



Press Release

Triple Distinction for IKEA at the Event Awards 2026: 1 Gold and 2 Silver Awards

IKEA, a Foullis Group company, received **three awards** at the Event Awards 2026, which took place on Wednesday, February 18. This year's achievement confirms IKEA's strong presence in the design and implementation of experiential experiences for the public, its partners, and its people.

IKEA was distinguished in the following categories:

- **Gold Award**, together with **Ginger Communications**, in the category **“Employer Brand & Employee Engagement Event”** for **IKEA Business Days**. This initiative offers students and graduates the opportunity to experience IKEA's culture firsthand through interactive presentations, workshops, and group sessions with company executives, practically showcasing its philosophy of collaboration.
- **Silver Award**, together with **Gravity The Newtons**, in the category **“Kick off Sales / Marketing Event”**, for **IKEA Complete Bedroom – Complete Sleep: An Experiential Event on the Value of Sleep**. The event highlighted the six key factors for better sleep by connecting theory with practice through six themed bedrooms and expert guidance. This distinction recognizes IKEA's ability to transform communication into a meaningful experience, offering value to its audience and partners.
- **Silver Award**, together with **Gravity The Newtons**, in the category **“Press / Media Event”**, for the integrated approach that significantly enhanced the media exposure of the **IKEA Complete Bedroom – Complete Sleep** event, attracting journalists, influencers, and celebrities.

These important distinctions are the result of the creative and effective collaboration between IKEA and Ginger Communications for the implementation of **IKEA Business Days**, as well as with Gravity The Newtons for the **IKEA Complete Bedroom – Complete Sleep** event.

The Event Awards are one of the most important institutions in Greece for recognizing creativity, innovation, and effectiveness in the events industry. This year's distinctions confirm IKEA's commitment to continue investing in pioneering initiatives that combine creativity with the meaningful improvement of everyday life at home.

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IKEA Housemarket S.A.
Fourlis Group



Athens, February 25, 2026

#ikea
#zoumemazi #dimiourgoumemazi

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