

The Language of Persuasion in Translation

*The cultural filter in the
English and Dutch IKEA Catalogue*

Master Thesis by Joke Tesink
(student no 1410857)

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Specialisation: Literary Translation
Supervisor: Jan-Jaap Spies MA

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Preface

Writing your master thesis while at the same time working fulltime as a teacher at a secondary school is no easy feat. It was especially hard to find the time and the energy to work on topic sentences and hypotheses late in the evening after a long day of work.

I had not really looked forward to this enormous project. At some moments, I was quite worried about how I was ever going to manage to get through the enormous amount of information and put something sensible on paper.

This seems like the appropriate place to express my thanks to the people who helped me pull through. First of all, I would like to thank my parents who always support me and believe in me whenever I take on new academic challenges. I would also like to thank my students for showing interest in what their English teacher does outside of work, and telling me they think I am mad for going back to school, but saying they admire me for doing it all the same.

Lastly, I wish to thank Jan-Jaap Spies, for his supervision and advice, and Katinka Zeven for being such an inspirational teacher over the past three years.

Summary

This thesis is a report on the research into the translation of advertising texts with a persuasive function that contain a so-called "cultural filter". This cultural filter is formed by five dimensions of cross-cultural differences that were distinguished by translation scholar Juliane House after her research into written and spoken English and German texts. The main issue is that House does not provide information on the linguistic features that allow these dimensions to be identified in translation. This thesis has adapted House's model to include the linguistic elements that are characteristic for each of the individual dimensions.

My research commenced with the consultation of sources on advertising strategies as well as sources who comment on the link between text functions, linguistic choices and effect on the reader such as De Mooij, Nord, Halliday and Swan. This resulted in an overview of expected linguistic features that could be indicators for the various dimensions. This overview was then used for the identification of House's dimensions in persuasive texts in the Dutch and English IKEA catalogues.

After analysis of the texts in the catalogues, the conclusion was reached that it is possible to predict the linguistic choices a translator can make in order to establish a cultural filter. An initial overview of expected linguistic features was adapted to incorporate the findings and a preliminary set of tools, including a checklist and suggested translation procedures for each dimension, was created. Furthermore, analysis of the texts in the Dutch and English IKEA catalogues proved that the Dutch text has the tendency to be more direct, more explicit and more oriented towards addressees.

1. Introduction

The relationship between language and culture has always been a fascinating one. Language is an intrinsic part of our culture and our language, and the way we use it, holds secrets about our social rituals, values, and conventions. Language moves us, persuades us, influences our thoughts and allows us to express ourselves. For the field of translation this means that a good translator should not only be aware of how the words and sentences work together to convey a message, but he or she must also know how a message may impact the readers. This impact, or effect, is very clear in persuasive texts such as advertisements, advertorials, promotional flyers etcetera. Globalisation and economic growth have led to an increase in global advertising by large multinational companies who are faced with a choice: they can opt for “standardisation” and design global advertising campaigns that are the same for each country. Or they can “localise” their campaigns and find ways to market their products differently to local target audiences around the world.

1.1 My research subject: the IKEA catalogue

When companies decide to standardise their marketing approach for all their individual national campaigns, this often includes using the same language in all countries, English. English is considered the lingua franca for the advertising world. However, as we will later see, the understanding of English is often underestimated by marketing managers (De Mooij 14). This is exactly why some companies decide to localise their national campaigns.

An example of a multinational company following this approach is IKEA. IKEA’s main marketing tool is the IKEA catalogue and this year 71 versions of the catalogue were printed in

32 different languages (www.ikea.com). The brilliance of the IKEA catalogue is that even though it is printed in so many different languages, the readers often do not realise they are looking at a translation. When walking through an IKEA store, you hardly get the feeling that you are in a foreign store, despite the Swedish product names. The translation process and marketing strategies at IKEA are focussed on the target culture so thoroughly that the store feels like a regular large Dutch furniture store, and the catalogue reads like an authentic Dutch text. We must assume that this approach works for IKEA, because according to their own statistics one Billy bookcase is sold in the world every ten seconds, making it their most popular product (www.ikea.com).

These data are fascinating and it makes one wonder how IKEA manages to persuade so many people to buy their products. If IKEA's statistics are correct, then it would be hard to believe that there are any homes without any IKEA furniture in the countries where they are located. During my research, I want to attempt to find out what IKEA does in its translations of the Dutch and English IKEA catalogue that makes them effective for their respective readerships.

1.2 Previous research and this thesis

In 2011, an article appeared in the Dutch translation Magazine *Filter* discussing a study on the differences between the Dutch and Italian IKEA catalogues. The aim of this study was to expose the linguistic choices that had been made to preserve the persuasive function of the text while at the same time finding presumed cultural differences brought about by these same choices.

The authors of the article, Ten Thije and Pinto, conducted an experiment where Dutch and Italian readers were given manipulated IKEA texts that contained language features typical to their

native languages. They wanted to confirm their hypothesis that these persuasive texts would be more appreciated by the respective readerships. However, as it turned out, this was only partially true. The Italian readership did not always appreciate texts with Italian language features more and they did not mind the use of typical Dutch language features in Italian texts at all (Ten Thije and Pinto).

While Ten Thije and Pinto used a method that included the base text for the IKEA catalogue against which to compare the Dutch and Italian translations, I will use House's five dimensions of cross-cultural differences in my attempt to expose the linguistic differences between the Dutch and English versions of the IKEA catalogue. Translation scholar House has conducted extensive contrastive research into translation from English to German texts and vice versa. She has looked at both spoken and written language and her research eventually led to five hypothesized dimensions of cross-cultural differences. She found obvious differences in directness: the use of German was found to be more direct than English and more oriented towards content instead of persons. Furthermore, English was found to be more implicit and using more verbal routines where German was more explicit and used more ad-hoc formulation. Finally, German was considered to put more focus on "self" than on "others" than English.

Juliane House displayed her findings concerning this "cultural filter" as follows:

Directness	<>	Indirectness
Orientation towards self	<>	Orientation towards other
Orientation towards content	<>	Orientation towards addressees
Explicitness	<>	Implicitness

Ad-hoc formulation <> Verbal routines

(House, "Translation quality" 88)

These dimensions relate to linguistic-cultural aspects that should be visible in the linguistic elements. However, although this distinction between dimensions seems quite clear at first, House has not developed a model for analysis in which she connects the dimensions to specific linguistic characteristics that are typical for each dimension. This is what I aim to add to her model: an overview of linguistic features and choices which can be made in order to realise a cultural filter.

For my research I will act on the hypothesis that a cultural filter, as described by House, can be found in the Dutch and English IKEA catalogues and that the presence of this cultural filter influences the linguistic choices that are made by the writers and editors at IKEA and vice versa. This automatically means it will also be possible to purposefully create this cultural filter in texts by making well-thought-through linguistic choices.

I will attempt to categorise the promotional texts in both the English and Dutch catalogue according to House's five dimensions of cross-cultural differences by using a preliminary overview of linguistic features. I will exclude the product specifications from the catalogue from this research, because these do not have a persuasive function and are subject to national laws and regulations.

Next, I shall analyse the texts after they have been sorted into their dimensions and attempt to find or confirm linguistic features that are characteristic to each of these dimensions. This might make it easier in future to identify these dimensions in other advertising translations for the language pair Dutch-English.

Ten Thije & Pinto have already proved that IKEA applies a cultural filter to the texts in their catalogues in order to persuade the readers of the catalogue to buy their products. In order to adapt a Dutch or English text to a target culture, one has to take into account five dimensions that together form this cultural filter. These dimensions of cross-cultural differences allow us to predict what linguistic choices will be made in the translation of a persuasive text, and analysis of the texts in the Dutch and English IKEA catalogues proves that the persuasive function makes the Dutch text more direct, more explicit and more oriented towards addressees. This thesis proposes a preliminary set of tools (linguistics features) that can serve as indicators for the presence of a cultural filter according to House's dimensions, and a set of procedures a translator can apply to create a cultural filter.

1.3 Structure of this master thesis

Before commencing the report of my findings I shall first provide some general information about advertising theories upon which many marketing companies nowadays base their advertising campaigns in chapter 2. I will continue by explaining what the link is between advertising and translation and how this connection has been influenced by the increasing globalisation. An explanation of the concept of localisation will be given, and other choices multinational companies might have when launching international advertising campaigns.

Next, a short description of the relevant translation theories will be provided in chapter 3. In particular the thoughts translation scholars have on functionalism, what House means by "equivalence", Christiane Nord's concept of "loyalty" and Halliday's systemic-functional grammar.

In chapter 4, there is an explanation of the concept of “culture” and the definition Hofstede provides us with. Also, I will discuss Hofstede’s research concerning the comparison of different cultures, seeing as this is what we are dealing with as well when looking at the linguistic-cultural aspects in House’s dimensions.

Chapter 5 holds some background information on the IKEA group, their history, corporate structure, philosophy and the production process of their most important marketing tool, the IKEA catalogue.

A closer look at the IKEA catalogue and its English and Dutch translations will be taken in Chapter 6. Here, I will present the categorisation of the promotional texts according to their dimension and the analysis of their typical linguistics characteristics. This analysis will provide the basis for my suggested set of tools for identification of House’s dimensions of cross-cultural differences in Dutch and English advertising texts in chapter 7. I will also offer suggestions for possible translation procedures to bring about a cultural filter in Dutch and English advertising translations based on House’s dimensions.

The conclusions and answers to my research questions and thesis statement can be found in Chapter 8.

2. Advertising and Translation

Advertising comes to us in many different ways and takes various shapes. Consumers are constantly targeted through texts, images and sounds. According to Carat the world spent 592.43 billion US dollars on advertising in 2015, a staggering amount of money. This illustrates how far companies are willing to go to attract our attention as consumers.

2.1 Advertising theories

Advertising is a form of marketing communication that seeks to increase our consumption of companies' services or products often through the concept of "branding". This process of branding is the advertiser's attempt to create associations in the minds of consumers between a product and certain positive qualities.

Modern western advertising is said to have started with the campaigns of Edward Bernays for tobacco in the 1920s. Since then numerous advertising theories and strategies have been established which aim to find the best way possible to persuade consumers to buy products. Clow and Baack, for example, have tried to discern six steps in the thinking process in the buyer's mind: awareness, knowledge, liking, preference, conviction and purchase. For the steps leading up to the purchase, advertising plays a vital role. This is why you often see advertisements repeated and on different types of media.

Advertisements also frequently use "leverage points" which try to move the consumer from understanding a product's benefits to linking these benefits to their own personal values such as family, community, care and the environment. Gobé describes this as "emotional branding" and believes this is a new trend in marketing strategy (qtd in Adab & Valdez 225). He

describes a switch, based on empirical research, in television advertising from companies trying to “hard sell” their products to selling a product by emphasizing its potential to satisfy a customer’s emotional needs.

Another popular strategy, and the one that IKEA uses frequently, is the problem-solution approach. The consumer is presented with an (everyday) problem that needs solving in order to make life or a particular situation more agreeable. The company then proceeds to give the customer a solution for that problem by presenting their own product or service.

A combination of different strategies is often used to make sure that the target audience is thoroughly persuaded and this will also become clear later when looking at the IKEA catalogue where an extra dimension is added to the advertising strategy.

2.2 Advertising and globalisation

The Internet has changed the way companies market their products and services and increasingly more companies have decided to expand their target market outside national boundaries. When moving towards an international market, companies have a choice between two options; a global marketing approach or localisation.

In 1983, Harvard professor Theodore Levitt wrote an article titled *The Globalisation of Markets* in which he stated that all this new technology would eventually lead to a homogenization of consumer wants and needs. His view was supported by the Canadian media philosopher Marshall McLuhan who coined the concept of the “global village”. He too believed that the new electronic media would erase borders and spatial dimensions and that people in this global village would assume “person-to-person relations, as if on the smallest village scale”

(qtd in De Mooij, 1). However, the idea that globalisation would cause consumers all around the world to buy and use products in the same way now appears to be a misconception. Marieke de Mooij states that there may be global products and brands, but there are no global people and different national audiences buy products for different reasons. She puts it as follows: "markets are people and [...] people are not the same everywhere" (xiii).

An example of a standardised global marketing campaign that failed utterly was the 1997 C&A clothing campaign. They decided to launch a buying and advertising campaign that was the same in all European countries, but three years later they had to decide to close all 109 shops in the United Kingdom and Ireland due to substantial losses. C&A now has individual marketing campaigns for each of the countries where it operates. Another example is Marks & Spencer, a British retail chain, who had always localised their advertising for different national audiences, but decided to standardise instead. By the end of 2002, Marks & Spencer had withdrawn from the European continent (De Mooij 15).

Many multi-national companies have now decided to localise their advertising campaigns. Localisation means that an advertising company keeps the national (or local) target audience in mind when adapting advertisements. A company that seems to have understood perfectly how this works is McDonalds: they have given their hamburgers a local touch by introducing the Kiwi Burger in New Zealand, the Teriyaki Burger in Japan, the McKrokiet in the Netherlands and the McLaks in Norway (De Mooij 19). There is of course a choice between also adapting your product range for local audiences or limiting localisation to your marketing strategy, but this is not relevant here.

2.3 English as the lingua franca

Another aspect that needs to be taken into account when localising advertising is whether this needs to happen to the extent of using the local language as well. Lack of knowledge of separate countries can lead to misunderstandings, but language can also play a significant and influential role. Especially in Dutch advertising we can see an increasing use of English as a result of globalisation. English is already considered the lingua franca in international business and education, but has also rapidly become the lingua franca in the advertising world due to the growing influence of the Internet.

Around 380 million people speak English as their first language and more than 630 million as their second language. However, understanding of English as a second language tends to be overestimated. The main problem is that knowing how to speak a language does not necessarily mean that you are familiar with the way native speakers think and process information. English is spoken in a large number of countries, but often not well enough to prevent misunderstandings in international advertising campaigns. De Mooij gives the following example of this:

An example of difficult to interpret use of the English language was a U.K. commercial for Bacardi Breezer in spring 2002 that was also aired in the Netherlands, referring to a "tom-cat." The word for tomcat (*kater*) in the Netherlands is used for what is a "hangover" in the English language. This was probably not intended to be the effect of the alcoholic beverage advertised. In addition, the tomcat is asked whether he has been "chasing birds" (which means chasing women in English), the sort of word play that is

beyond the understanding of most inhabitants of the Netherlands (14).

Jeremy Munday confirms that there may be a lack of understanding of English among target audiences by explaining that especially punning is a popular technique in advertising campaigns, but also requires a higher level of language proficiency which cannot always be expected from target audiences.

Apart from word-play that is misunderstood by consumers, more basic mistakes are also made. For example, Philip's slogan in 1993 "Philips invents for you" was found to be understood by many customers to mean "Philips invites you". And Ford had to change the name of their Ford Nova in Spain where "no va" means "doesn't go" (De Mooij 14).

These examples above explain why an increasing number of international companies has therefore decided not to use English as their advertising language, but to localise their campaigns by both adapting the advertisements to appeal to local audiences' values and by using the local language.

2.4 Advertising and localisation

The term localisation refers to the process of adaptation of a product to a local target audience. It may involve the substitution of cultural symbols that may not be conveyable to other audiences and translation of the text into a local language. Sometimes localisation also includes the need to fit a text on a page or screen with specific space constraints. Localisation is popular in sales and marketing, but may also be applied to legal advice (if local legislation differs) or management issues in international companies.

The change from a global approach to a local approach is a trend that can also be seen in modern media. CNN offers regionalized TV in Spain, Turkey, Asia and Africa and MTV has a different range of TV shows in each country where it broadcasts and as well as playing American and British pop music they also play more local songs.

The increased use of localisation means that it has become more important for companies and advertisers to understand the culture in which they are introducing their products or services. They have to take into account the cultural differences in order to preserve the number of sales. Cultural effects are extremely difficult to measure, but if a company is willing to spend time on this research the economic benefits are greater in the long term according to De Mooij (20).

House subscribes to this viewpoint and states that language and culture are inextricably linked. Language and culture cannot be neatly separated according to her:

[L]anguage is culturally embedded: it serves to express and shape cultural reality, and the meanings of linguistic units can only be understood when considered together with the cultural contexts in which they arise, and in which they are used. In translation, therefore, not only two languages, but also two cultures invariably come into contact (House, "Translation as communication" 4).

In short, if a company wishes to successfully adapt an advertisement to a local audience they would always have to deal with the target culture and localise according to De Mooij and House's views.

3. Functionalism

Within translation and translation quality assessment, functionalism is one of the main movements. It is a slightly more pragmatic approach in which the function of the text is the most important aspect of the translation process; it is the function of the text that determines how the text should be translated and only if that function or purpose is fulfilled the text may be considered a successful translation.

Functionalism is mentioned here, because within advertising translation functionalism is a very popular theory since most advertisements share the same function and purpose. In my research I will link the views on functionalism to the five dimensions of cross-cultural differences established by House and I will study the connection between the cultural filter that is applied to the translations and the function and purpose of the texts in the IKEA catalogues.

3.1 *Functionalistic views*

Katharina Reiss was the first who introduced the idea of "special functions of texts" into her model of translation criticism. Both she and, later, Vermeer postulated that as a rule the intended purpose of the target text determined which translation strategies and methods had to be used, and not the function of the source text. Vermeer presented his *Skopos theory* in which the most important factor for translation is the purpose of the target text and the translator is almost seen as a kind of co-author (qtd in Nord 4). These early functionalistic views all downplayed the importance of equivalence or completely rejected the possibility of equivalence. Almost any translation procedure is allowed as long as the original purpose of the text is preserved.

For advertising texts in particular this would mean that a translator has licence to manipulate as much as they wish as long as the text keeps its persuasive character and still influences consumers to buy the products advertised. Localisation in this case might be considered easy, however, a translation is never an entirely independent text. There is always a source text that is more than just a mere offer of information. Apart from selling products or services, companies also have a way in which they want the world to view them, a specific identity they want to convey or values they may wish to represent. This means that the functionalistic approach is of relevance to advertising texts, but translators have to be careful not to stray too far from what the *commissioner* wants.

The term commissioner brings us to a more thoroughly worked out functionalistic theory than Vermeer's Skopos theory. Christiane Nord built further upon the ideas about function and purpose presented by Reiss and Vermeer and added the aspect of loyalty to her model as well. She still maintains that functionality is the most important criterion for a translation, but she also acknowledges that it is not the only one. She states that there has to be a certain relationship between the source and the target text and that there is a choice for translators between text elements that have to be preserved and elements that may be adapted (Nord 27). Nord specifies more precisely than Reiss and Vermeer what factors are included in determining the purpose of a text and what the role is of the source text. She stresses the importance of a translation commission (or translation brief) and thorough analysis of the source text. The commissioner should make clear to the translator what the intended text function is, but also who the sender and recipient are, the time and place of text reception, the medium, and the motive for writing the source text and the translation.

3.2 Equivalent response

The discussion about achieving equivalence in translation is a very complex one. It used to be a hot-debated topic how equivalence should be brought about, to what extent it is even possible and how one can measure whether it has, in fact, been achieved.

House defines the concept of equivalence according to Halliday's systemic-functional approach. Halliday's theory focuses more on the use of language than the formal language system itself and assumes that the function of the text, not the formal aspects of it, may change or be preserved. In Halliday's model there is a strong correlation between the linguistic choices, the aims of the form of communication and the sociocultural framework (Munday 137). This makes House's view on equivalence, in which she refers to Halliday's work on functional grammar, relevant for this thesis, because the linguistic choices that are made in the IKEA catalogues are also based on what the translators and editors at IKEA believe is appropriate for a particular local market. Munday explains that in Halliday's model "the sociocultural environment in which the text operates is the highest level" (137).

So in essence, what IKEA tries to achieve is not equivalence in the elements of the texts or the choice of words, but they aim for "equivalence of response" for each of their local readerships (House, "Translation quality" 10). Equivalence of response means that the target audience would have a similar response to the translation of the original as the readers of the source text during or after reading. In other words, a translator has to look at what linguistic choices he should make in order to appeal to a national readership: he has to focus on the function of the text, persuasion in this case, and the use of language for this particular function and this particular audience (i.e. how do you speak to a Dutch person when you want to sell

them something?).

All localised versions of the IKEA catalogue have the same underlying intention and function. However, all audiences need to be addressed differently and thus the catalogues are not presented as translations, but as original texts. For situations like these, House makes a distinction between two types of translations: overt and covert translations.

3.3 Overt and covert translations

Overt translations are texts that are not meant to be a "second original". They are originally meant to address the source culture, but they may contain information or views that are relevant to an audience beyond that culture and of potential general human interest, thus requiring translation. Source texts that call for an overt translation, according to House, are often overt historically linked texts that are tied to a specific occasion (e.g. a political speech given at a special historical moment) or overt timeless source texts. This last category being transcending works of art that have a connection to a historic audience, because the readership was influenced by their time and culture.

Opting for an overt translation means that a translator cannot directly give the target text a similar function to the source text. After all, the source text was written in a specific period and appealed to its audience for specific historic and cultural reasons. House believed that in this case a translator should try to match what she calls a "second level function" where the translator recognizes the "displaced situationality" of the two texts and tries to address a target audience that matches the original target audience (House, "Translation quality" 55).

The difficulty with overt translations is that it is very hard to produce a translation that

satisfies and does justice to the importance of the original text. Precisely because they often have such great historical value for the original audience.

Contrary to the overt translation, a covert translation "enjoys the status of an original source text in the target culture" (House, "Translation quality" 56). Covert translations are not marked as being translations. The reader is not made aware that they are reading a translation, because unlike overt translations, covert translations are supposed to appeal to the target audience and culture specifically. As House states: "A source text and its covert translation have equivalent purposes, they are based on contemporary, equivalent needs of a comparable audience in the source and target language communities" (House, "Translation quality" 56).

As a consequence, the function of the target text matches the function of the source text and connects up the ideas of functionalism mentioned above. One may think that covert translations are "easier" to produce, because the translator has more freedom in deciding how he or she wants to fulfil this equivalent function. However, the translator needs to be aware of culture specific references in the source text and translate these to new references that are relevant to the target audience and culture. Otherwise the readers may still feel like they are reading a translation that is not meant to address them. House refers to this ability to make allowances for underlying cultural difference as the application of a "cultural filter". She says that "[t]he translator has to view the source text through the eyes of a target culture member" (House, "Translation quality" 57).

4. Comparing cultures

Covert translation plays an important role in the process of localised advertising. International companies want to appeal to various target cultures around the globe. However, the term "culture", though easily used, is not easily defined. This thesis follows the views and definition provided by researcher Geert Hofstede.

4.1 The concept of culture

Geert Hofstede sees culture as the way our minds are programmed. The ways we think, feel and act are determined by our mental software and the sources of these mental programmes are our social environment and our life experiences. However, we all grow up in different families, go to different schools, are part of certain youth groups, work for different companies etcetera. Our mental programmes vary as much as the social environments we grow up in.

It is evident that a translator should gain understanding about how source and target audiences differ in the way they think, feel and act in order to produce a translation that can fulfil its purpose effectively. Especially if the purpose of the text is persuading the readership to buy or use certain products and services it is important to know what makes a target culture member act.

4.2 Hofstede's research on dimensions of national cultures

Comparing cultures is a rather complicated process. During the 1960s and 1970s Geert Hofstede did research into value systems within different cultures. He interviewed and questioned employees of the international company IBM in over 50 countries. The value systems in his

research were all related to areas such as school, work, family and politics. Aspects that all cultures involved have in common. Hofstede defines four measurable dimensions of cultures based on his research: power distance, collectivism versus individualism, femininity versus masculinity and uncertainty avoidance.

Each dimension is made up of a number of phenomena in society that are statistically linked together. They may not always seem logical to individuals looking at them, but the combinations are based on trends for the phenomena and due to the large number of countries involved in Hofstede's research differences between the dimensions can be clearly discerned. The scores for each country per dimension have been collected by Hofstede and for my research I will be looking at the scores for the Netherlands and Great Britain for each dimension. Scores range from zero to one hundred. A score of one hundred indicates that this dimension is present in the strongest way possible.

Power distance is defined as "the extent to which the less powerful members of institutions and organizations within a country expect and accept that power is distributed unequally" (Hofstede 61). Culture with a large power distance have a greater inequality with regard to power, wealth and status. People with more power automatically have more privileges in these countries. Eastern European and Asian countries are at the top of the power distance index and show high power distance. The Netherlands and Great Britain are both more or less in the middle of the power distance index. The Netherlands has an index score of 38 (rank 63) and Great Britain has a slightly lower power distance with a score of 35 (rank 65-67 together with Germany and Costa Rica).

Collectivism versus individualism relates to the relationship people feel between each

other. Individualism pertains to “societies in which the ties between individuals are loose: everyone is expected to look after him- or herself and his or her immediate family” (Hofstede 92). In collectivist societies people are integrated, from birth, into strong groups where people look after each other and share responsibility for everyone’s well-being. In the individualism index Great Britain holds a strong position at the 3rd rank with a score of 89. The Netherlands is not far behind with a score of 80. Again both countries are ranked quite close to each other.

For the third dimension, however, this is not the case. Hofstede discusses the difference between masculine and feminine societies. He gives the following definitions of both terms:

A society is called *masculine* when emotional gender roles are clearly distinct: men are supposed to be assertive, tough, and focused on material success, whereas women are supposed to be more modest, tender and concerned with the quality of life. A society is called *feminine* when gender roles overlap: both men and women are supposed to be modest, tender and concerned with the quality of life (Hofstede 140).

Great Britain scores high on masculinity with a score of 66 and it shares 11th-13th rank with Germany and China. The Netherlands on the other hand scores low on masculinity, like the Scandinavian countries, with a score of 14 (rank 73). Hofstede explains that the differences between the Dutch and British very clearly manifest themselves in, for example, job application procedures where English applicants tend to oversell themselves and boast about their abilities, whereas Dutch applicants tend to be modest and are careful not to brag. In advertising and marketing this is an essential dimension. De Mooij explains that in masculine culture countries

most of the food shopping is done by the woman and in feminine culture countries a larger share is done by the man. This division can be made for many various types of shopping: masculine countries spend more money on watches, jewellery and cars, while feminine countries spend more money on products for the home, kitchen (e.g. coffeemakers) and books (De Mooij qtd in Hofstede 164).

Another large difference in score, though not as large as the previous one, can be seen for the last dimension, uncertainty avoidance. Uncertainty avoidance can be defined as “the extent to which the members of a culture feel threatened by ambiguous or unknown situations” (Hofstede 191). The Netherlands ranks 55th with a score of 53 on the uncertainty avoidance index, whereas Great Britain ranks 68th-69th with a score of 35. This means that the Dutch tend to want to avoid uncertainty more than the British. This may be the reason why Dutch people are well-known for wanting to plan ahead and being direct.

The table below gives a summary of the scores of the Netherlands and Great Britain for all dimensions.

Score	The Netherlands	Great Britain
Power Distance Index	38	35
Individualism Index	80	89
Masculinity Index	14	66
Uncertainty Avoidance Index	53	35

Table 1: individual scores for the Netherlands and Great Britain on Hofstede's dimension indexes

4.3 House's dimensions of cross-cultural difference

Hofstede is not the only scholar who has researched and attempted to map the differences between cultures. Juliane House has also ventured out onto the field of cross-cultural comparison and has done several studies on the differences in discourse and communication between English and German speakers. She has established five dimensions that together make it possible to assess the use of a cultural filter applied by the translator: directness versus indirectness, orientation towards self versus orientation towards other, orientation towards content versus orientation towards addressees, explicitness versus implicitness, and ad-hoc formulations versus verbal routines. According to House's research, the German speakers tend to give preference to the first option in each dimension. I will analyse the presence of these dimensions in Dutch and English and try to discover whether these dimensions have specific language features by which they can be identified in both languages.

First, it may be useful to take a closer look as to what House's dimensions entail exactly. For the dimension "directness and indirectness", House looks at how the reader is addressed. Does the text address its readership directly? And if so, how is this visible in the use of language? The second dimension deals with the difference between orientation towards self or other. For advertising texts, this means the difference between focussing on the company (self) and what they represent, or focussing on the consumer (other). Does the company make references to itself because of, for example, emotional branding? Or is the focus placed on the customer and what the company can do for them? The third dimension concerns a similar matter of perspective: does a text focus on content or addressee? In other words, does the text focus purely on the product or service it is trying to sell (content), or is emphasis placed on what

this product could do for the customer (addressee). For the final two dimensions, House's previous research has shown that English is more explicit and tends to make more use of verbal routines than German. This means that we should expect to find more collocations and fixed expressions in the English text than in the Dutch text and that, furthermore, the Dutch text feels the need to explain and clarify more to the reader than the English version of the catalogue.

5. About IKEA

Before continuing with the analysis of the catalogues, it is interesting to have a closer look at the multinational company IKEA, its philosophy, and its history. IKEA is one of the most well-known multinational companies in the world. They currently have stores in 28 countries and their profits reach into the billions every year.

5.1 Company history and mission statement

Ikea was founded in 1943 by Ingvar Kamprad who was only 14 years old at the time. The company's name is an acronym made up of his initials and the first letters of the names of the farm and the village where he grew up, **E**lmtaryd and **A**gunnaryd.

The company started out as a post-order sales business, but they started selling furniture five years later. The first stores were opened in Sweden, Norway and Denmark, but the company grew so rapidly that soon stores were opened in Austria, West-Germany and other parts of the world. Germany is currently the largest market with 50 stores followed closely by the United States with 42 stores.

IKEA has expanded its product and service range over the last few years offering home delivery and assembly services, a Swedish food market, a mobile phone network in some countries, solar systems, and even complete houses and flats.

IKEA has established a strong and easily recognisable international identity. Blue and yellow are the colours associated with the brand and all the stores are designed in a similar way as large showrooms with one-way routes planned out for the customers. First and foremost, however, they are renowned for their modern, stylish and relatively cheap furniture with their

signature Scandinavian names. According to their own website, IKEA's vision is "to create a better everyday life for the many people" and their business idea is "to offer a wide range of well-designed, functional home furnishing products at prices so low that as many people as possible will be able to afford them" (www.ikea.com). They describe themselves as a "value-driven company with a passion for life at home" (www.ikea.com). Over the last years, IKEA has also managed to present itself as a sustainable company that cares about the environment and the world. Founder Ingvar Kamprad has even managed to set up a company structure that allows him to avoid paying taxes. His company is known as a non-taxable profit organisation which has led to some criticism.

5.2 The IKEA catalogue

IKEA's most important marketing tool is the IKEA catalogue. With over 200 million copies printed worldwide in 2016 the IKEA catalogue beat every other periodical publication in that year. This year the catalogue was issued in 32 different languages in 48 countries and in total there are 71 versions of the catalogue (www.ikea.com). The catalogue serves as a source of inspiration for customers and IKEA manages to convince the reader that they can use the furniture and accessories to express their own identity even though they offer a global range of products.

The IKEA catalogue looks the same in nearly all countries. The size, lay-out and content are roughly the same in each version with only a handful of pages that differ in various versions. Small differences are the prices of products and the appearance of people in the photos with, for example, European or Asian people on the cover for those respective markets.

So what does the production process of the IKEA catalogue look like? Swedish copywriters write an English basic version of what they want the catalogue to look like and say. This source text is then sent to national offices where it is usually translated by native speakers of the target language. The translators work together with editors to make sure the texts also match cultural text conventions that may vary according to country. The translation is then sent to the national marketing departments who judge whether the product information is factually correct and whether the marketing message is conveyed properly. All the feedback is then collected and processed for the final version of the translation. As a consequence, this means that for Germany, Austria and Switzerland there may be differences in the text even though all these catalogues are in German. The same goes for the Netherlands and Belgium and all the English-speaking countries where IKEA has stores.

6. Comparing translations and dimensions

As stated earlier, the lay-out of both catalogues is more or less the same – only a few pages differ. This means that it is fairly easy to display the translations next to each other and look for differences and similarities. Needless to say, there are many differences to be found between the two texts, but my focus is on finding cross-cultural differences using House's five dimensions.

6.1 An overview of expected characteristic linguistic features

In order to begin the search for characteristic language features, it is important to first gain an idea of what I should be looking for. While some characteristics in the overview (table 2) may be the result of pure intuition, there are many scholars who have researched the relationship between text functions and linguistic choices. Some of them only look at the formal language system and the different types of grammatical structures that may be used to convey a particular message. Others also comment on how a language is actually typically used by its native speakers, for example, Nord, Swan, Halliday, Leech and Short. Their views will be most valuable to my research.

Due to the fact that she is a translation scholar supporting functionalist views, it makes sense to see what Nord says on the topic of text typologies and their conventions. She remarks that certain types of texts are repeated so often in certain situations with the same functions that specific conventions for these text types have formed. These text-type conventions and norms have to be taken into account during translation, because they play an important role in both text production and text reception. These text-type norms vary according to culture and they often change overtime. Text with a persuasive function, she says, should focus on the

orientation of the text towards the receiver (Nord 17). This means that we might expect both versions of the catalogue to contain many examples of House's dimension "orientation towards addressee". However, Nord does not explain how this orientation towards the receiver might be realised, but it is logical to assume that we may see this reflected, for example, in the use of personal pronouns.

Halliday provides us with more information on how the orientation and focus in a sentence may shift. He distinguishes three important factors in a clause of sentence: Theme, Subject and Actor. He explains that "[a] clause has meaning as a message, a quantum of information; the Theme is the point of departure for the message. It is the element the speaker selects for 'grounding' what he is going on to say." (Halliday 58). The Subject is the element the speaker makes responsible for the validity of what he is saying and the Actor is the active participant the speaker uses to portray the one who does the deed (Halliday 58). By moving the Theme, Subject and Actor around in a sentence the writer of a text can shift the focus in a sentence. Leaving out the Actor or the Subject can bring about a shift in the dimensions as described by House, for example, from "self" to "other" in the second dimension or from "content" to "addressee" in the third. Swan refers to the Actor as "the agent" and confirms that leaving out this agent shifts focus and changes the message or obscures a piece of information. He notes that agents are present in only about twenty percent of passive clauses (Swan 387).

Swan also describes how passives might help to put important information at the end of a sentence. He states: "we often prefer to begin a sentence with something that is already known (...) and to put the 'news' at the end." (388). Hannay and Mackenzie and Leech and Short refer to this as the accessibility principle and the principle of end focus (170). The accessibility

principle entails that known information is introduced to the reader first to make the new information at the end of the sentence more accessible and to allow the reader to make a connection between these two pieces of information (134). Hannay and Mackenzie refer to this as the “known-new contract” (135). The IKEA sales strategy is a good example of this: IKEA describes an everyday problem to the reader and then presents one of their own products to solve the issue. This means that in the catalogue we should be able to see that initially the focus is on the consumers’ needs (orientation towards addressee) and then shifts to IKEA’s product or service (orientation towards content).

So far, dimensions two and three have been mentioned multiple times. Going back to dimension 1, directness versus indirectness, a number of ways to express this dimension come to mind. Hoeken indicates that in Dutch persuasive texts it is not uncommon that an imperative is used to attract attention (95). The Dutch do not consider this to be impolite, so extensive use of the imperative can be expected in the Dutch catalogue. When discussing politeness in English, Swan does mention the imperative, but not in a very positive light. He states “[if] we use other structures (for example imperatives, *should*, *had better*), we are not asking people to do things, but telling or advising them to do things. These structures can therefore seem rude (...)” (Swan 411). Swan does describe various other ways to express politeness and even to “soften” opinions and intentions. He advises the use of “please”, negative questions (“why not...?”), modal verbs and conditional sentences.

Progressing to dimension 4, explicitness versus implicitness. Intuitively, it would be logical for explicitness to be realised by the addition of explanations (and thus conjunctions such as “because”, “therefore” etc) and examples. Munday confirms that explicitation may occur “on

the level of grammar (e.g. when indication of gender is essential), semantics (explanation of ST cultural items or event), pragmatics or discourse (such as increased cohesion in the TT)" (Munday 90). On the other hand, implicitness is more difficult to identify, because by definition it is often hidden in the meaning of the words that are there. It seems reasonable, therefore, to assume that ellipsis is a good indicator of implicitness. Swan comments mostly on the ellipsis of words in set structures (e.g. comparative structures and relative pronouns). However, he does give us a definition: "We often leave out words to avoid repetition, or in other cases when the meaning can be understood without them." (Swan 156). This is where Dutch and English speakers might have a difference of opinion: according to stereotype, Dutch people often accuse the English of not being clear and not saying what they mean.

The final important source of information is the research House has done herself on the differences between written and spoken German and English. Her research did not focus on persuasive advertising text, but some of her conclusions might help to determine what linguistic features we should look for in order to identify the dimensions in the IKEA catalogues. For instance, she comments on the use of personal pronouns in the English and German texts she has researched. English texts use "you" and "your" more frequently, whereas German uses "wir" and "uns". She also mentions that English uses more modal verbs than German (House, "Translation as communication" 101). Personal pronouns and modal verbs are thus important to pay attention to during the analysis of the Dutch and English catalogues. For modality in Dutch, it might be interesting to look at the use of modal particles. These are often used in Dutch to "soften" directness and frequently occur in spoken language. With regard to dimension 5, House states that German has a greater tendency towards ad-hoc formulations, whereas English

prefers the use of collocations, idioms and fixed expressions. This gives us three indicators for dimension 5.

All the information above is summarised and made more accessible in table 2 which shows us House's dimensions and how they may be realised in the IKEA texts. This initial overview will be used to sort the different texts into the different dimensions. Afterwards, analysis of the texts will show whether any linguistic or textual features need to be added.

Dimension	Expected characteristic elements
1a. Directness	<ul style="list-style-type: none"> ○ Use of imperative ○ Exclamation marks ○ Addressing the reader with "you" or "jij", informal register
1b. Indirectness	<ul style="list-style-type: none"> ○ Avoiding personal pronouns ○ Hedging ○ Conditional sentences ○ Negative questions ○ Use of modals
2a. Orientation towards self	<ul style="list-style-type: none"> ○ Use of personal pronouns "we", "us", "our" ○ Use of company name: "At IKEA" ○ Self-referencing
2b. Orientation towards other	<ul style="list-style-type: none"> ○ Structures with prepositions that indicate a connection: "with you", "in your home", "for you" ○ Using possessive forms, e.g. "your"
3a. Orientation towards content	<ul style="list-style-type: none"> ○ Use of passive sentences ○ Absence of personal pronouns

3b. Orientation towards addressees	<ul style="list-style-type: none"> ○ Question directed at reader ○ Use of possessive forms, e.g. "your", and personal pronouns
4a. Explicitness	<ul style="list-style-type: none"> ○ Conjunctions that indicate explanations, e.g. "so", "because", "therefore" ○ Coordinating conjunctions ○ Expansion, longer sentences
4b. Implicitness	<ul style="list-style-type: none"> ○ Ellipsis ○ Absence of conjunctions
5a. Ad-hoc formulation	<ul style="list-style-type: none"> ○ Expansion, longer sentences ○ Descriptive language, adjectives
5b. Verbal routines	<ul style="list-style-type: none"> ○ Occurrence of common collocations ○ Fixed expressions ○ Idioms

Table 2: Overview of expected characteristic elements for House's dimensions of cross-cultural differences

6.2 Dimension 1: Directness versus indirectness

During the categorization process it immediately becomes clear that not all the texts in the catalogues can be sorted according to House's dimensions. Sometimes both the English text and its Dutch counterpart may be considered "direct" or "indirect". Of course this can be expected to occur occasionally: House never states that it is always the case that when one text is considered direct the other one must automatically be considered indirect for her model to work. Examples of occurrences like this will be given for each dimension. Another side note that has to be made is that in some situations a text can be sorted into more than just one dimension.

It also sporadically occurs that a text and its counterpart belong to two different dimensions entirely. I will disregard these occurrences, because they are beyond the scope of this thesis. What I am eventually trying to prove is the hypothesis that House's a cultural filter is present in the translations of the catalogues in English and Dutch, and that a pattern can be discerned, illustrating that Dutch behaves differently from English when it comes to the distinction between these dimensions.

For the first dimension it immediately becomes clear that Dutch can indeed be considered to be more direct than English. There are far more examples of direct texts in Dutch that are indirect in English and vice versa. This directness in the Dutch translation is brought about in several different ways. Firstly, the imperative is used more extensively in Dutch than in English to express directness – as was also predicted by Swan.

Page	Dutch (directness)	English (indirectness)
51	Kom naar het IKEA Restaurant	Eating at IKEA
69	Zorg voor wat smaakmakers, bestek en servetjes in de buurt.	With condiments, cutlery and napkins ready and waiting (...)
77	Dek je de tafel? Leef je dan helemaal uit..	Just setting the table Or are you setting the whole scene?
117	Laat de deuren open én maak er slim gebruik van – dan kan je nog meer lievelingsspullen laten zien.	With the doors left open and put to use, you'll be able to show off even more of your favourite things.
147	Hé! Opstaan!	Sleeping
148	Wil je een vloerkleed in een ander formaat? Stik er dan gewoon een paar aan elkaar.	You can stitch together a few of these flat-woven rugs to make whatever shape or size you like.

153	Moet je eens kijken hoeveel ruimte je hebt onder je bed. Maak er gebruik van!	You'd be amazed how much storage there is under your bed. Why not put it to good use?
215	Ga zitten en maak het jezelf gemakkelijk.	Seating to suit your lifestyle
231	Maak van een lege wand een fijne plek.	Walls can work wonders for your feel-good factor.
246	De BESTA opbergserie bestaat uit losse elementen – dus maak zelf een combinatie of kies er een van ons.	You can easily create your own BESTA storage combination, or just choose one we made for you.
247	Gebruik de elementen afzonderlijk of als onderdeel van een groter geheel.	You can use the pieces individually or as part of a larger set-up.
254	Met twee planken voor nog meer schoenen. Zet laarzen vooraan en platte schoenen achterin.	A shoe shelf with two levels fits more pairs. Or you can put boots at the front and flats at the back.
259	Bevestig er twee boven elkaar als je de hoogte in wilt.	You can fix one above the other to make more of your wall height.
262	Schilder of beits het hout en maak er echt je eigen kast van.	You can paint or stain untreated wood to get the exact look you're after.
298	Zodra je niet-meer-zo-heel-pasgeboren-kindje rechtop kan staan, verplaats je de bedbodem naar beneden.	You can simply lower the base when your no longer newborn starts to sit up.
320	Word FAMILY lid en profiteer direct van alle voordelen! Met je IKEA FAMILY kaart kan je gebruikmaken van vele IKEA FAMILY voordelen. Neem dus altijd je kaart mee of houd bij de hand als je online bestelt.	Do you love treats, invitations, offers and events? IKEA FAMILY is a way to enjoy more of the best bits of IKEA.
320	Meld je nu aan via IKEA.nl/FAMILY of in de vestiging bij jou in de buurt.	You can join for FREE in your local store or at IKEA.co.uk/IKEAFAMILY

Table 3: Use of the imperative to express directness in Dutch

When comparing these short texts next to each other, it becomes immediately clear why Dutch is considered to be more direct. The imperative is sometimes used more than once in a text of only two or three sentences. The language used in the English catalogue is far more tentative. There is a clear pattern: where Dutch uses an imperative, English often opts for a construction with a modal verb (e.g. “can” frequently occurs in this catalogue). IKEA addresses the reader directly by saying “you”, but because of the use of the modal verbs it feels like more of a suggestion that is being made than a directive.

English also avoids direct reference to the reader by using a gerund (table 3, pages 77, 147 and 215) – an option that Dutch does not have – or putting a product (walls, a shoe shelf) in subject position (table 3, pages 231 and 254). As the original source text is in English, it is logical that the translators have opted for another solution, in this case an imperative, in the Dutch translation when faced with a gerund in English. The gerund is a clever way of obscuring the actor or agent Halliday and Swan mention.

In the English version, there are far fewer imperative structures to express directness that have indirect Dutch counterparts. Table 4 shows this.

Page	English (directness)	Dutch (indirectness)
33	The rooftop is often overlooked but it's a great location for a garden. Just make sure you match up your plants with the proper containers.	Je denkt er misschien niet meteen aan, maar van het dak kan je vaak een prima tuin maken. Zeker als je voor grote bloempotten en –bakken zorgt.
139	Go ahead, take a peek in our cabinet When every detail has been painstakingly chosen, it would be a shame not to show it off.	Aandacht maakt ook je badkamer mooier. Als je over elk detail hebt nagedacht, is het fijn als je dat ook ziet.
140	Avoid the pitfalls of only lighting from above.	Alleen licht van boven?

311	Speak to us in store	In de winkel kan je ons persoonlijk spreken (...)
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Table 4: Use of the imperative to express directness in English

The text on page 33 of the catalogue is a clear example of an instance where the roles are reversed: English uses an imperative here while Dutch uses "kan" and even adds an extra "misschien" for more indirectness. The same patterns can be discerned here as in table 3.

Furthermore, the Dutch translation asks the reader more direct questions and uses more exclamation marks. These questions are again often accompanied by the use of an imperative. The combinations of these different elements causes the Dutch text to come across as directives rather than suggestions made to the reader.

Page	Dutch (directness)	English (indirectness)
74	Schijnt de zon? Dan eten we buiten!	Why don't we eat outside The sun's out.
94	Kijk je meer naar je scherm dan naar elkaar? Is helemaal niet erg.	Just close enough to screen share if you want to, far enough apart to do your own thing.
158	Heb je niet de luxe van een aparte slaapkamer? Maak er dan zelf een met een open kast die je dwars op de muur zet.	If you don't have the luxury of a bedroom with four walls and a door, you can still create a private spot to hit the sack.
224	Tijd voor een spelletje? Of een uitgebreide borrelhap? Dan klap je de kladdelen uit.	You can pull up the drop leaves when you want to spread out your games or your snacks.
235	Klaar met werken? Klep dicht!	You can fold up the leaf when you finish work.
282	Wat wil je van de wereld zien? Wil je licht binnenhalen of juist verduisteren? Je kamer warm houden of juist koel? In elk geval maak je er je huis mooier mee.	To let in light or block it out. To keep the room warm, or just the opposite. And to make your home look even more gorgeous.

269	Je krijgt je nieuwe matras 90 dagen thuis of proef. Bevalt hij niet? Dan ruil je hem voor een andere.	You can try your new mattress at home for 90 days and, if you don't love it, you can change it for one that you do.
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Table 5: Use of questions directed at reader to express directness in Dutch

Again English here uses modal verbs and even adds a conditional clause, "if you want to", on page 94. The conditional sentences, in general, contribute to a more indirect message in English (table 5, pages 94, 158, 224 and 235), giving the customer an option instead of an instruction.

The use of a conditional was also one of Swan's suggestions to soften a message. However, the Dutch catalogue comes across as particularly direct – maybe even rude – on page 235 where the utterance "klep dicht!" has a double meaning.

English only rarely uses questions to express directness where the Dutch counterpart is more indirect. The negation in the English sentence strengthens the effect and this is also one of the few instances where English is more explicit than Dutch.

Page	English (directness)	Dutch (indirectness)
52	Why not try making it at home, too?	Ook verkrijgbaar bij de Swedish Food Market; lekker om thuis klaar te maken.

Table 6: Use of questions directed at reader to express directness in English

I earlier mentioned the use of conditionals in English to bring about indirectness. The Dutch translation also employs the use of conditionals. However, the sentences have been changed to give rather strong advice instead of sounding like suggestions. Also, some lexical choices are made that may lead the reader to believe they do not really have any other choice apart from the one presented by the IKEA catalogue.

Page	Dutch (directness)	English (indirectness)
23	Je keuken is ook je culinaire werkplaats. Als je het open en ruimtelijk houdt, heb je altijd plek voor nieuwe ideeën.	If the kitchen is your culinary laboratory, you can keep it open and flexible, so there's always space for your next scrumptious innovation.

38	Als je de hele week druk bent geweest, neem je het ervan in het weekend en maak echt iets bijzonders klaar.	After a busy week comes the chance to put your heart and soul into it and prepare something extra special.
73	Als je vaker op de bank eet, kan je hier net zo goed wat bestek opbergen.	If you like to eat from here, you could even keep the cutlery here, too.

Table 7: Use of conditionals to express directness in Dutch

Table 7 shows the use of conditionals and Dutch paired with imperative verb forms and a few examples of lexical choices that intensify the direct tone of the message. As stated above, a formulation such as “kan je hier net zo goed” (“you might as well”) might make the reader feels as if there is not really another logical option to be considered: it would make complete sense to do exactly what IKEA suggests. There are more occurrences where lexical choices strengthen the directness of the text in table 8.

Page	Dutch (directness)	English (indirectness)
27	Je moet een keer extra schoonmaken, maar dat heb je er natuurlijk graag voor over.	Some memories are worth the extra clean-up.
62	Een familiediner is helemaal niet veel werk.	Big family dinners really don't have to be a major production.
70	Het is echt de moeite waard om daar aandacht aan te besteden.	So it can be worth the effort to make every detail just so.
128	Zonder al die spullen – die je alleen maar afleiden – zit je veel lekkerder en kan je écht relaxen.	If you clear the decks and keep control, your mind can be free to focus on your game.
200	Een lichtgewicht trap met een verrassende extra functie. Natuurlijk gebruik je deze voor alles waar je niet bij kan.	A lightweight step stool with an unexpected use It's great for hard-to-reach storage spaces (...)
302	Bed, bureau, kast en bergruimte in één – meer heb je niet nodig.	Bed, desk, wardrobe and storage. It's like a little room all in one.

Table 8: Specific lexical choices to express directness in Dutch

Inserting a word or phrase such as “natuurlijk”, “helemaal niet” and “echt” (modal particles) makes the message as a whole more compelling, also because it feels like spoken language. The suggestion “meer heb je niet nodig” also conveys a kind of truth that IKEA is presenting to you, and it seems your best option is just to take it from them that they know what is best for you. All the statements IKEA makes in the Dutch translations in table 8 are presented as facts which appears to make them undebatable.

We have already established that English is far less direct than Dutch. I found only one example where a lexical choice has been made in English that makes the sentence more direct than its Dutch counterpart. The translator has applied a modulation here and the effect is that the English sentence sounds slightly more “threatening” due to the use of the conjunction “unless”.

Page	English (directness)	Dutch (indirectness)
42	Traditions disappear unless you hand them down.	Tradities blijven bestaan als je ze door kan geven.

Table 9: Specific lexical choices to express directness in English

There are few instances where Dutch and English are equally direct. All the aforementioned strategies are employed to express directness in both English and Dutch. The consideration that both languages, in general, have the same linguistic options to express directness is interesting: English has the option to be just as direct as Dutch by using similar sentence constructions, but apparently the English translators and editors consciously choose not to come across as too direct.

Page	English	Dutch
291	Put away that drill	Weg met die boor.

296	Hang the plastic cubes in the configuration that suits your space, and give your bathroom things a place of their own at last.	Hang deze handige kunststof blokken bij elkaar op en geef al je badkamerspullen een vaste plek.
310	Shop in store, at IKEA.co.uk or both!	Kom naar de winkel of kijk op IKEA.nl Of allebei!

Table 10: Matching occurrences of directness

6.3 Dimension 2: Orientation towards self versus orientation towards other

According to House, English is oriented more towards "other", which would be the customer in this case. German tends to focus on "self", if this is the same for Dutch then the Dutch catalogue would contain more references to the company itself than the English catalogue.

However, there are only few differences between the Dutch and English translation regarding the issue of perspective. The most commonly used strategy for shifting to focus from "self" to "other" is the extensive use of the pronouns "you" and "your" instead of "we" and "our" – and their Dutch equivalents.

Page	Dutch (orientation towards self)	English (orientation towards other)
171	Onze medewerkers helpen je graag. Met nog betere producten en met extra services* zoals de transportservice of de meubelmontageservice.	Our dedicated specialists will help you with the approved products and extra services*, such as delivery and assembly, that can help your business to work and to look great. So you can concentrate your energy on the business of keeping your customers happy.
202	Onze lampen verbruiken heel weinig energie (...)	So your lamps and light bulbs use very little energy (...)

Table 11: Use of personal and possessive pronouns to express orientation towards self in Dutch

The table above shows that the focus shifts to the customer by changing the pronouns and by adding some extra information directed at the customer. However, these are rare occurrences.

The English catalogue contains a few more examples of orientation towards self, but again there are so few, they hardly seem worth mentioning.

Page	English (orientation towards self)	Dutch (orientation towards other)
9	"We used natural materials as they engage our senses and connect us to ourselves, to our feelings and to our homes."	"Voor deze collectie gebruikten we materialen die je graag wilt aanraken, zodat je weer in verbinding komt met jezelf, je gevoel en je huis."
41	We'll help you get sorted With the right bins and boxes it's a doddle to recycle or reuse the household waste without making a mess.	Zo geregeld. Met de juiste bakken en dozen kan je thuis afval scheiden zonder dat het een rommeltje wordt.
313	We will give a full refund (...)	Je krijgt het aankoopbedrag dan terug.
315	We make it easy for you to pick up, take home and assemble your furniture by yourself.	Bij IKEA kan je zelf je meubels pakken, vervoeren en monteren.

Table 12: Use of personal and possessive pronouns to express orientation towards self in English

In most cases, however, the orientation is the same in both translations. Where the English translation places the focus on the company, service, or product itself, so does the Dutch translation. The examples below show that this makes perfect sense; there is no reason for the translation to change the orientation here. Of course, as far as translation procedures are concerned, there are numerous differences between the translations below, but the orientation remains the same. This also corresponds to what Nord says about texts with a persuasive function: they should maintain focus towards the customer (Nord 17).

Page	English	Dutch
14	All the ingredients for a complete kitchen, that you can take home today. Plus the pots and dinnerware that go with it. (other)	Je kan alle ingrediënten voor een complete keuken vandaag nog mee naar huis nemen. Inclusief pannen en servies. (other)
18	You can make a small city apartment feel highly personal, as well as keeping it totally practical. (other)	Van een klein appartement kan je met wat extra aandacht iets heel praktisch én persoonlijks maken. (other)
52	Whatever flavours you love, we want you to enjoy a meal that's both delicious and nutritionally balanced, made with care from good ingredients. New dishes using veggie balls or chicken balls, not to forget our traditional Swedish-style meatballs, give you more tasty choices for every appetite, each time you visit.	Bij IKEA doen we ons best om lekker én gezond voor je te koken, waar je ook van houdt. Dankzij onze nieuwe gerechten, zoals vegetarische balletjes en kipballetjes, heb je nog meer keuze – elke keer dat je bij ons bent.
316	<p>More help for refugee families IKEA Foundation continue to support the UN Refugee Agency (UNHCR) in providing refugees with a better place to call home, including sustainable energy and lighting solutions to improve conditions for refugees around the world.</p> <p>Next it will support UNHCR in improving access to clean and renewable energy, giving refugees the opportunity to cook their own food and pursue household activities after dark, making refugee camps a safer and more sustainable place to live. Our commitment is to create a better everyday life for the most vulnerable children and families.</p>	<p>Schoon drinkwater en duurzame energie De IKEA foundation zet zich met vluchtelingenorganisatie UNHCR in voor een veilige plek voor vluchtelingen. We werken aan huisvesting met duurzame energie- en lichtoplossingen voor een beter leven van vluchtelingen over de hele wereld.</p> <p>Ons volgende aandachtspunt is toegang tot schoon drinkwater een duurzame energie. Zodat vluchtelingen ook 's avonds hun eigen eten kunnen koken en het huishouden kunnen doen. Een vluchtelingenkamp wordt op die manier een veiligere en duurzamere plek. Ons doel is een beter dagelijks leven voor de meest kwetsbare kinderen en hun ouders.</p>

Table 13: Matching occurrences of orientation towards self and other

The reason for the lack of difference in this dimension between English and Dutch is explained by what Nord says about the text type and the function of the text: it is not strange for IKEA to want to place the focus on the customer. They only switch focus to themselves when they discuss their company philosophy, the work their foundation does (e.g. table 13 page 316), guarantees and product conditions. Especially the first two topics serve to create and strengthen their company image, so apart from the message that they are a sound and honest company, they are not actually trying to sell anything to the reader. It is the type of emotional branding that was mentioned in chapter 2.

6.4 Dimension 3: Orientation towards content versus orientation towards addressees

For this dimension, it is possible to find more examples in the translations than for the previous dimension. Contrary to what I had expected based on the House's findings for German, the Dutch text is not as focussed on content as the English text. There are more occurrences of orientation towards content in the English translation than in the Dutch catalogue. The strategies to achieve this are not exactly what I had formulated in table 2 at the beginning of this chapter, but they are sensible solutions and possible in both Dutch and English.

The first option that both English and Dutch have is leaving out personal and possessive pronouns. Both catalogues contain examples of this procedure.

Page	Dutch (orientation towards content)	English (orientation towards addressees)
37	In een eetkeuken kan het – wat voor dag het ook is.	Your dine-in kitchen can work exactly how you need it to, any day, and any time of day.
78	Met bescheiden servies gaat alle aandacht uit naar wat je hebt klaargemaakt.	A collection of items you fell in love with. To turn the focus on what you serve, just as much as how you serve it.

175	Een mooier huis, een beter leven, elke dag weer.	To make your home happier and your life easier, day after day.
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Table 14: Lack of personal and possessive pronouns in the Dutch catalogue

The examples in table 14 show that the pronouns are often replaced by indefinite articles which have a generalising effect. The focus shifts from “your dine-in kitchen” to any random dine-in kitchen. The English catalogue also adds extra information, often verbs describing actions, to place extra emphasis on the addressees: they are not just any items, but “items you fell in love with” (page 78).

English also uses the strategy of leaving out pronouns for a message oriented more towards content, but less so than Dutch. This has a similar generalising effect as it does in the Dutch catalogue.

Page	English (orientation towards content)	Dutch (orientation towards addressees)
147	Batteries recharged, body and mind refreshed, the eyes open slowly, and smile at the day. Perhaps just a few more moments of snoozing, snuggled up in those cosy covers.	Je batterij is opgeladen, je lijf uitgerust, je geest al bijna scherp. Je knippert even met je ogen, maar dan doe je ze toch nog even dicht. Nog héél even. Je draait je om. Je bed is nog veel te lekker.

Table 15: Lack of personal and possessive pronouns in the English catalogue

Another strategy that both languages employ is putting the product or service that is advertised in that particular section in subject position. This places the emphasis on the product instead of the customer. These are the shifts in Theme, Subject and Actor that Halliday also describes.

Page	Dutch (orientation towards content)	English (orientation towards addressees)
228	De vazen passen in elkaar, dat bespaart ruimte bij het opbergen.	You can also stack these, one inside the other.
230	De wijzerplaat is een krijtbord – handig om kinderen te leren klokkijken.	You can draw and write on the chalkboard face to help children learn the time.

Table 16: Placement of product or service in subject position in Dutch catalogue

While both language systems have the possibility of doing this, English uses it far more frequently than Dutch (see table 17). The result is that overall the English catalogue appears to be more oriented towards content than the Dutch catalogue.

Page	English (orientation towards content)	Dutch (orientation towards addressees)
53	Veggie balls do not contain any animal ingredients.	Een lekker alternatief als je geen of wat minder vlees wilt eten.
70	When the table setting looks this beautiful, the food can never disappoint.	Als je de tafel zo mooi dekt, kan het eten eigenlijk niet meer tegenvallen.
121	Hooks are the superheroes of organising.	Opruimen? Je kan eigenlijk niet zonder haken.
126	When creatively arranged, storage becomes decoration.	Als je de kastjes mooi over de wand verdeelt worden ze vanzelf onderdeel van je interieur.
136	Spotlights can brighten up an otherwise dark nook.	Met spots maak je een donkere hoek gezellig.
148	These crates in durable, natural wood can hold all kinds of things. And they come flat-packed so they're easy to bring home.	In deze kratten van duurzaam hout kan je echt van alles bewaren. En je koopt ze plat verpakt, dus je neemt ze zo mee naar huis.
181	Rolls into action whenever it's needed, and then rolls neatly back out of the way when it isn't .	Je rolt hem naar je toe als je hem nodig hebt, en je rolt hem ook zo weer uit het zicht.
189	A laundry basket that does more than hold laundry with a wide, oval shape in soft plastic, it's also a great place to hand-wash delicate clothes or even give the dog a bath.	In deze wasmand kan meer dan alleen de was. Je kan hem gebruiken voor het scheiden van afval, maar door de brede ovale vorm kan je hier ook heel goed een handwas in doen of de hond wassen.
191	These hard-working products, like an easy-to-grip bowl and a heat-resistant	Met handige producten zoals stapelbare schalen en een hittebestendige karaf zet je kwaliteit op tafel.

	glass carafe, put eating well at the top of the menu.	
225	It rolls out of the way when you need the floor space.	Ruimte nodig? Je rolt hem zo uit de weg.
230	This double-sided frame can hold one picture on each side.	Deze lijst kan je aan twee kanten gebruiken.
263	A chest of drawers can host more than your underwear. From hats and gloves in the hallway, to toys and games in the living room, it's ideal.	In een ladenkast kan je meer opbergen dan alleen je ondergoed – van mutsen en handschoenen in de gang tot spelletjes in de woonkamer.

Table 17: Placement of product or service in subject position in English catalogue

There is a small overlap in dimensions here again. In section 6.1, I have dealt with directness and how direct questions contribute to the realisation of the first dimension. The same procedure is used in the Dutch examples in table 17 (pages 121 and 225). Here, questions directed at the reader shift the orientation from content towards addressees. Some procedures may thus be used to realise different dimensions.

Two procedures I had not considered earlier are the use of bullet lists in the Dutch catalogue and the use of other types of determiners to create generalizations in the English catalogue.

Page	Dutch (orientation towards content)	English (orientation towards addressees)
320	Voordelen op een rij: <ul style="list-style-type: none"> ○ Speciale productaanbiedingen ○ Gratis koffie of thee in ons restaurant ○ Het laatste nieuws en aanbiedingen per e-mail ○ Inbeperkt ruilen en retourneren ○ En nog veel meer! 	Members also benefit from at least 200 IKEA FAMILY offers in store, free tea and filter coffee Monday to Friday and with Swipe a Surprise* every time you swipe your IKEA FAMILY card at the checkout you're guaranteed to win a prize.

Table 18: Bullet list in Dutch catalogue to ensure orientation towards content

In the example above, English apparently prefers a short text, which certainly comes across as more personal, to the bullet list in the Dutch catalogue. However, the list gives readers a quicker overview of what the advantages are of becoming an IKEA FAMILY member. Dutch IKEA FAMILY members appear to get more benefits out of their membership than the English ones so this could be an explanation for the list: there is more information to relay.

Apart from replacing personal pronouns with indefinite articles, another kind of determiner may also be used, distributive pronouns. In the example below, "every" is used to make a generalisation and refer to the function of the product depicted on the same page, whereas the Dutch catalogue seems to address not just the reader, but their children directly. Of course, this effect is strengthened by using the toys as subject of the sentences and playing on the childish fear of monsters hiding underneath your bed.

Page	English (orientation towards content)	Dutch (orientation towards addressees)
163	Every kid needs a place to keep their soft toy friends handy for a quick cuddle.	Als je knuffels de wacht houden, komen er geen monsters onder je bed.

Table 19: Generalizations in English catalogue

Again, there are also occurrences where both translations have a similar orientation. Examples can be found in table 20. Keeping in mind what Nord said about persuasive texts. However, it is striking that there are so many occurrences in the English catalogue where the focus is on content instead of addressee.

Page	English	Dutch
8	The SINNERLIG collection includes furniture in soft, natural cork and other tactile materials. (content)	SINNERLIG meubels zijn gemaakt van kurk, een zacht en natuurlijk materiaal dat heel prettig aanvoelt. (content)

241	The drawer closes gently and quietly thanks to an integrated damper. (content)	De lade sluit zacht en geruisloos dankzij een ingebouwde demper. (content)
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Table 20: Matching occurrences of orientation towards content and addressees

The examples in table 20 clearly show that Dutch has the possibility to focus as much on content as the English catalogue does. There must be a reason why the Dutch translators have opted for a more frequent use of personal and possessive pronouns. There is a definite connection to the first dimension here and this would mean that the linguistic choices in one dimension influence the use of language in other dimensions.

6.5 Dimension 4: Explicitness versus implicitness

The most obvious approach the Dutch translators have chosen to achieve explicitness is the addition of extra information and examples to clarify what is meant exactly. This occurs frequently in the Dutch translation and rarely in the English version.

Page	Dutch (explicitness)	English (implicitness)
57	Dat ziet er geweldig uit. Jullie hebben alle tijd om samen de dag door te nemen. Wat was het leukst vandaag? Wat het minst?	That looks great. Taking time, sharing the day's dramas and funny stories.
65	De maakt-niet-uit-hoe-laet-het-is-tafel. Van ontbijt tot bedtijd – aan deze tafel gebeurt het. Eten, even je mail checken, de krant lezen met een kop thee of koffie, bijkletsen met vrienden en familie.	Your anytime table From early morning to late at night, it all happens here. Mealtimes are just one of the many jobs it can handle, too.
81	"Met deze serie zorg je voor een prachtige omlijsting van je gerechten én van de dag. Want als je aan tafel	"It's all about framing the food as much as the moment. When we share something more than a meal. To make it

	zit, deel je veel meer dan eten alleen. Met extra aandacht voor bijvoorbeeld glas en servies wordt samen eten nog gezelliger."	effortless and beautiful, in a casual, warm and inviting way."
161	Met meubels die je kan verplaatsen of aanpassen, verander je een rustige slaapkamer zo in een sportschool – dat scheelt een hoop tijd.	With adaptable furnishing you can convert your room to accommodate the day's agenda.
196	Praktische lade onder het tafelblad voor het onder handbereik opbergen van bestek, servetten of placemats.	A drawer to keep your cutlery, napkins or placemats right where you need them
228	De vazen passen in elkaar, dat bespaart ruimte bij het opbergen.	You can also stack these, one inside the other.
301	De deuren gaan zacht en stil dicht dankzij de ingebouwde demper.	The doors close softly and silently.

Table 21: Addition of examples and extra information for the purpose of explicitation in the Dutch catalogue

Table 21 shows that with explicitation often comes expansion as well. The texts on the left hand side are generally longer than their English counterparts on the right side of the table. This is due to the addition of extra information. Sometimes extra questions are added to illustrate the statement made earlier, e.g. on page 57. On page 65, we can see that in the Dutch version specific examples are given to explain what it meant by "the many jobs [the table] can handle". A similar thing happens on page 161 where the "day's agenda" is interpreted to include doing physical exercise in the Dutch catalogue.

Some explicitations are more subtle. On page 196, for example, the drawer in the Dutch version is emphasised to be very practical and its location is more clearly indicated, even though there is a picture of the table next to the description. The same happens on page 228 where in the Dutch catalogue it is explained that by stacking the vases you automatically save space:

something that may seem a logical conclusion anyway for readers of the English catalogue. Just like the fact that the silently closing closet doors, mentioned on page 301, probably make use of some kind of technical system. The Dutch catalogue adds this extra information while the English catalogue leaves it out.

Apart from adding extra information or examples, the Dutch catalogue is often more concrete than the English one. Information that might be considered slightly vague, to a Dutch reader, in the English catalogue is replaced by specific descriptions in the Dutch catalogue. Where English mentions the possibility to, for example, change a room to bring about more privacy, the Dutch catalogue explains precisely how this increase in privacy may be realised (table 22, page 158).

Page	Dutch (explicitness)	English (implicitness)
99	Je eigen plek. Met een privéplek, een werkplek, een speelplek en een tv-plek (...)	The zone home Your work, their play, your films, their games.
115	Als je 's morgens opstaat, doe je heel zachtjes zodat je lief kan blijven slapen.	There's no need to wake your blissfully sleeping partners while you get ready to leave in the morning.
119	Als je ieder je eigen garderobekast hebt, krijg je ook geen gedoe over zijn overhemden en jouw schoenen.	A wardrobe and dressing area divided fairly means you won't cramp each other's style (...)
158	Heb je niet de luxe van een aparte slaapkamer? Maak er dan zelf een met een open kast die je dwars op de muur zet.	If you don't have the luxury of a bedroom with four walls and a door, you can still create a private spot to hit the sack.

Table 22: Concretisation in the Dutch catalogue

Table 22 shows us that this procedure of replacing implicit information by explicit information – instead of adding extra information – does not cause the same degree of expansion as in table 21. The texts are of more or less equal length. It is possible that this also has to do with the limited space on a single page.

The clearest examples of replacement of information are on pages 115 and 119. Where the English catalogue tells the reader that there is “no need to wake your blissfully sleeping partner”, the Dutch catalogue explain that you should avoid waking them by simply moving around very quietly. And not “cramping each other’s style” apparently means you should avoid “gedoe” over shirts and shoes.

This preference for being more concrete in Dutch also becomes clear in the subtle addition of conjunctions. Where two qualities of a product may seem unrelated in the English translation, they are connected by a conjunction in Dutch.

Page	Dutch (explicitness)	English (implicitness)
292	Met de hand gehaakt, dus uniek.	Handmade and unique

Table 23: Use of conjunctions in the Dutch catalogue for explicitation

In the English catalogue there is no assumption that because a carpet is handmade, it is thus – obviously – unique. This connection is made, however, in the Dutch catalogue by the addition of the word “dus”: the carpet is handmade, so it is automatically unique. This is an interpretation that is made explicit by the addition of this conjunction.

After close examination of both translations, I could find only one instance where Dutch was more implicit than English. This implicitness was achieved by ellipsis.

Page	English (explicitness)	Dutch (implicitness)
169	Sharing a room with a sibling is often a lot of fun but sometimes a bit of a drag.	Een kamer delen met je broer of zus is best leuk. Maar af en toe...

Table 24: Ellipsis in Dutch translation

Clearly House's earlier findings that English is more implicit are confirmed by the analysis of the texts in the IKEA catalogues. The Dutch catalogue prefers clarification to leaving the interpretation to the reader.

6.6 Dimension 5: Ad-hoc formulation versus verbal routines

House claims, based on her findings, that English makes more use of verbal routines than German. By "verbal routine" House means the use of collocations, fixed expressions and idioms. English and Dutch both have a rich collection of collocations, idioms and fixed expressions, but there are not always equivalent expressions available. This means that in some situations the other language is forced to use what House refers to as an "ad-hoc formulation". An ad-hoc formulation serves to solve a problem and it often involves an interpretation or explanation of the idea expressed by the verbal routine.

Some examples of usage of verbal routines in the English catalogue can be found in table 25.

Page	Dutch (ad-hoc formulation)	English (verbal routines)
14	1, 2, 3 en klaar!	Ready, steady, go
68	Geen zin om te koken?	For the take-away days
80	Limited edition collecties zijn tijdelijk te koop in geselecteerde IKEA vestigingen.	Subject to availability

92	Op je lievelingsplek wil je ook lekker zitten.	Making yourself at home
94	Want juist die apart-en-toch-samen-momenten kunnen heel ontspannend zijn.	Getting the best of both worlds has never been so easy, nor felt so good.
119	Als je ieder je eigen garderobekast hebt, krijg je ook geen gedoe over zijn overhemden en jouw schoenen.	A wardrobe and dressing area divided fairly means you won't cramp each other's style (...)
147	De zon piept al door de gordijnen als jij nog in je zachte bed ligt.	Rise and shine.
172	Winkelen tijdens de koffie.	Shopping over a cuppa
250	(...) PAX en KOMPLEMENT passen altijd bij je kleren en je schoenen.	(...) PAX and KOMPLEMENT are a perfect fit for your clothes, shoes and busy life.
271	Matrassen om mee te nemen.	Ready to roll

Table 25: Verbal routines in English where Dutch uses ad-hoc formulation

There are two different types of situations in which these verbal routines occur. Firstly, IKEA often uses idioms or fixed expressions in the titles at the top of the page, pages 92 ("Making yourself at home"), 147 ("Rise and shine") and 172 ("a cuppa") are examples of this. Dutch has to give a more elaborate description here which has to be incorporated into the text on that page instead of functioning as a title.

Secondly, there are occurrences of fixed expressions and idioms throughout the text for which the translators have used ad-hoc formulations. For example, on page 94 ("Getting the best of both worlds"), 119 ("cramp each other's style) and 250 ("a perfect fit").

What is striking is that in some instances it would have been possible to find a matching equivalent in Dutch for the English counterpart. "Het beste van twee werelden" or "een bakkie" (instead of "a cuppa") would have made perfect sense to a Dutch reader. As I do not have the

base text for these catalogues, I do not know whether these English idioms were already included in the base text or whether they were put in during the translation or editing process. However, it becomes clear that the English text seems to have a preference for using these verbal routines, whereas the Dutch text often chooses to go with an ad-hoc formulation. The use of verbal routines is more prominent throughout the English catalogue than in the Dutch catalogue.

Apart from using more verbal routines, I thought it worth a special mention that English also makes use of punning. The example below shows a reference to a popular rock song included in a pun. The pun itself cannot be translated literally in Dutch, but the translator has come up with the solution of using an expression which carries more or less the same tone, because it is quite colloquial.

Page	Dutch	English
48	Zo bak je er wat van.	Wok this way.

Table 26: Punning in English catalogue

Naturally, Dutch does use verbal routines occasionally, as table 27 shows. However, there are far less examples in Dutch than in English. The preference for ad-hoc formulation in the Dutch catalogue also often leads to longer sentences. At the beginning of this chapter, I suggested that perhaps the ad-hoc formulations would include more descriptive language and more adjectives in particular. This does not seem to be the case, however, for any part of speech.

Page	English (ad-hoc formulation)	Dutch (verbal routines)
3	Helping to create the wonderful every day	Aandacht zit 'm in de details
109	You put it down as you come in, and pick it up as you go out. Easy.	Uit de weg en aan de kant, maar bij de hand als je het nodig hebt.

Table 27: Verbal routines in Dutch where English uses ad-hoc formulation

Finally, there are also occurrences where both English and Dutch use verbal routines that are very similar and could be considered equivalent. This could be an indication of the fact that the base text may indeed already include a number of idioms and expression after all.

Page	English	Dutch
24	The old ways are the best	Net als vroeger.
35	Waste not, want not	Wie wat bewaart, heeft wat.
169	Do not disturb	Niet storen!
231	Private viewing	Een eigen kijk.
269	A decision to sleep on	Slaap er een nachtje over.

Table 28: Similar use of verbal routines in Dutch and English

Now that both translations have been compared and the realisation of House's five dimensions in both English and Dutch has been considered, it is possible to revisit the initial overview that was constructed at the start of this chapter and see what elements characterise each dimension. Later I will also suggest different translation procedures for each of House's dimensions for advertising translations.

7. Incorporating the findings

After analysing both translations, it has become clear that a cultural filter is present in the promotional texts in the Dutch and English IKEA catalogue. The initial overview did not include all the ways in which the dimensions could be realised in English and Dutch so it will have to be adapted.

7.1 General observations

In general, it is safe to say that the Dutch translation is far more direct than the English translation. We have read this in the discussion of the first dimension, but the directness also affects the linguistic choices in other dimensions. Dutch people are often said to be very direct and not beat about the bush during conversations. It appears this applies to written language as well as spoken language. It makes sense, therefore, that Dutch was also found to be more explicit than English during the analysis of dimension 4. Even when there are already photos in the catalogue to illustrate a specific statement, the Dutch catalogue tends to also give an extra written explanation or description.

The English translation, on the other hand, employs the use of verbal routines more. House gives no explanation as to why English would prefer these verbal routines, but it will undoubtedly have something to do with culture and conventions. English did not behave as expected with regard to the orientation on content versus addressees. Contrary to the expectations, the English catalogue was often more focussed on content than the Dutch catalogue. This may be a side-effect of not wishing to come across as too direct.

The initial overview proved a good starting point for identifying the dimensions in the

English and Dutch texts, but now my findings will have to be incorporated into the “toolbox” as well. For the identification of dimension 5, a translator should have extensive knowledge of common collocations, idioms and fixed expressions in both languages since this dimension is realised in the same way for both languages.

7.2 A preliminary set of tools

The table below includes the findings from my research and clarifies how each dimension might be identified in either English or Dutch in promotional texts. It is by no means complete or finished and will logically have to be expanded, built upon or adapted even further after more testing and research.

Dimension	Identifiable in English and Dutch by...
Directness	<ul style="list-style-type: none"> ○ Use of imperative (mostly Dutch) ○ Use of exclamation marks (mostly Dutch) ○ Active voice ○ Questions directed at reader ○ Lexical elements (“Natuurlijk!”, “helemaal niet”) ○ Stating facts (“to be” as copula) ○ Questions directed at reader ○ <i>Dutch IKEA catalogue never uses formal “u”</i>
Indirectness	<ul style="list-style-type: none"> ○ Use of modal verbs ○ Use of modal particles (only in Dutch) ○ Lexical elements (“misschien”, Swan’s “softening expressions”) ○ Gerund in subject position (in English) ○ Passive voice ○ Negative questions (“why not...?”) ○ Conditional clauses
Orientation towards self	<ul style="list-style-type: none"> ○ Use of personal and possessive pronouns “wij”/“we” and “onze”/“our” ○ References to company (“At IKEA”)

Orientation towards other	<ul style="list-style-type: none"> ○ Use of personal and possessive pronouns "jij"/"you", "je" and "jouw"/"your" ○ Directing questions at reader
Orientation towards content	<ul style="list-style-type: none"> ○ Use of articles instead of personal pronouns ○ Placement of products in subject position (Halliday's Theme, Subject, Actor) ○ Presenting the reader with lists ○ Leaving/obscuring out the agent (e.g. by using gerund) ○ Generalizations
Orientation towards addressees	<ul style="list-style-type: none"> ○ Questions directed at reader ○ Use of personal and possessive pronouns "jij"/"you", "je" and "jouw"/"your"
Explicitness	<ul style="list-style-type: none"> ○ Addition of examples ○ Inclusion of extra information (explicitation) ○ Replacing vague terms by concrete descriptions ○ Explicitation by added adjectives and adverbs ○ Adding conjunctions
Implicitness	<ul style="list-style-type: none"> ○ Ellipsis ○ Lack of examples ○ Relying on photos for clarification
Ad-hoc formulation	<ul style="list-style-type: none"> ○ Addition of descriptions ○ Longer sentences
Verbal routines	<ul style="list-style-type: none"> ○ Idioms ○ Fixed expressions ○ Collocations ○ Punning (in English)

Table 29: Checklist for the purpose of identifying House's dimensions in English and Dutch texts

It might be interesting to conduct a similar research as Ten Thije & Pinto have done (as described in section 1.2) to see whether the adaptations for the sake of this cultural filter are actually appreciated by the readers of the IKEA catalogue.

7.3 Proposed translation procedures

Table 29 serves as a checklist for the identification of specific dimensions in English and Dutch texts. However, the next step is to see whether it is possible to suggest translation procedures based on the indicators in table 29. Knowing how to identify a dimension (perception) is not the same as knowing how to realise a cultural filter (production). The translation procedures in table 30 can be used to purposefully create a cultural filter in advertising translations from English to Dutch and vice versa.

For the overview in table 30, I have borrowed from the established model for translation strategies and procedures by Vinay and Darbelnet. Vinay and Darbelnet have carried out comparative stylistic research on the differences between French and English. They have studied and noted differences and eventually identified different translation strategies and procedures. As Munday states “although the model proposed in *Stylistique Comparée* (...) centres solely on the French-English pair, its influence has been much wider. It built on work on French-German translation (...) and inspired two similar books on English-Spanish translation.” (Munday 86). Their esteem is why I have chosen to base my suggestions for translation procedures on their model.

The procedures below have been sorted according to dimension. Some procedures may be used to create more than just one dimension.

Dimension	Translation procedures
Directness	<ul style="list-style-type: none"> ○ Addition of punctuation (exclamation marks, question marks) ○ Transposition/addition of personal pronouns directed at readership ○ Modulation from affirmative to interrogative sentences ○ Modulation from passive to active sentence structure

	<ul style="list-style-type: none"> ○ Modulation to imperative sentence structure (e.g. transposition from modal verb to imperative)
Indirectness	<ul style="list-style-type: none"> ○ Modulation from active to passive sentence structure ○ Modulation to negative sentence structures ○ Transpositions from nouns in subject position to gerund or past participle constructions ○ Transpositions/reversal of terms/modulation to sentence structure with conditional clauses ○ Addition of modal particles in Dutch or modal verbs in English
Orientation towards self	<ul style="list-style-type: none"> ○ Reversal of terms: shifting perspective by means of pronouns (e.g. "you will get a refund" > "we will give you a refund") ○ Including self-references ("branding")
Orientation towards other	<ul style="list-style-type: none"> ○ Reversal of terms: shifting perspective by means of pronouns ○ Transposition/addition of personal pronouns directed at readership ○ Modulation from affirmative to interrogative sentences
Orientation towards content	<ul style="list-style-type: none"> ○ Transposition from personal pronouns to articles ○ Transpositions from nouns in subject position to gerund or past participle constructions ○ Modulation from active to passive, obscuring the agent and placing products and services in focus position
Orientation towards addressees	<ul style="list-style-type: none"> ○ Modulation from affirmative to interrogative sentences ○ Transposition/addition of personal pronouns directed at readership
Explicitness	<ul style="list-style-type: none"> ○ Explicative modulation for concretisation ○ Addition of examples, descriptions and interpretations ○ Addition of conjunctions, adjectives, adverbs (explicitation)
Implicitness	<ul style="list-style-type: none"> ○ Ellipsis ○ Economy: deletion of examples, conjunctions, adjectives

Ad-hoc formulation	<ul style="list-style-type: none">○ Reversal of terms: replacing idioms and fixed expressions by descriptions and interpretations (this includes expansion)
Verbal routines	<ul style="list-style-type: none">○ Adaptation of cultural reference○ Use of equivalent fixed expression in target language○ Reversal of terms: use of idioms, fixed expressions and collocations

Table 30: Suggested translation procedures for the creation of a cultural filter in advertising translations

8. Conclusion

After conducting research into House's dimensions and analysing the Dutch and English IKEA catalogues, a number of conclusions can be drawn and a final product can be presented.

Firstly, the hypothesis that a cultural filter can be found in the Dutch and English IKEA catalogues and that the presence of this cultural filter influences the linguistic choices and vice versa was found to be true. I have also established that it is possible to purposefully create this cultural filter in texts by making certain linguistic choices and using specific translation procedures. The Dutch text was eventually found to be more direct, more explicit and more oriented towards addressees.

Secondly, a set of tools was developed to identify the dimensions in Dutch and English texts. The linguistic elements that are characteristic for the dimensions have been successfully pinpointed and have been collected in a checklist, and a number of procedures has been suggested for the creation of a cultural filter during the translation of texts from English to Dutch and vice versa.

The next step would be to test, complete and adapt this set of tools wherever new research might affect my findings. Perhaps this could even lead to changing House's original model taking into account different text types and functions. Another suggestion I would like to make is the addition of another dimension, preservation of cultural references versus adaptation of cultural references. In my view, the current dimensions do not take into account, for example, specific cultural references: the English catalogue, at one point, makes a reference to Dr Livingstone, an English explorer. In the Dutch catalogue this reference is left out, but analysing this change cannot be done with the help of any of House's dimensions. Although this one

occurrence in the IKEA catalogue might not make the addition of an extra dimension very relevant for the advertising genre, I do believe it is something that may be interesting to research and consider for other text types.

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Appendix I: Contrastive overview of all promotional texts in the English and Dutch IKEA catalogues

English IKEA catalogue	Dutch IKEA catalogue
<p>Slogan: Making every day more wonderful</p>	<p>Slogan: Aandacht maakt alles mooier</p>
<p>Page 3 Helping to create the wonderful every day</p> <p>A smile, a kind word, a twinkle in the eye, all work wonders for making us feel good. Or maybe it's the handy step-stool that brings you and your child closer together. The tray to take your partner a surprise breakfast in bed today, just because. It's the simple things that can help the day to feel extraordinary. To create moments that are special, even though they are part of ordinary, everyday living. We begin this year in and around the kitchen, where there are so many of these heart-warming moments to enjoy. From here, to every other room in your home, you can find ideas to make every day more wonderful.</p>	<p>Page 3 Aandacht zit 'm in de details</p> <p>Het lijken zulke kleine dingen, maar van een gebaar, een complimentje of een knipoog wordt een doordeweekse dag ineens veel mooier. Want aandacht – voor elkaar, voor je kinderen, voor je eten of de wereld om ons heen – maakt álles mooier. Aandacht zit 'm in de details. In die handige opstap waardoor je samen met je kind kan koken. Of in een mooi dienblad waarop je het ontbijt serveert dat je met liefde hebt gemaakt. Als het aan ons ligt, wordt het heel makkelijk om van gewone dagen iets speciaals te maken. We beginnen in en om de keuken. Hier laten we zien hoe je, ook in de rest van je huis, aandacht kan besteden aan de kleine dingen die eigenlijk het allerbelangrijkst zijn.</p>
<p>Page 4 What's in your catalogue</p> <p>News Latest products and future collections, the result of boundless curiosity about life at home.</p> <p>New! Coming soon</p> <p>Ideas Rooms and spaces to inspire with home furnishing ideas for many kinds of activities, tastes and living situations.</p>	<p>Page 4 Zo vind je alles in deze catalogus</p> <p>Nieuws De nieuwste ontwerpen en collecties: het resultaat van eindeloze nieuwsgierigheid voor het leven thuis.</p> <p>Nieuw! Binnenkort</p> <p>Ideeën Kamers die je inspireren met ideeën om je huis in te richten voor verschillende activiteiten en levensstijlen.</p>

<p>Kitchen Food at IKEA Dining Relaxing Organising Bathroom Sleeping</p> <p>Products A small taste of the wide range that you can find at IKEA.co.uk and in your local store.</p> <p>Growing Kitchen accessories Cookware Waste sorting Tableware Dining furniture Lighting Sofas, armchairs Occasional tables Decoration Paper shop Workspace furniture Storage Bedroom furniture, textiles Home textiles Bathroom furniture, accessories Children's products</p>	<p>Keuken IKEA FOOD Eten Ontspannen Opbergen Badkamer Slapen</p> <p>Artikelen Een voorproefje van de enorme collectie die je vindt op IKEA.nl en in de IKEA vestiging bij jou in de buurt.</p> <p>Sierpotten en plantenstandaards Keukenaccessoires Kookgerei Afval scheiden Serviesgoed Eettafels en stoelen Verlichting zitbanken en fauteuils Salon- en bijzettafels Decoratie Papershop Werkplekken Opbergers Slaapkamermeubels en beddengoed Textiel Badkamermeubels en –accessoires Kinderproducten</p>
<p>Page 5 Ways to shop Where to find us and how to buy your home furnishings with confidence.</p> <p>Plan your shopping Returns policy Services Guarantees</p> <p>[symbol: new lower price] You pay even less than before on products with this symbol.</p>	<p>Page 5 Winkelen bij IKEA Praktische informatie over hoe je het makkelijkst je aankopen in huis haalt.</p> <p>Winkelen bij IKEA Ruilen Services Garantie</p> <p>[afbeelding gele vrachtwagen] We bezorgen je aankopen thuis.</p>

<p>Got the app yet? With the IKEA Catalogue app on your phone or tablet, you can get more ideas and inspiration, plus handy tools to help you furnish your home.</p> <ol style="list-style-type: none"> 1. You can download the app, for free, from your usual app store. 2. The orange symbol tells you there's more to see. The grey symbol tells you what it is. [row of symbols] 3. Scan the page to see the extras <p>[image] Video clips – for an in-depth view.</p> <p>[image] Place in your Room – on the app, you can see how furniture might look in your home.</p> <p>[image] Walk in the Room – it's as if you're actually there.</p> <p>You can also find:</p> <ul style="list-style-type: none"> • 360° views of rooms • Image galleries • Quick links to IKEA.co.uk 	<p>⇒ Meer informatie over onze services vind je op pagina 314.</p> <p>Heb je onze app al? Met de IKEA Catalogus app op je smartphone of tablet krijg je nog meer inspiratie – en handige tools om je te helpen met het inrichten van je huis.</p> <ol style="list-style-type: none"> 1. Download de gratis app. 2. De oranje symbolen geven aan dat er meer te zien is. De grijze symbolen vertellen wat je kan zien. [row of symbols] 3. Scan om meer te ontdekken <p>[image] Filmpjes voor een uitgebreider beeld</p> <p>[image] Breng de producten uit de catalogus tot leven en zie meteen hoe het staat in je huis.</p> <p>[image] Loop in de kamer – alsof je er echt bent.</p> <p>Ook in de app:</p> <ul style="list-style-type: none"> • 360° foto's van de roomsettings • Fotoalbums • Snelle links naar IKEA.nl (bold in Dutch version)
<p>Page 6 New! You can see even more of our latest products throughout this catalogue, at IKEA.co.uk and in your local store.</p>	<p>Page 6 Nieuw! Verderop in deze catalogus, op IKEA.nl en in de winkel zie je nog veel meer nieuwe producten.</p>
<p>Page 8 News Coming soon The SINNERLIG collection includes furniture</p>	<p>Page 8 Binnenkort Binnenkort in de winkel</p>

<p>in soft, natural cork and other tactile materials. Coming to your local store from August 2015. See details at IKEA.co.uk</p>	<p>SINNERLIG meubels zijn gemaakt van kurk, een zacht en natuurlijk materiaal dat heel prettig aanvoelt. De tijdelijke collectie staat binnenkort bij jou in de winkel. Hou IKEA.nl in de gaten.</p>
<p>Page 9 SINNERLIG arrives at your local store from August 2015 See details at IKEA.co.uk Ilse, Interior and Product Design, UK "The more virtual our lives become, the more we crave the physical. We used natural materials as they engage our senses and connect us to ourselves, to our feelings and to our homes."</p>	<p>Page 9 De SINNERLIG collectie is binnenkort te koop. Ilse, Interieurdesign, Engeland "Nu ons leven steeds virtueel wordt, krijgen we meer en meer behoefte aan fysieke dingen. Voor deze collectie gebruikten we materialen die je graag wilt aanraken, zodat je weer in verbinding komt met jezelf, je gevoel en je huis."</p>
<p>Page 11 Kitchen A kitchen where food is easy and fun to grow, prepare, cook, serve, taste, store and recycle. One that does what you want, when you want. Where it feels like you can think bigger and bolder. The kitchen that helps you to bring out the full flavor of life, every day of your life. Is it a dream? Only until you make it happen.</p>	<p>Page 11 Keuken Dat zou nog eens wat zijn...Een keuken waarin je kan kweken, wassen, snijden, koken, proeven, opbergen én recyclen. Een keuken die doet wat je wilt, wanneer je dat wilt. Die erom vraagt om te experimenteren. En dat alles dan lukt. Een keuken waarin je je thuis voelt en elke dag geniet. Zo'n keuken. Dat is gewoon een kwestie van doen.</p>
<p>Page 12 "This family gets creative with its rubbish. And in the 'green space', the children grow herbs and tasty veg to learn where their food really comes from." Sietske Store Planning, Sweden</p>	<p>Page 12 "In dit gezin zijn ze heel creatief. In het groene gedeelte kweken de kinderen kruiden en groente en leren ze waar hun eten vandaan komt." Sietske, Store Planning, Zweden</p>
<p>Page 13 In and beyond the kitchen To grow, preserve, reuse and recycle can be wholesome family fun. It also benefits the environment that's outside your kitchen. ⇒ Explore this room at your IKEA store.</p>	<p>Page 13 Verder dan de keuken. Kweken, bewaren, hergebruiken en recyclen – daar kan het hele gezin aan meedoen. Dat is goed voor het milieu in de keuken, maar ook daarbuiten.</p>

<p>Page 14 Ready, steady, go All the ingredients for a complete kitchen, that you can take home today. Plus the pots and dinnerware that go with it.</p>	<p>Page 14 1, 2, 3 en klaar! Je kan alle ingrediënten voor een complete keuken vandaag nog mee naar huis nemen. Inclusief pannen en servies.</p>
<p>Page 16 It revolves around them Always on the go, teens always go via the fridge. So if it's close to where you do your chores, the family can be much more sociable.</p>	<p>Page 16 Pubers denken vaak vooral aan zichzelf. Dat hoort bij de leeftijd. En één ding is zeker; ze weten de koelkast feilloos te vinden – op elk tijdstip van de dag. Als je het fruit daar in de buurt zet, krijgen ze zo misschien ook nog wat vitamines binnen.</p>
<p>Page 18 Downsize without compromise You can make a small city apartment feel highly personal, as well as keeping it totally practical.</p>	<p>Page 18 Kleiner wonen zonder er op achteruit te gaan. Van een klein appartement kan je met wat extra aandacht iets heel praktisch én persoonlijks maken.</p>
<p>Page 20 "Here we've blurred the lines between kitchen, dining room and living room. By combining them in one space you can, potentially, gain a spare room." Manuela Interior Design, Sweden</p>	<p>Page 20 "Hier hebben we de keuken, eetkamer en woonkamer bij elkaar getrokken. Door deze ruimtes met elkaar te combineren hou je extra ruimte over." Manuela, Interior Design, Zweden</p>
<p>Page 21 Space to be a family Cooking, eating, working or just hanging out. Everyone wants to be here, because this kitchen is the new living room. ⇒ Explore this room at your IKEA store.</p>	<p>Page 21 Ruimte voor iedereen. Koken, eten, werken of gewoon even kletsen. Zo doet iedereen zijn eigen ding, maar ben je toch samen.</p>
<p>Page 23 Room to experiment If the kitchen is your culinary laboratory, you can keep it open and flexible, so there's always space for your next scrumptious innovation.</p>	<p>Page 23 Alle ruimte om te experimenteren. Je keuken is ook je culinaire werkplaats. Als je het open en ruimtelijk houdt, heb je altijd plek voor nieuwe ideeën.</p>

<p>Page 24 The old ways are the best Before fridges and freezers, it was vital to know how to preserve food. And it can still come in handy today.</p>	<p>Page 24 Net als vroeger. In het tijdperk vóór de vriezer en de koelkast was het essentieel dat je wist hoe je voedsel moest bewaren. En dat is nu nog steeds handig.</p>
<p>Page 26 Baking is all about having fun and being creative, and sneaking the last bit from the mixing bowl.</p>	<p>Page 26 Bakken is net zo leuk als spelen, het haalt de kunstenaar in je naar boven én het levert lekkere taart op.</p>
<p>Page 27 Inspiring the next bakers Some memories are worth the extra clean-up. Sifting flour, beating the butter and sugar, then licking the spoon. It's all good, messy fun.</p>	<p>Page 27 Herinneringen maken. Je moet een keer extra schoonmaken, maar dat heb je er natuurlijk graag voor over. Want samen bloem zeven, boter snijden, en het glazuur van de lepel likken: dat is onvergetelijk.</p>
<p>Page 28 > pages are different! Upward mobility When you make the most of every last centimetre, all the way to the ceiling, a tiny kitchen seems so much bigger. ⇒ it's a perfect fit for the sink, so washing space can also double as chopping space.</p>	<p>Page 28 Lievellingsspullen. Die zilveren lepeltjes waar je meteen al weg van was, zien er in zo'n bestekbak nog mooier uit. ⇒ Natuurlijk ruim je alles mooi op, ook als jij de enige bent die dat ziet.</p>
<p>Page 30 Learning and growing In urban life, nature can seem far away, especially for kids. Just by growing a few plants indoors, there's an instant connection. ⇒ You can start growing your own celery or other vegetable just from kitchen scraps.</p>	<p>Page 30 Leren en groeien. Als je in de stad woont, lijkt de natuur soms ver weg, zeker voor kinderen. Met een plantenkas in huis hou je contact met de natuur. ⇒ Van tuinkruiden die je overhoudt tijdens het koken kan je nieuwe plantjes kweken.</p>

<p>Page 32 Homegrown goodness Even right in the heart of the city, you can still remind yourself of nature's bounty, and then enjoy eating it.</p>	<p>Page 32 Groen en gezond. Ook midden in de stad kan je je in de natuur wanen- en het dan lekker opeten.</p>
<p>Page 33 "The rooftop is often overlooked but it's a great location for a garden. Just make sure you match up your plants with the proper containers." Winnie Communications & Interior Design, China</p>	<p>Page 33 "Je denkt er misschien niet meteen aan, maar van het dak kan je vaak een prima tuin maken. Zeker als je voor grote bloempotten en –bakken zorgt." Winnie, Communication & Interior Design, China</p>
<p>Page 35 Waste not, want not With decent containers and cunning recipes, tonight's humble leftovers can inspire tomorrow's dinner or a truly gourmet packed lunch.</p>	<p>Page 35 Wie wat bewaart, heeft wat. Met mooie opbergdozen en een paar slimme recepten maak je van eten dat je over hebt een geweldige lunch.</p>
<p>Page 37 Light, late breakfast or long, lively dinner. Your dine-in kitchen can work exactly how you need it to, any day, and any time of day.</p>	<p>Page 37 Doordeweeks ontbijten in je eentje, of in het weekend aan tafel met een stel vrienden. In een eetkeuken kan het – wat voor dag het ook is.</p>
<p>Page 38 Slow-cooking weekend After a busy week comes the chance to put your heart and soul into it and prepare something extra special. However long it takes. ⇒ Flexible and extendable storage means extra prep space whenever you need it.</p>	<p>Page 38 Koken met aandacht. Als je de hele week druk bent geweest, neem je het ervan in het weekend en maak echt iets bijzonders klaar. Hoe lang het ook duurt. ⇒ Met zo'n flexibele opberger kan je altijd extra werkruimte maken als je dat nodig hebt.</p>
<p>Page 40 "Recycling is a great start to a more sustainable life at home. With the right waste sorting containers, it can be easy for everyone." Mario Sustainability, Italy</p>	<p>Page 40 "Afval scheiden is het begin van een duurzamer leven en daar kan je thuis eenvoudig mee beginnen. En met de juiste afvalbakken wordt het helemaal makkelijk." Mario Duurzaamheid, Italië</p>

<p>⇒ Dry, used, coffee grounds at the bottom of the food waste bin helps to absorb and neutralise odours.</p>	<p>⇒ Als je koffiedik goed laat drogen en onderin de afvalbak legt voorkom je vervelende luchtjes.</p>
<p>Page 41 We'll help you get sorted With the right bins and boxes it's a doddle to recycle or reuse the household waste without making a mess.</p>	<p>Page 41 Zo geregeld. Met de juiste bakken en dozen kan je thuis afval scheiden zonder dat het een rommeltje wordt.</p>
<p>Page 42 Learning the classics Traditions disappear unless you hand them down. And that's so much easier to do when your kitchen is bang up to date.</p>	<p>Page 42 Familierecepten. Tradities blijven bestaan als je ze door kan geven. En in een keuken die van alle moderne gemakken is voorzien, is dat zo gebeurd.</p>
<p>Page 43 ⇒ with well-organised storage drawers you can instantly access the mixer, processor or gadgets that you don't need to use every day.</p>	<p>Page 43 ⇒ Met goed ingedeelde keukenlades kan je ook de mixer, de foodprocessor en al die andere dingen die je niet elke dag gebruikt zo vinden.</p>
<p>Page 44 "A small space needn't limit your possibilities. With a modular kitchen system, it's easy to create a design that can fit even the most difficult space." Julia Interior Design Spain</p>	<p>Page 44 "Ook in een kleine ruimte is heel veel mogelijk. Met een modulair keukensysteem kan je voor een krappe keuken een mooi en passend ontwerp maken." Julia, Interior Design, Spanje</p>
<p>Page 45 Communal harmony Designed by you solitaires and stand-alone pieces can brighten up a shared kitchen and help it to work better for everyone, at very little cost. ⇒ Space for yours, mine, ours. And it's easy to see which is which.</p>	<p>Page 45 Met aparte meubels en op zichzelf staande kastjes fris je ook de gezamenlijke keuken van je studentenflat op. Leuker voor iedereen – voor heel weinig geld. ⇒ Ruimte voor jouw spullen, voor mijn spullen, én voor onze spullen. Wel zo makkelijk.</p>
<p>Page 47 Not bigger – just smarter</p>	<p>Page 47 Niet groter – wel slimmer.</p>

<p>Whether you're making dinner for one or for ten, it's not the size of the kitchen that matters, it's how you use it.</p>	<p>Of je nou kookt voor 1 of voor 10 personen – het gaat niet om hoe groot je keuken is, maar hoe slim je die gebruikt.</p>
<p>Page 48 Wok this way For some serious stir-frying, close the door, turn on the fan, turn up the heat and set to with the tasty veg. Feeling peckish?</p>	<p>Page 48 Zo bak je er wat van. Zet de afzuiger aan of de deur open, zorg voor flink hete olie en heel veel verse groente.</p>
<p>Page 51 Eating at IKEA Where good food and drink are to be enjoyed at an appetising price, all day long. Where there are tasty choices for all, whether you're super picky and following a diet, or super hungry and just following your nose. And where you can enjoy a proper family meal as easily as a quick bite on the go. Honest, wholesome fare, made with carefully chosen ingredients and served the way you like it. Welcome to your table at IKEA</p> <p>1. Breakfast £1* Served: 9.30 – 11.00am Breakfast meal</p> <p>2. Lunch £2.20* Served: 11.00 – 2.30pm Lunch meal</p> <p>3. IKEA FAMILY member price Dinner £3.50* Served: 5pm – Close Dinner meal</p> <p>* These prices apply to certain dishes, see in store for details.</p>	<p>Page 51 Kom naar het IKEA Restaurant Bij ons kan je de hele dag goed eten, voor een lekker prijsje. We hebben volop keuze voor iedereen. Dus ook als je heel kieskeurig bent, op dieet ben, of stevige trek hebt. Je kan hier uitgebreid eten met je hele gezin, maar ook even gaan zitten voor een tussendoortje. Eerlijk, gezond en met aandacht gemaakt met alleen de beste ingrediënten – dat is eten bij IKEA.</p> <p>1. Ontbijt voor 1,- Van maandag t/m zaterdag van 9 tot 10.30 uur*</p> <p>3. Lunch voor 3,- Van maandag t/m zaterdag van 11 tot 14 uur</p> <p>5. Diner voor 5,- Van maandag t/m zaterdag vanaf 17 uur tot sluitingstijd van het restaurant</p> <p>* IKEA Amsterdam maandag t/m zaterdag van 9.30 tot 10.30 uur IKEA Delft maandag t/m vrijdag van 9 tot 10.30 uur IKEA Barendrecht ook op zondag van 11 tot 12 uur</p>
<p>Page 52 David Food Design, Sweden</p>	<p>Page 52 David, Chefkok, Zweden</p>

<p>“More than just meatballs” Whatever flavours you love, we want you to enjoy a meal that’s both delicious and nutritionally balanced, made with care from good ingredients. New dishes using veggie balls or chicken balls, not to forget our traditional Swedish-style meatballs, give you more tasty choices for every appetite, each time you visit.</p> <p>Swedish meatballs £3.80 / 10 pcs The traditional Swedish meatball meal includes potato, lingonberry jam and cream sauce. Why not try making it at home, too?</p>	<p>“Meer dan Zweedse balletjes” Bij IKEA doen we ons best om lekker én gezond voor je te koken, waar je ook van houdt. Dankzij onze nieuwe gerechten, zoals vegetarische balletjes en kipballetjes, heb je nog meer keuze – elke keer dat je bij ons bent.</p> <p>Zweedse balletjes 3.99 / 10 st.* Bij traditionele Zweedse balletjes eet je aardappelpuree, vossenbeddencompote en roomsaus. Ook verkrijgbaar bij de Swedish Food Market; lekker om thuis klaar te maken.</p>
<p>Page 53 Good food for little gourmets You can order half portions of meals at half the price, for children up to age 13. Organic baby food is FREE with any adult meal.</p> <p>New Veggie balls £3.50 / 10 pcs Veggie balls do not contain any animal ingredients.</p> <p>New Chicken balls £3.80 / 10 pcs Chicken balls do not contain any lactose or gluten in the recipe.</p>	<p>Page 53 Ook voor kleine eters Voor kinderen tot 13 jaar kan je ook halve porties bestellen. En dan betaal je natuurlijk ook maar de helft. Biologische babyvoeding krijg je gratis bij een maaltijd voor volwassenen.</p> <p>Nieuw Vegetarische balletjes 3.99 / 10 st.* Een lekker alternatief als je geen of wat minder vlees wilt eten.</p> <p>Nieuw Kipballetjes 3.99 / 10 st.* Ook deze balletjes vind je in de Swedish Food Market.</p> <p>* Bij IKEA Delft kan het aanbod anders zijn.</p>
<p>Page 54 Tasty, sustainable and great value</p>	<p>Page 54 Lekker, duurzaam en betaalbaar Zalm is een heerlijke en betaalbare bron van proteïnen, vitaminen en onmisbare omega 3-</p>

<p>Salmon is a delicious and affordable way to get your protein, vitamins and vital omega-3 fatty acids.</p> <p>And you can be sure that the salmon comes from a farm that has been independently certified to Aquaculture Stewardship Council (ASC) standards for responsibly farmed seafood. To be ASC-certified, a fish farm must reach high standards of environmental and social responsibility.</p> <p>We work closely with our suppliers and other organisations to raise food standards and to put sustainability at the heart of our business. So that you can just focus on the yummy flavours.</p> <p>⇒ Salmon is a delicious source of the omega-3 fats that are essential for a healthy body.</p> <p>Salmon dish £5.95 Tender salmon fillet with hollandaise sauce, herbed potatoes and green beans.</p>	<p>vetzuren. Natuurlijk komt onze zalm alleen van viskwekerijen en met een ASC-certificering, de Aquaculture Stewardship Council voor verantwoord gekweekte vis.</p> <p>Een viskwekerij krijgt zo'n certificering pas als er aan strenge maatschappelijke en milieueisen is voldaan. Omdat duurzaamheid bij ons vooropstaat, werken we nauw samen met onze leveranciers en diverse organisaties om de kwaliteit van het voedsel te verhogen en het welzijn van dieren te verbeteren. Zo kan jij écht genieten van de smaak.</p> <p>⇒ Zalm is een heerlijke bron van omega 3-vetzuren die essentieel zijn voor een gezond lichaam.</p> <p>Gerecht met zalmfilet 6.99 / st. Zalmfilet met hollandaise saus, aardappels en sperziebonen.</p>
<p>Page 55 Serving soon There are always new tastes to try at your IKEA store. Here's a mouthwatering preview of some new food and drink that's coming soon.</p> <p>Arriving soon! For more details, please check the menu in your local store.</p> <p>Annika Food Development, Sweden "We're always looking for the right balance of good ingredients so that you can enjoy healthier menu choices that are still full of flavour. Even though it tastes nicely indulgent, you shouldn't have to strain either your waistband or your wallet."</p>	<p>Page 55 Binnenkort in ons restaurant Er is in onze restaurants altijd iets nieuws te proeven. Hier krijg je alvast een watertandend lekker voorproefje van onze nieuwe drankjes en gerechten.</p> <p>Vanaf dit najaar op het menu van de IKEA vestiging bij jou in de buurt.</p> <p>Annika, Productontwikkeling IKEA FOOD, Zweden "We zoeken altijd naar de juiste balans van goede ingrediënten. Daardoor staan er nu nog gezondere gerechten op het menu die net zo lekker smaken. En natuurlijk is al dat lekkers bij ons geen aanslag op je budget."</p>

<p>Page 57 Dining That looks great. Taking time, sharing the day's dramas and funny stories. Evenings that extend into the night, a table that extends to welcome extra friends, and extra helpings. Or just quiet cups of coffee, as we sit talking work and play, life and love. After all, isn't the way to a man's heart through his stomach?</p>	<p>Page 57 Aan tafel Dat ziet er geweldig uit. Jullie hebben alle tijd om samen de dag door te nemen. Wat was het leukst vandaag? Wat het minst? Deze avond kan niet meer stuk. Ondertussen maak je ruimte voor een extra gast of een extra gang. En je geniet in stilte van je koffie als de rest vertelt. Wat een voldaan gevoel.</p>
<p>Page 58 ⇒ You can make your own storage bench from kitchen modules with comfy cushions on top.</p>	<p>Page 58 ⇒ Je kan eigen opbergbank maken van keukenkasten met comfortabele kussens erop.</p>
<p>Page 59 Room for one more? Of course. With a bit of clever thinking, your small dining space can be a warm and welcoming spot for all your supper-club guests.</p>	<p>Page 59 Past er nog iemand bij? Natuurlijk. Met wat slimme oplossingen maak je van je kleine eetkamer een warme plek om al je vrienden te ontvangen.</p>
<p>Page 61 Forward thinking Taking just a few minutes to set the table and prepare breakfast the night before, gives you more time to enjoy the start of your day together.</p>	<p>Page 61 Vooruitdenken. Als je 's avonds een paar minuten neemt om de ontbijttafel te dekken, kan je de volgende ochtend veel rustiger ontbijten.</p>
<p>Page 62 Just happy to be together Big family dinners really don't have to be a major production. A few tasty dishes to share, a casual setting. Everybody sit back and feel the love.</p>	<p>Page 62 Gezellig met zijn allen. Een familiediner is helemaal niet veel werk. Met een paar gerechten die je kan delen en een goede sfeer komt de gezelligheid vanzelf.</p>
<p>Page 65 Your anytime table From early morning to late at night, it all happens here. Mealtimes are just one of the many jobs it can handle, too.</p>	<p>Page 65 De maakt-niet-uit-hoe-laet-het-is-tafel. Van ontbijt tot bedtijd – aan deze tafel gebeurt het. Eten, even je mail checken, de krant lezen met een kop thee of koffie, bijkletsen met vrienden en familie.</p>

<p>⇒ A table that's the right size for a normal day, but can increase when the number of guests does.</p>	<p>⇒ Deze tafel heeft precies de juiste maat op een doordeweekse dag. En hij kan groeien als er mensen komen.</p>
<p>Page 66 Extra-curricular activity With two tables to make a larger one, you get plenty of space to spread out your work and serve up a delicious spread. Or do both together.</p>	<p>Page 66 Soms is het net een bureau. Van twee tafels kan je één grote maken. Zo kan je lekker breeduit werken. Of eten. Of allebei.</p>
<p>Page 67 ⇒ To save them hogging your floor space, you can store your spare chairs on the wall instead.</p>	<p>Page 67 ⇒ Om ruimte te besparen kan je klapstoelen ook aan de wand hangen.</p>
<p>Page 68 For the take-away days When nothing else will do. Amazingly it tastes even better on your favourite dinnerware.</p>	<p>Page 68 Geen zin om te koken? Soms wil je gewoon wat halen. En echt, als je afhaaleten op je lievelingsservies serveert, smaakt het nog beter.</p>
<p>Page 69 ⇒ With condiments, cutlery and napkins ready and waiting, all that's left for you to do is sit down and tuck in.</p>	<p>Page 69 ⇒ Zorg voor wat smaakmakers, bestek en servetjes in de buurt. Dan kan jij vast naar bed en kunnen laatkomers toch lekker eten.</p>
<p>Page 70 The big presentation When the table setting looks this beautiful, the food can never disappoint. So it can be worth the effort to make every detail just so.</p>	<p>Page 70 Aandacht voor de presentatie. Als je de tafel zo mooi dekt, kan het eten eigenlijk niet meer tegenvallen. Het is echt de moeite waard om daar aandacht aan te besteden.</p>
<p>Page 72 No need to book a table Sometimes food just tastes better when it's eaten from your lap, while you can chill out on the rug or the sofa.</p>	<p>Page 72 Aan tafel eten hoeft niet. Soms is het gewoon lekkerder om je bord op schoot te nemen en op de bank te blijven zitten.</p>

<p>Page 73 ⇒ If you drop a morsel or two? A wipe-clean sofa or one with a washable cover solves that little worry.</p> <p>⇒ If you like to eat from here, you could even keep the cutlery here, too.</p>	<p>Page 73 ⇒ Geknoeid? Op een bank met een wasbare hoes is dat natuurlijk helemaal geen probleem.</p> <p>⇒ Als je vaker op de bank eet, kan je hier net zo goed wat bestek opbergen.</p>
<p>Page 74 Why don't we eat outside The sun's out. No need for a special occasion. With a few tables and chairs, tasty food and friendly neighbours, who'd want to be anywhere else but here?</p>	<p>Page 74 Schijnt de zon? Dan eten we buiten! Waarom zou je wachten? Met een paar tafels en stoelen, lieve buren en lekker eten wordt het altijd een mooie middag.</p>
<p>Page 76 Who needs a style guru? What looks and feels good to you is all that really counts. Things that evoke favourite memories. Others that create happy new ones.</p>	<p>Page 76 Interieurstylist, hoezo? Als jij het mooi vindt, dan is dat het ook. Omdat het herinneringen oproept bijvoorbeeld, of omdat je die ermee kan maken.</p>
<p>Page 77 Just setting the table Or are you setting the whole scene? The principle is much the same. If you like playful and unexpected, there's no need to hide it.</p>	<p>Page 77 Dek je de tafel? Leef je dan helemaal uit. Maak het net zo speels en verrassend als je zelf wilt.</p>
<p>Page 78 Subtle and understated A collection of items you fell in love with. To turn the focus on what you serve, just as much as how you serve it.</p>	<p>Page 78 Stijlvol en ingetogen. Met bescheiden servies gaat alle aandacht uit naar wat je hebt klaargemaakt.</p>
<p>Page 79 Simply stunning All very individual and very carefully chosen to showcase your elegant, and interestingly eclectic taste.</p>	<p>Page 79 Het zit 'm in de kleine dingen. Je kiest alles met zorg uit, besteedt aandacht aan de kleine details. Helemaal jouw smaak.</p>
<p>Page 80 Coming soon Natural materials such as acacia, stone, glass and cotton. The SITTNING collection will</p>	<p>Page 80 Binnenkort in de winkel Voor de SITTNING collectie gebruikten we alleen natuurlijke materialen zoals acacia,</p>

<p>come to your store from September 2015 for a limited time only*. See details at IKEA.co.uk</p> <p>* Subject to availability</p>	<p>steen, glas en katoen. De serie is slechts tijdelijk verkrijgbaar – kijk voor meer informatie op IKEA.nl</p> <p>⇒ Limited edition collecties zijn tijdelijk te koop in geselecteerde IKEA vestigingen. Kijk voor de details op IKEA.nl</p>
<p>Page 81 Sigridur Range Development, Sweden "It's all about framing the food as much as the moment. When we share something more than a meal. To make it effortless and beautiful, in a casual, warm and inviting way."</p>	<p>Page 81 Sigridur, Collectie-ontwikkeling, Zweden "Met deze serie zorg je voor een prachtige omlijsting van je gerechten én van de dag. Want als je aan tafel zit, deel je veel meer dan eten alleen. Met extra aandacht voor bijvoorbeeld glas en servies wordt samen eten nog gezelliger."</p>
<p>Page 83 Relaxing Laid back and loving it. A place to tune out or to tune in, depending on your mood. Often together, and sometimes on your own, this is both our entertainment complex and our quiet retreat. An uplifting space that calms us down and cheers us up, eases away any stress of the day and lets us find ourselves. And if we just want to have fun, it's never far away.</p>	<p>Page 83 Ontspannen Zo, eindelijk, even helemaal niks. Alleen aandacht voor elkaar. Of voor niemand anders dan jezelf. Hier kan je samen zijn of je afsluiten voor de rest. Een plek waar je bij kan komen en de stress van je afglijdt, zodat je weer helemaal tot jezelf komt. En het mooie is, als je er genoeg van hebt, zit je zo weer in de reuring.</p>
<p>Page 85 Who wants to play chase? Rounded corners and soft textiles make for more fun.</p>	<p>Page 85 We gaan nú circusje spelen! En dat kan natuurlijk overal, ook in de woonkamer.</p>
<p>Page 87 A perfect partnership He likes firm, you prefer soft and giving. Live happily ever after with one of each.</p>	<p>Page 87 Wat een goed compromis. Hij wil iets stevigs maar jij wilt erin kunnen wegzakken. Zo heb je allebei je zin en leven jullie nog lang en gelukkig.</p>
<p>Page 88 Happiness is... A super comfy sofa bed, a few side tables and a decent Wi-Fi connection.</p>	<p>Page 88 Geluk is... een super comfortabele slaapbank, een paar bijzettafels en een razendsnelle wifi-verbinding.</p>

<p>Page 89 ⇒ Castors mean you can easily change your set-up but here's a convenient spot to leave your glass of water at night.</p>	<p>Page 89 ⇒ Dankzij de wieltjes heb je de opstelling zo veranderd. Zoals alles nu staat, is er naast je bed plek voor een glas water.</p>
<p>Page 90 Get your (board) game on Devices are banished from games night with a comfy seat, and room for the snacks, everyone's happy, whichever way the dice roll.</p>	<p>Page 90 Jij bent aan zet. Op spelletjesavond mogen telefoons en tablets niet meedoen. Met een mooie zithoek én plek voor alle hapjes is iedereen gelukkig tot de laatste zet.</p>
<p>Page 91 ⇒ Two tables are better than one. Because sometimes you need a big table and sometimes you don't .</p>	<p>Page 91 ⇒ Twee tafels in plaats van één. Want de ene keer heb je hier meer ruimte nodig en de andere keer niet.</p>
<p>Page 92 Making yourself at home, in the heart of the home Why does everyone gravitate towards the kitchen? Maybe because it's cosy, and comfy. ⇒ A soft seat to snuggle up on. Or if the chat runs on into the early hours, ideal for a snooze.</p>	<p>Page 92 Op je lievelingsplek wil je ook lekker zitten. Of je nou vrienden over de vloer hebt of een spelletje doet met je kinderen – iedereen zit het liefst in de keuken. ⇒ Hier zit je lekker en je kan er ook slapen – als het ineens toch heel laat wordt.</p>
<p>Page 94 So far, so good Just close enough to screen share if you want to, far enough apart to do your own thing. Getting the best of both worlds has never been so easy, nor felt so good. ⇒ Tangle-free and totally under control, computer cables are simply no longer an issue.</p>	<p>Page 94 Samen en toch je eigen ding. Kijk je meer naar je scherm dan naar elkaar? Is helemaal niet erg. Want juist die apart-en-toch-samen-momenten kunnen heel ontspannend zijn. ⇒ Weg met die kabels, want je kan beter over je woorden dan over de snoeren struikelen.</p>
<p>Page 95 ⇒ When you go modular, you have lots of possibilities to indulge your desire for change.</p>	<p>Page 95 ⇒ Met losse elementen heb je eindeloos veel mogelijkheden en kan je net zo vaak veranderen als je wilt.</p>

<p>Page 96 ⇒ Take your fruit juice on a trolley and give your creative juices a well-earned rest.</p>	<p>Page 96 ⇒ En als je even een pauze neemt, rol je dit kastje (en je kop thee) gewoon mee.</p>
<p>Page 97 Ebb and flow Stem the tide for five minutes, and go to your happy place to rest and replenish the well of ideas.</p>	<p>Page 97 Het komt wel. Lukt het even niet meer? Ga dan lekker zitten en de ideeën komen vanzelf weer.</p>
<p>Page 98 ⇒ A desk behind the sofa lets you get some work done and supervise proceedings in total comfort.</p>	<p>Page 98 ⇒ Met een bureau achter de bank kan je werken en tegelijkertijd iedereen een beetje in de gaten houden.</p>
<p>Page 99 The zone home Your work, their play, your films, their games. It's a room to enjoy each other's company, and your own personal space.</p>	<p>Page 99 Je eigen plek. Met een privéplek, een werkplek, een speelplek en een tv-plek is dit letterlijk een woonkamer.</p>
<p>Page 100 ⇒ More people than chairs? Plump up the pillows and pile in.</p>	<p>Page 100 ⇒ Meer mensen dan stoelen? Pak een kussen!</p>
<p>Page 101 The big attraction It's not the size of your space that makes friends and family love to hang out with you. It's the welcoming, no-fuss comfort (and dazzling host). ⇒ how does a footstool become a table? With a little help from a tray.</p>	<p>Page 101 Een hoekje is genoeg. Het gaat er niet om hoeveel ruimte je hebt – als het knus is en gezellig, blijven je vrienden ook lang zitten. ⇒ Met een dienblad maak je van een voetenbank een tafel.</p>
<p>Page 102 ⇒ Blend seamlessly with the great outdoors using versatile pieces in natural materials.</p>	<p>Page 102 ⇒ Staat door het gebruik van natuurlijke materialen prachtig bij de meubels en planten op je balkon of terras.</p>
<p>Page 103 A living room outdoors</p>	<p>Page 103 Een woonkamer – maar dan buiten.</p>

<p>Is there any living room better than Mother Nature's? A place where you can relax with a book in the afternoon sunshine or enjoy a nightcap under the stars.</p>	<p>Is er een mooiere woonkamer dan de natuur? Een plek waar je 's middags in de zon helemaal op kan gaan in je boek of 's avonds onder de sterren nog een drankje drinkt.</p>
<p>Page 104 New! You can see more of our very latest products throughout this catalogue, at IKEA.co.uk and in your local store.</p>	<p>Page 104 Nieuw! Verderop in deze catalogus zie je nog meer nieuwe producten. Op IKEA.nl en in de winkel vind je alles.</p>
<p>Page 106 Coming soon Games and puzzles to help children learn, develop and play. The LATTJO collection comes to your local store from November 2015 See details at IKEA.co.uk</p>	<p>Page 106 Binnenkort in de winkel Spelletjes en puzzels die kinderen helpen met spelen, leren en groeien. De LATTJO collectie is in de loop van dit jaar verkrijgbaar bij de IKEA vestiging bij jou in de buurt – kijk voor meer informatie op IKEA.nl</p>
<p>Page 107 Nicolas Products Development, Sweden "Playing is just as good for grown-ups as for kids. With LATTJO we want to encourage more play together. Exploring new worlds, new games, beyond language as well as generations."</p>	<p>Page 107 Nicolas, Productontwikkeling, Zweden "Spelen is ook voor veel volwassenen heel leerzaam. Met de LATTJO serie kunnen kinderen en hun ouders samen spelen. Want nieuwe dingen ontdekken overstijgt taal en leeftijd."</p>
<p>Page 109 Organising You know exactly where you left it. Purse, keys, scarf, hat, cuddly toy. You put it down as you come in, and pick it up as you go out. Easy. It keeps the coming and going running smoothly, and speeds things up. Shelves and boxes, hooks and hangers are the unsung heroes, saving time and showing life who's in control. It's multi-tasking made easy.</p>	<p>Page 109 Opbergen Zo! Alles op z'n plek. Uit de weg en aan de kant, maar bij de hand als je het nodig hebt. Klink dat niet geruststellend? Hier loopt alles en iedereen elke dag weer in en uit. Maar met deze wandkastjes, haken en opbergdozen blijft het opgeruimd en vooral overzichtelijk. Dat scheelt al met al enorm veel tijd.</p>
<p>Page 110 Running like clockwork A well planned high traffic area means no jam, and quicker exits. Unless he just wants to play a little longer.</p>	<p>Page 110 Dat loopt gesmeerd. Met een slim ingedeelde hal hou je opstoppingen buiten de deur.</p>

<p>⇒ when corners are covered you're less likely to be delayed a bumped forehead.</p>	<p>⇒ Als je scherpe hoeken afdekt, doet stoten minder pijn.</p>
<p>Page 111 ⇒ you can sort it later. A drop-off point for laundry by the door works wonders when they come in mucky from the park.</p>	<p>Page 111 ⇒ Sorteren komt later wel. Met een ton waar je bij de deur al gymspullen, je regenjack of paraplu in kan doen, hou je de hal opgeruimd.</p>
<p>Page 112 ⇒ You can add interest and effect by combining pieces in a row of different heights. ⇒ A clothes rack that lets you choose its height means more options for how you use it.</p>	<p>Page 112 ⇒ Als je de hangers met elkaar combineert en op verschillende hoogtes monteert, ziet het er nooit saai uit. ⇒ Een kledingrek waarvan je de hoogte kan aanpassen – handig voor lange jassen.</p>
<p>Page 113 No hallway, no problem You can create the function of one without losing the look of your elegant room. ⇒ For the piles of shoes, post, gym gear or whatever else gets dropped by the door.</p>	<p>Page 113 Geen hal? Geen probleem. Met een kastje of een stoel voelt het wel als de entree. ⇒ Voor de schoenen, sportspullen en al die andere dingen die je bij de deur neerzet.</p>
<p>Page 114 ⇒ With directed light that shines into the wardrobe when you open the door, you'll never mistake black for navy again.</p>	<p>Page 114 ⇒ Met gericht licht dat op je kleren schijnt als je de deur opendoet, haal je zwart en donkerblauw nooit meer door elkaar.</p>
<p>Page 115 A silent "I love you" There's no need to wake your blissfully sleeping partners while you get ready to leave in the morning. ⇒ You can use curtains or textiles to create a "wall" between the bed and wardrobe, and stop getting dressed in the dark.</p>	<p>Page 115 "Ik hou van jou" zonder woorden. Als je 's morgens opstaat, doe je heel zachtjes zodat je lief kan blijven slapen. ⇒ Met gordijnen of textiel tussen de kast en het bed hoef je je niet meer in het donker aan te kleden.</p>
<p>Page 116 Smart dresser Lots of clothes, not a lot of room?</p>	<p>Page 116 Om jaloers op te worden.</p>

<p>Baskets and boxes, hangers and hooks can turn the tables on a tight space, with a well-organised wonderwall.</p> <p>⇒ Pieces made of untreated wood are just begging for you to put your own stamp on them.</p>	<p>Geen ruimte voor een inloopkast? Als je de deuren van de garderobekast gebruikt, heb je ook een fantastische kleedruimte.</p> <p>⇒ Meubels van onbehandeld hout maak je met verf of lazuur net zo mooi als je zelf wilt.</p>
<p>Page 117</p> <p>⇒ With the doors left open and put to use, you'll be able to show off even more of your favourite things.</p>	<p>Page 117</p> <p>⇒ Laat de deuren open én maak er slim gebruik van – dan kan je nog meer lievelingsspullen laten zien.</p>
<p>Page 119</p> <p>An equal partnership A wardrobe and dressing area divided fairly means you won't cramp each other's style, or be late for work.</p>	<p>Page 119</p> <p>Eerlijk is eerlijk. Als je ieder je eigen garderobekast hebt, krijg je ook geen gedoe over zijn overhemden en jouw schoenen.</p>
<p>Page 120</p> <p>Re-thinking your rooms One room could be a shared family wardrobe and clothes-care area. It makes sorting out laundry a lot easier, and tidied away.</p> <p>⇒ Kids can find their own things more easily when the clothes storage is open and divided.</p>	<p>Page120</p> <p>Deel je kamers anders in. Als je van één kamer een garderobekast voor het hele gezin kan maken, ben je veel sneller klaar als je de was hebt gedaan.</p> <p>⇒ In een open kast zien je kinderen hun kleren meteen liggen en kunnen ze er sneller bij.</p>
<p>Page 121</p> <p>⇒ Hooks are the superheroes of organising.</p> <p>⇒ Soft filtered light through a gauzy curtain creates an atmosphere of calm, and a bit of privacy if you are getting dressed here.</p>	<p>Page 121</p> <p>⇒ Opruimen? Je kan eigenlijk niet zonder haken.</p> <p>⇒ Er zijn nou eenmaal dagen dat je er iets minder fantastisch uitziet – met vitrage voor de spiegel zie je daar niets van.¹</p>

¹ It seems the translator has not understood the photo in the catalogue.

<p>Page 122 ⇒ Storage low down for their stuff keeps the kids safe and your things safe from them.</p>	<p>Page 122 ⇒ Als je de speelgoedopbergers op de onderste plank bewaart, klimmen je kinderen ook niet zo snel in de kast.</p>
<p>Page 123 A place for everything and everything in its place If your living room is more like an “everything room”, clever storage is your closest ally.</p> <p>⇒ With the addition of floor to ceiling curtains, you can transform a wall into a closet.</p>	<p>Page 123 Een plek voor alles en alles op zijn plek. Als je woonkamer eigenlijk een hier-doen-we-alles-kamer is kan je eigenlijk niet zonder slimme opbergers.</p> <p>⇒ Met een zelfgemaakt gordijn van plafond tot vloer maak je een aparte kast in de kamer.</p>
<p>Page 124 His room is his kingdom It’s fine to let him organise his things his own way, even if it doesn’t make sense to anyone else.</p> <p>⇒ On bulletin boards he can organise, save and display whatever he finds inspiring right now.</p>	<p>Page 124 Zijn kamer is zijn domein. Dus laat hem zijn spullen gewoon opbergen op zijn manier. Ook als je dat niet logisch vindt.</p> <p>⇒ Alles wat je nú mooi en inspirerend vindt laat je zien op een prikbord.</p>
<p>Page 125 ⇒ Turn organising into a game and maybe you’ll never have to nag him to clean his room. You may even get to join in.</p>	<p>Page 125 ⇒ Als je van opruimen een spelletje maakt, hoor je nooit meer iemand klagen (we geven daar alleen geen garantie op).</p>
<p>Page 126 A camouflaged TV screen So you have plenty of nice things to enjoy alongside your favourite programmes.</p> <p>⇒ When creatively arranged, storage becomes decoration.</p> <p>⇒ Store things out of sight, but right where you need them.</p>	<p>Page 126 De tv is verdekt opgesteld. Want je kamer wordt mooier als je het focuspunt verlegt.</p> <p>⇒ Als je de kastjes mooi over de wand verdeelt worden ze vanzelf onderdeel van je interieur.</p> <p>⇒ Waar je minder mooie dingen bewaart? Uit het zicht!</p>

<p>Page 128 Slay your clutter If you clear the decks and keep control, your mind can be free to focus on your game.</p>	<p>Page 128 Dag rommell! Zonder al die spullen – die je alleen maar afleiden – zit je veel lekkerder en kan je écht relaxen.</p>
<p>Page 129 ⇒ Stock up a trolley with snacks to save you trips back and forth to the kitchen. ⇒ Sometimes getting organised is as simple as closing a door.</p>	<p>Page 129 ⇒ Zet de roltafel vol lekkere dingen en je hoeft niet op en neer te lopen naar de keuken. ⇒ Soms hoef je alleen maar een deurtje dicht te doen en je hebt opgeruimd.</p>
<p>Page 130 The elusive work/life balance Two territories, one space. Dividing home, from home office can help you to focus fully on what you're supposed to be doing.</p>	<p>Page 130 Die perfecte balans tussen werk en privé. Als je de plek waar je werkt heel anders maakt dan de rest van je huis, kan je echt werken – zonder dat je eerst de was gaat doen.</p>
<p>Page 133 Bathroom Come on ducky! Do your bathing belles enjoy splashing about instead of doing as they are asked (like hurrying up)? When everyone's towels and toothbrushes, shampoos and shower gels are handily stashed and ready to roll, bathroom time goes swimmingly, with time to spare for a bit of fun.</p>	<p>Page 133 Badkamer Ha!... Een nieuwe dag, zónder dat het een race tegen de klok wordt. Want als alle handdoeken, tandenborstels, flessen, doekjes, smeersels – en de rest – liggen waar ze horen te liggen, hou je tijd over. Laat je kinderen nog even spetteren. Vanavond als ze in bed liggen, veeg je alles in een keer schoon.</p>
<p>Page 134 ⇒ Shower time can be more efficient with everyone's stuff neatly divided and kept in their very own spot.</p>	<p>Page 134 ⇒ Als iedereen een eigen mand voor badkamerspullen heeft kan je efficiënt douchen.</p>
<p>Page 135 A rush hour to enjoy A regular routine doesn't have to be dull. Everything easy to find equals time to chat or play as you all get ready for the day.</p>	<p>Page 135 Genieten van het spitsuur. Met een strak ochtendritueel is iedereen op tijd klaar voor een nieuwe dag. En dat kan ook leuk zijn.</p>

<p>⇒ If their stuff is stored lower down, the kids can reach it easily and be more independent.</p>	<p>⇒ Als je hun spullen onderin opbergt, kunnen kinderen er makkelijk bij. Helemaal zelf.</p>
<p>Page 136 It's just a phase With free reign of the guest bathroom, your teen can experiment with new looks for her hair, whilst staying out of yours.</p> <p>⇒ Spotlights can brighten up an otherwise dark nook.</p>	<p>Page 136 Het is maar een fase. Met een eigen plek in de badkamer kan je puber experimenteren met make-up zonder dat jij je spullen kwijt bent.</p> <p>⇒ Met spots maak je een donkere hoek gezellig.</p>
<p>Page 138 ⇒ Using beautiful, hand-crafted dividers made with durable, pliable material gives you extra organisational jiggle room.</p>	<p>Page 138 ⇒ Met mooie, handgemaakte opbergmanden van duurzaam en soepel materiaal deel je de lade in zoals je zelf wilt.</p>
<p>Page 139 Go ahead, take a peek in our cabinet When every detail has been painstakingly chosen, it would be a shame not to show it off.</p>	<p>Page 139 Aandacht maakt ook je badkamer mooier. Als je over elk detail hebt nagedacht, is het fijn als je dat ook ziet.</p>
<p>Page 140 ⇒ If you hang wet clothes to dry out first, they won't go musty in the laundry basket.</p> <p>⇒ Avoid the pitfalls of only lighting from above. For the best view, you need even light directed toward your face.</p>	<p>Page 140 ⇒ Als je natte kleren eerst te drogen hangt, worden ze niet muffig in de wasmand.</p> <p>⇒ Alleen licht van boven? Met gelijkmatig licht in de richting van je gezicht ziet je er veel beter uit.</p>
<p>Page 141 Soaked to the skin? Your wet room becomes a drying room, with the right hooks, hangers and storage, so it's all a walk in the park.</p>	<p>Page 141 Niets zo lekker als buiten zijn. Maar je maakt de ruimte waar je schoon wordt natuurlijk niet vies met je modderige wandelschoenen en je natte jas.</p>
<p>Page 142 What's ours is ours, but what's mine if mine Sharing with flatmates? Peaceful cohabitation comes from clear communication, respect, a marker pen and maybe a lock or two.</p>	<p>Page 142 Dat is van jou, dat is van mij en dat is van ons. Heb je huisgenoten? Met heldere communicatie, met respect – en misschien 1 of 2 sloten – hou je het gezellig.</p>

<p>Page 143 ⇒ Rods are fantastic for giving maximum storage possibilities while taking up a minimum amount of space.</p> <p>“Structured storage helps keeps the bathroom clean and tidy and makes it easy to find what you’re looking for. Even with your eyes half closed in the morning.” Andreas Sales Department, Austria</p>	<p>Page 143 ⇒ <i>the rods are not mentioned in the Dutch catalogue.</i></p> <p>“Met goed gestructureerde opbergruimte hou je de badkamer schoon en netjes en kan je altijd alles vinden wat je zoekt – zelfs als je slaperig bent.”</p> <p>Andreas, verkoopmedewerker, Oostenrijk.</p>
<p>Page 144 Reflect your personality Even if the bathroom is the smallest room in your home, it’s a great place to show your own sense of style.</p>	<p>Page 144 Stijl boven functie. Als de badkamer de kleine ruimte in je huis is, pak je hier groots uit met stijl.</p>
<p>Page 145 ⇒ Not everything in a bathroom needs to be purely practical. There’s room for purely pretty, too, in the wonderful every day.</p>	<p>Page 145 ⇒ Niet alles in je badkamer hoeft praktisch te zijn. Met een plek voor een paar mooie spullen laat je zien wie je bent.</p>
<p>Page 147 Sleeping Rise and shine. Nestled in comfy fabrics, a good morning kiss from the sun, streaming in through your window. Batteries recharged, body and mind refreshed, the eyes open slowly, and smile at the day. Perhaps just a few more moments of snoozing, snuggled up in those cosy covers. Are you absolutely 100% sure it isn’t the weekend? Oh well...</p>	<p>Page 147 Hé! Opstaan! De zon piept al door de gordijnen als jij nog in je zachte bed ligt. Je batterij is opgeladen, je lijf uitgerust, je geest al bijna scherp. Je knippert even met je ogen, maar dan doe je ze toch nog even dicht. Nog héél even. Je draait je om. Je bed is nog veel te lekker. En wat zou er gebeuren als je vandaag gewoon blijft liggen?</p>
<p>Page 148 ⇒ These crates in durable, natural wood can hold all kinds of things. And they come flat-packed so they’re easy to bring home.</p> <p>⇒ You can stitch together a few of these flat-woven rugs to make whatever shape or size you like.</p>	<p>Page 148 ⇒ In deze kratten van duurzaam hout kan je echt van alles bewaren. En je koopt ze plat verpakt, dus je neemt ze zo mee naar huis.</p> <p>⇒ Wil je een vloerkleed in een ander formaat? Stik er dan gewoon een paar aan elkaar.</p>

<p>Page 149 It's all perfectly natural Plants create a wholesome feeling indoors, which you can add to with organic shapes, natural materials and the free flow of sunlight.</p>	<p>Page 149 Wakker worden met de zon. Met planten, organische vormen en natuurlijke materialen zorg je binnen voor een serene sfeer. Een paar zonnestralen maken het plaatje compleet.</p>
<p>Page 150 Never a sleepless night Choose the mattress, pillows and bedding that are the best, most comfortable for you personally, and you're well on your way to getting the beauty sleep you need.</p> <p>⇒ Doubling up on window coverings gives you more control over the amount of light entering your room.</p>	<p>Page 150 Geen slapeloze nachten meer. Kies de matras, de kussens en het beddengoed dat jij het comfortabelst vindt en je zult zien dat geen nacht meer wakker ligt.</p> <p>⇒ Met gordijnen in lagen bepaal je zelf hoeveel licht er de kamer in komt.</p>
<p>Page 152 Reclaim your bedroom With storage that's incognito, you can hide away all that random stuff you end up stashing in your bedroom because you're not sure where else to keep it.</p>	<p>Page 152 Je kamer is van jou. En niet van je rommel. Met onopvallende opbergers in je slaapkamer haal je alles wat je nergens anders kwijt kan mooi uit het zicht.</p>
<p>Page 153 ⇒ You'd be amazed how much storage there is under your bed. Why not put it to good use?</p>	<p>Page 153 ⇒ Moet je eens kijken hoeveel ruimte je hebt onder je bed. Maak er gebruik van!</p>
<p>Page 154 A high headboard creates a natural division in the room.</p>	<p>Page 154 Het hoge hoofdeinde fungeert meteen als scheidingswand.</p>
<p>Page 155 Staying close It's hard with different schedules when you just want to be near each other. Dividing a room into "awake" and "asleep" zones lets you sleep while she writes her presentation.</p>	<p>Page 155 Toch bij elkaar. Ook met heel verschillende werktijden kan je gezellig samenzijn. Als je in de kamer een slaap- en werkgedeelte maakt, kan jij in je bed een boek lezen als zij haar presentatie voorbereidt.</p>

<p>Page 157 Escape to your room When your home has been taken over by the kids and their stuff, it's nice to have a haven where you can cut out the crowd and recharge in calming surroundings.</p> <p>⇒ Adding a light and airy textile will make the whole room feel soft and soothing.</p>	<p>Page 157 Je slaapkamer als toevluchtsoord. Als je huis min of meer is overgenomen door je kinderen en hun spullen, is het fijn als je een plek hebt zonder lawaai – waar je echt helemaal tot jezelf kan komen.</p> <p>⇒ Met transparante stoffen wordt de sfeer in je slaapkamer nog romantischer.</p>
<p>Page 158 Room in a room If you don't have the luxury of a bedroom with four walls and a door, you can still create a private spot to hit the sack.</p> <p>⇒ A little bit quirky, a little bit more storage. Why not?</p>	<p>Page 158 Twee kamers in één. Heb je niet de luxe van een aparte slaapkamer? Maak er dan zelf een met een open kast die je dwars op de muur zet.</p> <p>⇒ Met zo'n slimmigheidje heb je nog meer opbergruimte.</p>
<p>Page 159 ⇒ You can leave a few squares open for a less divided effect or fill them up for privacy.</p>	<p>Page 159 ⇒ Als je een paar gedeeltes openlaat, is de scheiding wat minder nadrukkelijk. Je zet de kast vol als je wat meer privacy wilt.</p>
<p>Page 160 Room for transformation With adaptable furnishing you can convert your room to accommodate the day's agenda. From waking up to working out, in an instant.</p>	<p>Page 160 Ruimte voor verandering. Met meubels die je kan verplaatsen of aanpassen, verander je een rustige slaapkamer zo in een sportschool – dat scheelt een hoop tijd.</p>
<p>Page 161 ⇒ A multi-functional tray table serves double duty.</p>	<p>Page 161 ⇒ Deze multifunctionele tafel met dienblad draait dubbele diensten.</p>
<p>Page 162 A bedroom for the whole family When the kids are small they seem to always end up in your bed. Why not embrace it? The kids will sleep better and, without a foot in your face, so will you.</p>	<p>Page 162 Een slaapkamer voor het hele gezin. Als je kleine kinderen hebt, komen ze op de een of andere manier toch in jullie bed. Dus als je dat nou eens als uitgangspunt neemt. Dan slapen je kinderen veel beter en jullie – zonder dat voetje in je gezicht – natuurlijk ook.</p>

<p>Page 163 ⇒ Every kid needs a place to keep their soft toy friends handy for a quick cuddle.</p>	<p>Page 163 ⇒ Als je knuffels de wacht houden, komen er geen monsters onder je bed.</p>
<p>Page 164 For your great explorer Imagination. It's what kids are all about. It also makes for a bedroom your child will love, with each day inspired by adventure and discovery. Dr. Livingstone, I presume?</p>	<p>Page 164 Wakker en spelen maar! Met een kamer die er uitziet als een jongensdroom, wordt je kleine man elke dag stralend wakker. Eén nadeel: hij wil zijn kamer niet meer uit.</p>
<p>Page 165 ⇒ Wall stickers add colourful fun to a room and are easy to remove when you want a change.</p>	<p>Page 165 ⇒ Muurstickers maken de kamer net wat speelser... en je haalt ze zo weer weg.</p>
<p>Page 166 Babies need sleep for their development. A space that's soft, free of irritants, and not too hot or cold, is key to a good night's sleep. And a lullaby helps, too. Mariagrazia Children's department, Italy</p>	<p>Page 166 Baby's groeien als ze slapen. En slapen lukt het beste op een plek die rustig is, niet te warm en niet te koud. Een slaapliedje kan natuurlijk ook helpen. Mariagrazia, afdeling Kinderland, Italië</p>
<p>Page 167 Rest easy There's no stress when you can get everything you need to welcome baby home in one go. Knowing it's all tested to the highest standards means the whole family can sleep like a baby.</p> <p>⇒ A nursery wouldn't be complete without a comfortable place where you, too, can doze off after the late night feed.</p>	<p>Page 167 Slaap lekker. Maak het jezelf makkelijk en koop alles wat je nodig hebt voor de kinderkamer gewoon in één keer. Omdat je weet dat alles door en door is getest, slaap jij net zo goed als je kind.</p> <p>⇒ De babykamer is pas af als er ook een plek is waar jij even lekker kan liggen – na een nachtvoeding bijvoorbeeld.</p>
<p>Page 168 When dividing up wardrobe space, give the little one the lower half. It makes it easier for them to reach their things.</p>	<p>Page 168 Geef als je de garderobekast gaat indelen de onderste helft aan de kleinste. Dan kan die overal zelf bij.</p>
<p>Page 169 Do not disturb Sharing a room with a sibling is often a lot of fun but sometimes a bit of a drag. Carving</p>	<p>Page 169 Niet storen!</p>

<p>out their own private spaces might help to keep the peace.</p>	<p>Een kamer delen met je broer of zus is best leuk. Maar af en toe... Met een duidelijke verdeling van de kamer blijft het gezellig.</p>
<p>Page 170 IKEA BUSINESS. So you can focus on what you do best.</p>	<p>Page 170 IKEA BUSINESS. Dan kan jij je focussen op je werk.</p>
<p>Page 171 Morris IKEA BUSINESS, Canada Whether you own a small or medium sized business, we know how important it is to make the most of your space. At IKEA, we have everything you need to make it just right.</p> <p>Our dedicated specialists will help you with the approved products and extra services*, such as delivery and assembly, that can help your business to work and to look great. So you can concentrate your energy on the business of keeping your customers happy.</p> <p>Come and speak to us in store or go to IKEA.co.uk/IKEAbusiness</p> <p>* Terms and conditions apply.</p>	<p>Page 171 Morris, IKEA BUSINESS, Canada Hoe groot of klein je bedrijf ook is: de ruimte die je hebt, wil je zo goed mogelijk gebruiken. Dat begrijpen we. En daarom vind je bij IKEA alles wat je nodig hebt voor de beste werkplek. Onze medewerkers helpen je graag. Met nog betere producten en met extra services* zoals de transportservice of de meubelmontageservice.</p> <p>* Bekijk de voorwaarden op IKEA.nl/services</p>
<p>Page 172 Home furnishing from home at IKEA.co.uk</p> <p>Shopping over a cuppa Whenever you have a spare few minutes, you can visit IKEA.co.uk to browse, plan and buy the home furnishings you love. We deliver them to your home or office (UK mainland only), so you only need to get up from your chair to answer the front door.</p>	<p>Page 172 Je huis inrichten vanuit huis, op IKEA.nl</p> <p>Winkelen tijdens de koffie. Je kan op IKEA.nl op elk moment ideeën opdoen voor je huis, een keuken, garderobekast of badkamer plannen én meubels kopen. We bezorgen ze bij je thuis: jij hoeft alleen nog maar de deur open te doen.</p>
<p>Page 173 Would you like us to help with that? We make it easy for you to pick up take home and assemble your furniture by yourself. If you prefer, our optional services* can save you some time and energy.</p>	<p>Page 173 Heb je hulp nodig? Bij IKEA kan je zelf je meubels pakken, vervoeren en monteren. Geen tijd of puf? Tegen een kleine vergoeding doen wij het voor je en bespaar je tijd en energie.</p>

<p>Our services* for you include: Picking with Delivery service We'll collect the furniture items on your shopping list and deliver them to your home or office.</p> <p>Prices from £35</p> <p>Assembly service Our professional independent partners assemble your products for you and dispose of the packaging. Includes a free 1-year workmanship guarantee.</p> <p>Delivery Service We deliver your furniture direct to your home or your office.</p> <p>Prices from £25</p> <p>For an additional non-profit fee we can also take away your current bed, mattress sofa or appliance for re-use/recycling when we deliver the new one.</p> <p>Installation service We will fully coordinate your installation, carried out by our professional independent partners. Our Installation Service is accredited with the FIRA Gold Installation certification and comes with a free 5-year workmanship guarantee.</p> <p>* Terms and conditions apply</p> <p>⇒ See all our services at IKEA.co.uk/service</p> <p>Got the app yet? With the IKEA Catalogue app on your smartphone or tablet, you can scan this page at any time to see the current offers. For more about the app, please turn back to page 5</p>	<p>Natuurlijk kan je ook gebruikmaken van onze extra services als je online winkelt.</p> <p>Onze extra services*:</p> <p>Badkamerinstallatieservice We helpen je graag met het installeren van je nieuwe badkamermeubels.</p> <p>Meubelmontageservice We helpen je graag met het in elkaar zetten van je nieuwe meubels.</p> <p>Keukenplanservice op afspraak Je kan je nieuwe keuken zelf ontwerpen en in 3D bekijken met onze online keukenplanner. Wil je niet alles zelf doen? Begrijpen we. Daarom kan je gebruik maken van de Keukenplanservice je maakt van tevoren in de winkel een afspraak. Een van onze bekwame keukenspecialisten staat dan speciaal voor jou klaar op de afgesproken tijd. Samen heb je dan twee uur de tijd om de beste keukenoplossing te maken aan de hand van jouw behoeften en dromen.</p> <p>Verzamel- en transportservice We halen de producten voor je uit het zelfbedieningsmagazijn en leveren ze bij je thuis af.</p> <p>Keukenmontageservice Van opmeten tot monteren van je keuken. IKEA kan je daarbij helpen. Op onze keukenmontageservice en installatieservice voor apparatuur krijg je gratis 5 jaar garantie.</p> <p>Transportservice Te zwaar, te groot, te veel? Je aankopen brengen we graag bij je thuis. We zorgen ervoor dat de producten onbeschadigd bij je worden afgeleverd. Ook voor onlinebestellingen.</p>
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	<p>Heb je onze apps al?</p> <p>We hebben verschillende handige apps voor je smartphone of tablet. Deze gratis apps geven je volop inspiratie voor de inrichting van je huis en bereiden je voor op je winkelbezoek. Meer info over de apps? Zie pagina 5.</p>
<p>Page 175 Products</p> <p>To make your home happier and your life easier, day after day. For a price that's fair to you, to the people that made it and to the wider world around us. On the next pages you can get a quick taster of our range. And you can discover even more products at IKEA.co.uk and in your local store.</p> <ol style="list-style-type: none"> 1. Scan the page using the IKEA Catalogue app on your smartphone or tablet to see additional content. 2. Using augmented reality, you can place the furniture, to see how it will look and fit anywhere in your home. 	<p>Page 174 Producten</p> <p>Een mooier huis, een beter leven, elke dag weer. Tegen prijzen die niet alleen voor jou fair zijn, maar ook voor de mensen die de producten maken. Op de pagina's hierna zie je een deel van onze producten. Op IKEA.nl en in de winkel vind je het complete assortiment.</p> <ol style="list-style-type: none"> 1. Scan de pagina voor extra inspiratie met de IKEA Catalogus app op je smartphone of tablet. 2. Dankzij augmented reality kan je alvast zien hoe de meubels bij jou thuis staan.
<p>Page 177</p> <p>It's a short hop to the herb garden when you grow them fresh in your kitchen. And you don't need green fingers to get going.</p> <p>Small-space gardening that takes us back to our roots</p> <p>A series of products that help you grow your own veg, herbs and flowers, even if a small corner or kitchen shelf is all you've got</p>	<p>Page 177</p> <p>Met verse kruiden in de keuken heb je een tuintje in huis. En daar heb je nauwelijks groene vingers voor nodig.</p> <p>Terug naar de natuur, met je eigen minituin. Met deze serie producten kweek je zelf kruiden, groenten en bloemen – ook als je maar één plank of hoekje over hebt.</p>
<p>Page 179 Kitchen helpers</p> <p>Quick and easy ways to maximise use of the space you have.</p>	<p>Page 179 Keukenhulptroepen.</p> <p>Daarmee haal je snel en makkelijk alles uit de ruimte die je hebt.</p>

<p>Page 180 Fixing those small frustrations in the kitchen A series of cutting boards, bowls, glass containers and more, that hang on a rail to give you more of what you need: a clean worktop space.</p>	<p>Page 180 Weg met die kleine keukenirritaties. Met deze serie hang je alles, van snijplanken tot schalen en glazen potjes, aan een rail en hou je werkruimte over.</p>
<p>Page 181 RASKOG Here, there and everywhere. Extra storage and workspace in the kitchen, a place for keys and loose change in the hall or even a distinctive bedside table. Rolls into action whenever it's needed, and then rolls neatly back out of the way when it isn't .</p>	<p>Page 181 RASKOG Hier en daar en overal. Extra opberg- en werkruimte in de keuken, dé plek voor sleutels en kleingeld in de hal, of een bijzonder nachtkastje naast je bed. Je rolt hem naar je toe als je hem nodig hebt, en je rolt hem ook zo weer uit het zicht.</p>
<p>Page 183 Chop, crush, combine With some good utensils and cookware, dinner gets underway far more easily.</p>	<p>Page 183 Snijden, hakken, combineren. Koken word teen stuk makkelijker met goed gereedschap.</p>
<p>Page 184 Some of us love to cook a lot, others not so much. But we all like great value. I'll be relying on my IKEA 365+ cookware every day for years to come. Jonas Cooking Department, Belgium</p>	<p>Page 184 De een houdt meer van koken dan de ander. Maar van kwaliteit houdt iedereen. Ik kan elke dag op mijn IKEA 365+ pannen vertrouwen. Ook de komende jaren. Jonas, afdeling Koken en eten, België</p>
<p>Page 187 Keeping food fresh means less goes to waste. With stackable containers, you can make more of your fridge space, too.</p>	<p>Page 187 Als je eten kan bewaren gooi je minder weg. En met stapelbare voorraaddozen hou je ruimte over in je koelkast.</p>
<p>Page 188 A laundry basket that does more than hold laundry with a wide, oval shape in soft plastic, it's also a great place to hand-wash delicate clothes or even give the dog a bath.</p>	<p>Page 188 In deze wasmand kan meer dan alleen de was. Je kan hem gebruiken voor het scheiden van afval, maar door de brede ovale vorm kan je hier ook heel goed een handwas in doen of de hond wassen.</p>
<p>Page 189 A recycling bag that passes the toughest of tests</p>	<p>Page 189 Deze rugzak voor afvalscheiding is ijzersterk.</p>

<p>To prove that this high-quality, odour-resistant bag will keep rubbish secure, we dragged it over wet concrete to the recycling station. It was fine. So was the rubbish.</p>	<p>Deze waterdichte tas houdt afval en geurtjes keurig binnen – helemaal tot aan het inzamelpunt.</p>
<p>Page 190 ⇒ Bamboo is strong, good-looking and easy to care for.</p>	<p>Page 190 ⇒ Bamboe is sterk, mooi en onderhoudsvriendelijk.</p>
<p>Page 191 Served in style Tableware doesn't have to be fancy to showcase your cooking in the most appealing light.</p> <p>Proud, honest basics that improve the everyday These hard-working products, like an easy-to-grip bowl and a heat-resistant glass carafe, put eating well at the top of the menu.</p>	<p>Page 191 Serveren in stijl. Om je kookkunsten goed uit te laten komen, hoeft je servies helemaal niet chic te zijn.</p> <p>Degelijke basics die elke dag mooier maken. Met handige producten zoals stapelbare schalen en een hittebestendige karaf zet je kwaliteit op tafel.</p>
<p>Page 192 ⇒ Irregular shapes, inspired by origami to give your meals a touch of oriental flair.</p> <p>⇒ Each bottle is mouth-blown by skilled artisans.</p>	<p>Page 192 ⇒ Ongelijke vormen, geïnspireerd op origami, om je maaltijden net dat beetje extra te geven.</p> <p>⇒ Elke fles is mondgeblazen door vakmensen.</p>
<p>Page 194 ⇒ A simple, rustic shape that's softened by the frill edge.</p> <p>⇒ A series that echoes yesteryear and still looks totally up to date.</p>	<p>Page 194 ⇒ Een simpele, landelijke vorm met een zacht en sierlijk randje.</p> <p>⇒ Een serie die doet denken aan vroeger en toch helemaal van nu is.</p>
<p>Page 195 ARV BROLLOP Light glass and graceful floral patterns inspired by weddings and romance, an elegant reminder of shared celebrations. When you want the occasion to feel special, but you know you can just pop it in the dishwasher later.</p>	<p>Page 195 ARV BROLLOP ARV BROLLOP serveerschaal Licht glas en sierlijke bloemmotieven geïnspireerd op romantische bruiloften. Voor al die speciale momenten – daarna kan alles lekker in de vaatwasser.</p>

<p>Page 196 ⇒ A drawer to keep your cutlery, napkins or placemats right where you need them</p>	<p>Page 196 ⇒ Praktische lade onder het tafelblad voor het onder handbereik opbergen van bestek, servetten of placemats.</p>
<p>Page 197 Table manners For long dinners or quick, casual lunches, elbow room and comfort are always key. ⇒ Extends to seat six people using the extra leaf stored inside.</p>	<p>Page 197 Basingrediënt voor elke maaltijd. Lekker lang tafelen met aandacht voor elkaar, óf snel een boterham – het kan aan dezelfde tafel.</p>
<p>Page 198 Get it together in minutes LISABO combines contemporary design with super easy assembly so that you have more time to enjoy the company.</p>	<p>Page 198 Zo in elkaar gezet. De LISABO serie combineert modern design met supermakkelijke montage. Zo hou je tijd over om te relaxen.</p>
<p>Page 199 ⇒ Lacquered for easy cleaning with two extendable leaves stored inside.</p>	<p>Page 199 ⇒ Gelakt, dus makkelijk schoon te houden. Met twee uittrekbladen.</p>
<p>Page 200 Versatile chairs that bring home slim, Scandinavian design, JANINGE chairs offer playfulness and comfort in a style that matches your furniture, effortlessly. Have a seat. A lightweight step stool with an unexpected use It's great for hard-to-reach storage spaces, but kids also make it their own, as a place to colour and let their creativity flow.</p>	<p>Page 200 Veelzijdige Scandinavische designstoelen die weinig ruimte innemen. JANINGE stoelen zijn mooi, zitten goed en staan fantastisch bij de rest van je meubels. Ga lekker zitten. Een lichtgewicht trap met een verrassende extra functie. Natuurlijk gebruik je deze voor alles waar je niet bij kan. Voor kinderen is dit een ideale kleur- en tekentafel.</p>
<p>Page 201 > These pages are different! NORDEN/NISSE Sometimes there's just you, at other times the two of you. Then sometimes the entire crew want to eat. Simple. Up come the leaves, chairs unfold, grab those napkins and candles from the drawers, and let's all tuck in.</p>	<p>Page 201 MELLTORP Klieders, spetters, druppels en vlekken haal je zo weg. Dus een ongelukje? Daar zie je op deze tafel niets meer van.</p>

<p>Page 202 Today, we're full on with LED lighting So your lamps and light bulbs use very little energy, light your home beautifully, and can last you for decades.</p>	<p>Page 202 Vanaf nu gaan we helemaal voor led-verlichting. Onze lampen verbruiken heel weinig energie, verlichten je huis prachtig – en gaan heel erg lang mee.</p>
<p>Page 203 Jenna Lighting Department, USA "LED lighting just looks better."</p> <p>LED light can shine for 25,000 hours, whereas old incandescent bulbs last about a thousand. So it's no wonder that we went full on with LED lighting. Meaning every light bulb and built-in lamp that IKEA sells.</p> <p>The light quality is just as good if not better than incandescent bulbs, using up to 85% less energy. So you save on your electricity bill and there's less pressure on the world's resources.</p> <p>What's really cool is that new, slim lamp designs are only possible with LED lighting. Don't worry, LED light bulbs fit the favourite lamps you already have. And from now on, you won't be up a ladder to change them so often!</p> <p>⇒ See more at IKEA.co.uk/LED</p>	<p>Page 203 Jenna, afdeling Verlichting, Amerika "Led-verlichting is gewoon mooier."</p> <p>Led-lampen hebben 25.000 branduren en ouderwetse gloeilampen maar 1.000. Daarom is het niet zo gek dat we bij IKEA alleen nog maar gaan voor led-verlichting. De kwaliteit van het licht is tegenwoordig net zo goed – misschien zelfs wel beter – dan die van gloeilampen. En dat terwijl een led-lamp 85% minder energie verbruikt. Je bespaart dus op je energierekening én het is beter voor het milieu.</p> <p>Wat echt gaaf is: met led-verlichting zitten ontwerpers niet vast aan een vorm – daardoor ontstaan de mooiste ontwerpen. En led-lampen passen gewoon in de armaturen die je al hebt. Alleen hoeft je vanaf nu dus niet meer zo vaak je lampen te verwisselen.</p> <p>⇒ Kijk op IKEA.nl/verlichting</p>
<p>Page 204 Light is important for our wellbeing and comfort. IKEA mood, task and general lighting can help you create an atmosphere that feels right to you.</p> <p>Rustic, industrial design with enduring appeal Focused light for reading, soft and cosy uplighting, brightness above the dinner table. Wherever you are, HEKTAR makes you the star of your own show.</p>	<p>Page 204 Licht is belangrijk voor hoe je je voelt. Met onze veelzijdige verlichting creëer je precies de juiste sfeer in huis.</p> <p>Retro-industrieel design blijft mooi. Gericht licht om te lezen, gezellige sfeerverlichting, of goed licht boven de eettafel – wat je ook doet, met HEKTAR verlichting ga je stralen.</p>

<p>Page 206 A shining example of what IKEA is all about A beautiful chandelier that looks handmade, yet with a great low price and easy assembly. No tools, no bulbs, no problem.</p> <p>⇒ Dimmable, so you can quickly and easily set whatever mood you're after.</p>	<p>Page 206 Dit ontwerp is helemaal IKEA. Want deze prachtige led-kroonluchter is scherp geprijsd en zo gemonteerd. Geen gereedschap, geen peertje? Geen probleem!</p> <p>⇒ Dimbaar, dus snel en eenvoudig aan te passen aan je stemming.</p>
<p>Page 207 The LED lamp that goes wherever your laptop does Using a USB plug for power, this lightweight lamp gives more than 25,000 hours of light so you can stay hard at work, wherever.</p>	<p>Page 207 Deze led-lamp gaat overal mee naar toe. Je sluit deze lichtgewicht lamp met meer dan 25.000 branduren aan op de USB-ingang van je computer en je kan aan het werken – waar je ook bent.</p>
<p>Page 209 With a tilt of the head Just by angling the shade, you can switch between a functional lamp for reading and a mood lamp for decoration.</p>	<p>Page 209 Kin in de lucht. Door de lampenkamp te kantelen wissel je eenvoudig tussen functioneel leeslicht en decoratieve sfeerverlichting.</p>
<p>Page 210 Soft diffused light that's one of a kind By crumbling the paper layers into different shapes, you can create your own lamp design that's as unique as your home.</p> <p>⇒ To create your own pendant you simply pair the shape you like with a cord set.</p> <p>⇒ You can combine almost any shade with any base to make our own floor lamp.</p> <p>⇒ The patterns on the walls look just as nice as these lamps when lit.</p>	<p>Page 210 Zacht en gelijkmatig licht zoals je dat nergens anders ziet. Doordat je de lagen papier zelf kan vormen, is je lamp net zo uniek als de rest van je huis.</p> <p>⇒ Maak je eigen hanglamp door zelf een snoer een snoer en een lampenkap te combineren.</p> <p>⇒ Je kan bijna alle lampenkappen en lampvoeten met elkaar combineren en zo je eigen staande lamp samenstellen.</p>
<p>Page 211 IKEA PS 2014 Closed, it gives off a subdued glow. At a tug of the string, that sci-fi inspired shape seems to explode open and the light floods out. Pull again, the calmness returns and the mood softens.</p>	<p>Page 211 IKEA PS 2014 Dicht geeft deze lamp een subtiele gloed. Maar trek aan het koord en er ontstaat een explosie van science-fictionachtige vormen en licht. Trek nog een keer en de rust keert weer terug.</p>

<p>Page 212 ⇒ You can fix it into any piece of furniture to make your own wireless charging station.</p> <p>⇒ An integrated wireless charger on top, room inside for power strip and cables.</p> <p>With wireless charging as part of the furniture, you can power-up your phone where it suits and make your home more beautiful at the same time. Rebecca Lighting Development, Sweden</p>	<p>Page 212 ⇒ Hiermee maak je van elk meubel je eigen draadloos oplaadstation.</p> <p>⇒ Een geïntegreerde draadloze oplader in het blad met binnenin ruimte voor de stekkerdoos en het snoer van bijvoorbeeld je verlichting.</p> <p>Als draadloos opladen in je meubels is geïntegreerd, kan je overal je telefoon opladen en ziet je huis er toch mooi uit. Rebecca, productontwikkelaar Verlichting, Zweden</p>
<p>Page 213 Charging your gadgets is part of everyday living. Now you can enjoy a clutter-free way of life, in a powered-up home which looks good and works perfectly.</p>	<p>Page 213 Je gadgets opladen. Dat doe je tegenwoordig elke dag. En met de draadloze oplader wordt het wel heel gemakkelijk.</p>
<p>Page 214 ⇒ Durable, full-grain leather gets softer, darker and more beautiful over time.</p>	<p>Page 214 ⇒ Slijtvast, zacht volnerfleur wordt met de tijd zachter, donkerder en mooier.</p>
<p>Page 215 Seating to suit your lifestyle Modular for extra flexibility, a pull-out bed, removable and washable covers, it's your choice.</p> <p>A neat package that you can carry home KNOPPARP is the hard-wearing, small-space sofa that offers big comfort, and that can fit through a narrow door frame when you bring it home.</p>	<p>Page 215 Ga zitten en maak het jezelf gemakkelijk. Modulair zodat je niet aan één opstelling vastzit? Een uittrekbed, afneembare en wasbare hoezen? Het kan allemaal.</p> <p>In een compact pakket dat je zo mee kan nemen. Deze KNOPPARP zitbank is de slijtvaste, supercomfortabele kleine-ruimte-2-zits.</p>
<p>Page 216 Traditional and inviting seating, all around the house With different leg options and removable covers, the STOCKSUND series lets you pick the details that suit your style and your home.</p>	<p>Page 216 Mooi en lekker zitten – waar en hoe je maar wilt. Dankzij de grote keuze in poten en afneembare hoezen past de STOCKSUND serie altijd bij jou en de stijl van je huis.</p>

<p>⇒ This lightweight, rattan armchair is easy to move and stacks to save space.</p>	<p>⇒ Deze lichtgewicht rotan fauteuil zet je overal neer. Stapelbaar, dat scheelt ruimte.</p>
<p>Page 217 ⇒ Hand-woven in natural, renewable rattan.</p> <p>⇒ A top layer of memory foam in the seat cushions adjusts to your body for more comfort.</p> <p>⇒ When you lean back, the built-in footstool folds out for comfortable reclining.</p>	<p>Page 217 ⇒ Handgemaakt van natuurlijke recyclebare rotan.</p> <p>⇒ De zitkussens hebben een bovenlaag van memoryfoam. dat vormt zich naar je lichaam voor extra comfort.</p> <p>⇒ Als je achterover leunt, klapt de ingebouwde voetenbank vanzelf uit.</p>
<p>Page 219 STRANDBMON Nestled cosily by the fireplace, book and drink in hand, the chair wings enfolding you in a snug comfort bubble. It's how much chairs were traditionally enjoyed. Today's modern home may not be so draughty, but the cosy effect is every bit as appealing today.</p>	<p>Page 219 STRANDBMON Lekker bij de open haard, een boek en een kop koffie of thee erbij terwijl de oren van de fauteuil de tocht weghouden. Dat was niet alleen vroeger gezellig, maar nu nog steeds.</p>
<p>Page 220 ⇒ One piece of furniture that can do it all. Sofa, single bed, double bed and chest of drawers.</p> <p>⇒ Ideal for placing in front of a sofa bed, as you can roll it out of the way when pulling out the bed.</p> <p>⇒ Convert easily to a bed, with storage space for bedlinen under the seat.</p>	<p>Page 220 ⇒ Een alles-in-een-meubel: bank, eenpersoonsbed, tweepersoonsbed én ladenkast.</p> <p>⇒ Als je hem voor de bank zet, heb je hem zo weggerold als je het bed uitklapt.</p> <p>⇒ Dankzij de special opbergruimte voor beddengoed maak je er zo een bed van.</p>
<p>Page 221 ⇒ You can have the chaise longue on the left or the right and switch whenever you like.</p> <p>⇒ For your moveable feast. The tray lifts off and the table folds up.</p>	<p>Page 221 ⇒ Je zit nergens aan vast: je kan de chaise longue links of rechts plaatsen, net hoe 't uitkomt.</p> <p>⇒ Zet maar neer! Je kan het dienblad eraf tillen en de tafel opklappen.</p>

<p>Page 222</p> <p>⇒ Rattan is a lightweight natural fibre that's also sturdy and durable.</p> <p>⇒ Extra comfy to curl up in thanks to the moulded high-resilience foam inside.</p>	<p>Page 222</p> <p>⇒ Rotan is een lichte en natuurlijke vezel, die sterk en slijtvast is.</p> <p>⇒ Hierin zit je extra lekker, want deze fauteuil vormt zich naar je lichaam.</p>
<p>Page 223</p> <p>⇒ Your neck gets extra support from the high back.</p> <p>⇒ Woven from banana leaves, which otherwise just go to waste.</p> <p>⇒ There's a hole in the seat to let rainwater drain when you leave it outside.</p>	<p>Page 223</p> <p>⇒ De hoge rugleuning biedt extra steun aan je nek.</p> <p>⇒ Van bananenvezels – die anders terecht komen bij het afval – maken we iets nieuws.</p> <p>⇒ Je kan deze stoel buiten laten staan. Regenwater loopt vanzelf weg door de opening in de zitting.</p>
<p>Page 224</p> <p>⇒ You can pull up the drop leaves when you want to spread out your games or your snacks.</p> <p>⇒ You can arrange and rearrange the trays any way you like.</p>	<p>Page 224</p> <p>⇒ Tijd voor een spelletje? Of een uitgebreide borrelhap? Dan klap je de klappendelen uit.</p> <p>⇒ Je kan de dienbladen stapelen – in elke volgorde die je mooi vindt.</p>
<p>Page 225</p> <p>⇒ It rolls out of the way when you need the floor space.</p>	<p>Page 225</p> <p>⇒ Ruimte nodig? Je rolt hem zo uit de weg.</p>
<p>Page 226</p> <p>The candle holder with added charm The SKURAR series of candle holders and plant pots share a romantic, lace pattern that adds an elegant touch to your home decoration.</p> <p>⇒ Mouth-blown glass shaped by artisans to use as a lantern, a vase or a decorative display.</p> <p>⇒ The lid preserves the blossom scent and when the wax is gone you can keep the jar for storing knick-knacks.</p>	<p>Page 226</p> <p>Kaarshouders met een vleugje romantiek. De kaarshouders en sierpotten uit de SKURAR serie hebben allemaal een kantmotief – zo zorg je voor een romantisch tintje.</p> <p>⇒ Ambachtelijk mondgeblazen glaswerk, mooi als lantaarn, vaas of gewoon als decoratie.</p> <p>⇒ De deksel houdt de bloemengeur vast. En als de kaars op is heb je een prachtige pot voor van alles en nog wat.</p>

<p>Page 227 A slight flicker of interest Even a little tealight, in a pretty lantern or candle holder, can fire up the imagination and make your evening sparkle.</p>	<p>Page 227 Een warme gloed. Met een theelichtje in een mooie lantaarn of kaarshouder kan je al sfeer maken – het begin van een onvergetelijke avond.</p>
<p>Page 228 ⇒ Ode to the beauty of natural imperfection, with or without flowers. ⇒ You can also stack these, one inside the other. ⇒ You can use these outdoors and in.</p>	<p>Page 228 ⇒ Niet perfect en daardoor o zo mooi – met én zonder bloemen. ⇒ De vazen passen in elkaar, dat bespaart ruimte bij het opbergen. ⇒ Je kan ze buiten en binnen gebruiken.</p>
<p>Page 229 SOCKER Vibrant colour and garden-fresh flavours, whatever the season. Here seeds get off to a flying start and young plants can build their strength. To enjoy a greener life, without even stepping outdoors.</p>	<p>Page 229 SOCKER Vrolijke kleuren en de smaak van vers – wat voor seizoen het ook is. Hierin krijgen zaadjes een vliegende start en worden jonge planten sterk. Zo wordt je leven groener, zonder dat je naar buiten hoeft.</p>
<p>Page 230 ⇒ You can draw and write on the chalkboard face to help children learn the time. ⇒ This double-sided frame can hold one picture on each side.</p>	<p>Page 230 ⇒ De wijzerplaat is een krijtbord – handig om kinderen te leren klokkijken. ⇒ Deze lijst kan je aan twee kanten gebruiken.</p>
<p>Page 231 Private viewing Walls can work wonders for your feel-good factor. Your favourite images, a stylish timepiece, and you can be a private gallery owner in no time.</p>	<p>Page 231 Een eigen kijk. Maak van een lege wand een fijne plek. Je lievelingsfoto's, een mooie klok – in een handomdraai heb je een galerie in huis.</p>
<p>Page 232 Papershop has lots of fun and original ways for me to organise my day. And I love all the unique colourful items that inspire me to be more creative! Carina Decoration Department, Portugal</p>	<p>Page 232 De Papershop heeft allerlei leuke en originele producten waarmee ik mijn hoofd op orde krijg. Ik hou van de unieke en kleurrijke items – ze inspireren me om creatiever te zijn. Carina, afdeling Decoratie, Portugal</p>

<p>Page 234</p> <p>⇒ The tilted surface helps keep your screen at eye level.</p> <p>⇒ As you lean back, the resistance adjusts to suit your weight and movement.</p>	<p>Page 234</p> <p>⇒ Dankzij het afgeschuinde werkvlak is je beeldscherm op ooghoogte.</p> <p>⇒ Als je achterover leunt, past de weerstand zich automatisch aan je gewicht en bewegingen aan.</p>
<p>Page 235</p> <p>Thinking comfortably? A proper desk and chair can help work to seem less like, well... hard work.</p> <p>⇒ You can fold up the leaf when you finish work.</p>	<p>Page 235</p> <p>Om over na te denken. Met een comfortabele en een goed bureau krijg je zin om aan het werk te gaan.</p> <p>⇒ Klaar met werken? Klep dicht!</p>
<p>Page 236</p> <p>⇒ There's an opening at the back of the desk to tuck cables out of sight.</p>	<p>Page 236</p> <p>⇒ Dankzij de opening aan de achterkant van het bureau hou je snoeren en kabels uit het zicht.</p>
<p>Page 237</p> <p>⇒ No sharp corners. Great for on-the-go areas and children's rooms.</p> <p>⇒ The formable base keeps the work surface flat and also stops your lap getting hot.</p>	<p>Page 237</p> <p>⇒ Geen scherpe punten. Ideaal als je veel rondloopt – en handig op de kinderkamer.</p> <p>⇒ De vormbare onderkant houdt je werkoppervlak recht en je laptop koel.</p>
<p>Page 238</p> <p>⇒ There's a hidden shelf inside to keep cables out of sight.</p>	<p>Page 238</p> <p>⇒ Met een verborgen vak om snoeren netjes uit het zicht te houden.</p>
<p>Page 239</p> <p>MICKE Cable management sounds a bit dry and technical. With MICKE, it means that you can easily tame and tidy away the snake-like cords that slither over the typical desk. So that you actually have some decent space to work on.</p>	<p>Page 239</p> <p>MICKE Kabels wegwerken is vast niet je favoriete bezigheid. Met het MICKE bureau heb je kronkelende kabels en slingerende snoeren zo onder controle. En heb je een mooi opgeruimde werkplek.</p>
<p>Page 240</p> <p>⇒ A standalone unit for a small space or something you can add to later.</p>	<p>Page 240</p>

<p>⇒ Sold individually with or with-out drawers and doors, so you can combine as you like.</p>	<p>⇒ Een vrijstaande kast voor een kleine ruimte – die je later ook kan combineren met andere meubels.</p> <p>⇒ Los verkrijgbaar, met en zonder lade of deur – die combineer je zoals jij dat wilt.</p>
<p>Page 241 Adding a storage solution gives you a new space to add more 'you'. To display the things you love, or to keep them within reach but out of sight until you need them.</p> <p>⇒ The drawer closes gently and quietly thanks to an integrated damper.</p> <p>⇒ You can personalise the untreated pine with paint or wood stain.</p>	<p>Page 241 Handig zo'n extra bergruimte – daar kan je nog meer van jezelf in kwijt. Laat je mooiste bezittingen zien of houd ze juist uit het zicht.</p> <p>⇒ De lade sluit zacht en geruisloos dankzij een ingebouwde demper.</p> <p>⇒ Je maakt hem persoonlijk door het onbewerkte hout te beitsen of te schilderen.</p>
<p>Page 242 ⇒ You can place it vertically or horizontally and use it as a shelf or a sideboard.</p> <p>⇒ An eraser or fine sandpaper can easily remove a stain from untreated solid wood.</p>	<p>Page 242 ⇒ Kast of dressoir? Plaats de kast horizontaal of verticaal – wat je mooi vindt.</p> <p>⇒ Vlekken op onbehandeld hout haal je weg met een gum of fijn schuurpapier.</p>
<p>Page 243 SORTERA Jars, bottles, cans, cartons, newspapers... The recycling can soon mount up while you wait to get rid of it. So hard-wearing, stackable boxes with folding lids keep it all neatly contained and accessible.</p>	<p>Page 243 SORTERA Plastic flessen, glas, blik, karton, kranten... afval scheiden kan snel rommelig worden. Deze stevige stapelbare dozen met klapdeksel houden alles netjes en toch bereikbaar.</p>
<p>Page 244 Inspired by the gym but made for the home Our functional metal cabinet combines the good looks of industrial design with practical features that keep cables in check and belongings safe.</p> <p>⇒ Cable outlets in the back, so you can watch TV without looking at all the wires.</p>	<p>Page 244 Dit kastje is geïnspireerd op de sportschool, maar gemaakt voor in huis. Industrieel design, gecombineerd met praktische oplossingen die je snoeren bij elkaar en je spullen veilig houden.</p> <p>⇒ Met een opening aan de achterkant – zo kijk je naar de tv en niet naar alle snoeren.</p>

<p>Page 246 ⇒ You can easily create your own BESTA storage combination, or just choose one we made for you.</p>	<p>Page 246 ⇒ De BESTA opbergserie bestaat uit losse elementen – dus maak zelf een combinatie of kies er een van ons.</p>
<p>Page 247 ⇒ You can use the pieces individually or as part of a larger set-up.</p>	<p>Page 247 ⇒ Gebruik de elementen afzonderlijk of als onderdeel van een groter geheel.</p>
<p>Page 248 Stuff comes in all sizes And so these boxes do, too. Made using 100% renewable materials to fit perfectly into drawers and shelves, for no waste, and no wasted space.</p>	<p>Page 248 Rommel en rommelblindheid zijn er in verschillende vormen en maten en deze dozen dus ook. Van 100% vernieuwbaar materiaal – zo verspil je geen ruimte en geen materiaal.</p>
<p>Page 249 ⇒ A hand-woven basket you can use in the bathroom, too. ⇒ A stack of A4 and letter-sized paper fits perfectly inside.</p>	<p>Page 249 ⇒ Met de hand gevlochten – ook mooi voor in de badkamer. ⇒ In deze doos past precies een stapel A4'tjes.</p>
<p>Page 250 With a 10-year guarantee and so many styles to choose from, PAX and KOMPLEMENT are a perfect fit for your clothes, shoes and busy life.</p>	<p>Page 250 10 jaar garantie en eindeloos veel stijlen, kleuren en maten – PAX en KOMPLEMENT passen altijd bij je kleren en je schoenen.</p>
<p>Page 254 ⇒ A shoe shelf with two levels fits more pairs. Or you can put boots at the front and flats at the back. ⇒ A handy place for tomorrow's outfit or those shirts that need ironing.</p>	<p>Page 254 Met twee planken voor nog meer schoenen. Zet laarzen vooraan en platte schoenen achterin. ⇒ Een handige plek voor je outfit voor morgen of overhemden die gestreken moeten worden.</p>
<p>Page 255 Little details that give a sense of calm Soft-closing drawers, pull-out trouser hangers, shoe shelves and more. Life can get much easier when you customise.</p>	<p>Page 255 Kleine details creëren rust. Zachtsluitende lades, uittrekbare broekhangers, schoenenplanken... het leven wordt mooier als je alles bij de hand hebt.</p>

<p>⇒ With this pull-out rail for 35cm deep wardrobes, you can hang your clothes forward facing.</p>	<p>⇒ Met deze uittrekbare kledingroede – voor garderobekasten van 35 cm diep – hou je overzicht.</p>
<p>Page 256 From the Arctic Circle In Sweden's icy far north, the pine trees grow slowly, so the wood is naturally dense and robust with a warm, blonde colour.</p> <p>⇒ Includes 160 coloured plastic pieces for you to decorate the outside.</p>	<p>Page 256 Van boven de poolcirkel. In het hoge, koude noorden van Zweden groeien de naaldbomen langzaam. Daardoor is het hout dik en robuust, en warm en licht van kleur.</p> <p>⇒ Inclusief 160 gekleurde kunststof stukjes om het metalen frame mee te versieren.</p>
<p>Page 257 ⇒ The inside is patterned for a lovely contrast with the stained pine.</p>	<p>Page 257 ⇒ Het motief aan de binnenkant vormt een mooi contrast met de gebeitste grenen buitenkant.</p>
<p>Page 258 ⇒ Framed in a solid wood for a warm look, you can also hang this in the bathroom.</p>	<p>Page 258 ⇒ De lijst is van massief hout; dat geeft een ware uitstraling – ook mooi in de badkamer.</p>
<p>Page 259 Going out can be as relaxed as coming home when your hats, coats, keys and shoes are all within instant reach.</p> <p>⇒ You can fix one above the other to make more of your wall height.</p> <p>⇒ You can see your shoes through the mesh without opening the box.</p>	<p>Page 259 Weggaan is net zo fijn als thuiskomen als je mutsen, jassen, sleutels en schoenen altijd binnen handbereik hebt.</p> <p>⇒ Bevestig er twee boven elkaar als je de hoogte in wilt.</p> <p>⇒ Je kan je schoenen zien zonder de doos open te maken.</p>
<p>Page 260 Dressing for tomorrow There's no need to panic at the last minute, if you set out your clothes and accessories the night before.</p>	<p>Page 260 Klaar voor morgen. Als je je kleren en accessoires de avond van te voren klaarlegt, heb je 's ochtends geen stress.</p>
<p>Page 261 The hold-everything hallway cabinet Originally meant just for shoes, the TRONES cabinet handsomely holds gloves, hats, keys,</p>	<p>Page 261 De alles-opberger voor in de hal. Oorspronkelijk bedoeld voor schoenen, maar de TRONES bewaart ook handschoenen,</p>

<p>phones and post to make all the coming and going a lot more organised.</p>	<p>mutsen, sleutels, telefoons en post. Zo loop je makkelijk in en uit.</p>
<p>Page 262 ⇒ You can paint or stain untreated wood to get the exact look you're after.</p>	<p>Page 262 ⇒ Schilder of beits het hout en maak er echt je eigen kast van.</p>
<p>Page 263 Beyond the bedroom A chest of drawers can host more than your underwear. From hats and gloves in the hallway, to toys and games in the living room, it's ideal.</p> <p>⇒ Soft-closing drawers for fewer abrupt awakenings.</p> <p>⇒ With the ash veneer, you can see beautiful variations in the natural grain.</p>	<p>Page 263 Verder dan de slaapkamer. In een ladenkast kan je meer opbergen dan alleen je ondergoed – van mutsen en handschoenen in de gang tot spelletjes in de woonkamer.</p> <p>⇒ Met zachtsluitende lades, zodat je niemand wakker maakt.</p> <p>⇒ De natuurlijke structuur van essenfineer zorgt voor een levendige uitstraling.</p>
<p>Page 265 BRUSALI A mirror door on your wardrobe can save you space and time in the bedroom. No separate mirror, and no to-ing and fro-ing to check your outfit. The doors close the last little bit by themselves, to help set that calm, in control tone for the rest of your day.</p>	<p>Page 265 BRUSALI Je ziet het meteen: je ziet er goed uit! Met een garderobekast met spiegeldeur bespaar je ruimte in de slaapkamer. De deuren sluiten het laatste stukje vanzelf. Dat zet meteen de toon voor een rustig begin van je dag.</p>
<p>Page 266 How to become an expert in the art of snuggling It always feels great to wake up refreshed and ready for the day ahead. And a comfy bed is the key to getting a good night's sleep. How firm or soft the mattress and pillow, how warm or cool the quilt, the right combination is all down to your personal taste.</p> <p>Our coordinated series of mattresses, quilts and pillows makes it easy to create your own cocoon of comfort. That has just the right texture, climate and level of softness to keep you cozy.</p>	<p>Page 266 Zo word je een slaapexpert Fris wakker worden voor de dag die komen gaat. een comfortabel bed is onmisbaar voor een goede nachtrust. Op een stevige of soepele matras, onder een warm of koel dekbed – dat is heel persoonlijk. Met ons zorgvuldig afgestemde assortiment matrassen, dekbedden en kussens maak je je eigen knusse plek. Die net zo warm, zacht en gezellig is als jij wilt. Bij de IKEA vestiging bij jou in de buurt kan je proefliggen en proefdommelen. En daar heb je straks elke ochtend profijt van.</p>

<p>At your local IKEA store you can test touch, squeeze and snuggle to your heart's content, until you arrive at total comfort. Come morning, you'll be glad you did.</p>	
<p>Page 268 ⇒ You can still share the same bed, even if you don't share the same idea of comfort.</p>	<p>Page 268 ⇒ Je kan gewoon in hetzelfde bed slapen, ook al denken jullie alle twee anders over comfort.</p>
<p>Page 269 A decision to sleep on You can try your new mattress at home for 90 days and, if you don't love it, you can change it for one that you do.</p>	<p>Page 269 Slaap er een nachtje over. Of 90. Je krijgt je nieuwe matras 90 dagen thuis of proef. Bevalt hij niet? Dan ruil je hem voor een andere.</p>
<p>Page 270 No extremes for your extremities Don't like things hotting up? Get cold feet? A duvet with the right TOG rating for you means an end to over or underheating</p>	<p>Page 270 Hou het luchtig. Te warm? Te koud? We hebben warme en koelere dekbedden. Zo voorkom je klamme of juist kille nachten.</p>
<p>Page 271 Ready to roll Many or² our mattresses are roll-packed, so it's easy to take one home with you in the car, rather than on the roof.</p>	<p>Page 271 Matrassen om mee te nemen. De meeste zijn opgerold verpakt, dus je neemt je matras zo mee de auto in: hij hoeft niet meer op het dak.</p>
<p>Page 272 Next stop: the land of nod Your bed carries you to other worlds, every single night. So why not travel in style? ⇒ Turns into a bed for one or two people, with storage built in. ⇒ A soft headboard to lean against when you want to sit up in bed.</p>	<p>Page 272 Volgende halte: dromenland. Je bed brengt je naar andere werelden – elke nacht weer. Waarom zou je dan niet in stijl reizen? ⇒ Wordt in een handomdraai een eenpersoons- of een tweepersoonsbed, met ingebouwde opbergruimte.</p>

² Spelling mistake in catalogue

	⇒ Een zacht hoofdeinde, zodat je lekker rechtop in bed kan zitten.
<p>Page 273 With traditional Swedish charm This solid and sturdy bed is also more sustainable. Its rustic beauty comes from using more of the log, knots and all.</p> <p>⇒ Grain and knots in the solid pine give each piece its own natural character.</p> <p>⇒ The headboard is angled for reading in bed comfort.</p> <p>⇒ You can hide the cords and power strip under the tray while you charge your gadgets on top.</p>	<p>Page 273 Traditioneel Zweeds. Dit stoere en stevige bed heeft een rustieke uitstraling en is ook nog eens duurzaam- alles komt uit hetzelfde stuk hout.</p> <p>⇒ Dankzij de natuurlijke nerven en de grillige knoesten is elk bedframe uniek.</p> <p>⇒ Het gekantelde hoofdeinde zorgt ervoor dat je comfortabel in bed kan lezen.</p> <p>⇒ Verstop je snoeren en stekkerdoos onder de deksel en leg je mobieltje erop om hem op te laden.</p>
<p>Page 274 ⇒ Designed to be robust and sturdy, with details that give a handcrafted feeling.</p>	<p>Page 274 ⇒ Sterk en robuust, met prachtige details voor een ambachtelijke uitstraling.</p>
<p>Page 275 HEMNES Most days, it's just a comfy spot to sit back and relax. Sometimes, it's a cosy single bed and other nights it grows to sleep two. All at a moment's notice, because those three big drawers hold all the fresh bedlinen right where you need it.</p>	<p>Page 275 HEMNES Meestal een bank om lekker op te zitten. Maar ook een eenpersoonsbed om comfortabel in te slapen. Alleen, of onverwachts met zijn tweeën. Allemaal geen probleem, en door de drie grote lades heb je het beddengoed altijd binnen handbereik.</p>
<p>Page 276 Comfy under the covers The pleasant feeling of cotton with the moisture absorbing benefits of lyocell, a textile fibre that comes from the eucalyptus tree.</p>	<p>Page 276 Duik in bed. En geniet van het fijne gevoel van katoen met de vochtabsorberende voordelen van lyocell, een houtvezel van de eucalyptusboom.</p>
<p>Page 278 ⇒ Combed cotton feels smooth and soft against the skin.</p>	<p>Page 278 ⇒ Satijngeweven katoen voelt zacht aan op je huid.</p>

<p>Page 279</p> <p>⇒ It's easy to vary the look of your bedroom as this quilted bedspread has contrasting sides.</p> <p>⇒ Lyocell blended into the cotton helps to carry away moisture, so you stay dry and comfortable all night.</p>	<p>Page 279</p> <p>⇒ Met deze gewatteerde spreij kan je variëren. De ene kant is licht, de andere kan donker.</p> <p>⇒ Een mix van katoen en lyocell absorbeert het vocht – dus je ligt de hele nacht koel en comfortabel.</p>
<p>Page 280</p> <p>Soft, breathable fabrics such as linen, cotton and lyocell can keep your body feeling comfy all night long, naturally.</p> <p>⇒ Linen breathes and absorbs moisture, so you stay fresh. Plus the natural fibre adds texture and lustre.</p>	<p>Page 280</p> <p>Zachte stoffen als linnen, katoen en lyocell zijn van nature ademend – dus je ligt de hele nacht comfortabel.</p> <p>⇒ Linnen is luchtig en absorberend – je bed blijft dus lekker lang fris. En de natuurlijke vezel heeft een schitterende structuur.</p>
<p>Page 282</p> <p>Your eyes on the world To let in light or block it out. To keep the room warm, or just the opposite. And to make your home look even more gorgeous.</p> <p>⇒ It's more than comfort and seclusion. You can combine textiles to make a totally individual look.</p>	<p>Page 282</p> <p>Wat wil je van de wereld zien? Wil je licht binnenhalen of juist verduisteren? Je kamer warm houden of juist koel? In elk geval maak je er je huis mooier mee.</p> <p>⇒ Het gaat niet alleen om gemak en privacy. Door stoffen te combineren maak je echt je eigen sfeer.</p>
<p>Page 283</p> <p>⇒ Privacy and personality come together when you pair block-out blinds with characterful curtains.</p> <p>⇒ Sheer or net curtains let daylight in and preserve your modesty. Perfect for layering.</p>	<p>Page 283</p> <p>⇒ Als je rolgordijnen combineert met klassieke gordijnen, maak je het mooi én gezellig.</p> <p>⇒ Doorzichtige of kanten gordijnen laten daglicht door en gaan inkijk tegen. Werkt perfect in laagjes.</p>
<p>Page 284</p> <p>Soft and inviting fabrics can give your room an instant refresh, making it feel warmer or cosy into the bargain.</p>	<p>Page 284</p> <p>Zachte, verleidelijke stoffen die je kamer meteen een oppepper geven – warmte en gezelligheid zijn bij de prijs inbegrepen.</p>

<p>⇒ Removable, easy to wash covers mean you can change the look any time you like.</p> <p>Joyful, subtle humor in a collection full of imagination. The sketches that grace this collection come from the pen of Olle Eksell, one of Sweden's most famous graphic designers.</p> <p>⇒ You can wash up to 60°C and tumble dry after.</p>	<p>⇒ Met afneembare en makkelijke wasbare kussenvertrekken kan je nog eens afwisselen.</p> <p>Een vrolijke en geestige collectie om eindeloos bij te fantaseren. De tekeningen zijn allemaal gemaakt door Olle Eksel, een van de beroemdste grafische ontwerpers van Zweden.</p> <p>⇒ Kan gewoon in de wasmachine op 60°C en daarna in de droger.</p>
<p>Page 286 Jobs and a stable income for Bangladeshi craftswomen Each of these modern and bright rugs is unique, skilfully³ made by hand using offcuts from our quilt production. They're always one of a kind.</p>	<p>Page 286 Een baan en een inkomen voor vakvrouwen uit Bangladesh. Deze mooie en moderne vloerkleden worden met de hand gemaakt van restjes stof en zijn daarvoor stuk voor stuk uniek.</p>
<p>Page 287 ⇒ Ideal to snuggle up in to keep out the evening chill.</p>	<p>Page 287 ⇒ Ideaal om onder weg te kruipen als het 's avonds wat killer wordt.</p>
<p>Page 288 I can tell you that our weavers really enjoy their jobs but you'll sense that anyway in the fine detail and vibrant personality of your handmade rug. Kushal Trading, India</p>	<p>Page 288 Ik kan wel zeggen dat onze wevers veel plezier hebben in hun werk, maar dat merk je vanzelf. Aan de fijne details van onze handgemaakte vloerkleden. Kushal, Trading, India</p>
<p>Page 289 ONSKEDROM/RANDERUP Natural materials are great but synthetic rugs sometimes have the edge. Take these two, for example. Hard-wearing, stain resistant and needing hardly any care, they can soften and quieten footsteps for a very long time. And still look cheerful as they do it.</p>	<p>Page 289 ONSKEDROM/RANDERUP Natuurlijke materialen zijn prachtig maar synthetische vloerkleden hebben soms net dat randje dat je zoekt. Neem nou deze twee. Slijtvast, vuilbestendig en heel onderhoudsvriendelijk. Ze blijven mooi – ook na ontelbaar veel voetstappen.</p>

³ Spelling mistake in catalogue

<p>Page 290 A shower curtain that makes bathroom time fun With a rich and fantastic cast of characters, BADBACK helps parents begin a playful conversation with their kids about bathroom routines.</p>	<p>Page 290 Een douchegordijn dat badderen leuk maakt. Met fantastische karakters helpt BADBACK ouders om spelenderwijs een gesprek te beginnen met hun kinderen over alles wat je in de badkamer doet.</p>
<p>Page 291 Put away that drill You can instantly revitalise the look and comfort of your bathroom without making a single hole in the wall.</p>	<p>Page 291 Weg met die boor. Je kan je badkamer in een paar seconden opfrissen zonder gaten te boren.</p>
<p>Page 292 Handmade and unique These washable organisers, hand-crocheted by local craftsmen in Vietnam, can store and organise your bathroom bits and bobs beautifully.</p>	<p>Page 292 Met de hand gehaakt, dus uniek. Met deze wasbare mandjes van Vietnamese vakmensen ruim je al je badkamerditjes en – datjes mooi op.</p>
<p>Page 293 ⇒ The suction cup grips tiles, glass and other smooth surfaces, so you can reflect almost anywhere.</p>	<p>Page 293 ⇒ je kan de zuignap op tegels, glas en andere gladde oppervlakken bevestigen.</p>
<p>Page 294 The perfect complement A few practical items in those unused nooks and crannies can be enough for a more relaxing bathroom. More useful, more sustainable bathroom furniture. Part towel rack and part chair, RAGRUND is a practical perch made of bamboo, a material that withstands the humidity of your long showers.</p>	<p>Page 294 De ideale opstelling. Met handige items heb je ook op onhandige pekken – zoals onder de wastafel – ineens opbergruimte in je badkamer. Gebruiksvriendelijke en duurzamere badkamermeubels. Stoel en handdoekenhanger in één. RAGRUND is van bamboe en kan dus prima tegen de luchtvochtigheid van een lange warme douche.</p>
<p>Page 295 Giving all parents what they need: an extra pair of hands. A series of products in recyclable plastic that help you give baths,</p>	<p>Page 295 Precies wat ouders nodig hebben. Producten van gerecyclede kunststof die helpen bij het badderen, verschoneren, op het potje gaan – en het leven net wat makkelijker maken.</p>

<p>change nappies, potty train your kids, and make life easier.</p> <p>⇒ You can lock those pills and potions safely away from curious fingers.</p> <p>⇒ Storage you can sit on helps to make more of your bathroom space.</p>	<p>⇒ Zo hou je pillen en andere medicijnen veilig weg van nieuwsgierige vingertjes.</p> <p>⇒ Met bergruimte waar je ook op kan zitten, hou je ruimte over in de badkamer.</p>
<p>Page 296</p> <p>⇒ You could also mount it with the light turned upwards.</p> <p>Stackable cabinets with a simple design that's clever on the inside</p> <p>Hang the plastic cubes in the configuration that suits your space, and give your bathroom things a place of their own at last.</p>	<p>Page 296</p> <p>⇒ Je kan deze wandlamp ook andersom ophangen.</p> <p>Stapelbare kastjes – simpel van buiten en slim van binnen.</p> <p>Hang deze handige kunststof blokken bij elkaar op en geef al je badkamerspullen een vaste plek.</p>
<p>Page 297</p> <p>Beautiful lines, brilliant interior</p> <p>The GODMORGEN drawer and organisers are a dream for your bathroom routine. Find your things fast and get going with your day.</p> <p>⇒ It's slimline, so it's well suited to the smaller bathroom.</p>	<p>Page 297</p> <p>Mooi aan de buitenkant, praktisch aan de binnenkant.</p> <p>Met de GODMORGEN kasten en opbergers droom je nog even verder. Want je vindt meteen wat je zoekt en bent s' morgens dus zo klaar.</p> <p>⇒ Echt heel ondiep, dus ideaal in een kleine badkamer.</p>
<p>Page 298</p> <p>Growing-up furniture</p> <p>Like a changing table that can become a desk or a play surface. And a cot with one side that you can remove when your child is old enough.</p> <p>⇒ You can simply lower the base when your no longer newborn starts to sit up.</p>	<p>Page 298</p> <p>Meegroeimeubels.</p> <p>Deze commode doet straks dienst als bureau of speeltafel. En van het bedje haal je de zijkant weg als je kind zelf in- en uit bed kan klimmen.</p> <p>⇒ Zodra je niet-meer-zo-heel-pasgeboren-kindje rechtop kan staan, verplaats je de bedbodem naar beneden.</p>
<p>Page 299</p> <p>Their wellbeing is your main concern. It's ours too. So whatever we make for them meets</p>	<p>Page 299</p> <p>Je kinderen zijn het belangrijkste. Dat vinden wij ook. Daarom voldoet alles wat we voor</p>

<p>the strictest child safety standards in the world.</p> <p>⇒ Soft lyocell blended with cotton takes away moisture for more comfortable sleep.</p> <p>⇒ For cosier bedtimes, a bed canopy cuts out distractions and creates an extra sense of cosiness.</p>	<p>kinderen maken aan de strengste veiligheidseisen.</p> <p>⇒ Dankzij het mengsel van zachte lyocell en katoen slaapt je kind lekker door.</p> <p>⇒ Dat is knus. Met een bedhemel wordt je kind niet snel afgeleid en maak je een kamertje in een kamer.</p>
<p>Page 300</p> <p>⇒ You can use as a low bed with a canopy on top or as a high bed with a seating area underneath.</p>	<p>Page 300</p> <p>⇒ Dit keerbare bed is te gebruiken als laag bed met een hemel erboven, of als hoog bed met een zitje eronder.</p>
<p>Page 301</p> <p>⇒ The doors close softly and silently.</p> <p>⇒ As your child grows, so can this bed frame. We also have extendable mattresses.</p>	<p>Page 301</p> <p>⇒ De deuren gaan zacht en stil dicht dankzij de ingebouwde demper.</p> <p>⇒ Je kind groeit, en het bed groeit mee. We hebben trouwens ook meegroeimatrassen.</p>
<p>Page 302</p> <p>⇒ How to make a fuss over something you really, really like.</p> <p>⇒ Bed, desk, wardrobe and storage. It's like a little room all in one.</p> <p>⇒ Quiet doors, thanks to soft-closing dampers in the hinges.</p> <p>⇒ When placed horizontally, kids can use the top as another play surface.</p>	<p>Page 302</p> <p>⇒ Zo maak je een hele show van je mooiste spullen.</p> <p>⇒ Bed, bureau, kast en bergruimte in één – meer heb je niet nodig.</p> <p>⇒ Niet met de deuren slaan – dankzij ingebouwde dempers.</p> <p>⇒ Als je de kast horizontaal plaatst, kunnen kinderen op de bovenkant een racebaan aanleggen.</p>
<p>Page 304</p> <p>Play, learn, grow</p> <p>We designed our toys and play series with children's development in mind. To them, it just seems like a whole lot of fun.</p> <p>⇒ The frog becomes a prince when you turn him inside out. Seal it with a kiss.</p>	<p>Page 304</p> <p>Wij houden bij het ontwerpen van speelgoed rekening met de ontwikkeling van kinderen. Kinderen hoeven er alleen maar mee te spelen.</p>

<p>⇒ In reaching for the toys your baby develops hand-eye coordination.</p> <p>⇒ Children can get creative by combining the parts in many different ways.</p>	<p>⇒ De kikker wordt een prins als je hem binnenstebuiten keert – of is een kus genoeg?</p> <p>⇒ Grijpen naar speelgoed is goed voor de oog-/handcoördinatie van je kind.</p> <p>⇒ Doordat ze eindeloos kunnen combineren worden kinderen creatief.</p>
<p>Page 305 Just like the real thing A play kitchen that imitates the grown-up version, with a hob that lights up, plus mini accessories for cooking up hours of fun.</p> <p>⇒ The till comes with play money and bank cards so the kids can shops like grown-ups.</p>	<p>Page 305 Net echt. Deze speelgoedkeuken is niet een grotemensenkeuken te onderscheiden, met een kookplaat die oplicht en mini-keukengerei. Alle ingrediënten voor uren plezier.</p> <p>⇒ Met speelgoedgeld en creditcards, zodat ze kunnen winkelen als volwassenen.</p>
<p>Page 306 Simple, safe and sturdy seating for your little ones They can join you at the table for every meal in this easy-to-clean high chair, with its comfortable support and soft, rounded edges.</p>	<p>Page 306 Simpel, veilig en stevig. Zo kunnen de kleintjes ook gezellig aan tafel zitten. Deze hoge kinderstoel is comfortabel, heeft afgeronde hoeken en is makkelijk schoon te houden.</p>
<p>Page 307 BORJA/SMAGLI This is yummy, Mummy! For baby, every meal is a real adventure. New tastes, new textures, new techniques to master. From being fed, to being able to feed yourself. These neat series are cleverly designed to keep the food still, while your youngster masters the art of fine dining.</p>	<p>Page 307 BORJA/SMAGLI Bam! Daar gaat de beker. Voor peuters is eten een avontuur. Er is zoveel om op te pakken en weg te gooien, je wordt gevoerd, je mag het zelf proberen. Want van proberen kan je leren. Deze mooie set houdt eten en drinken binnenboord totdat ze – eindelijk – willen eten.</p>
<p>Page 309 Ways to shop Test out mattresses, sink into sofas and explore lots of innovative ideas. Inspiration is always free at the IKEA store. Or make your</p>	<p>Page 309 Zo winkel je bij ons Bedden waar je op kan gaan liggen, zitbanken om in weg te kruipen, keukens die je kan vergelijken en duizenden mooie en</p>

<p>purchases from home if it's more convenient for you. Whether you shop at the store or online, you help to keep prices low by doing some of the work yourself. Read on for some hand tips, and then come and see why shopping at IKEA is a big part of what makes IKEA so unique.</p>	<p>slimme woonideeën⁴ wachten in een IKEA winkel op jou. Wil je iets proberen? Wil je iets vragen? We staan voor je klaar. En als dat beter uitkomt, spelen wij met je kinderen terwijl jij winkelt. Op IKEA.nl proef je natuurlijk niet hoe lekker ons eten is, maar je kan wel 24 uur per dag op je gemak rondkijken en eindeloos veel ideeën opdoen. Zien we je gauw?</p>
<p>Page 310 Shop in store, at IKEA.co.uk or both! "We want to make it easy for you to find and buy the home furnishings you love, wherever you are and however you like to shop. At IKEA.co.uk you can browse and buy 24/7 (UK mainland only) and at your local store you can see, touch and take home all our ideas and inspiration. Hope to see you soon!" Irina Customer Relations, Russia</p> <p>Try things at your leisure You can spend as long as you want in the store, to see our products up close and to pick up free home furnishings inspiration. Or just whizz straight through to what you want.</p> <p>Kids love to explore our rooms and sets and to make friends at Smaland our supervised play area. In the restaurant and Bistro, there's tasty food to suit small budgets and big appetites. Your IKEA FAMILY card saves you even more throughout the store.</p> <p>Our car park is right outside, so you can take your lovely new purchases home there and then.</p> <p>Check out when you like At IKEA.co.uk you can shop here and when you want, for delivery to your door.</p> <p>There are easy, online planning tools to help you design those bigger projects,</p>	<p>Page 310 Kom naar de winkel of kijk op IKEA.nl Of allebei!</p> <p>"Meubels vinden die je huis nog mooier maken, dat moet makkelijk gaan, vinden wij. Waar je ook vent, en hoe je ook het liefste winkelt. Op IKEA.nl kan je op je gemak rondkijken en ook bestellen, hoe laat of vroeg het ook is. Bij de vestiging bij jou in de buurt kan je al onze woonideeën aanraken, testen, proberen en meteen mee naar huis nemen. Ik hoop tot gauw!" Irina, medewerker Klantenservice, Rusland</p> <p>Neem de tijd in de winkel Bekijk wat je wilt, test alle meubels, raak alles aan en doe eindeloos veel – gratis – ideeën op voor thuis.</p> <p>Neem je kinderen mee – in onze winkel vervelen ze zich nooit. In ons restaurant kan je even zitten en lekker eten voor een klein prijsje. Met je IKEA FAMILY kaart bespaar je in hele winkel geld. Je parkeert bij ons gratis en recht voor de deur, dus je kan je aankopen zo mee naar huis nemen.</p> <p>Je kan ook 's nachts afrekenen</p>

⁴ Spelling mistake in catalogue

<p>such as a kitchen or a PAX wardrobe.</p> <p>You can try out different furniture combinations to fit your home and use the plans to help you order. You'll also find digital copies of all our brochures, as well as this catalogue.</p> <p>Before you visit the store or even while you're there, IKEA.co.uk or the IKEA app can tell you if your items are in stock and even where to pick them up.</p>	<p>Op IKEA.nl winkel je wanneer je maar wilt, je rekest af en alles wordt thuisbezorgd.</p> <p>Met onze online planningtools maak je zelf mooie ontwerpen – voor de keuken bijvoorbeeld of en PAX garderobekast. Je kan verschillende combinaties proberen en via de tools vervolgens eenvoudig bestellen.</p> <p>Op IKEA.nl staan al onze brochures en deze catalogus ook digitaal voor je klaar.</p> <p>Via IKEA.nl of de IKEA app zie je – voor je naar de winkel komt, of als je er al bent – of je artikelen op voorraad zijn en waar je ze kan vinden.</p>
<p>Page 311 Get in touch</p> <p>In person Speak to us in store. Those friendly folk in the yellow shirts are happy to help.</p> <p>Email Send us a message via the online form at IKEA.co.uk/contactus</p> <p>Phone Store Customer Relations 0203 645 0000* Shop online 0203 645 0015</p> <p>Monday-Friday 9am-8pm Saturday 8am-6pm Sunday 10am-5pm</p> <p>* Standard national rate tariff applies (often free if national rate numbers are part of your phone provider package).</p> <p>FAQ Our FAQs at IKEA.co.uk might have the answers you are looking for.</p>	<p>Page 311 Je kan ons altijd bereiken</p> <p>Persoonlijk In de winkel kan je ons persoonlijk spreken – je herkent ons aan onze gele shirts.</p> <p>Twitter Twitter ons @IKEAhelpt</p> <p>Telefonisch Bel 0900-235 45 32 (55 cent per gesprek en de gebruikelijke belkosten).</p> <p>maandag t/m vrijdag 8 tot 20 uur zaterdag 9 tot 18 uur zon- en feestdagen 12 tot 17 uur</p> <p>Gesloten op 1 januari, 1e paasdag, 1e pinksterdag en 1e kerstdag.</p> <p>Veelgestelde vragen Op IKEA.nl/klantenservice vind je heel veel informatie, plus de meestgestelde vragen. Misschien staat je antwoord daar al bij.</p>

<p>Page 312 <i>Addresses of all UK stores</i></p>	<p>Page 312 <i>Addresses of all Dutch IKEA stores</i></p>
<p>Page 313 > order of information! No-nonsense returns policy – 365 days to change your mind*</p> <p>It's important to us that you're happy with your IKEA purchase. If you're not totally satisfied you can return it within 365 days.</p> <p>We will give a full refund by the same method as your original payment for products that are turned with proof of purchase in new and unused condition and, if possible, the packaging.</p> <p>You can return any product, even if you've assembled it, as long as it's in re-sale condition. Unless faulty, we may refuse the return or offer and exchange or gift card only if the returns criteria are not fully met.</p> <p>If you purchased online and change your mind, provided you cancel your total order within 14 days of receiving it, we will also refund your delivery charge.</p> <p>Love it or exchange your new IKEA mattress within 90 days*</p> <p>It can take some time for you and your new mattress to get used to each other. That's why we're happy for you to try your new mattress at home for up to 90 days.</p> <p>If you don't love it, you can exchange it for another. When you've found the perfect match, you can sleep easy with our free 25-year guarantee.</p> <p>* Terms and conditions apply (for full terms and conditions please see IKEA.co.uk or</p>	<p>Page 313 Aandacht houdt ook je meubels langer mooi</p> <p>"Je doet nog langer met onze meubels als je onze montagehandleidingen en onderhoudsvoorschriften volgt. Je vindt de handleiding en de voorschriften in de verpakking. Maar ze staan ook op IKEA.nl. In de winkel verkopen we reserveonderdelen, vaak ook voor producten die al een tijdje uit het assortiment zijn. Dus ben je iets kwijt? Je kan het altijd vervangen!"</p> <p>Ewan, medewerker Klantenservice, Groot-Brittannië</p> <p>365 dagen bedenktijd*</p> <p>Je kan ongebruikte producten in de originele verpakking samen met de kassabon binnen 365 dagen retourneren. Je krijgt het aankoopbedrag dan terug. IKEA kan besluiten om de producten niet terug te nemen of je een cadeaubon aan te bieden als je niet aan de ruilvoorwaarden voldoet.</p> <p>Matrassen*</p> <p>Toch niet tevreden met je matras? Dan kan je hem – binnen 90 dagen en eenmalig – terugbrengen en een andere uitkiezen. Heb je je jouw matras gevonden, dan krijg je 25 jaar gratis garantie*</p> <p>Als je iets op maat laat maken*</p> <p>Bestellingen die we speciaal voor jou op maat maken, kan je nadat je hebt bevestigd niet meer annuleren.</p> <p>* In de winkel en op IKEA.nl vind je al onze verkoopvoorwaarden.</p>

<p>enquire in store). This policy is in addition to your statutory rights.</p> <p>"If you love it, look after it!"</p> <p>"To get the longest life from your furniture, do take care to follow the specific assembly instructions and care instructions. They come with your product and you can refer to IKEA.co.uk if you need another copy. For many of our products we keep spare parts at the store, even for products that we no longer sell!"</p> <p>Ewan Customer Relations, UK</p>	
<p>Page 314</p> <p>We do our bit</p> <p>We find the smartest, most sustainable way to design, produce, package and distribute each product, so that most people can afford it. For example, the way we flat-pack furniture makes it less bulky to transport. The cost stays down and you can take it home with you easily.</p> <p>You do yours</p> <p>You keep the price at its lowest when you pick up, take home and assemble your new furniture yourself. That way, you can also enjoy your purchases straight away. Of course, how much you do is up to you. The page opposite shows the optional services that we offer if you would like some help.</p> <p>And together we save money</p> <p>The idea of IKEA</p> <p>IKEA tries to give as many people as possible the chance to enjoy well designed home furnishings that make a real difference to everyday life. Whatever else changes, our original ambition never does. And that's to create a better everyday life for the many people.</p>	<p>Page 314</p> <p>Wij doen ons deel</p> <p>Wij zoeken altijd naar slimme en duurzame manieren om een artikel te ontwerpen, te produceren, te verkopen en te vervoeren, zodat het bereikbaar wordt voor zoveel mogelijk mensen. Neem bijvoorbeeld onze bekende platte verpakkingen. Daarmee besparen we op transport. Dat merk jij in de prijs en zo'n platte verpakking kan je zelf veel makkelijker mee naar huis nemen.</p> <p>Jij de jouwe</p> <p>Jij houdt de prijs het laagst als je zelf je nieuwe meubels pakt, meeneemt en in elkaar zet. Op die manier heb je dezelfde dag nog plezier van je aankopen. Natuurlijk is het aan jou wat je wel en niet zelf wilt doen. Op de pagina hiernaast zie je welke extra services we voor je hebben.</p> <p>Daar heeft iedereen profijt van</p> <p>Onze filosofie</p> <p>Bij IKEA staan we voor goed ontworpen meubels voor zoveel mogelijk mensen. Want daarmee wordt elke dag mooier en je leven makkelijker. En wat er ook gebeurt, wat we ook veranderen, dat uitgangspunt laten we nooit los.</p>

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Would you like us to help with that?
We make it easy for you to pick up, take home and assemble your furniture by yourself. If you prefer, our optional services* can save you some time and energy.

Delivery Service

We deliver your furniture direct to your home or your office.

Prices from £25

For an additional non-profit fee we can also take away your current bed, mattress sofa or appliance for re-use/recycling when we deliver the new one.

Assembly service

Our professional independent partners assemble your products for you and dispose of the packaging. Includes a free 1-year workmanship guarantee.

Kitchen Planning service

One of our kitchen experts will come to your home and plan your dream kitchen with you.

Picking with Delivery service

We'll collect the furniture items on your shopping list and deliver them to your home or office.

Prices from £35

Installation service

We will fully coordinate your installation, carried out by our professional independent partners. Our Installation Service is accredited with the FIRA Gold Installation certification and comes with a free 5-year workmanship guarantee.

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Heb je hulp nodig?

Bij IKEA kan je zelf je meubels pakken, vervoeren en monteren. Met onze extra services bespaar je tijd en energie.

Verzamel- en transportservice

We halen de producten voor je uit het zelfbedieningsmagazijn en leveren ze bij je thuis af.

Transportservice

Te zwaar, te groot, te veel? Je aankopen brengen we graag bij je thuis. We zorgen ervoor dat de producten onbeschadigd bij je worden afgeleverd. Ook voor een online bestelling.

Meubelmontageservice

We helpen je graag met het in elkaar zetten van je nieuwe meubels.

Keukenplanservice

Je kan op afspraak je keuken ontwerpen samen met een keukenspecialist.

Badkamerinstallatieservice

We helpen je graag met het installeren van je nieuwe badkamermeubels.

⇒ Meer informatie over onze prijzen en voorwaarden kan je vinden op [IKEA.nl/services](https://www.ikea.nl/services)

<p>* Terms and conditions apply. For more details, please go to IKEA.co.uk/service or ask us in store.</p>	
<p>Page 316 More help for refugee families IKEA Foundation continue to support the UN Refugee Agency (UNHCR) in providing refugees with a better place to call home, including sustainable energy and lighting solutions to improve conditions for refugees around the world.</p> <p>Next it will support UNHCR in improving access to clean and renewable energy, giving refugees the opportunity to cook their own food and pursue household activities after dark, making refugee camps a safer and more sustainable place to live. Our commitment is to create a better everyday life for the most vulnerable children and families.</p> <p>In funding the lighting and cooking needs of refugees, among other activities, IKEA foundation provides positive energy for the future!</p>	<p>Page 316 Schoon drinkwater en duurzame energie De IKEA foundation zet zich met vluchtelingenorganisatie UNHCR in voor een veilige plek voor vluchtelingen. We werken aan huisvesting met duurzame energie- en lichtoplossingen voor een beter leven van vluchtelingen over de hele wereld.</p> <p>Ons volgende aandachtspunt is toegang tot schoon drinkwater een duurzame energie. Zodat vluchtelingen ook 's avonds hun eigen eten kunnen koken en het huishouden kunnen doen. Een vluchtelingenkamp wordt op die manier een veiligere en duurzamere plek. Ons doel is een beter dagelijks leven voor de meest kwetsbare kinderen en hun ouders.</p> <p>Door te zorgen voor verlichting, voor kookgelegenheid, zorgen we letterlijk en figuurlijk voor positieve energie.</p>
<p>Page 317 What is IKEA foundation? IKEA foundation aims to improve the lives of children in the world's poorest communities. We think long term and work with partners to:</p> <ul style="list-style-type: none"> ○ Help refugee children and families to create better lives ○ Fight the root causes of child labour ○ Empower women and girls. <p>We help with things that all children need, a safe home, a healthy start in life, a quality education and a steady family income. In the years to come, IKEA foundation will continue to offer a positive future for the most vulnerable.</p>	<p>Page 317 Wat is de IKEA foundation? De IKEA foundation zet zich in voor een beter dagelijks bestaan voor kinderen in de allerslechtste omstandigheden. We denken vooruit en werken samen met andere organisaties aan:</p> <ul style="list-style-type: none"> ○ een beter dagelijks bestaan voor gevluchte kinderen en hun ouders ○ het bestrijden van de oorzaken van kinderarbeid ○ een betere positie voor vrouwen en meisjes. <p>Wij helpen met zaken die alle kinderen nodig hebben – een veilig thuis, een gezonde start, goed onderwijs en een stabiel gezinsinkomen. En dat blijven we doen, ook</p>

<p>⇒ To see more about what we do, please visit www.IKEAfoundation.org</p>	<p>in de jaren die nog komen gaan. Want iedereen verdient een positieve toekomst.</p> <p>⇒ Op IKEAfoundation.org lees je meer over onze producten</p>
<p>Page 318 sustainability <i>About the Woodland Trust partnership</i></p> <p><i>British organisation</i></p>	<p>Page 318 duurzaamheid <i>"De meest duurzame winkel van Nederland"</i></p> <p><i>How IKEA is the most sustainable company of the Netherlands by investing in sustainability and thinking of solutions for homes.</i></p>
<p>Page 320 Do you love treats, invitations, offers and events? IKEA FAMILY is a way to enjoy more of the best bits of IKEA. More home furnishing ideas, new skills, extra offers, great events, and the perks and rewards which make every day a little brighter.</p> <p>Members also benefit from at least 200 IKEA FAMILY offers in store, free tea and filter coffee Monday to Friday and with Swipe a Surprise* every time you swipe your IKEA FAMILY card at the checkout you're guaranteed to win a prize.</p> <p>And just like the warmest families, we're always welcoming. So anyone is free to join. Sign up now at IKEA.co.uk/IKEAFAMILY or visit your local store and just speak to one of our friendly co-workers.</p> <p>* selected time periods at participating stores only, please check IKEA.co.uk/IKEAFAMILY for more information.</p> <p>⇒ You can join for FREE in your local store or at IKEA.co.uk/IKEAFAMILY</p>	<p>Page 320 Word FAMILY lid en profiteer direct van alle voordelen! Met je IKEA FAMILY kaart kan je gebruikmaken van vele IKEA FAMILY voordelen. Neem dus altijd je kaart mee of houd bij de hand als je online bestelt. Meld je vandaag nog kosteloos aan en profiteer direct!</p> <p>Voordelen op een rij:</p> <ul style="list-style-type: none"> ○ Speciale productaanbiedingen ○ Gratis koffie of thee in ons restaurant ○ Het laatste nieuws en aanbiedingen per e-mail ○ Inbeperkt ruilen en retourneren ○ En nog veel meer! <p>Kijk op IKEA.nl/FAMILY voor een overzicht van alle voordelen.</p> <p>⇒ Meld je nu aan via IKEA.nl/FAMILY of in de vestiging bij jou in de buurt.</p>

<p>Page 321 – 324 <i>Guarantees</i></p>	<p>Page 321 – 324 Garantie</p>
<p>Page 326 <i>Index</i></p>	<p>Page 326 <i>Index</i></p>
<p>Page 327 FOLKLIG/REALISTISK Butter melts gently in the pan, as you prepare the next batch of treats. Heart-warming aromas already attract the peckish. And, in this forced air convention oven, you can cook different flavours at once without mixing them.</p>	<p>Page 327 VALGJORD Staand aan het aanrecht, tot je ellebogen in het schuim en de warmwaterkraan laten lopen om alles af te spoelen – zo deed je vroeger de afwas. Deze vaatwasser wast met maar 7,5 liter wel 15 couverts af. En daar hoef je dan niet eens bij te blijven.</p>
<p>Back cover Breakfast in bed, for no special reason</p>	<p>Back cover Met ontbijt op bed begint je dag goed</p>