

Press Release IKEA

IKEA's responds to the world's most expensive painting.

Salvator Mundi – a may-or-may-not-be Leonardo Da Vinci painting has sold for \$450,312,500 USD. In IKEAs language, slightly more than 15 million Billy Bookcases.

"At IKEA we believe anyone should have the possibility to decorate their home without spending their life savings. That's why IKEA offers a range of frames, that works with any photo, print or painting you want to show off, even those from the 1490s." – Says Morten Kjaer, Creative Director, IKEA Creative Hub

"We reacted to the Christie's sale in a way people have come to expect from IKEA – a clever post on social media that throws a friendly punch at the art world by highlighting IKEAs affordable prices." – Says Johan Bello, Creative Director, ACNE.

Credits

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