

APPENDIX

honours thesis

Where Life Happens (2018)

a campaign by Åkestam Holst for IKEA Sweden

I: *Every Other Week*

II: *Idol*

III: *A Good Listener*

I: *Every Other Week*

Every Other Week tells the story of Leon, a young boy whose parents have split up. We see him in his room full of personal objects and when Leon's mother calls for him to come down, he takes only a overnight bag and his markers with him. When he arrives in his father's apartment, which is significantly smaller than his mother's house, he walks into his room to find it is exactly the same as at home — all he has to do is put down the markers and it's a safe, familiar space again.



II: *Idolen*

In *Idol* (*Idolen* in Swedish), a young boy continuously tries to connect to his father, but constantly fails to do so. Everytime they come close, his father interrupts the moment by answering a phone call. When someday the father realizes that in all his son's drawings he is pictured being on the phone, he decides to put his phone away — at least for a while.



III: *A Good Listener*

A Good Listener is about a girl struggling through puberty. There seems to be no mother around in their small family. Everyday the girl comes home, throws off her coat and bag and storms off to lock herself away in a room, whether this is her bedroom, the broom closet or the bathroom. Her father patiently sits outside the room every time, listening to her talk about her problems, until one day she decides to open the door — although just a crack, and lets him in again.

