

**Eye-catching  
design to  
raise awareness  
about domestic  
violence**



At least **every third** woman in Estonia has experienced domestic violence in her lifetime.



For a large part of society, home is not a safe place – people are suffering in the place where they should feel safe the most.



**IKEA is driven by the vision to create a better everyday life for the many.**

Unfortunately, home is not always a peaceful and safe place. That's why IKEA decided to become a voice against domestic abuse and use its brand power to draw attention to this pressing issue with initiative «Notice Violence».







# Limited edition bag as a symbol for awareness

Within the long-term initiative «Notice Violence», IKEA, together with the beloved Estonian designer Karl Korsar, created a limited edition design bag.

The aim was to initiate social discussion and engagement in a creative way:

- to contribute to raising **awareness** of domestic violence – a problem that often remains behind closed doors;
- to initiate a **social movement on breaking taboos** to talk about violence and convey a symbolic message that reminds people to keep their eyes open;
- and to **contribute to crisis center makeovers** in Estonia by donating all profits gained.

*This collaboration marked the first-ever partnership between an Estonian designer and IKEA.*





Home should always be a sanctuary. It's crucial that we, as a community, tackle the issue of domestic violence and offer help to the most vulnerable in our society. It's our duty to keep our eyes open and take action.

The design of the shopping bag is purposefully eye-catching to draw attention to a problem that often goes unnoticed."

**- Karl Korsar -**



# Design for the issue that remains unnoticed

The design draws attention to a problem that often goes unnoticed by:

- initiating social discussion and breaking taboos on the topic;
- eye-catching design expressing the idea of noticing violence in Karl Korsar's unique style;
- graphic artwork reminding us to keep our eyes open and notice violence;
- safety belts used as handles to symbolise the lack of safety for violence victims;
- a manifesto for awareness to recognise the severity of the problem.





## Märka vägivalda

ON ASJU, MIS ON PALJA SILMAGA NÄHTAVAD -  
ILUSAD ASJAD, UNISTUSTE KODUD NING  
INIMESED, KES NENDES KODUDES ELAVAD. KUID  
KAS KA TUNDEID ON VÕIMALIK VAID PALJA  
SILMAGA NÄHA? KAS UNISTUSTE KODU NING  
ILUSATE ASJADE TAGA VÕIB TEGELIKULT  
PEITUDA HIRM, LOOTUSETUS JA VIHA?

IGA KOLMAS NAINE ON VÄHEMALT KORRA  
ELUS KOGENUD LÄHISUHTES VÄGIVALDA.  
VÄGIVALD SOOSIB VAIKIMIST. VAIKIVAD SAGELI  
NII OHVER KUI KA NEED, KES VÄGIVALDA PEALT  
NÄGID VÕI KUULSID. ÄRGE PIGISTAGE SILMI  
KINNI NING RÄÄKIGE JUHTUNUST JULGELT,  
SEST KODUVÄGIVALD EI OLE AINULT KAHE  
INIMESE VAHELINE PROBLEEM - SEE ON MEIE  
KÕIGI PROBLEEM.

KANDKE SEDA ÕLAKOTTI UHKUSEGA, ET  
SAAKSIME ÜHESKOOS LUUA PAREMA KODUSE  
ELU. OLGU SEE IGA PÄEV MEELDETULETUSEKS,  
KUI OLULINE ON MÄRGATA ENDA ÜMBER  
TOIMUVAT.

# Manifesto on the bag

The manifesto on the back of the bag is a **declaration that outlines the severity of the problem and the vision for why it's important to keep our eyes open and notice domestic violence.**

The aim of the manifesto was to raise awareness and educate, but also to encourage people to think about the issue, to notice, and to give a helping hand to those in need.





The front of the bag is illustrated with an eye-catching design expressing the idea of noticing violence in Karl Korsar's unique style and conveying a symbolic message to keep our eyes open and notice the problem that often goes unnoticed.



The back of the bag features a manifesto – a declaration aimed at raising awareness of the severity of the problem and encouraging action.

The handles are made of safety belts to illustrate the lack of safety that domestic violence victims endure.





This symbol of awareness engages society in the movement against domestic violence, showing commitment to keeping our eyes open and encouraging others to start noticing domestic violence as well. It also supports crisis centers in Estonia.



The «Notice Violence» bag is a multifunctional accessory that can be used for many purposes and occasions such as shopping, carrying a laptop, daily essentials, hobbies, and more.