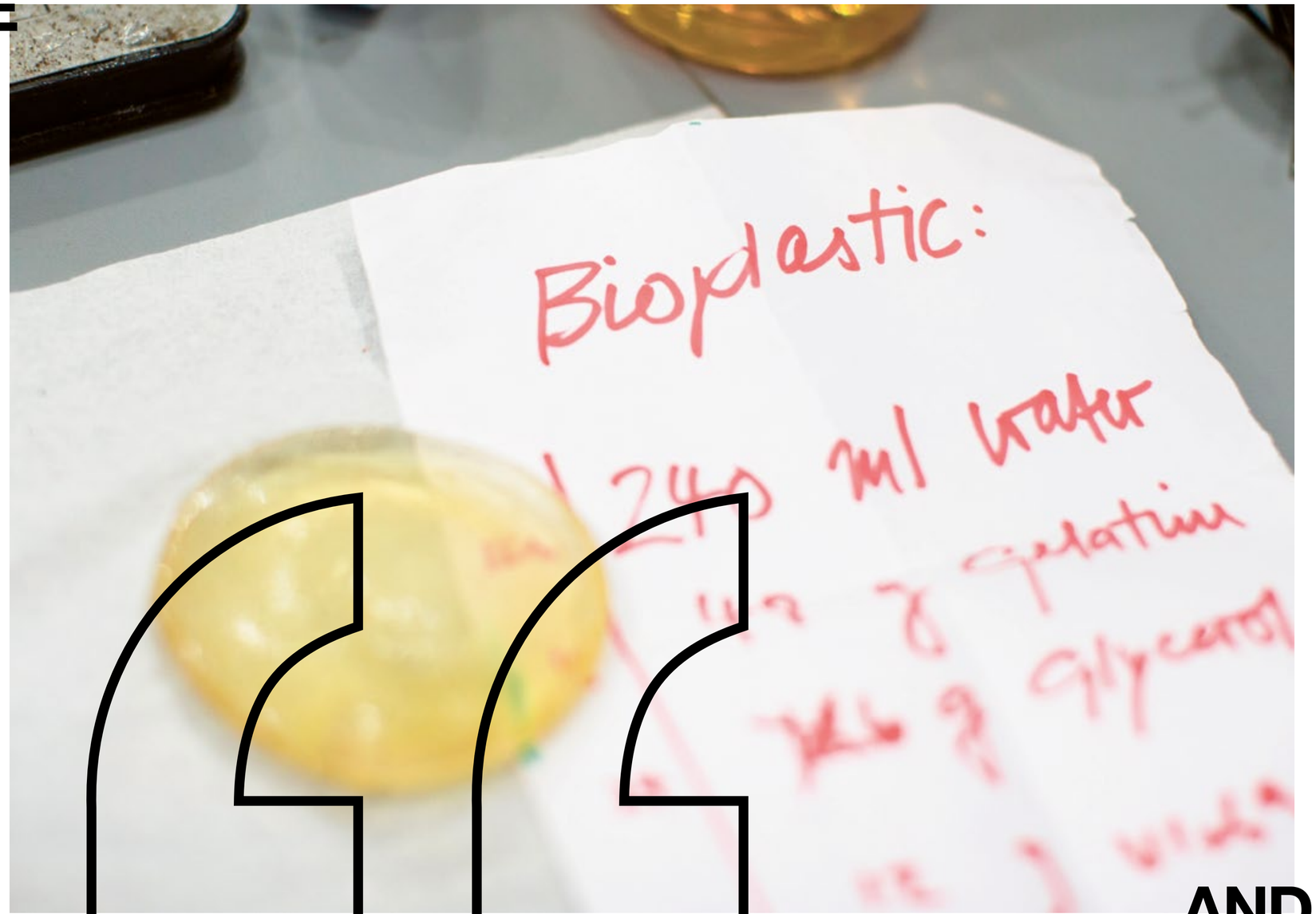
WE KNOW THAT THE ONLY THING THAT IS CONSTANT IS CHANGE



Exploring environmentally-friendly bioplastics
Photo by Rasmus Himmelstrup

AND THAT THE WORLD AROUND US IS CHANGING FAST

We have defined five macro trends that represent the most transcendent changes happening in society and in people's lives in the years to come.

These trends are not independent of one another. They interact and collide, and together they will influence and transform our lives in so many different ways.

IKEA hack by Maaike Fransen
Photo by Alastair Philip Wiper

Accelerating urbanisation

Demographic shifts

Political and economic shifts

Lack of natural resources

Technological breakthroughs

ACCELERATING URBANISATION

By 2050, 70% of the world's population will live in cities.
In 1950, the number was 30%. (UN, 2015)

People's Park Complex in Singapore
Photo by Daniel Siqi Peng

Most of us were born into a world of countries, but by the time we leave this planet, it will basically be a world made up by 600 rather powerful cities.

The rapid urbanisation of recent decades is just the beginning of an ever-steeper growth curve. By 2050, the proportion of people living in urban areas will have surged to 70 percent.

Over the next 40 years, the volume of urban construction for housing, work spaces and infrastructure could roughly equal the entire volume of such construction to date.

Our urban environments already have a serious impact on our mental and physical health, so what happens when our cities become even more crowded?

DEMOGRAPHIC SHIFTS

41% of India’s population is below the age of 20. (Census, 2016)

Crossing in Shibuya, Tokyo
Photo by Daryan Shamkhali

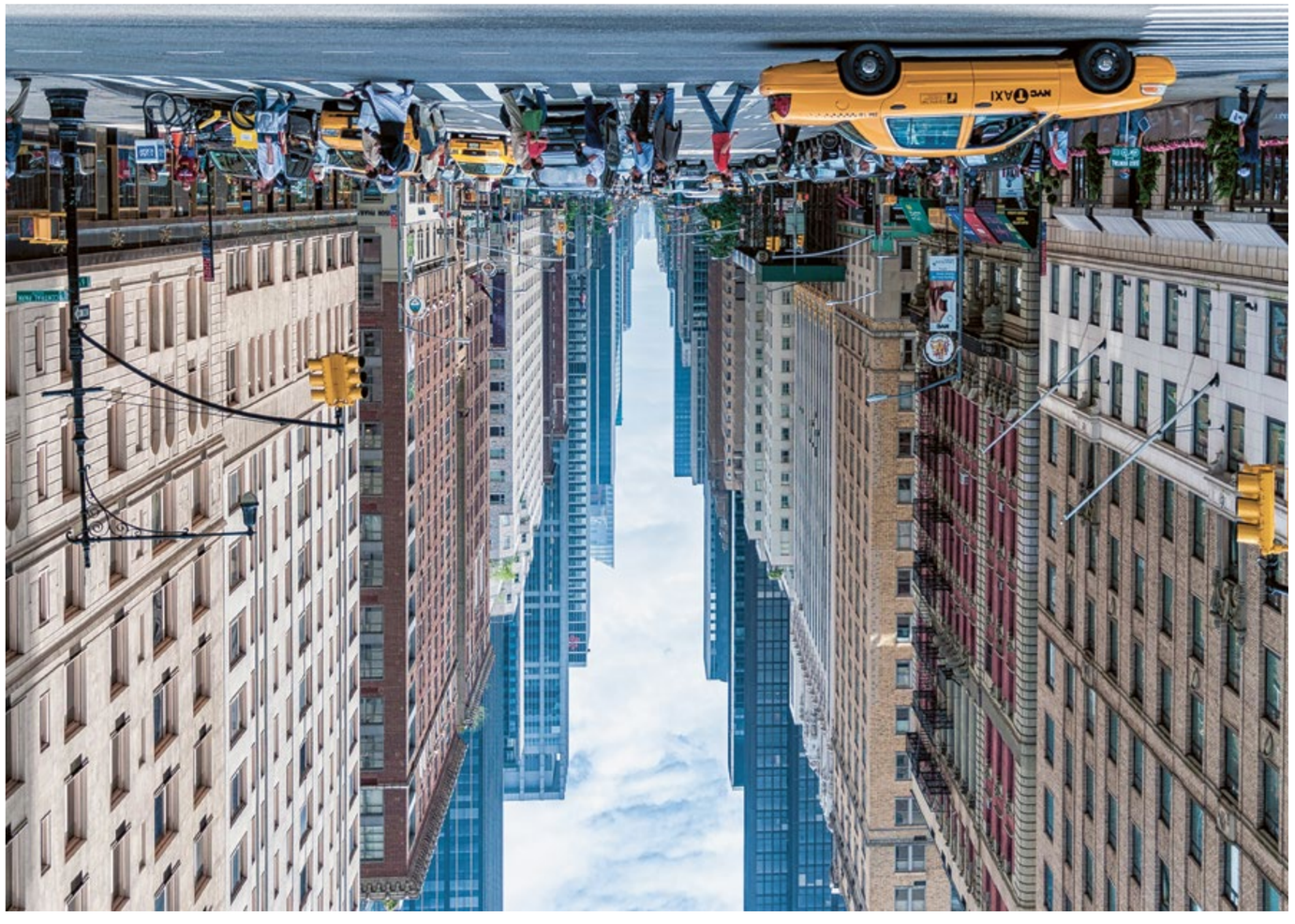
In the decade to come, we will see explosive population growth in some countries and decline in others. In the developed world, we will see an ageing population and slow population growth.

Other societies are young and fast-growing, which will have far-reaching impacts that include new, larger consumer markets, growing pressure on the supply of critical resources, and sweeping changes in people’s personal and social goals and aspirations.

More people will need to be fed, housed, educated and employed for productive potential to be realised.

POLITICAL AND ECONOMIC SHIFTS

The world population is expected to increase by 2.5 billion by 2050, to nearly 10 billion people. More and more of these people will move out of poverty and into the new global, urban consumer class. (UN, 2014)



Midtown Manhattan, New York City
Photo by Frank Kühnlapp

Over the last decade, we have seen shifts in the global economic power balance from West to East, as well as growing middle classes in emerging economies where standards of living and purchasing power are improving.

We witness reduced poverty, better health care, greater educational attainment, strengthening of women's rights, and widespread use of new communication technologies.

As a result, individual empowerment will accelerate substantially during the next 15-20 years.

LACK OF NATURAL RESOURCES

Within the next 15 years, the world will need 50% more energy, 40% more clean water and 35% more food. (UN, 2015)

Windmill park near Berlin
Photo by Thomas Richter

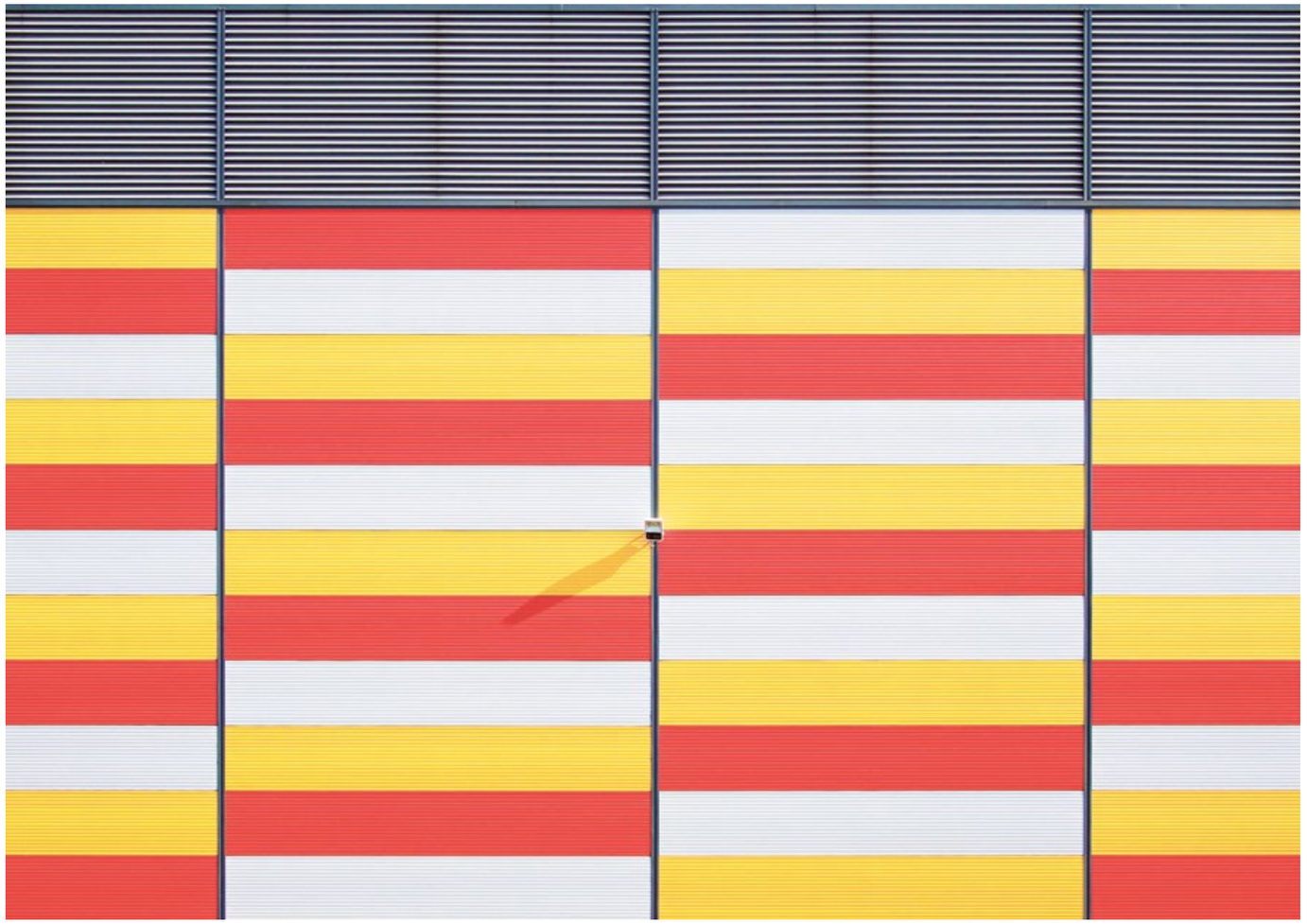
In 2030, there will be nearly 8.3 billion people in the world. Combined with the consumption patterns of an expanding middle class, the demand for resources will grow substantially. The world will need 50 percent more energy, 40 percent more clean water and 35 percent more food.

Unfortunately, climate change is likely to worsen access to these critical resources for many people.

It’s simple: we cannot continue to race through our planet’s finite resources. All the evidence suggests that if we continue at our current rate, we will soon need a second planet.

TECHNOLOGICAL BREAKTHROUGHS

The number of people directly or indirectly connected to the Internet will soon be close to 100%. (Scientific American; CIFS, 2015)



Data center outside London
Photo by Sergio Rola

The pace of technological change is increasing exponentially. The perpetual flow of ideas and innovations creates ever more powerful enabling technologies, where potential user scenarios are limited only by the human imagination.

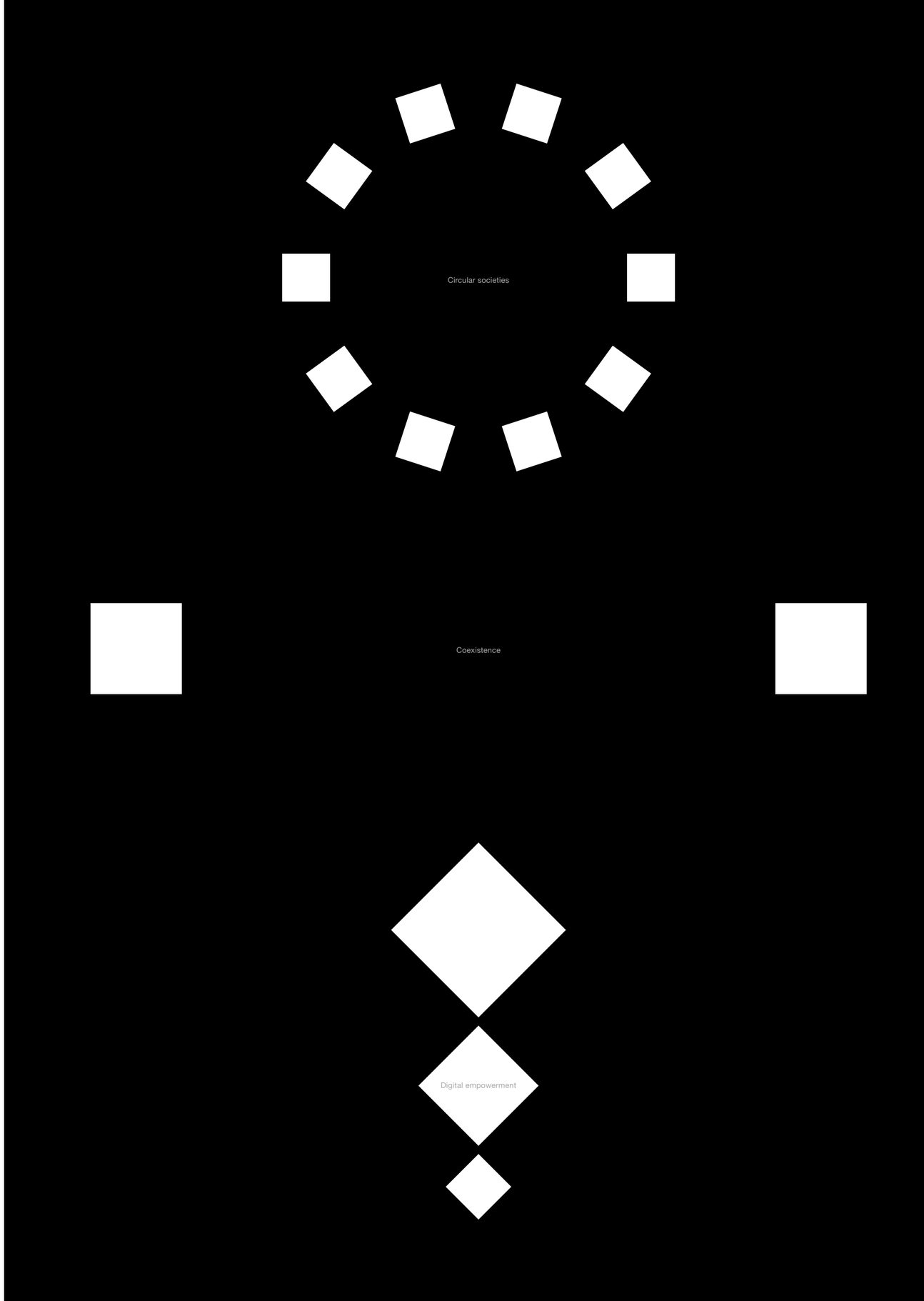
Every hour of every day, breakthroughs in frontiers of research and development, ranging from artificial intelligence and big data to automation and new, digitally enabled business models, are transforming our world.

Technological breakthroughs are constantly and significantly impacting the size and shape of the world's manufacturing and high-tech sectors and are also creating completely new industries, constantly offering new opportunities for companies as well as individuals.

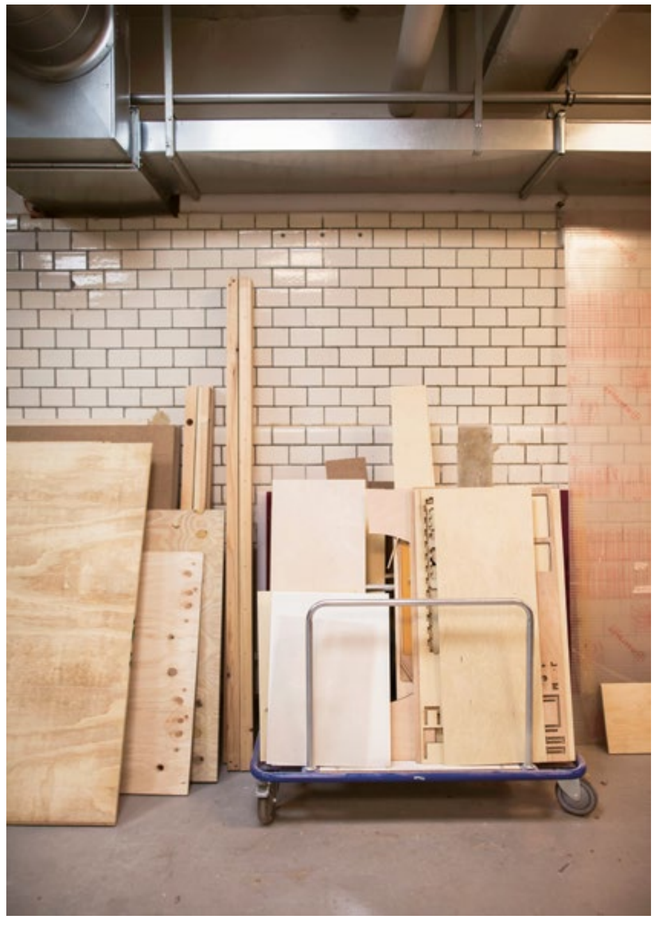
We strive to see where most see patterns to see chaos

WE HAVE DEFINED THREE THEMES FOR EXPLORATION

With the macro trends as a starting point, we have defined three themes through which we can address global challenges, nurture the IKEA vision, and empower the many people who aspire to better, more sustainable and meaningful lives.



CIRCULAR SOCIETIES



Materials ready to be reused at SPACE10 Copenhagen
Photo by Alona Vibe

The Urban Farmer's Ball – Tomorrow's Meatball: A visual exploration of future food
Photo by Lukas Renlund

Our industrial model has resulted in us consuming in a very linear way where we basically take, make, use and dispose. What if we could design in a more circular way?

There is a world of opportunity to rethink and redesign the way we produce and consume. We wish to be part of evolving this linear thinking and with creativity and innovation be part of building a restorative, sustainable and responsible economy.

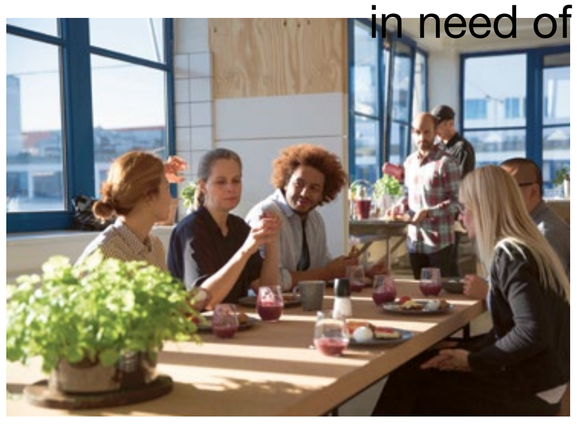
The Space Bar – Exploring simplicity and the social space in food production
Photo by Kasper Kristoffersen

COEXISTENCE

As our cities grow bigger and become more crowded we need to create spaces for a better ways of living that are also sustainable and affordable.

We detect great opportunities when it comes to designing new concepts for spaces to live, work, meet, eat, shop and socialize in, but also spaces that empower the many people whom we don’t reach with IKEA today, and who are truly in need of a better everyday life.

The workstation for lazy people – IKEA hack by Maaike Fransen
Photo by Alastair Philip Wiper



The Body Aware makerthon – Exploring healthy living with artists and designers
Photo by Zinna Brigh Mac-Eochaidh

Apartment building in Dhaka, Bangladesh
Photo by Pujohn Das

Exploring virtual and augmented reality through movement
Photo by Rasmus Himmelstrup

Resonate by De Naake Ontwerpers – Exploring how sound and vibrations influence future living
Photo by Alona Vibe

DIGITAL EMPOWERMENT

Digital has become a natural part of our everyday lives, technology has become an enabler for almost anything and soon almost every living person is a digital native.

How can we think of “digital” as any technology that connects people and machines with each other or with information? How can digital empower us in creating better everyday lives?

Conversational interfaces and AI hackathon
Photo by Zinna Brigh Mac-Eochaidh

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IT'S NOT ONLY ABOUT WHAT WE DO, BUT ALSO HOW WE DO IT

The Cloud - IKEA hack by Maaike Fransen
(Or: Kevin from the office taking a nap)
Photo by Alastair Philip Wiper

We tackle ambitious challenges and projects by having a clear approach to how we work. Our work is based on a core set of values that influences our processes, collaborations, storytelling and culture, and ensures that we do it in a meaningful and playful way.

We are pragmatic idealists

We believe in building the new, not fighting the old

The CNC milling machine in action at SPACE10 Copenhagen
Photo by Alona Vibe

We believe that collaboration beats competition

We see curiosity as the wellspring of creativity

The Growroom at MUNCHIES Festival 2016 –
Exploring how cities can feed themselves
Photo by Alona Vibe

We move forward by working backwards

We view inspiration as temporary and aspiration as eternal

Resonate by De Naake Ontwerpers – Exploring how sound and vibrations influence future living
Photo by Rasmus Himmelstrup

We are open

Illustration
by Mitsuko Seto, Canada

Queueing in the sun outside SPACE10 Copenhagen
Photo by Alona Vibe

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WE BELIEVE A GOOD TOOL IS A JOB HALF DONE

We approach our explorations with the help of six tools. They make it possible for us to gain perspective, speed and depth, and enable others to take part.

Residencies

Playful Research

Space Program

Space Journal

Space I/O

Space ID

Residencies

Collaboration is essential in order for us to gain new perspectives, stay ahead and make full use of our network. We therefore regularly invite residents from different disciplines to SPACE10 to explore a specific theme in depth or to work on a particular project for a short period of time.

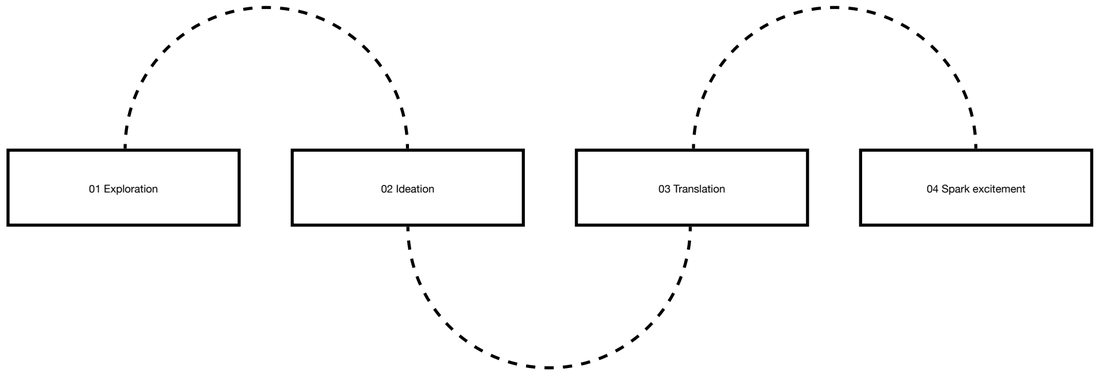
- Makers in residence
- Artists in residence
- Creatives in residence
- Architects in residence
- Students in residence
- Technologists in residence
- Storytellers in residence

Plastic shredder by Precious Plastic
Photo by Precious Plastic

Exploring how circularity will influence design decision-making
Photo by Zinna Brigh Mac-Eochaidh

Playful Research

The human brain is not engaged by cold, hard facts, and yet there are so many of them that are crucial for us to understand in order to move forward.



Playful Research is a SPACE10 program that explores the world of insights, research and facts in a vibrant and playful way, translating words and numbers into highly visual stories.

Playful Research projects spark excitement and conversation around SPACE10 explorations with the goal of engaging the general public, SPACE10 collaborators and IKEA co-workers.

Tomorrow's Meatball: A visual exploration of future food by Bas van de Poel & Simon Perez
Photo by Lukas Heiland

It's a method of exploration beyond a commercial framework, and a way to stimulate curiosity and perspective before a solution is designed. In short, where the left brain meets the right.

Clouded Future: A virtual exploration of new realities by Erika Marthins
Photo by Erika Marthins

Tomorrow's Meatball:
A SPACE10 pop-up in New York
Photo by Jules Slütsky

Space Program

The Space Program is our pulse and the physical connection with the world. It knows little boundaries when it comes to formats, but all happenings have a direct link to our themes of explorations.

We invite thought leaders, companies and collaborators from the outside to share the stage, their knowledge and their passion with all of us. Whether we organize or just open the doors, whether it is within the walls of SPACE10 or elsewhere, we always learn and progress together.

Video night: The current state of innovation within healthy living
Photo by Lukas Renlund

The MADE AGAIN Challenge in Barcelona, Spain
Photo by Zinna Brigh Mac-Eochaidh

Talks

Exhibitions

Hackathons

Screenings

Challenges

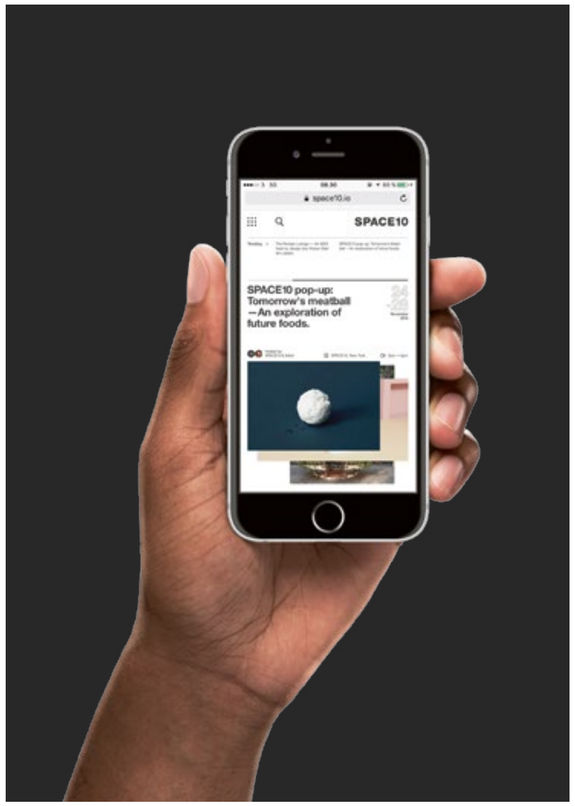
Meetups

Festivals

Exploring art, design and technology at Copenhagen Skatepark
Photo by Rasmus Himmelstrup

Space Journal

There is no innovation without a great story. We therefore share everything we do in multiple formats to ensure that our ideas and insights become portable and travel beyond the boundaries of SPACE10.



The digital Space Journal
Design by Norgram.co

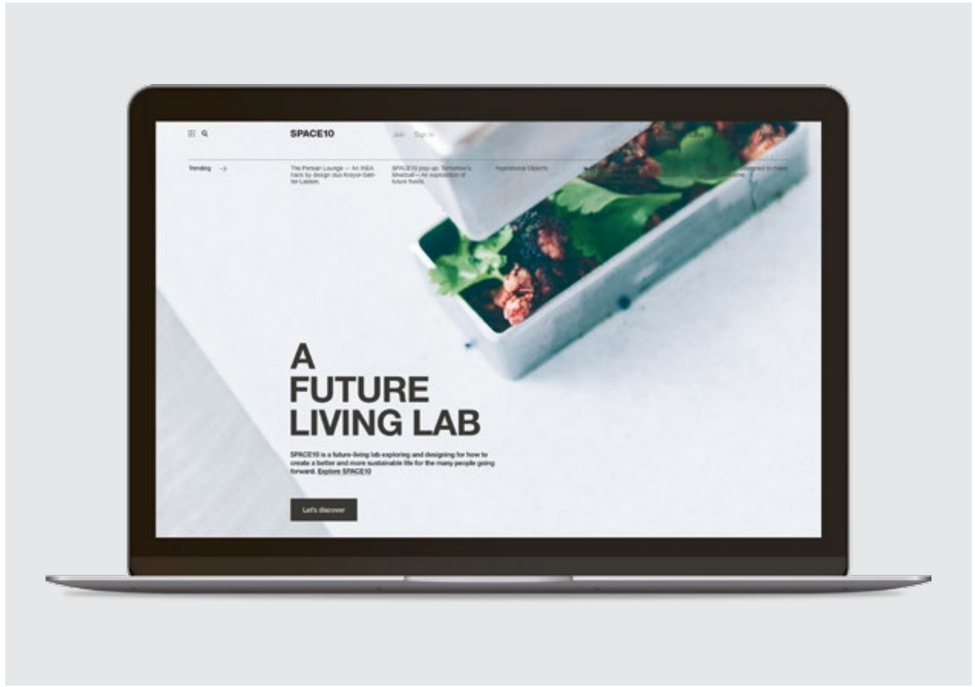
Sharing learnings and ideas
Photo by Lukas Renlund

We believe in capturing stories in a structured way throughout the process, telling them visually, and encouraging curiosity by making the stories memorable and shareable.

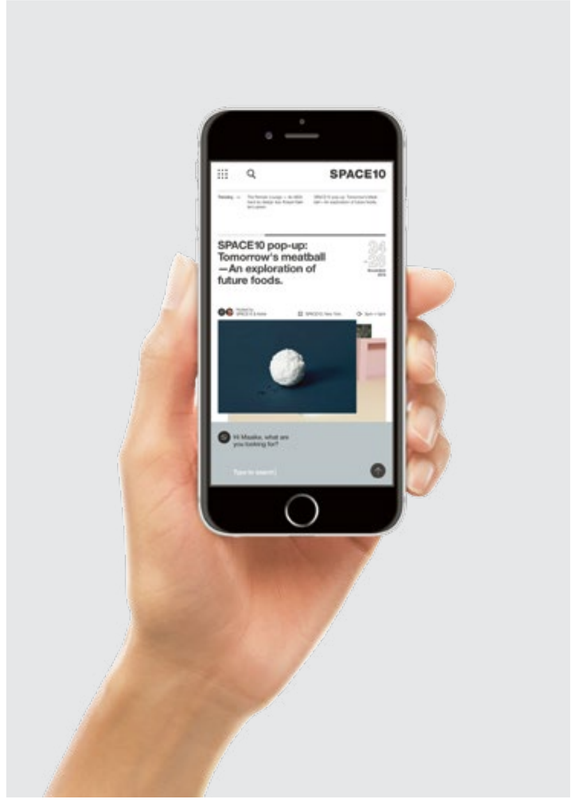
We believe that the stories we tell enable us to expand the collaborative network of people who share our values and vision.

Space I/O

Space I/O is our digital framework, and a tool for building and designing digital experiences and interfaces in a decentralized way that focuses on user-centric design and co-creation.

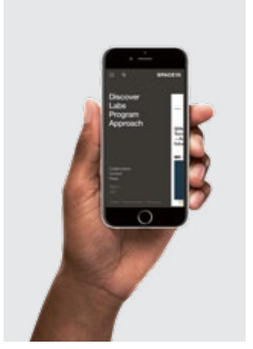


space10.io mobile design – Discover page
Design by Norgram.co



space10.io mobile design – Search
Design by Norgram.co

Through Space I/O, we strive to design a distributed network of spaces and tools that enables us to move quickly, create synergies between projects, and manage both internal processes and external collaborations.



space10.io mobile design – Navigation
Design by Norgram.co

Space ID

At SPACE10 we work with the term ‘visual intelligence’. Simplicity has never been more complex, and understanding the power of visual presentation is crucial when transforming abstract, ambitious projects into simple solutions that everybody can use and relate to.

Picture-driven color-coding poster
Design by Barkas

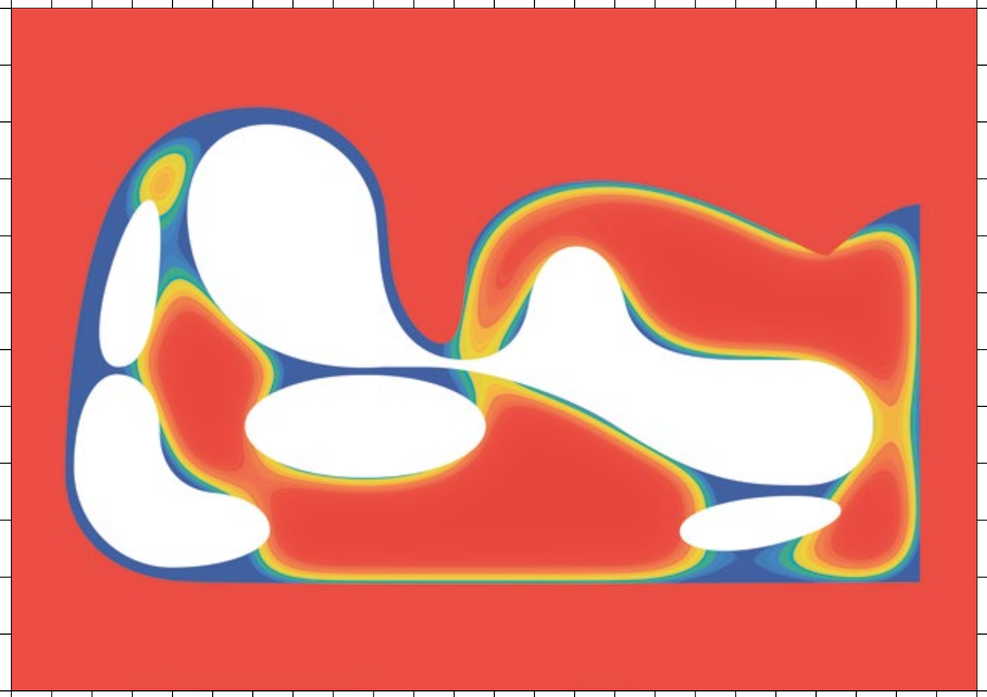
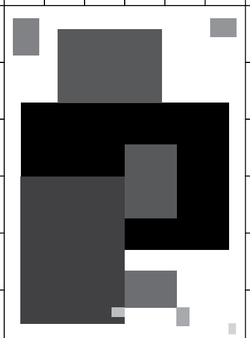


Illustration by Hagihara Takuya, Japan
Curated by Barkas

Space ID is a design toolkit used when working with the physical, the digital, and everything in between. It’s an open, fluid and programmatic visual identity that has a basic set of rules to ensure coherence, but above all is flexible and enables participation and creativity.



Exploration of the custom-made A format grid
Design by Barkas

1 WHY
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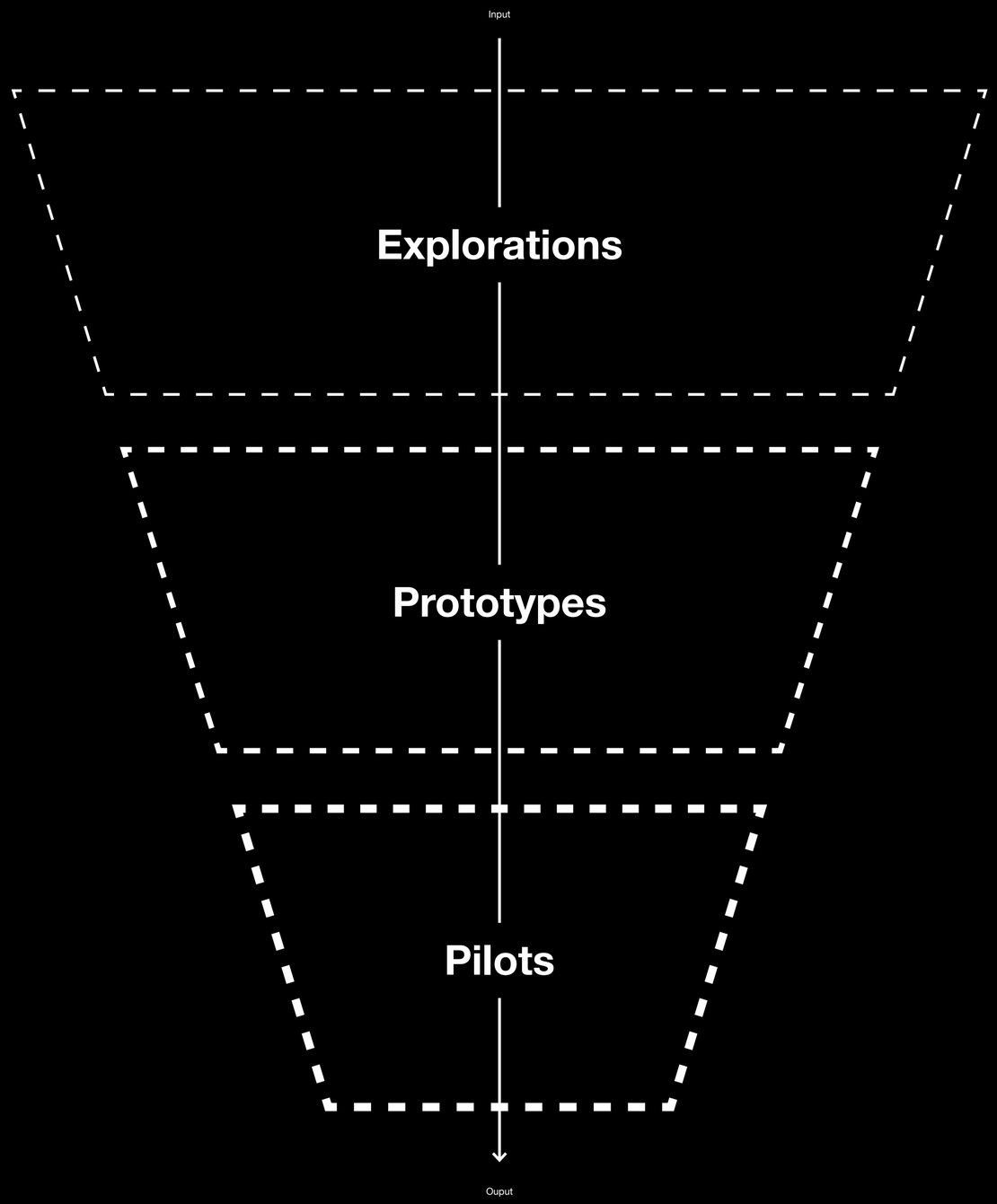
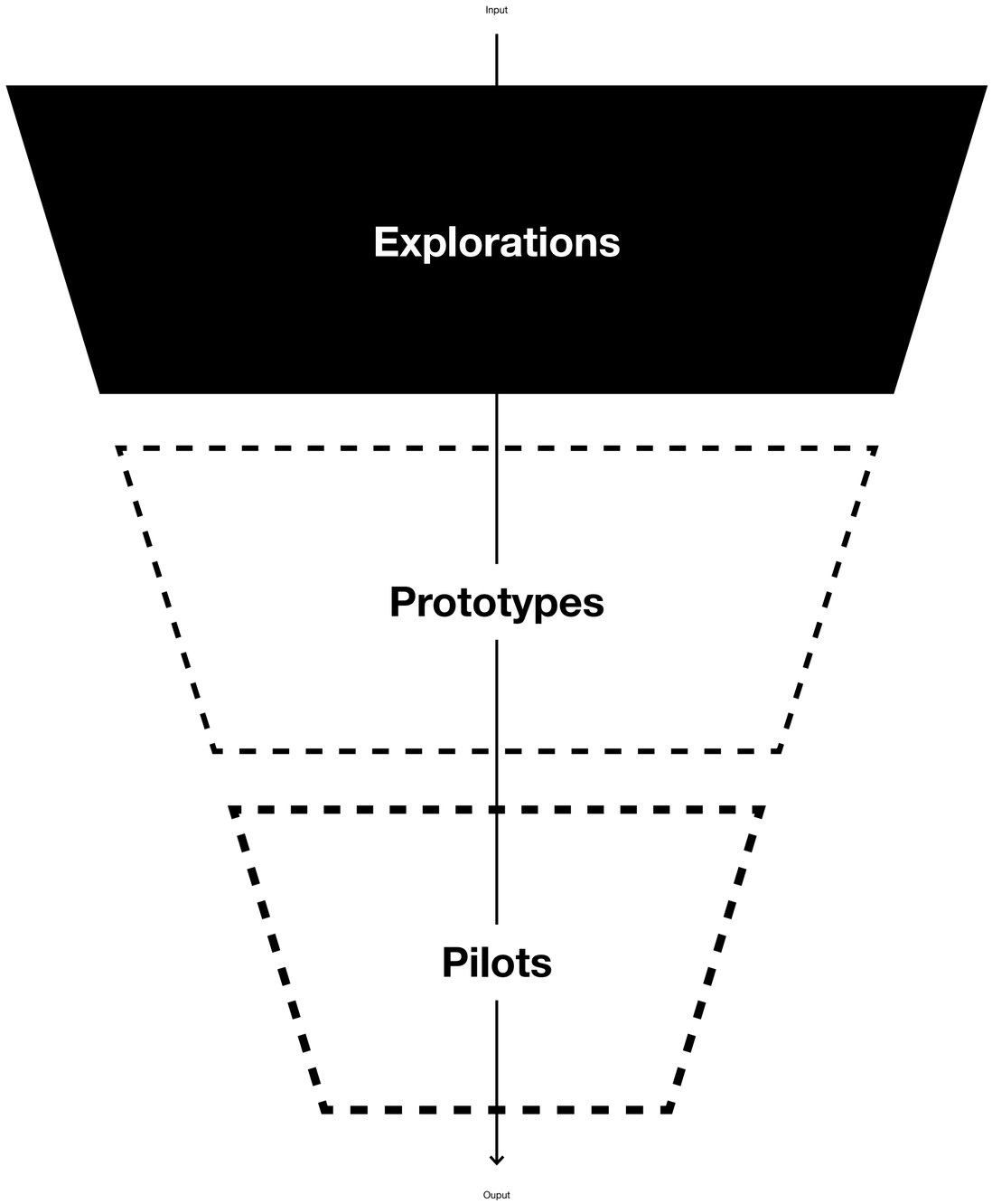
WE EXPLORE
WE PROTOTYPE
WE PILOT

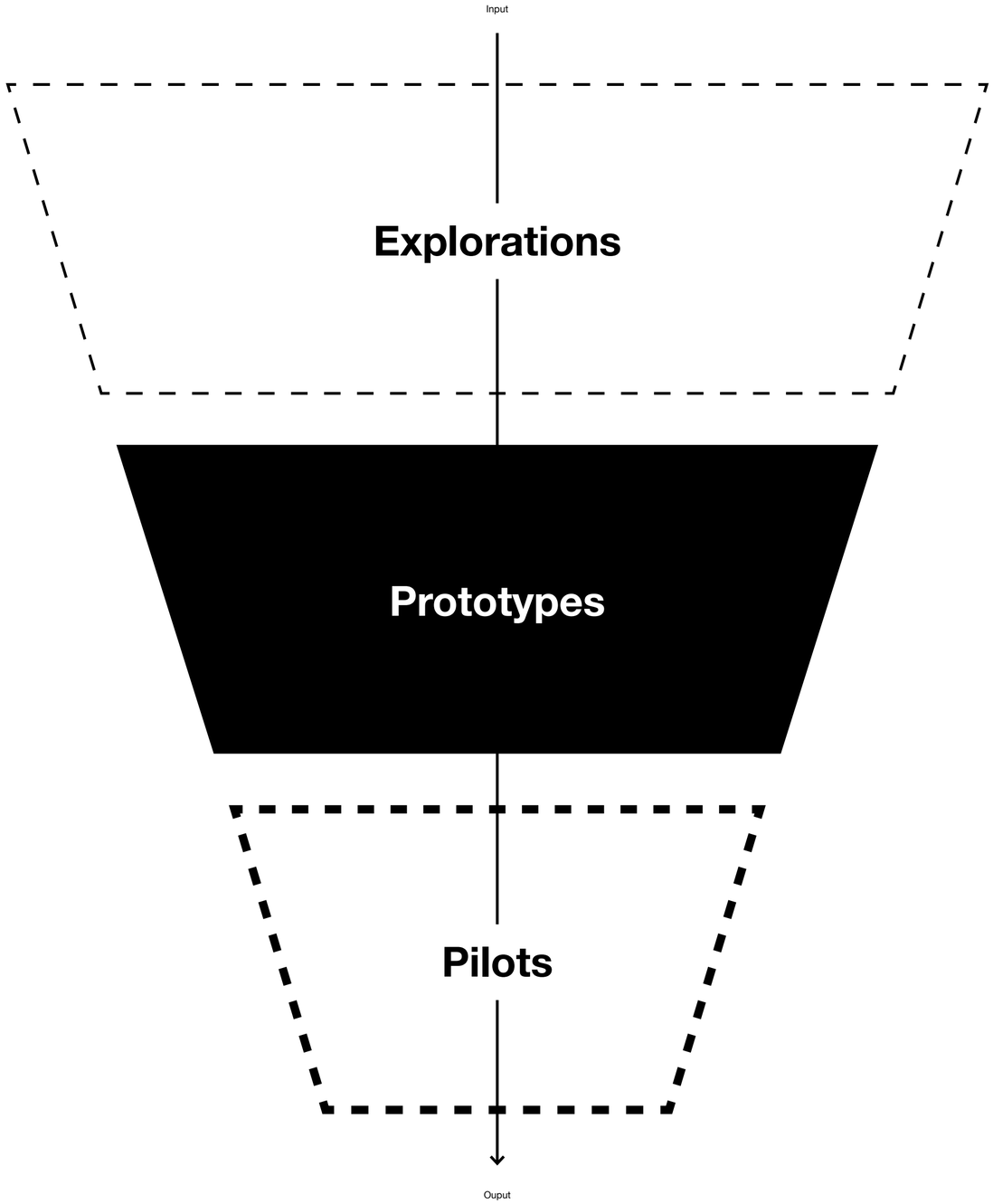
Our work is based on a three-stage innovation framework—involving explorations, prototypes and pilots—through which we articulate all SPACE10 activities.





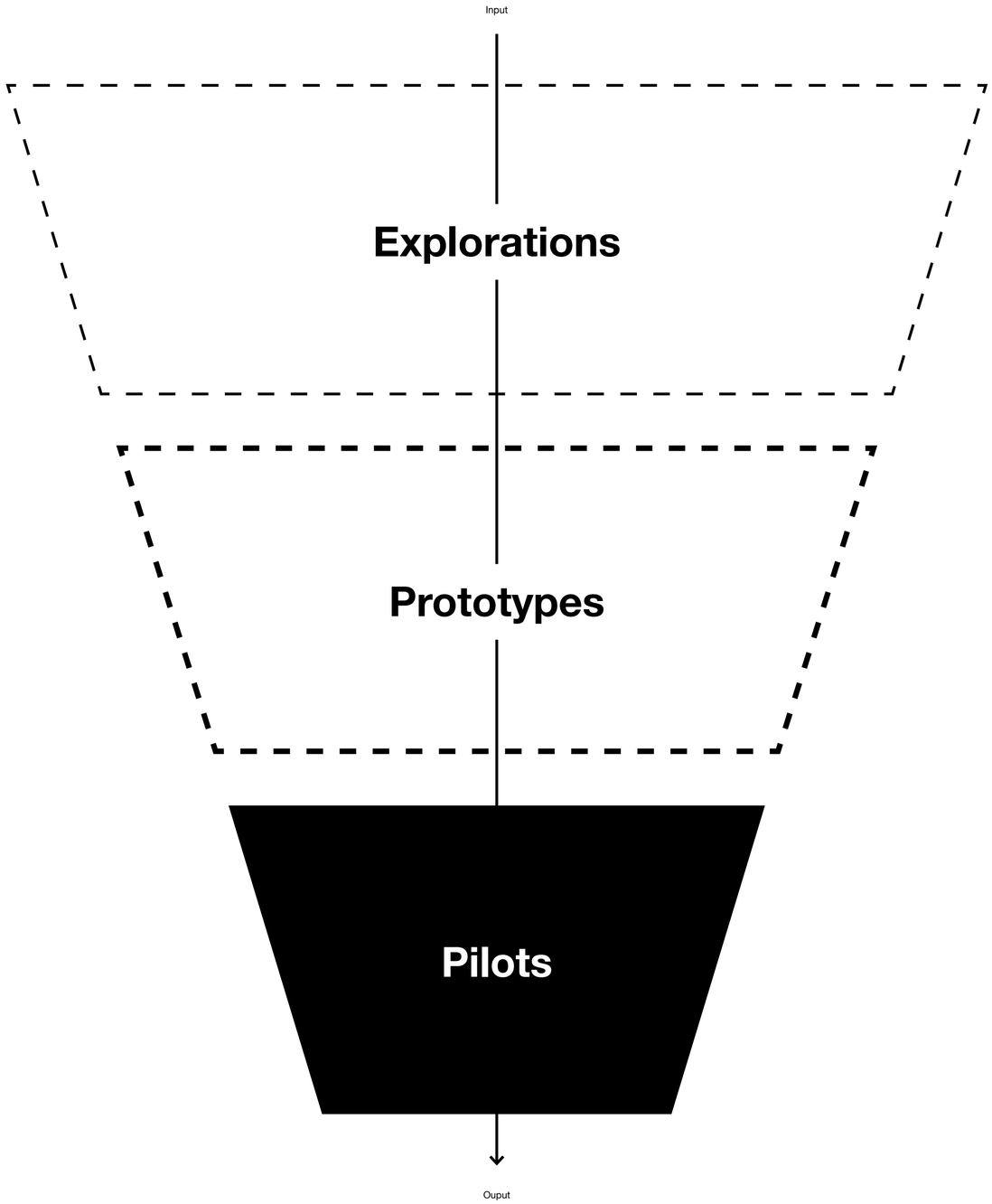
Looking outside a business case

Explorations are designed to qualify an opportunity by using multiple formats to explore the full potential of an idea. Every exploration is done together with our collaborative network of bright minds, emerging talents and inspiring companies. Explorations are broad, and designed to probe and question different aspects of an opportunity to gain all the perspectives needed to co-create a concept that could be worth prototyping.



Looking for a business case

Prototypes are tangible, early-stage developments of solutions designed to pursue potentials detected during explorations. They are vehicles that enable faster progress from an idea to actual tests, usually centred around early-stage technical/ IT developments and solution design. Prototypes are co-developed over time with collaborators and stakeholders following an iterative approach to progressively anchor projects in business reality and shorten time to market.



Building a business case

Pilots are coordinated deployments of innovative solutions to be tested in real-life conditions, either inside or outside IKEA, beginning on a small scale. Pilots are extensions of mature prototypes that are released into controlled environments to relevant internal or external stakeholders in order to collect data and feedback from larger user segments, identify best practices, and make necessary improvements. Pilots are designed to evaluate feasibility and quantify the potential of a solution in a business context.

WE KNOW THAT THE LONGER WE WORK ON OUR PLANS IN A VACUUM, THE MORE LIKELY WE ARE TO FAIL

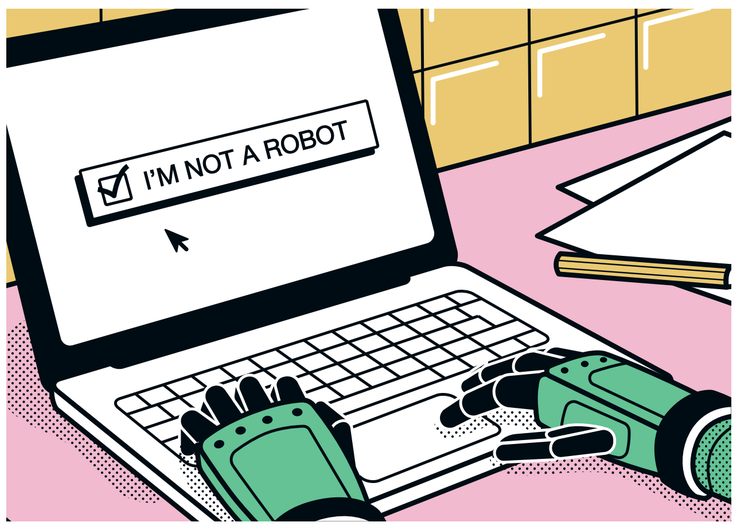
The Dark Whole – IKEA hack by Maaike Fransen
Photo by Alastair Philip Wiper

SO WHEN WE DETECT AN OPPORTUNITY WE WISH TO EXPLORE IN DEPTH, WE DEFINE A LAB

LABS

Labs are targeted explorations and prototypes within the three themes, structured to help us investigate new potentials for concept innovation. They are designed to channel our innovation process around specific future scenarios, gain depth, and qualify new concepts and business models over time.

An idea should meet the following criteria to become a lab →



Do you speak human?
Illustration by Rachel Denti, Brazil

Heat Harvest: Turning wasted heat back to electricity
Prototype by Sergey Komardenkov & Vihanga Goreby
Photo by Lukas Renlund

Have potential to create a better and more sustainable everyday life for the many people

Be far enough from IKEA's current business practice to qualify as "innovation"

Be close enough to complement the IKEA vision

Have a high potential for a new sustainable business model

Explore our labs in real time at **space10.io**

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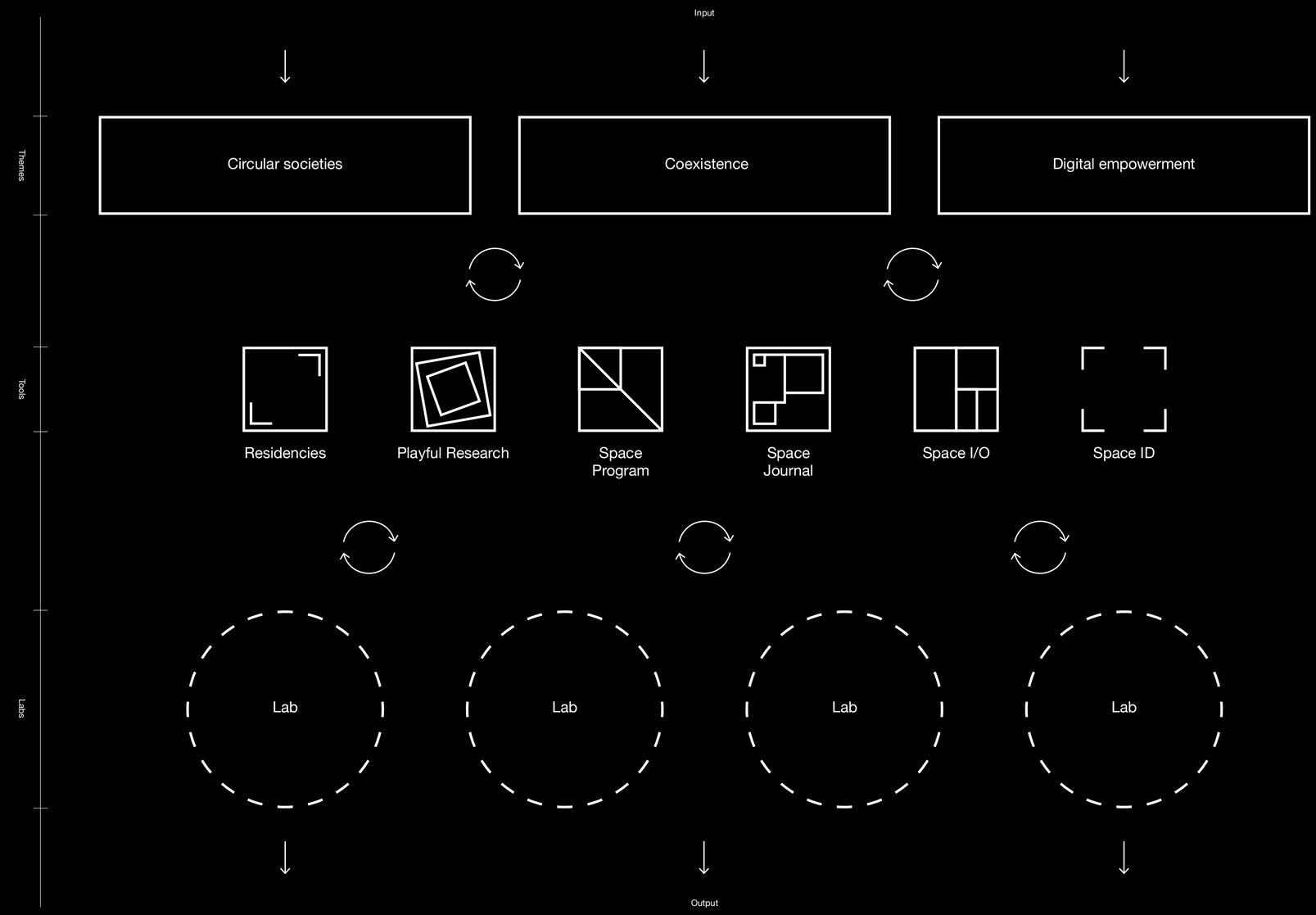
The world of SPACE10 made simple



FOLLOW THE JOURNEY

Photo by Alastair Philip Wiper

IKEA hack by Spacon & X
Photo by Alastair Philip Wiper

Links

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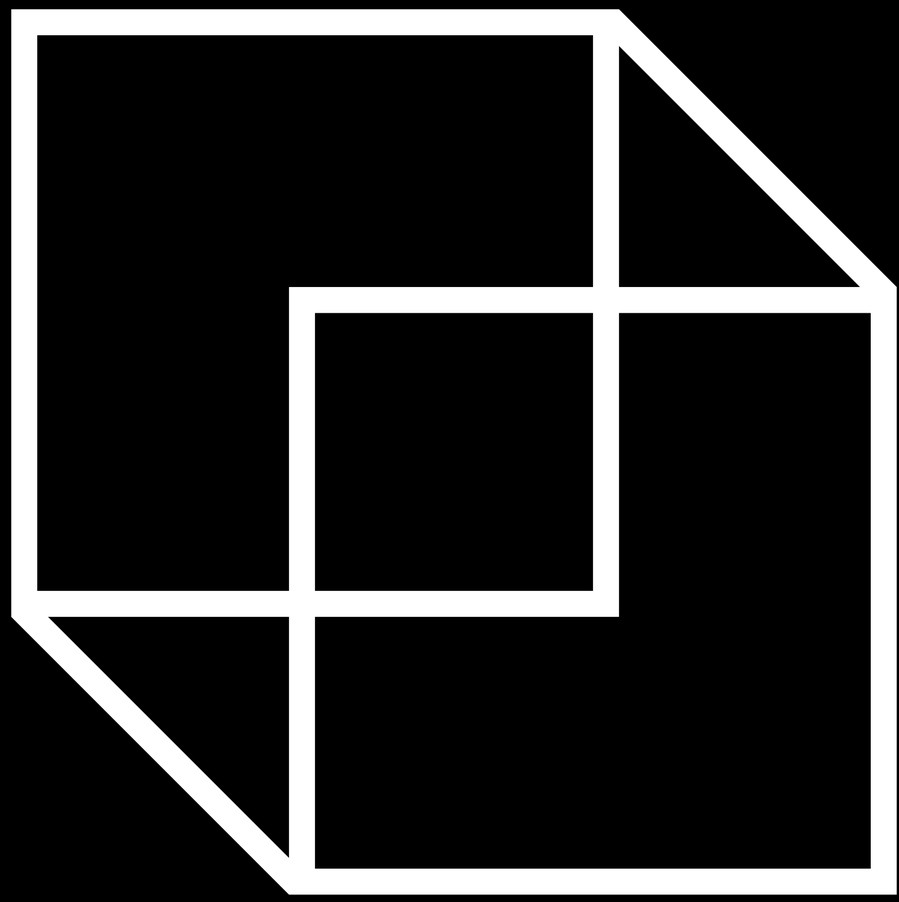

Publication designed by Barkas