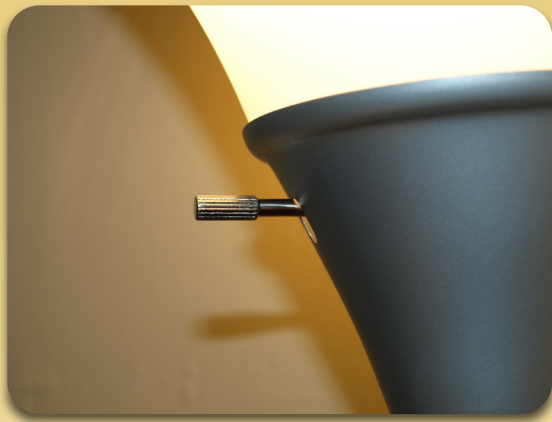


# IKEA Floor Lamp Redesign

## Current Implementation



*sticks out like a sore thumb.*

*Why is this so hard to turn?*



Which way do I turn?

What brightness am I on?

## New and Improved

