Personalize It

Activity One: Discussion.

- How does IKEA encourage people to create an individual style from their furniture?
- How does IKEA appeal to people with a variety design ideas?
- Is IKEA furniture very identifiable? If so what makes it easily identifiable?

Activity Two: Pre reading activity.

Fill the gaps in the sentences with the words from the list.

1. I bought a really big bed from IKEA so that my husband would be more comfortable. It's…….
2. I love your mirror, I've never seen anything like it before, and it's really original, is it…… ?
3. I can't by my new sofa at Habitat, It's really expensive and I can't…… it.
4. I'm going to……. buying my kitchen at castorama because I can't find anything I like at IKEA.
5. I was just ……. around town for ages without really knowing what I was looking for.
6. My husband can't assemble furniture. He is just not a very……. person.
7. I bought my Mother something really…… For her sixtieth birthday. She deserves it.
8. I ……. that I don't lose my job in the recession.
9. Sometimes I think that…….. except me is happy.
10. You are…… a very intelligent man if you are able to understand this.
11. You should do your English homework …… working so hard.
12. If Cinderella does not get home by midnight her car will…… a pumpkin.
13. Ikea instructions offer …….. images to show how to assemble the furniture.
14. I don't like American Cheese. It is so ……. that it doesn't taste of anything.
15. I am not ……. to move to Paris so I am not changing jobs.
16. I bought a big bag of Daim bars to ……. with all of you.
17. I know it's a little ……. but I am wearing my swim suit to the lesson today.
18. My…….. road to work was closed to day so I had to find a new one.

hope	**practical**	**instead of**	**ending up**
one of a kind	**step-by-step**	**to turn into**	**unconventional**
unusual	**huge**	**special**	**afford**
share	**everyone else**	**willing**	
wandering	**obviously**	**bland**	

Activity Three: Read the text.

It's hard to make your home or apartment really personal when you don't have a **huge** budget. Everyone would like impressive **one of a kind** pieces to decorate their space with but not everyone has the money to **afford** them. More often than not you find yourself **ending up** back at Ikea **wandering** the massive warehouse of furnishings, which are **practical** and cheap, but not anything **special**. But their is **hope** for you.

There isn't anything wrong with Ikea's simple style; it's just nice to not have all the same furniture as **everyone else**. Also Ikea furniture is very **obviously** from Ikea. Too much of it and you start to feel like you are in the Ikea showroom **instead of** your own house.

Altering those inexpensive pieces purchased from Ikea is a lot easier than it looks. There is actually an entire blog, Ikeahaker, devoted to sharing people's ideas for **turning** the mass-produced items **into** original creations. Whether you need an item that doesn't exist, need to alter something to fit where you want it, or you simply just want to change the colour, Ikeahacker has many **step-by-step** guides to help you.

Even if you are not very creative and can't think of anything to do with your **bland** mass-produced furniture, others **willing** to **share** their ideas with you. Ikea itself encourages people to get creative with their products, as can be seen by their in store displays, often showing things used in **unconventional** ways. Their stuff has a lot of potential; unfinished wood is just asking you to paint and decorate it, and the simple designs make using items in different and **unusual** way very easy. Also, the furniture is so inexpensive that you won't mind spending a little to alter it, and won't be too disappointed if things don't work out exactly how you had intended.

Activity Four: Questions: Look back through the article to find answers.

1. In the first paragraph of the article what is the difficulty outlined?
2. According to the article what is the problem with IKEA furniture?
3. What solution does the article offer?
4. What can people do to personalize their furniture if they are not very creative?
5. What does IKEA do to help you?
6. Why does IKEA ‘stuff’ have so much potential?

Activity Five: Personalize the Pronouns

Fill the gaps in the sentences with posessive pronouns.

1. I bought all …….. furniture at IKEA which is why my house looks like …….. showroom !
2. I went to my friends house and she showed me her new table ……. idea for painting i twas great, it looked like one of a kind !
3. My boyfriend bought this huge shelf unit from IKEA and then when he assembled it he couldn’t fit it in …….. lounge ! He had to take it back. IKEA gave him his money back because …… returns policy is really good.
4. How is ……. new kithen, I have been meaning to ask you.
5. Stop fighting. The teddy bear belongs to your sister, you know it’s …….
6. I was going to sit at your desk. I didn’t realise it was……..
7. Have you seen Stephanie ? I was wondering if this was …… it’s a very unusual colour and I would like to borrow it.
8. Have you seen my coat ? Remy might have taken it and not realised it was…….. because it looks just like …….

Activity Six: Guessing Game.

Look ***at the list of items used and try to guess what personalized piece of furniture has been made.***

Supplies:
Ikea:
1 Table Top: Vika Amon - White - 78 3/4x23 5/8
5 Table Legs: Vika Curry - Red
2 Chairs: Jules - Red/Silver
14 Containers: Beta Plant Pot - Silver - various sizes

4 Boards: Spontan - Black - 25 1/2x17 3/4

Home Depot:
2 Peg Boards 24x48 - painted black
30 J-shaped Peg Hooks
14 round spacers (adapters)
2 rolling container drawers

Now Look at the pictures and name the items used:









Activity Eight – Brainstorming.

Now think up a really original idea for a personalized item using things from the catalogue.

And for fun ! http://www.iamcal.com/games/ikea/_

My	Mine
Your	Yours

His	His
Her	Hers

It	Its
Our	Ours
Your	Yours

Their	Theirs