EASY ACCESS ENGLISH

IKEA PAST PRESENT AND FUTURE.

In this lesson we will have a look at some IKEA items, which reflect on the times.
At the same time we will take this opportunity to revise some tenses.

Activity One – Read this article about the first IKEA flat pack item and fill the gaps with the correct past tenses.

IKEA Flat Pack Furniture

Designing furniture for their own stores (to allow)…….. IKEA to focus on low prices, improve function and ultimately (to lead)……. to the success of the company. Around this time, an employee (to remove)……. the legs of a table in order to fit it into the trunk of a car and avoid transportation damage, at which point IKEA(to begin)….. thinking about designing furniture to be flat packed. In 1956, IKEA (to begin) …… testing the concept of flat pack to reduce costs through reduced transportation expenses, (to lower)……. storage space requirements, (to decrease)…….. Transportation damage and reductions in labour costs. The IKEA Lovet table, pictured left, was the first IKEA product designed as flat pack furniture.



Activity Two: Read this article about a current popular item and stress the important words in each sentence. Then listen to you teacher and see if you chose to stress the same words. Discuss.

Ikea's Gustav Laptop Table Is Good For Small Spaces and wallets.

Ikea's Gustav Laptop Table Is Good For Small Spaces and wallets. Surely you can't frown on Ikea in a time such as this, when a recession is at hand? The $150 Gustav Laptop Table isn't merely a petite table that could accommodate your laptop — though it does that with an extendable panel, so you can type or rest it on the leaf or the main surface. What's great about the Gustav is that the drawer is the perfect size for laptop storage, and inside you'll also find a cable outlet so you can organize or hide the laptop's cords and cables.



Activity Three: This article is about a future IKEA product.
Read the article and then answer the questions using the future tense.

Ikea to Sell Solar Panels Alongside Kitschy House wares, Futons, Meatballs

Ikea, purveyor of cheap living room sets and futons for 20-somethings worldwide, will soon be offering another product you can pick up in a flat-pack: solar panels.

The Scandinavian company is already taking a lot of green steps—from renting out bikes with trailers for emission-free furniture delivery, to offering recycling for CFL bulbs—but their recent announcement that they will throw $77 million into research and product development of solar panels will have a big impact

The company hopes to make the products available in the next three to four years. I'll be on the lookout for information about installing the panels, which I imagine will be the toughest obstacle for the developers: how to make the installation of a solar panel, a seemingly daunting task, easy for anyone who can lug the flat-pack out of the store? And can it be done with only Ikea's signature pack of screws and miniwrench?

Questions: Please answer in the future tense.

1. Which new 'green' product is IKEA soon going to sell?
2. How much money will IKEA put into research and development for this product?
3. When does the company thing that the products will be available?
4. What does the author think is going to be challenging about this project?

Activity Four – Just for fun!
What will the solar panel product be called? Try this out to find out:
http://www.blogadilla.com/swedishFurniture/swedishFurniture.html#html

Activity Five – Using the past tense, the present tense and the future tense answer the following question.

Comment on Ikea's evolution from its origins to present day and predict how IKEA will cope with the current global economic environment.

Your teacher will evaluate your use of the different tenses.