

IKEA starts selling furniture for gamers

17th February, 2021



Photo: IKEA

The Swedish furniture maker IKEA has released its new range of products - gaming furniture. Now gamers can buy special desks, chairs, sofas and other items to make them more comfortable when they play computer games or online games. There are more than 30 products in IKEA's gaming line. One of the more unusual things is an accessory that is like a big wooden hand, to hold your headset. There is also a

special pillow with pockets where you can put your hands to keep them warm. IKEA said it spent many years on designing the furniture. It got expert help in making sure it created the right products. To do this, it teamed up with the gaming laptop maker Republic of Gamers.

IKEA said making furniture for gamers was a "natural step" for the company. It wanted to attract millions of gamers around the world to its stores and website. The company said it has created, "relevant, functional, beautiful, and affordable products and complete gaming solutions". It added that it wanted to make products that also appealed to female gamers, saying: "The needs of billions of gamers around the globe are very diverse...46% of gamers are women." It said: "Now we take the first step on our gaming journey, and we do it by presenting affordable, high-performing gaming products and complete solutions that we hope reflect people's personalities and taste."

Sources: [gamespot.com](https://www.gamespot.com) / [usatoday.com](https://www.usatoday.com) / [theverge.com](https://www.theverge.com)

Writing

All furniture should be better designed. Discuss.

Chat

Talk about these words from the article.

furniture / products / gaming / desks / comfortable / wooden hand / pillow / laptop / natural / website / beautiful / affordable / female / globe / diverse / journey / solution

True / False

- a) IKEA will release new gaming furniture next year. T / F
- b) The furniture will stop gamers from getting too comfortable in sofas. T / F
- c) IKEA made a wooden hand that will hold headsets. T / F
- d) IKEA worked with a gaming laptop maker to develop its new furniture. T / F
- e) The article says IKEA wants to attract a billion gamers to its stores. T / F
- f) IKEA wants to appeal to female gamers. T / F
- g) IKEA said 46 per cent of gamers are women. T / F
- h) IKEA wants to make furniture to reflect people's taste. T / F

Synonym Match

(The words in **bold** are from the news article.)

- | | |
|-----------------------|-----------------|
| 1. maker | a. inexpensive |
| 2. items | b. exact |
| 3. unusual | c. act |
| 4. right | d. things |
| 5. teamed up | e. show |
| 6. step | f. manufacturer |
| 7. affordable | g. total |
| 8. appealed to | h. uncommon |
| 9. complete | i. attracted |
| 10. reflect | j. collaborated |

Discussion – Student A

- a) What do you think about what you read?
- b) What do you think of gaming?
- c) What are your favourite games?
- d) Why might female gamers need different furniture?
- e) What furniture reflects your personality?
- f) How would you describe your taste in furniture?
- g) How might IKEA's furniture affect gaming ability?
- h) What questions would you like to ask the IKEA designers?

Phrase Match

- | | |
|------------------------------------|-----------------------|
| 1. IKEA has released its new range | a. to female gamers |
| 2. chairs, sofas and | b. and taste |
| 3. One of the more | c. help |
| 4. It got expert | d. products |
| 5. it teamed up with the gaming | e. of products |
| 6. It wanted to attract millions | f. unusual things |
| 7. products that also appealed | g. our gaming journey |
| 8. Now we take the first step on | h. laptop maker |
| 9. high-performing gaming | i. of gamers |
| 10. reflect people's personalities | j. other items |

Discussion – Student B

- What do you think of furniture?
- What do you think of gaming furniture?
- What is your favourite item of furniture?
- How important is it to have special furniture for gaming?
- What item of furniture would you really like to buy?
- What do you think of the hand-warming pillow?
- What do you know about IKEA?
- What kind of desk do you use?

Spelling

- released its new narge of products
- make them more mrftocbaole
- an sceasocry that is like a big wooden hand
- a special illpow
- gsidnieng the furniture
- It got xepert help
- ttraact millions of gamers
- evelarnt, functional, beautiful
- complete gaming tlusioons
- pealaped to female gamers
- very evirdse
- frelect people's personalities

Answers – Synonym Match

1. f	2. d	3. h	4. b	5. j
6. c	7. a	8. i	9. g	10. e

Role Play

Role A – Action Games

You think action games are best. Tell the others three reasons why. Tell them what is wrong with their games. Also, tell the others which is the least interesting of these (and why): driving games, shooting games or sports games.

Role B – Driving Games

You think driving games are best. Tell the others three reasons why. Tell them what is wrong with their games. Also, tell the others which is the least interesting of these (and why): action games, shooting games or sports games.

Role C – Shooting Games

You think shooting games are best. Tell the others three reasons why. Tell them what is wrong with their games. Also, tell the others which is the least interesting of these (and why): driving games, action games or sports games.

Role D – Sports Games

You think sports games are best. Tell the others three reasons why. Tell them what is wrong with their games. Also, tell the others which is the least interesting of these (and why): driving games, shooting games or action games.

Speaking – Games

Rank these with your partner. Put the best games at the top. Change partners often and share your rankings.

- | | |
|------------------|----------------------|
| • Puzzle games | • Action games |
| • Art games | • Role-playing games |
| • Shooting Games | • Strategy games |
| • Sports games | • Driving games |

Answers – True False

a	F	b	F	c	T	d	T	e	F	f	T	g	T	h	T
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Answers to Phrase Match and Spelling are in the text.