



Welcome to the Press Preview  
at Kalmar konstmuseum  
Thursday 15<sup>th</sup> of September kl 11 AM

### *IKOF / Ingvar Kamprad Order Friendship*

The SAN DONATO group

Kalmar konstmuseum, September 17<sup>th</sup> – November 20<sup>th</sup> 2011



By a decree of the President of the Russian Federation Dmitry Medvedev the founder of IKEA Ingvar Kamprad was conferred the Order of Friendship of the Russian Federation for his input in the development of commercial, economic and investment relations between Russia and Sweden.

It is a purposeful decision of the artists to mix different social and cultural meanings in the project, such as the desire of people to possess or use everyday belongings of celebrities; a juxtaposition of the mass and the unique, the mundane and the sacral through a forced communication between *market and museums*. One of such aspired-for objects is a private car of Ingvar Kamprad, a 1993 Volvo 240. The artists and Kalmar konstmuseum sent a purchase request to the IKEA office in Switzerland in order to use the car in a public art project in the entrepreneurs homeland. Ingvar Kamprad personally replied and stated that even though he was glad the request was sent he definitely wanted to keep the car for himself. An exact copy of the car was bought and is now used in this project.

The project plays on peoples unconscious desire to acquire the qualities of a star through a contact with an object belonging to a celebrity. Ingvar Kamprad, one of the most famous natives of the Småland province, is by no means such a person..

According to the long-established Russian tradition, IKEA offers a free transfer for its visitors. Similarly, the project authors are going to provide the same shuttle service from the Museum to IKEA and back, in Kamprads private car, thus drawing a metaphorical connection between the notions of consumption of culture and culture of consumption. Each passenger will also get one free museum ticket as a bonus.

On completion of the communication part of the project the car will be placed outside the museum. Inside it a film featuring interviews with the residents of Kalmar will be shown.

The project is also a part of the exhibition *A Complicated Relation*, part II (September 17<sup>th</sup> - November 20<sup>th</sup>, Kalmar konstmuseum).

Curator: Martin Schibli, Kalmar konstmuseum's Director of Exhibitions

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