

# OSYNLIG

13 scents by IKEA and Ben Gorham

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## What does home smell like?

Scent can take you places. The olfactory bulb – the part of the brain that senses smell – is tightly intertwined with our emotional system, meaning it's able to conjure up memories of where you've been and the people you've met in an instant. It's also one of the reasons we feel so comfortable at home and in the homes of our friends, because of the good feelings we associate with being there.

This idea inspired our collaboration with Ben Gorham, founder of luxury fragrance and fashion house Byredo. OSYNLIG, Swedish for 'invisible', is a collection of 13 scented candles that are made to provoke the kind of emotion that's hard to put into words – from nostalgia for the things you've done, to dreams of the things you might – and, above all, heighten the experience of being at home.

OSYNLIG brings high-end scent-making within the reach of the many people, and the concept of invisible design to a wider audience than ever. So, all that's left to ask is – what does home smell like?

## Made from memories

Ben Gorham is the founder of luxury perfume house Byredo. Brought up in Toronto and New York, he returned to Sweden, the country of his birth, to pursue a professional basketball career and attend art school.

It was in Stockholm, however, that a chance meeting with perfumer Pierre Wulff impressed upon him the evocative, emotional potential of smell. His experimentation led him, with no formal training, to create Byredo in 2006 – a brand named for a portmanteau of 'By Redolence' that's become renowned for its use of simple, raw ingredients and striking minimalist packaging. It's since expanded into leather goods and accessories, as well as collaborations with Virgil Abloh's Off-White, Oliver Peoples and basketballer Russell Westbrook.

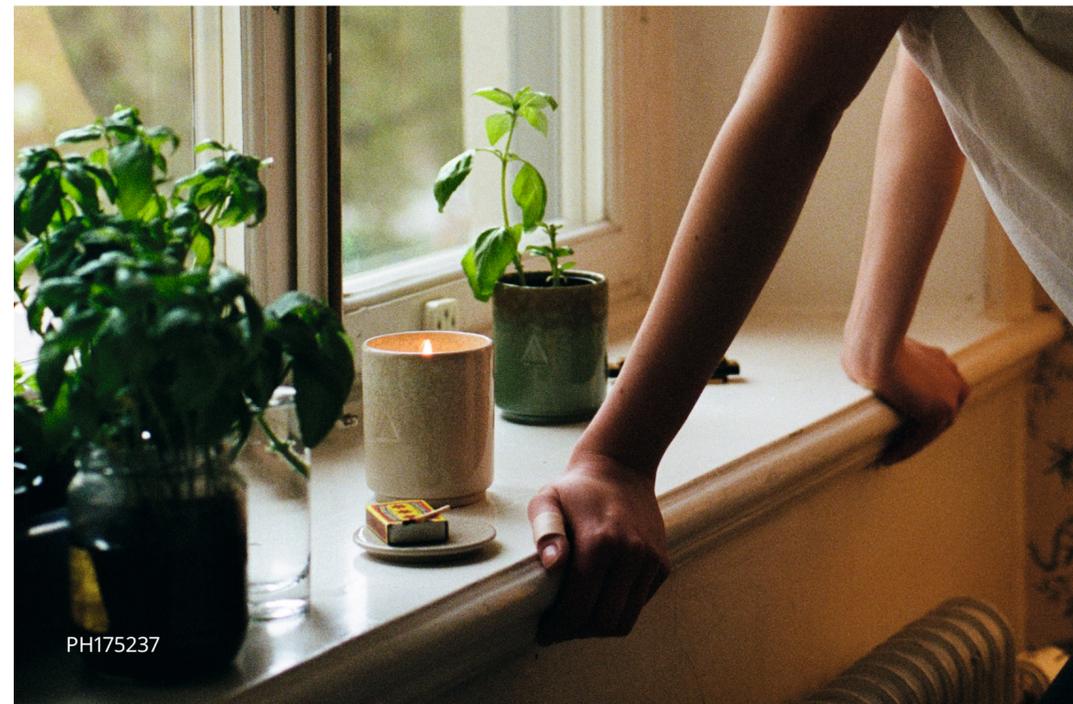
His ambition is to translate memories and emotions into products and experiences – starting with the very first fragrance he created to launch Byredo, which was based on how he remembered his father smelling like.



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## The power of invisible design

While developing the 13 fragrances that make up the OSYNLIG collection, we brought in students from the Royal College of Art to explore the potential of invisible design – the idea that it's not just what your home looks like that affects how it makes you feel. Together we prototyped products that used light, sound and smell to transform a space, and it's had a big influence on how we put together the final range.

**“The way your home smells is very emotional and plays a huge part in how you feel being there. It isn’t just about things being functional and practical, it’s the place where you come together with family and friends and make memories.”**

Ben Gorham





**We've learnt from extensive research and carrying out home visits around the world how important scent can be when it comes to setting a mood and feeling comfortable. Our surveys show that smell is the sense that we most associate with home, and that over 40% of people think their homes have their own, recognisable scent. And with 13 different varieties to choose from in the OSYNLIG collection, we hope there's one that'll suit everyone's space.**

Quality raw ingredients, chosen with care, are key to creating a memorable fragrance. Each of the candles is glazed with a blend of two colours, chosen by Ben, that represent the ingredients used in it.



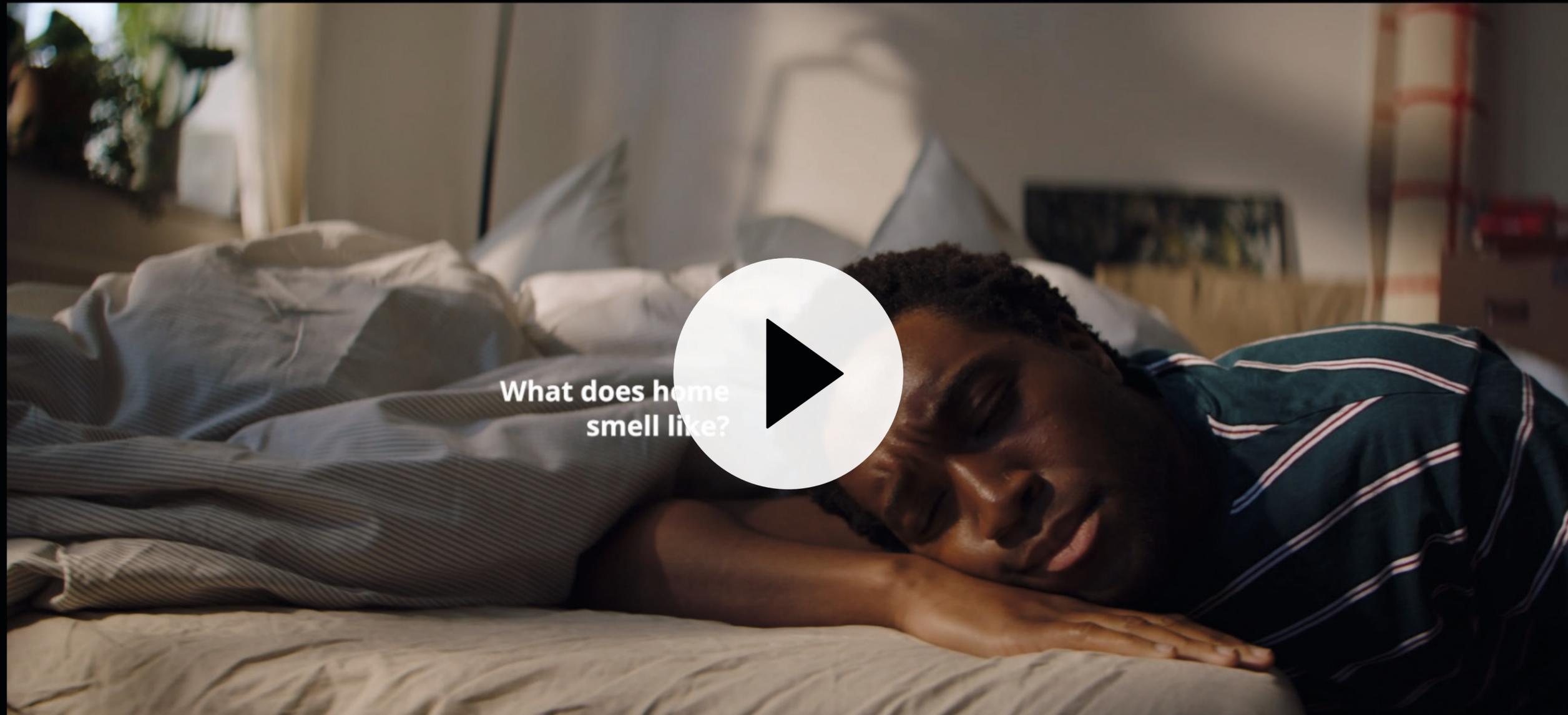
A short story about scent, memory, and sticking together from far away.





**The triangle-shaped marking on each candle's container is a reference to one of the most popular ways people understand fragrance – as a combination of top notes, which you smell first, middle notes, which come next and last longer, and base notes, which form the bottom of the triangle and remain for the entire duration of the fragrance. The collection is similarly divided into 3 categories – fresh, floral, and woody – that have been curated to help guide people to the scents within the broad range that will best suit them.**

“Smell is a very relevant part of the home, and it creates a sense of comfort and security.” – Ben Gorham



What does home smell like? Like acrylic paint, raw meat, and hot cocoa. Or something in between.



**“Something as non-physical as a fragrance needs a tactile context”, says Iina Vuorivirta, Designer at IKEA. The very personal emotion of the hand-formed ceramic vessels that contain the candles speak to the unique smells that people associate with the home. And, once you’ve finished with them, they’re designed to store small things or to decorate your home.**



We went behind the scenes with Ben and IKEA's design team as they developed what became the OSYNLIG collection.





# Interview with James Futcher, Creative Leader at IKEA

**“I try not to have too many expectations when we collaborate with people outside of IKEA – it’s always better to be curious and open-minded and hopefully meet in the middle.”**

**Hi James – how did the collaboration with Ben initially come about?**

I mean, it came from us being so excited at the idea of working with someone at the top of their field and being able to apply Ben’s knowledge to the context of the home. The things he makes are very high-end so it was also appealing to be able to take his knowledge and apply it at scale in a way that democratizes it.

**What were your expectations for working with Ben and Byredo? Were they accurate?**

I try not to have too many expectations when we collaborate with people outside of IKEA – it’s always better to be curious and open-minded and hopefully meet in the middle. The magic things happen when you explore a topic together and when you can both take something away with you even if your audiences are really different.

**How did the design process happen? What did the collaboration involve?**

Every time that we develop something at IKEA it’s about starting with the formula, which is democratic design – each product has to have the right form, quality, impact

on the planet and, crucially, the right price for the consumer. So it always begins there, with us laying out our values with the people we're working with, and using that framework is why we've been able to engage with so many different partners in a smooth way.

From there of course you bring in Ben's expertise, and we tried to give him the space to explore things how he wanted to – because it's his expertise that brought us together – and challenge ourselves to do something different. That's how we ended up with 13 scents rather than a smaller collection. It would have been 'lagom' to just make 1 or 2 that appealed to almost everyone, but with so many distinct scents you have the opportunity to try them and find one you really really like, one that hopefully provokes a memory for you.

We also spent time in workshops with students from the Royal College of Art creating prototypes that involved other aspects of invisible design, as well as on the factory floor working with manufacturers – that teamwork is something that I always find rewarding.

**Tell us about invisible design. What does it mean? Why was it such a key part of making the collection?**

I think there's something really interesting about how we mostly think of the home as a physical thing, about how it works and how we might lay it out in terms of space to best fit our personal needs. Invisible design is that layer on top of functionality that completes the home, the intangible things like lighting, mood and atmosphere that enable you to have a really emotive, interesting environment if that's what you want. It's this idea that made me think differently about my

own home and the opportunity we had in developing OSYNLIG – it was never about making scented candles as much as it was about encouraging the many people to tap into memories, other abstract things, as they construct their own homes, and not just people who can afford to experiment with really great, expensive scents.

**We know that scent is one of the most powerful tools for provoking emotion and bringing back memories. How do you feel about that?**

Working on this project has made me reminisce about things quite a few times. The smell of bacon is something that always makes me think back to my childhood and fried English breakfasts on a Saturday morning, or stopping off at a greasy spoon on the way to watch Queen's Park Rangers, the football team, with my dad and brother. And now, when I cook the same thing for my daughters, it reminds me of those great times and the fact that they're now developing those good memories themselves.

For me personally, and for the people we've spoken to over the course of the research we do into home life at IKEA, it's such an immediate, visceral way of connecting to emotions and memories – it's as close as you can get to travelling back in time.

**Explain more about the physical form of the ceramics you've used. What relation do each of the glazes bear to the scents they contain?**

As always, we started with democratic design, using it as a process to narrow down all the ideas we came up with at the beginning of the collaboration. What we

ended up with had to stand up to that – which is why we made it as functional as possible, with a lid that can be used to extinguish it, as a stand, or to disguise the fact it's a candle at all. It can also be reused later on as a mug or pot, which makes it more sustainable.

Each of the candles is glazed with a blend of two colours chosen by Ben that represent the ingredients used in it. We could have gone further to really emphasise the link between the scents and the colours or design, but I'm glad we ended up where we did – with these simple, elegant objects that can either stand on their own as an interesting thing to look at or blend into the background, if that's what you want them to do.

**Walk us through the final results. How would you describe the range of products you've come up with?**

I'm really excited about what we've ended up with. It's been so rewarding to follow Ben's vision all the way from the start to the end, and I like that they're going to be a bit divisive – people will have to smell them and work out which ones they like and which they don't. We've been trying a few of them out at home and we all have different opinions on them even if they remind us of similar things!

**How does the collection relate to life at home? How do you hope customers will use them?**

I hope when it's launched that it'll make people think about the great memories they have and the things they've done in the past, especially as we deal with the changes that are currently going on in the world.

One of the things people like best about IKEA is how



**“I like that they’re going to be a bit divisive – people will have to smell them and work out which ones they like and which they don’t.”**



you’re able to personalize and adapt things, like our storage systems, to how you want them to work and to look like, and we thought about that with OSYNLIG too. We hope people might buy 2 or 3 of the candles and light them together at the same time to make their own personal scent – we made 13 that work on their own but there’s no reason why you shouldn’t mix and match them if that creates a good feeling for you.

**Do you have a favourite scent in the collection?  
Does it spark a memory for you?**

Of course, I’m biased because I’ve been part of the production process and I think they’re all really beautiful – there’s something to learn to love in all of them if you live with them in your home. But there’s something quite delicate and subtle about the cassis and freesia that appeals to me. And I was surprised by how much I like the tobacco and honey candle – it’s different, but in a good way.

I’m also drawn emotionally to the smell of birchwood and juniper because of my memories of me and my family moving over to Sweden and it being a scent that I associate with the nature you find here. That’s been something that’s created discussions at home and has been nice to relive.

**Has OSYNLIG given you any other ideas you might experiment with in future?**

More than anything I want to continue to think about home in a different, less immediately practical way and explore how else we can bring smell into the home in other ways, whether through scented candles or something else.

It’s also exciting to think about how it might affect the way we present our products in store as well – home and a retail space are obviously very different things, but plenty of other companies use sound and smell in their shops in interesting ways, and we could too.



# Collection overview

## Fresh



PE793243  
**OSYNLIG scented candle in pot 9,99**  
 Tea leaves and verbena. Designer: Ben Gorham. Ceramics. Paraffin/vegetable wax. H10×W11 cm. White/blue. 304.557.63



PE793222  
**OSYNLIG scented candle in pot 9,99**  
 Cassis and freesia. Designer: Ben Gorham. Ceramics. Paraffin/vegetable wax. H10×W11 cm. Purple/turquoise. 904.618.03



PE793218  
**OSYNLIG scented candle in pot 9,99**  
 Pomegranate and amber. Designer: Ben Gorham. Ceramics. Paraffin/vegetable wax. H10×W11 cm. White/brown. 704.557.61

## Floral



PE793241  
**OSYNLIG scented candle in pot 9,99**  
 Peach blossom and bamboo. Designer: Ben Gorham. Ceramics. Paraffin/vegetable wax. H10×W11 cm. Beige/white. 904.485.81



PE793235  
**OSYNLIG scented candle in pot 9,99**  
 Lilac and amber. Designer: Ben Gorham. Ceramics. Paraffin/vegetable wax. H10×W11 cm. Light green/purple. 204.485.65



PE801550  
**OSYNLIG scented candle in pot 9,99**  
 Rose and raspberries. Designer: Ben Gorham. Ceramics. Paraffin/vegetable wax. H10×W11 cm. Pink/blue. 004.617.94

## Woody



PE793225  
**OSYNLIG scented candle in pot 9,99**  
 Swedish birch and juniper. Designer: Ben Gorham. Ceramics. Paraffin/vegetable wax. H10×W11 cm. Brown/beige. 404.485.69



PE793229  
**OSYNLIG scented candle in pot 9,99**  
 Firewood and spice. Designer: Ben Gorham. Ceramics. Paraffin/vegetable wax. H10×W11 cm. Dark green. 304.617.97



PE801548  
**OSYNLIG scented candle in pot 9,99**  
 Sandalwood and vanilla. Designer: Ben Gorham. Ceramics. Paraffin/vegetable wax. H10×W11 cm. Black/brown. 604.485.68



PE793206  
**OSYNLIG scented candle in pot 9,99**  
 Basil and mint. Designer: Ben Gorham. Ceramics. Paraffin/vegetable wax. H10×W11 cm. Orange/green. 704.485.82



PE793216  
**OSYNLIG scented candle in pot 9,99**  
 Fig and cypress. Designer: Ben Gorham. Ceramics. Paraffin/vegetable wax. H10×W11 cm. Lilac/blue. 004.485.66



PE792184  
**OSYNLIG scented candle in pot 24,99**  
 Fig and cypress. Designer: Ben Gorham Ceramics. Paraffin/vegetable wax. H11×W21 cm. Lilac/blue. 004.485.85



PE793208  
**OSYNLIG scented candle in pot 9,99**  
 Cotton flower and apple blossom. Designer: Ben Gorham. Ceramics. Paraffin/vegetable wax. H10×W11 cm. Green/ brown. 504.485.83



PE792244  
**OSYNLIG scented candle in pot 24,99**  
 Cotton flower and apple blossom. Designer: Ben Gorham. Ceramics. Paraffin/vegetable wax. H10×W11 cm. Green/ brown. 304.485.84



PE793203  
**OSYNLIG scented candle in pot 4,99**  
 Cotton flower and apple blossom. Designer: Ben Gorham. Ceramics. Paraffin/vegetable wax. H7×W8 cm. Green/ brown. 404.485.88



PE801546  
**OSYNLIG scented candle in pot 9,99**  
 Tobacco and honey. Designer: Ben Gorham. Ceramics. Paraffin/vegetable wax. H10×W11 cm. Black/blue. 504.618.00



PE792183  
**OSYNLIG scented candle in pot 24,99**  
 Tobacco and honey. Designer: Ben Gorham Ceramics. Paraffin/vegetable wax. H11×W21 cm. Black/blue. 804.485.86



PE793205  
**OSYNLIG scented candle in pot 4,99**  
 Tobacco and honey. Designer: Ben Gorham. Ceramics. Paraffin/vegetable wax. H7×W8 cm. Black/blue. 604.485.87



PE793204  
**OSYNLIG scented candle in pot 4,99**  
 Fig and cypress. Designer: Ben Gorham. Ceramics. Paraffin/vegetable wax. H7×W8 cm. Lilac/blue. 204.485.89

# Campaign films, motion media & still images

## Campaign films



IKEA\_OSYNLIG\_FILM1  
With and without graphics  
Full length and 45s in 16:9 format  
15s in 1:1, 9:16 and 16:9 formats



IKEA\_OSYNLIG\_FILM2  
*With and without graphics*  
Full length and 45s in 16:9 format  
15s in 1:1, 9:16 and 16:9 formats

## Motion media



OSYNLIG\_Nishika\_8  
Format: 4:5 and 9:16



OSYNLIG\_Nishika\_2  
Format: 4:5 and 9:16

## Still images



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PH175391



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PH174936



PH174938



PH174940



PH174941



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