

Press kit  
Launching August 2024

Nyttillverkad part 5

# Classics in constant change







# Oldies but goodies

In August 2024, we are revealing new takes on two of our most iconic and lasting designs: the KLIPPAN sofa and the POÄNG armchair. Designed and updated by Japanese designer Noboru Nakamura, these additions to the Nyttillverkad collection will transport you to the confident '80s with their popping colours, straight lines and minimalistic expression.

Meet KLIPPAN in fun outfits straight out of the IKEA catalogue from 1984 and discover a brand new low-back design of POÄNG.

Welcome to discover the stories behind our classics in constant change!







**“At IKEA, we are  
constantly trying  
to do things better”**

**Lars Dafnäs**

Senior Advisor, IKEA of Sweden





# Never out of style. Never out of production.

Few products embody Scandinavian design and IKEA design principles better than KLIPPAN and POÄNG. Stripped down to the bare necessities, they are simple while still providing comfort and function.

But they wouldn't have stayed this long in the range without a few updates along the way. With each new cover, KLIPPAN has met a new customer. And POÄNG has been everything from a rocking chair to a children's chair and now the new low-back armchair is ready to find even more friends.

Leaning on timeless design aesthetics, KLIPPAN and POÄNG will probably still be standing in another 40 years. But one thing's for sure: they'll never stand still.



# A throwback to the '80s!

After the practical and crafty do-it-yourself spirit of the 70s, there was a pent-up yearning in the '80s for luxury, elegance and simplicity in design.

The period's playful and postmodern design, with geometric shapes and strong primary colours, suited IKEA well.

During this time, we launched some of our most iconic furniture, such as the LACK table and the KLIPPAN sofa – easy-to-place furniture that still remains in the range.





# One size fits most

It's been said that the KLIPPAN 2-seat sofa actually holds 2½ people. But with a broad back and armrests, there is usually room for many more!





**KLIPPAN was introduced to IKEA customers in 1980. Although no immediate best seller, its popularity grew over the years. With a clean look and interchangeable covers, it's managed to stay relevant for almost half a century.**



## A sofa for the many

In the late 1970s, product developer Lars Engman asked designer Noboru Nakamura to make a sturdy sofa for young families like his own. The sofa needed to withstand the everyday play of children, with soft corners and removable, washable covers. And it had to be sold at a price that families could afford.

Nakamura used his existing sofa, LAPPMON, as a starting point and removed everything unnecessary. To make washable covers, the sofa was shortened by 18 centimetres to fit the width of fabric reels at the time, as well as household washing machines. A decision that also made more flat packs fit on each pallet, reducing both costs and material use.



# Back to basics

When these soft, puffy covers were first released in 1984, they earned a spot on the cover of the IKEA catalogue. Forty years later, they are still turning heads.

This year, we are re-introducing the memorable covers in bright primary colours of red, blue and yellow.







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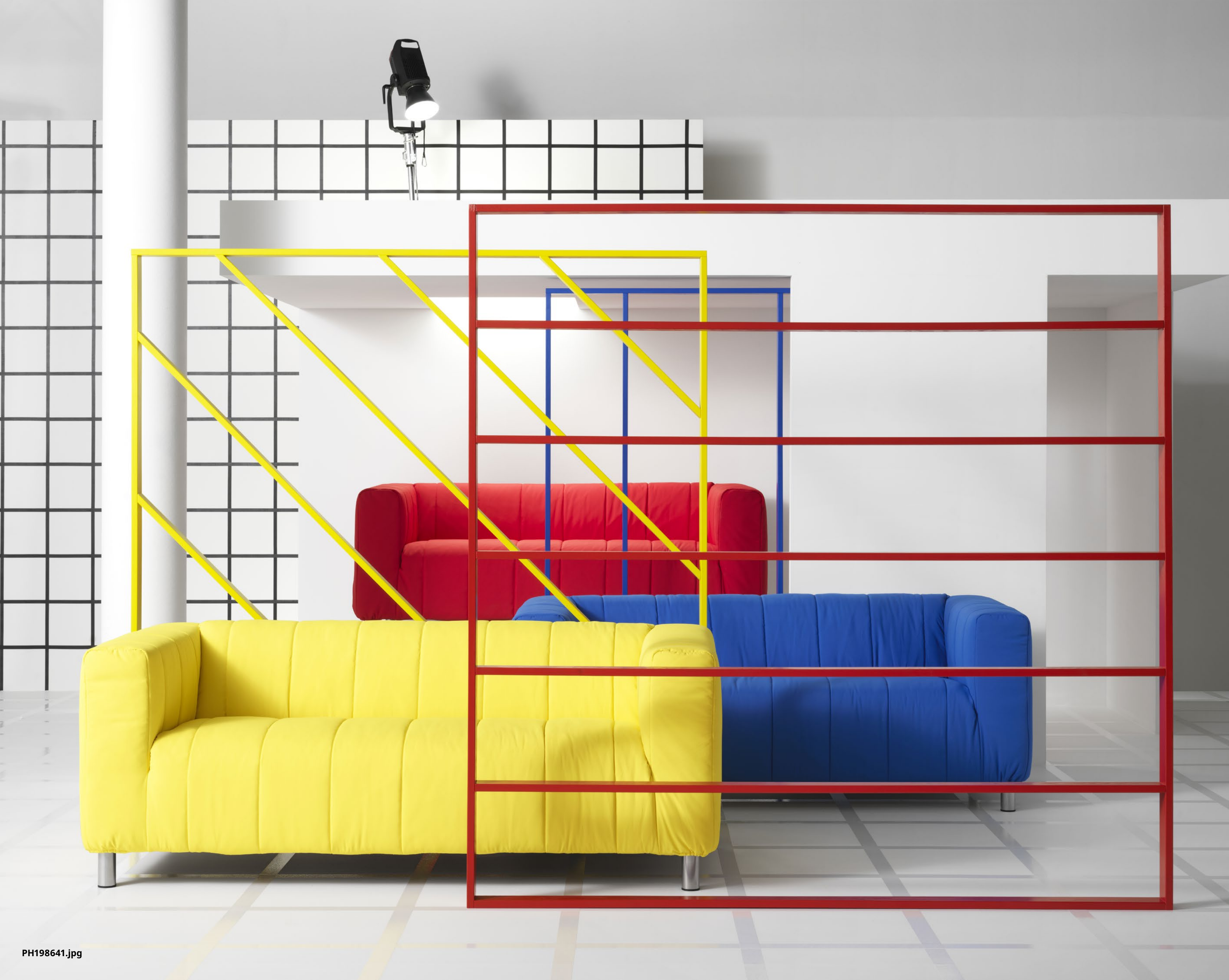


PH198626.jpg

## A new sofa under your arm

The KLIPPAN sofa covers in bright red, blue and yellow are easy to carry and can give your KLIPPAN sofa a new, fresh look. The covers come in matching textile bags. Bring home a new sofa on the bus or give it away the next time you go to a housewarming.





**“KLIPPAN will never be the same sofa for everyone. It becomes what you want it to be.”**

Text from the IKEA catalogue 1996.



# The essence of democratic design

At the core of every IKEA design is a principle called democratic design. Before a product meets our customers, it first needs to live up to the five dimensions of form, function and quality, while also considering sustainability and keeping the price low. You could say that it's what makes a product IKEA. But it's also what makes designing for IKEA such a challenge.

The five dimensions of democratic design are present in every IKEA product, but few designs tick all boxes equally. However, KLIPPAN and POÄNG, come very close.

With their frill-free designs and interchangeable covers and cushions, KLIPPAN and POÄNG have managed to stay relevant over time. And with continuous updates and improvements in materials and construction, they become better examples of democratic design every day.





**"The Japanese flag only has a circle.  
It's so simple. I like to approach  
my design in a similar way."**

**Noboru Nakamura**  
Designer





# Meet the designer Noboru Nakamura

Did you know that two of our most Swedish designs were made by a Japanese designer?

Noboru Nakamura (1938–2023) was educated at the Carl Malmsten Furniture School and the University of Arts, Crafts and Design in Sweden.

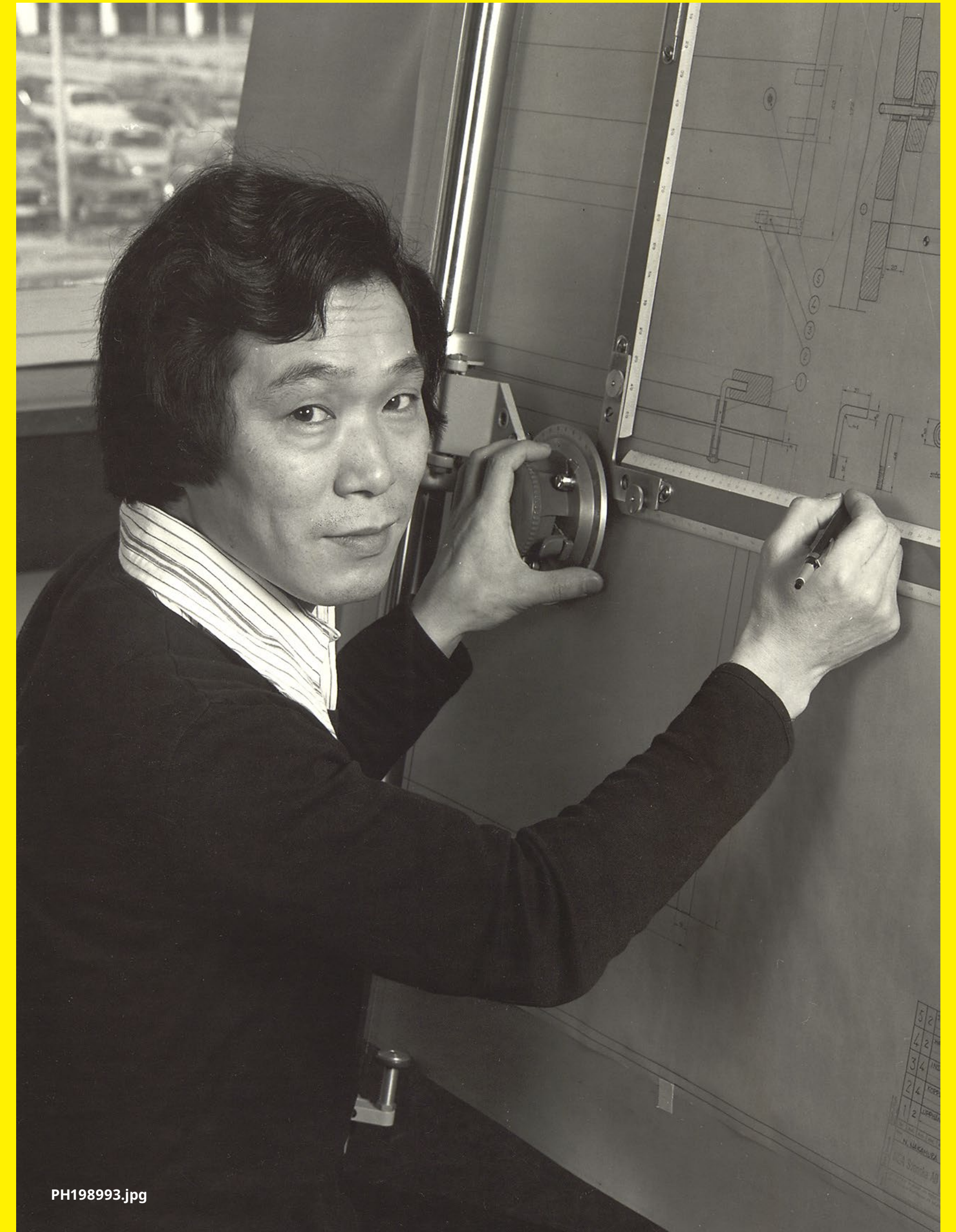
He joined IKEA in 1975, where he worked with product developer Lars Engman to create simple and functional designs that solved customer needs. Their collaboration resulted in the creation of two of our most famous products, the POÄNG armchair and the KLIPPAN sofa.

When Noboru Nakamura left Sweden in 1978, he took with him not only a portfolio of fantastic designs but also full fluency in the Swedish language and the nickname Nacka. In Japan, he started Furniture Design Nacka, where he continued to design wood furniture.

For Nyttillverkad, we are honoured to present a new version of the POÄNG armchair redesigned by sensei Noboru Nakamura himself.



Above: POEM armchair in the IKEA catalogue 1980  
Below: POÄNG low-back armchair 2024





# From POEM to POÄNG

Before this armchair became a natural part of many homes, it was an idea in designer Noboru Nakamura's head. He'd been tasked to design a bentwood armchair in layer-glued birch veneer. But at a low price and made for large-scale production.

By ordering parts from three different factories, the POEM armchair delivered on its promise and reached IKEA customers in 1977. With its timeless look and smooth swing created by the cantilever design, the bentwood armchair became an immediate success.

When POEM was relaunched as POÄNG in 1992, it was slimmer and the tubular steel seat had been replaced with an all-wood frame. Now, the armchair could fit into a flat pack, which reduced the price by 21%. Today, POÄNG costs even less than when it first launched.





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**“New designs are normally more expensive to produce. But by making adjustments to an already existing production line, the price for POÄNG low-back armchair can start low.”**

**Sebastian Svensson**  
Product Innovation Leader, IKEA of Sweden





# Less snoozing. More socialising.

Over the years, there's been a POÄNG for rocking, for swirling, for lounging and for kids. And now, the armchair returns in a trimmed-down design with a low back – perfect for socialising.

Designer Noboru Nakamura was asked out of retirement to make a new version of his popular armchair. And this time, he decided to make it younger.

With one dramatic cut, the headrest was gone and with a slightly lower seat, the new chair is smaller and has a more active sitting position while retaining its well-known swing and comfort.

No more dozing off mid-conversation. The new POÄNG is made for chatting, debating and collaborating. And, as for all POÄNG, it's made for lasting and comes with a 10-year warranty.







**"POÄNG and KLIPPAN are timeless because they combine beautiful form and good function with a reasonable price and long-lasting quality."**

**Johan Ejdemo**

Global Design Manager, IKEA of Sweden





# Product overview



PE940371.jpg  
**New KLIPPAN cover for 2-seat sofa 89,99** Fabric: 100% polyester. Quilting: Polyester wadding. Långban bright blue  
005.820.60



PE940372.jpg  
**New KLIPPAN cover for 2-seat sofa 89,99** Fabric: 100% polyester. Quilting: Polyester wadding. Långban bright red  
805.820.61



PE940369.jpg  
**New KLIPPAN cover for 2-seat sofa 89,99** Fabric: 100% polyester. Quilting: Polyester wadding. Långban bright yellow  
205.820.59



PE940386.jpg  
**New POÄNG low-back armchair 89,99** Clear lacquered wood veneer and birch veneer. Cover: 80% cotton and 20% linen. Designer: Noboru Nakamura. Natural colour/beige/Katorp natural colour/beige  
095.516.05



PE940387.jpg  
**New POÄNG low-back armchair 89,99** Clear lacquered wood veneer and birch veneer. Cover: 100% polyester. Designer: Noboru Nakamura. Natural colour/beige/Vissle black  
695.515.94



PE940385.jpg  
**New POÄNG low-back armchair 89,99** Clear lacquered wood veneer and birch veneer. Cover: 100% polyester. Designer: Noboru Nakamura. Natural colour/beige/Vissle red  
695.515.89



PE940392.jpg  
**New POÄNG low-back armchair 89,99** Clear lacquered wood veneer and birch veneer. Cover: 100% polyester. Designer: Noboru Nakamura. Red/Vissle red  
995.515.83



PE940391.jpg  
**New POÄNG low-back armchair 89,99** Clear lacquered wood veneer and birch veneer. Cover: 80% cotton and 20% linen. Designer: Noboru Nakamura. Red/Katorp natural colour/beige  
895.516.11



PE940393.jpg  
**New POÄNG low-back armchair 89,99** Clear lacquered wood veneer and birch veneer. Cover: 100% polyester. Designer: Noboru Nakamura. Red/Vissle black  
995.515.78



PE940398.jpg  
**New POÄNG low-back armchair 89,99** Clear lacquered wood veneer and birch veneer. Cover: 100% polyester. Designer: Noboru Nakamura. Black/Vissle black  
095.515.68



PE940399.jpg  
**New POÄNG low-back armchair 89,99** Clear lacquered wood veneer and birch veneer. Cover: 100% polyester. Designer: Noboru Nakamura. Black/Vissle red  
695.515.70



PE940397.jpg  
**New POÄNG low-back armchair 89,99** Clear lacquered wood veneer and birch veneer. Cover: 80% cotton and 20% linen. Designer: Noboru Nakamura. Black/Katorp natural colour/beige  
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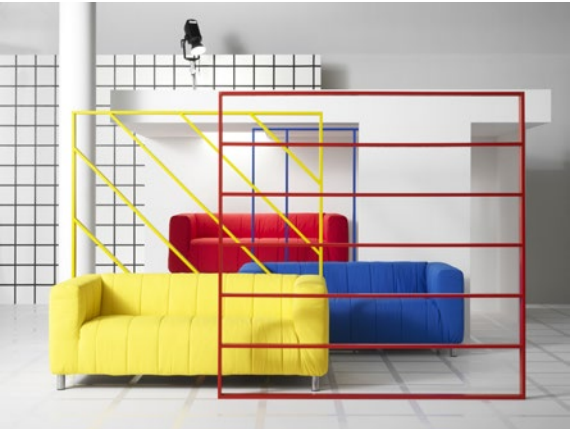
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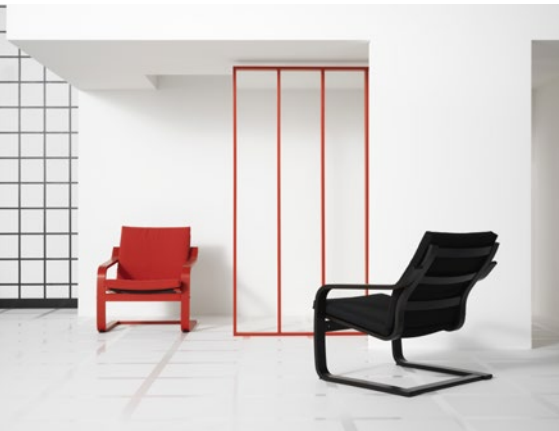
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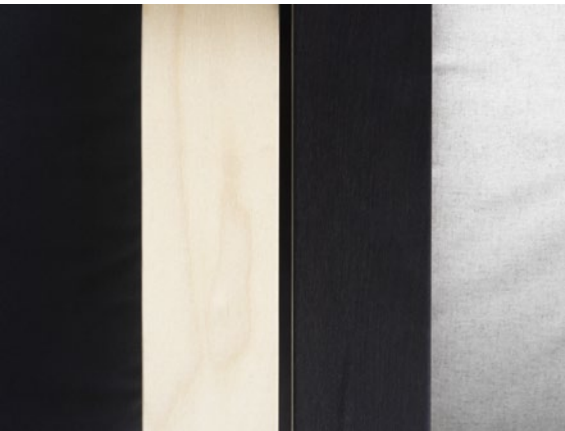
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