

《宜家现在很头疼，太多人在店里玩捉迷藏，引发危险》



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Ikea has repeatedly asked people not to play hide-and-seek in its stores. And yet people keep organizing massive, thousand-person games at Ikea.

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The first evidence of this trend dates back to 2014, when a Belgian blogger named Elise De Rijck coordinated a hide-and-seek meet-up at her local Wilrijk store to celebrate her 30th birthday.

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She created a Facebook group and invited her friends—but soon, thousands of people had joined the group.

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Ikea Belgium got wind of the plan and instead of squashing it, offered Ikea's full support, including extra staff and security to host the event.

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From the photos that still circulate online, the event was a riot, replete with people hiding under bins and beds all over the store.

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But for Ikea, it was a one-time thing. The company soon reached out to similar Facebook groups organizing games and asked them to disband, citing safety risks. And for good reason: Ikea is full of heavy furniture and forklifts.

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Just this week, authorities in Glasgow foiled a new plan for a 3,000-person game in the Scottish city's Ikea store.

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Employees at the local Ikea spotted the plan on Facebook and called the police, who turned away the would-be gamers. An Ikea spokesperson told The Scotsman, "We need to make sure people are safe, and that's hard if we don't know where they are." "

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Ikea's crackdown on hide-and-seek makes sense. But at the same time, it's hard not to see the phenomenon as a potential opportunity for the company, which has been working desperately to reinvent itself, rethinking its store designs and opening smaller urban stores that are really just a showroom for digital orders.

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No, it probably truly isn't safe to play guerilla-style games at a store that sells heavy furniture.

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Then again, Ikea has thousands of people excited about driving to the very suburban box stores it wants people to visit. Isn't that a potential opportunity, rather than a problem?

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coordinate [k??'?:d?ne?t]

v. ??????;??

Government officials visited the earthquake zone on Thursday morning to coordinate the relief effort.

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If you coordinate an activity, you organize the various people and things involved in it.

??coordinated a hide-and-seek meet-up????????

