



İZMİR UNIVERSITY OF ECONOMICS

FACULTY OF FINE ARTS AND DESIGN

DEPARTMENT OF INTERIOR ARCHITECTURE & ENVIRONMENTAL DESIGN

IAED 451 APPLIED WORKSHOP FOR IAED 1

SEMINAR :

IKEA: Company Profile

SPECIAL GUEST:

SEREN BORVALI

DATE **30 NOVEMBER 2011** TIME **13:30 - 15:20** PLACE **D 022**

**INTERIOR ARCHITECTURE and ENVIRONMENTAL DESIGN
DEPARTMENT SEMINAR:
Seren Borvalı
“IKEA Company Profile”**

On 30 November 2011 Seren Borvalı gave a seminar to students named IKEA Company Profile within the course IAED 451 Applied Workshop I in Interior Architecture and Environmental Design. Borvalı shared her experiences on IKEA's company strategies, brand design processes and work groups. She talked about the role of interior architects through design processes and gave examples of the projects that she worked on. Borvalı also answered the questions of students about the work environment in IKEA.

IKEA advertising and other types of marketing communication



The IKEA catalogue



The IKEA store

The IKEA product range and genuinely low prices



