For fans, it's more than just a pencil

THE humble Ikea pencil has a fan base. A MySpace group dedicated to its worship has 27 members.

One member wrote: “I love Ikea pencils so much. I worked there for four years and could touch them all day long... hmmm yeah Ikea pencils...”

It’s simple, bare and classic.

But to some, it’s more than a pencil. It’s “sacred” and “almighty”.

SOUGHT AFTER ITEM

In a Singapore Management University creative thinking class, students conducted an experiment – exchanging an item for another of a slightly higher value – to see how far they would get eventually.

And the generic item they chose to start off with: an Ikea pencil.

A YouTube video shows, in Blair Witch Project-style, Ikea shoppers grabbing pencils by the fistful at a store overseas.

In another video, a student suddenly upends his backpack in class, pouring out a giant pile of Ikea pencils.

And from a pencil review website, the serious people who study such things wrote: The Ikea pencil is of “original graphite hue, satisfies minimum-useable length and 85mm-long, the confirmed median result of measuring 12 individual pencils selected for a sample”.