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The IKEA Idea..

EAE Learning objectives for this lesson

Familiarize yourself with the vocabulary of the IKEA concept in English. Practice talking about the IKEA concept. Practice using the different tenses in English. Learn and practice linking words. Rock and Roll!

Activity One - Ikea in the Past tense...

IKEA retailing started as an idea in the woods of southern Sweden more than 70 years ago. What today is the IKEA Concept has evolved and is still improving. (Source:IOS)



- In this sentence there are two different past tenses - can you identify them?
- Can you tell the story of how Ikea first started using the past tenses?

Activity Two - Ikea Action Verbs.



The IKEA Concept lives and grows. It comes to life in more than 380 IKEA stores around the world, where people **touch** and **try**, **play** and **dream**. It comes to life in the IKEA catalogue on each page. It comes to life on phones and computers. Most importantly, the IKEA Concept comes to life in the homes of millions of people around the world who experience beautiful **solutions** at incredibly **low prices.** (Source:IOS)

- Explain how these verbs are important in the IKEA concept..
Touch, Try, Play,Dream, Solution, Low Prices

Activity Three - Linking Ideas..

Here are some useful words to structure what you are saying and link your ideas.. read the extract and then answer the following question using the linking words..

Contrast	Addition	Cause and Effect	Condition
but, whereas, while, on the other hand, unlike, although, though, despite the fact, however, nevertheless, despite, in spite of, instead of	and, in addition, additionally, furthermore, moreover, not only...but also, as well as, besides	because, since, therefore, as a result, consequently, due to, thus, so that, in order to	if, unless, only if, even if, even though, otherwise (negative condition)
Time	**Example**	**Conclusion**	**Emphasis**
First, Next, eventually, instantly, before long, when, while, meanwhile, as soon as	For example, for instance, To illustrate	In conclusion, to conclude, in summary, to summarize, as we have seen, in short	in fact, as a matter of fact, indeed in other words, that means, actually

The IKEA store is designed to meet many people looking for something for their homes. It's also a place where you actually can go from inspiration to involvement by getting inspiration from solutions in the store, searching, finding and choosing the products needed, picking them up, buying them, bringing them home, putting them together and enjoying them the same day. (Source:IOS)

- **Explain how Ikea stores and Ikea products are designed to get people involved and to help them to enjoy solutions 'the same day'.**

Activity Four - The future of the catalogue…

With hundreds of pages of ideas, inspiration, solutions and products, the IKEA catalogue shows how the IKEA product range contributes to a better everyday life. It is filled with solutions that answer people's dreams and needs. Still, it shows only part of what is offered in IKEA stores.
The IKEA catalogue was first distributed to consumers in 1951. Today, more than 60 years later, it is distributed free of charge to more than 200 million households around the world. Today's IKEA catalogue is complemented with digital content that gives users a richer experience of the solutions and provides more in-depth home furnishing knowledge. (Source:IOS)



- What's unique about the IKEA catalogue?
- What do you think the IKEA catalogue of the future will be like? (use the future tense to answer this question).
- What would happen if there was no more printed catalogue? (Use the conditional tense to answer).

Activity Five - Come together..

Values cannot be invented – they can only emerge from one place: the heart. IKEA values are very much a product of our origin. Hard work, tough challenges, common sense, Swedish roots and limited resources have formed IKEA values. To keep the IKEA Concept successful, we work to keep our values close to our heart. The IKEA values convey the essence of the entire IKEA culture. Over the years we've learned that acting according to IKEA values not only brings us together – no matter what age, race or part of the world we live in – it helps us do business successfully. (Source:IOS)

- Using the linking words again, explain how the IKEA values help to bring people together.

Activity Six - Come together….. sing this new IKEA anthem to the tune of The Beatles..

There's the old Ektorp, and the kivik sofas,
They've got scatter cushions and some loose covers,
We've got quite a drive so grab your keys,
Get me to IKEA I need guarantees!

You can get a refund with no questions asked,
And with the short cuts we can get around fast,
I say, they know you, they know me,
One thing I can tell you is the parking is free!
Come together right now over tea,

They got a restaurant with tea, cakes and coffee,
They got nice clean toilets, they got inspiration,
They got kitchens, storage and pots and pans ,
You can try their armchairs or buy a saucepan,
Come together right now childcare's free,

They fill the shelves up in the early morning,
There's a market hall so you can shop while walking,
You buy one and one and the third is free,
Got to keep on shopping , it's all made out of trees.

Come together, right now, come with me!



