



Get ready for a fresh start!

A look inside the 2020 catalogue and our newest products, inspiring ideas and smart solutions



Tomorrow is a fresh start for the rest of your life – make it something special.

Why wait for New Years eve? Now is the perfect time for a fresh start. Summer is fantastic, but fleeting, and there is always a big boost of energy as we get motivated for fall.

Make the most of it this year - and make the most of your home - with our new catalogue, our new products and our fresh ideas. We hope you enjoy this kit, full of inspirational images and info, and you never know: it might spark some positive new changes in your home and, just possibly, in your life.

PS: Hanging a disco ball isn't absolutely necessary for your fresh start, but it's definitely encouraged!

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...and lots more

Reset your mindset: find your work/life/sleep balance

For too long, we've all been trying to get our work and life in balance, but something very important - sleep - has been left out of the equation. And, ironically, it may be the key to bringing the other two in line naturally.

Did you know that the global average for hours slept has fallen from 8 to a little over 6 in the last 50 years? We've all been somehow equating less sleep with being successful; that being too busy to get a full night's sleep is just the price to pay. Well, those days are over: it's a fact (thank you, science!) that we need the mental and physical reset that sleep provides to function well, feel our best and enjoy life. There is no faster track to a better everyday life than getting the full hours you need to get stuff done.

And, while it may feel like a challenge, it is in your control: a simple mindshift to seeing a reasonable bedtime as a positive thing (and not a little kid thing) is the important first step. It's cool (and smart and sexy!) to prioritise getting your zzzs!





Start fresh, every day: join the sleep revolution!

What the world needs now is more lovely, life-affirming sleep. So we stand before you, in our comfiest pyjamas, to proudly declare that we believe in:

Earlier bedtimes for all.

Sleeping in, guilt-free.

Freedom to cuddle whoever you love in super soft sheets.

The power of a power nap (and blackout blinds).

More time for lullabies and bedtime stories.

A mattress so great that you miss it when you go on vacation.

That getting a good night's sleep will absolutely improve your life.

And, that you - and your home - can make it happen.

Starting tonight.



You've got this: building a good night's sleep is easier than you think

Those fantastic moments when you wake up feeling totally refreshed can seem elusive at times, but there are some uncomplicated things you can do to help make getting solid rest on the regular the norm. Here are a few things to think about in your sleep space:

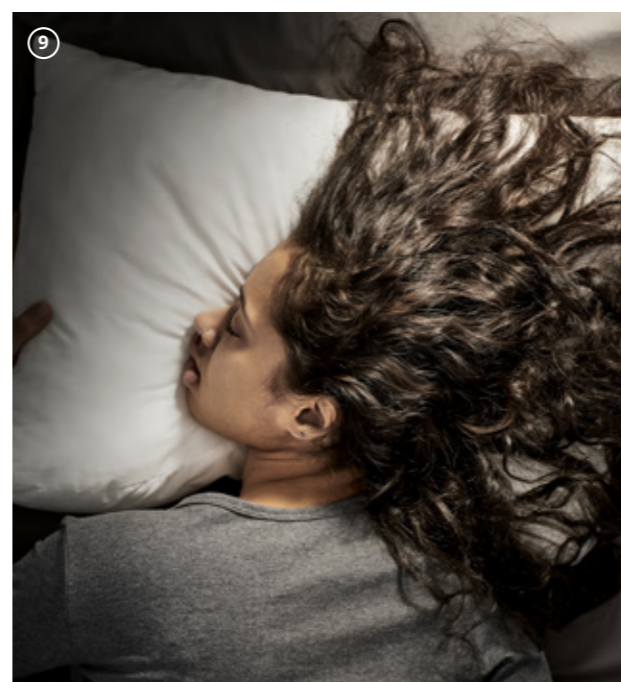
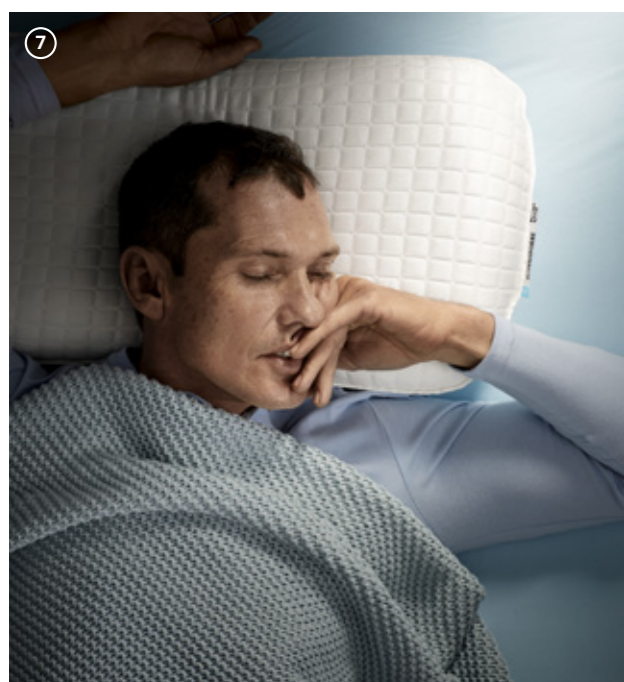
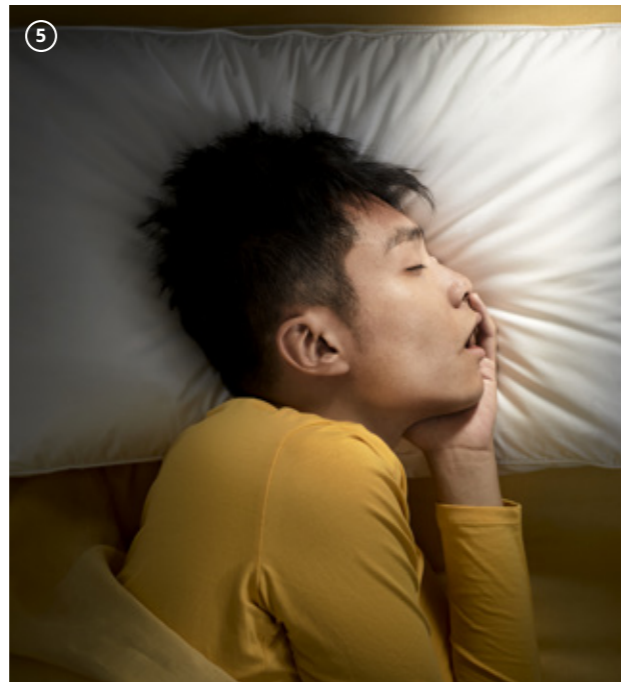
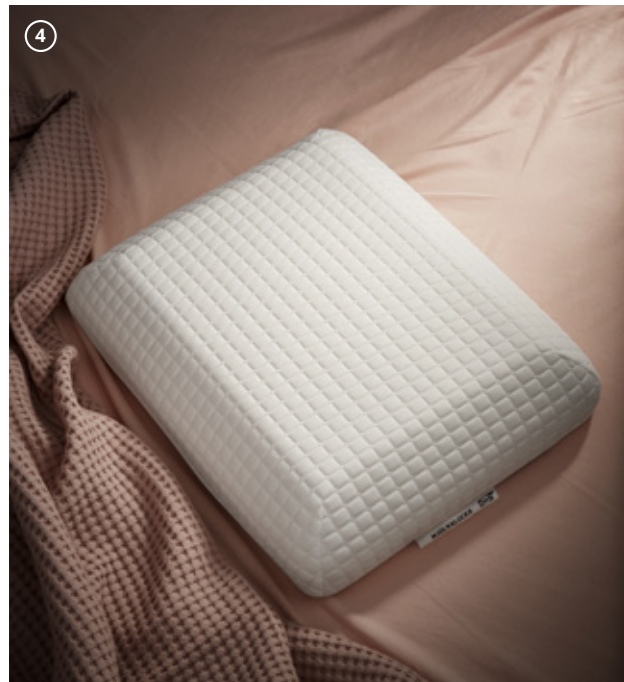
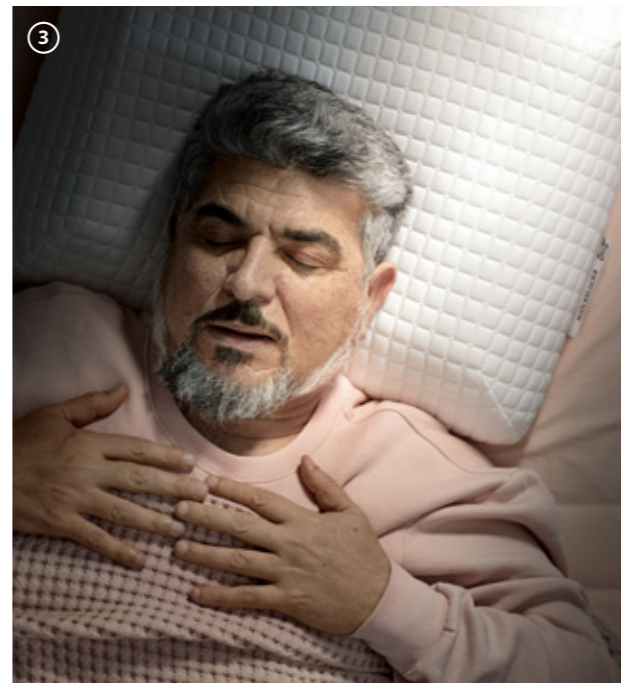
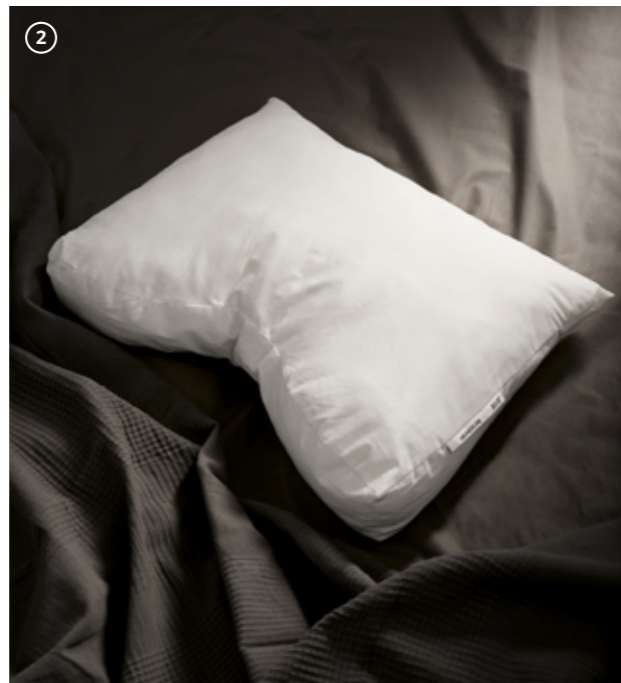
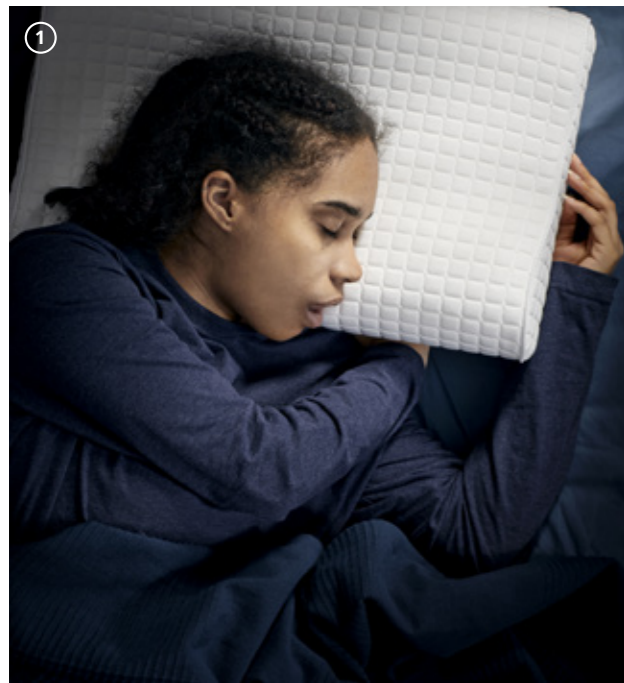
Light: Controlling light through your window treatments, such as blackout blinds, goes a long way toward good sleep. Our new FYRTUR blinds allow you to raise and lower them with a remote, putting you in control, even if you've don't want to budge from your cosy bed.

Sound: Textiles, drapes and rugs can help dampen sound. Then, you can add in soothing music, lulling podcasts or audio books with our range of speakers. You are never too old to listen to a good bedtime story!

Comfort: Cushy headboards, plump cushions and soft sheets: they all help make bedtime one of the best parts of your day. But, don't forget about the mattress. It's the base for your sound sleep and we have lots of options. So, finding just the right one for you - at the right price - is a totally do-able dream.

A few more little things that make a big difference: Hydration is good for quality sleep while screens, not so much. So, to make the most of the rest of your good sleep choices, consider opting for a simple carafe of cool water bedside and an alarm clock instead of your phone.

1. PH161169 KUNGSBLOMMA
2. PH161167 SNOFSA
3. PH161168 VINDUM
4. PH161154 window treatment



For the very best rest: Experience the “ergonomic pillow effect”

People come in all different beautiful shapes and sizes. And we sleep differently. Some of us are back sleepers, some of us are side sleepers and some of us march to the beat of our own drummer while dreaming, changing positions during the night.

We are a globe full of individuals and not every pillow fits all. We've developed a range of ergonomic pillows specially designed to suit different types of sleepers. Both the shape of the pillow and its filling come together to help create a sleep situation that makes “like a log” an understatement.

The best, deepest, drooliest, least self-conscious, most restful sleep has been engineered just for you. It's easy to experience the ergonomic effect yourself: just pick your pillow.

(You can thank us tomorrow morning!)

- 1. PH162855 (ROSENSKÄRM)
- 2. PH162864 (SKOGLÖK)
- 3. PH162848 (MJÖLKKLOCKA)
- 4. PH162849 (MJÖLKKLOCKA)
- 5. PH162851 (PRAKTVÄDD)
- 6. PH162857 (ROSENSKÄRM)
- 7. PH162841 (KLUBBSPORRE)
- 8. PH162853 (PRAKTVÄDD)
- 9. PH162862 (SKOGLÖK)



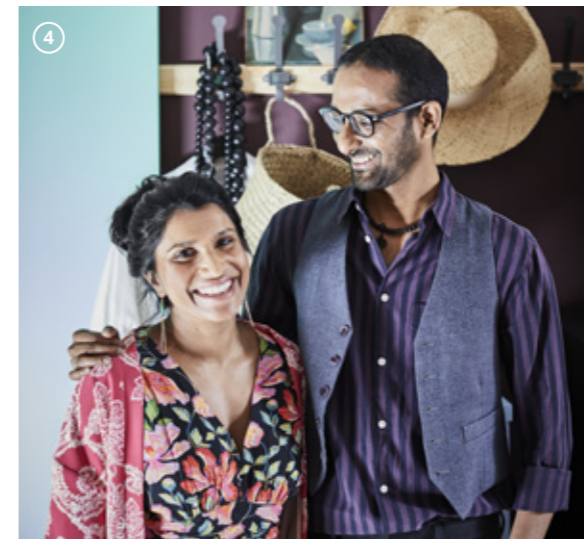
BELONGING:
Friends forever, family for now: page 8



OWNERSHIP:
A more enlightened life: page 11



SECURITY:
Living for the little things: page 14



COMFORT:
When opposites attract: page 17



PRIVACY:
Bigger, better, brighter: page 20

We've cracked the code: Feeling happier at home

It's a subtle shift but one that makes all the difference: going from simply being at home to feeling at home. Each year, we conduct in-depth interviews and home visits with people all around the globe to create our Life at Home report. Through our research, we discovered that a third of people today say that there are places where they feel more at home than the space they actually live in.

As we learned more, we identified five core emotional needs that we believe are what people mean when they talk about the feeling of home. These needs are universal but they play different roles at different stages of our lives, depending on how old we are, who we live with, and where we are in the world.

For the 2020 catalogue, we were inspired to create homes that show situations and design solutions that help illustrate these five emotional needs. We hope to get people thinking and talking about them. Understanding that these are needs that we all share and that finding ways to meet them in your own living situation is part of our aim to create a better everyday life at home and hopefully spread a little happiness around at the same time!

The 5 Emotional Needs of Home

1 Belonging is about feeling part of a group of people who accept you for who you really are and places that reflect you.

2 Ownership isn't just about deeds and mortgages, it's about having a sense of control over the space and place you live in.

3 Security is about feeling safe and grounded not about the locks on the door.

4 Comfort is about feeling content and at ease in your surroundings.

5 Privacy is about having control over where and how you can disconnect and reflect.



Belonging is about feeling part of a group of people who accept you for who you really are and places that reflect you.

These friends have chosen to live together as roommates but care for each other like family, creating easy flow and having fun in collective common spaces, while having their own rooms that reflect their unique personalities.

Helping you manage sharing space so you can focus on getting along (and having fun).



Three small tables provide the ultimate flexibility for a shared space. Push them together to create a big table for dinner parties and DIY project days, separate them to different areas of the home for solo works and to maximise space.

1. PH161030 2. PH161105 3. PH161134



Take a page out of Julia Child's kitchen design playbook! Multiple roommates means that cabinet and drawer space in the kitchen is likely stretched to the limit. Our pegboard system makes turns any blank wall into a great looking and super functional storage expanding solution.



End the under-sink cabinet chaos once and for all. Rolling carts with deep drawers keep towels, toiletries and other daily necessities organised, separate and close at hand. The sink cabinet can then be used for the shared items in the bathroom such as toilet paper and cleaning supplies.



When you live with roommates, often everyone weighs in on the design of the common spaces. Design democracy is a good thing, but it can end at the door to your bedroom. Using color, textiles and, in this case, a big bunch of light as air lamps, hung from ribbons over the GJÖRA bed, creates a one-of-a-kind look at a good price, even in multiples.



Buy it now, have it forever. Wooden furniture is a classic smart choice and these pieces are well-priced and super durable. And, the UTAKER bed set is also super flexible, functioning as two single beds, side by side as a bigger bed or stacked as a sofa.



Behold the power of black and white! Choosing furniture pieces, such as the storage bed and chest of drawers in these neutral colors means you'll be able to change up the look of this space anytime with a textile switch. For now, bedding with a graphic pattern in the two contrasting colors makes a statement and connects the furniture, artwork and wall color into one bold and beautiful package.



Ownership isn't just about deeds and mortgages, it's about having a sense of control over the space and place you live in.

Our retiree who is reinventing her life exactly as she sees fit as she downsizes to a chic studio in the city. Not playing by anyone's rules but her own in her commitment to living life consciously, mindfully and to the fullest.

Turning you into a home "owner" (even if you rent!).



"Owning" your home is about doing what you want to do, to suit you, and letting go of the rules and expectations of how to use the space you have. Living in a studio doesn't mean you can't choose to dedicate room to fit in a luxurious bed. Having a comfortable spot to sleep, read, watch and relax is always going to be a good use of space.



One of the joys of downsizing or decluttering your collection of clothing is that you can design a smart solution to hold the keepers. Flexible, modular systems such as JONAXEL allow you to create a solution that is suited to exactly your storage needs, not the other way around.



When your room divider also packs in a bunch of storage capacity, it's a win win. Closed storage for less lovely to look at items forms the base, airy shelves for showing off favorite possessions above and a simple line of storage boxes on top for off-season items. Bonus: this combination from the ELVARLI storage system lets the light from the bedroom section of the studio shine through.



How much someone loves to cook can't be determined by the size of their kitchen. Having the right tools and ingredients well-organised and close at hand is all that matters. This kitchen includes everything needed and nothing more, making it a joy to prepare meals in, while its size and sleek design make it easy to clean up afterwards.



No matter the size of your space, if you are committed to good waste sorting, where there is a will there's a way. Here, a sturdy BROR shelving unit holds the bins below and an organised "come and go" area for keys, packages and bags and on top.



Security is about feeling safe and grounded wherever you are, not about the locks on the door.

A young family has created a home where they live healthfully and happily, getting “back to basics” in the midst of a big city. It’s their own special place in the world and they want to find ways to stay put in their small home, even as their family grows.

Solutions for maximising your space, so you can stay put in your cosy, safe corner of the world, even as your needs change.



A compact kitchen gets a storage space boost from open shelving and a rail, taking advantage of vertical space. The lowest level holds the tools that are used everyday, with storage jars for high use pantry items on the next shelf, and less frequently used serving pieces and pans at the very top.



A well stocked pantry makes any home feel even homier. And, when you use storage pieces that are visually coordinated, like this selection of natural materials like glass, metal and wood, it's just as nice to look at as it is to cook from.



An INGATORP round table is a welcome addition to a small dining area, just the right size for the family everyday, but extendable when it's time to entertain. The baskets on top of the HAVSTA cabinet are lovely to look at but also provide some extra hidden storage for seasonal items like holiday decor.



When your family grows, getting creative with the space you have is the name of the game. Here, a spot that used to hold a wardrobe is converted into a sweet sleep space for a young family member.

1. PH162462 HEMNES 2. PH162457 SUNDVIK 3. PH162256 RAST



Shallow depth wardrobes now line the opposite wall, storing the couples clothes yet still allowing for room around the bed. Extra storage is squeezed in the niche between the wardrobes and the wall, from floor to ceiling. Under bed boxes hold off-season clothes, freeing up more space inside the wardrobes.



A classic RAST chest of drawers works well for childrens clothes as so many pieces are folded, rather than hung. A single bar of hanging items above round out the solution, with boxes on shelves above to hold the hand-me-downs that are being saved for baby #2.



Comfort is not just physical, it's also about feeling content and at ease in your surroundings.

Our couple who are finding ways to merge their very different lives - and things - so they are both comfortable, present and represented at home in their first home together.

Finding ways for you to feel more “you” in your home.



Customise your sleep situation, even when you share a bed. Choose the ergonomic pillow that suits your preferred position, dress the bed with different weights of textiles, choose bedside tables that suit what you want to store and top it all off with the right kind of light for you, whether you'd rather read, watch or meditate before turning it off and starting to snooze.

1. PH162372 SAGSTUA 2. PH161777 EKET



Easy to style EKET boxes bring your memories and their memories together in a unified display and are easy to change up with ever more "us" memories.



1 You have lots of workout gear, they are a sweater lover. No matter how different your clothes are, you can have matching wardrobes on the outside, with just the right selection of storage solutions inside to suit your individual stuff.



2 Interior organisers mean that you can fit more in drawers, creating a calm, unified surface instead of a jumble of your stuff, their stuff and the stuff you each think really belongs to the other one.



3 Dual sinks doesn't have to mean identical sinks. Make the most of your space by installing the right size for what each of you need to store.



Privacy is about having control over where and how you can disconnect and reflect.

Our big family in a not-very-big home rely on smart solutions to create a happy balance between their togetherness and (definitely sometimes necessary) solitude.

Ways to have your own place - to relax, recharge and get a good nights sleep - even when there isn't much space to spare.



A room for two that's half sleep and half play is made possible by placing two identical MINNEN beds back to back against one wall.



This arrangement frees up the opposite wall for a super sized and super functional storage solution, leaving the center of the space open for play, all day.



Three kids, three different ages, one room. Bunk beds, with each bed area having their own light source and book rack, give each of the younger siblings their own space to read, rest and dream.



The oldest child's part of the room takes on a totally different look; bold, personal and complete with study area, lots of storage and a curtain that can be whisked closed.

Sneak a peek at some of our fresh new favorites

Brand new things to get excited about, coming soon from IKEA



TALRIKA dinnerware

Add smile-inducing color and pleasing shapes to your table. Easy everyday dinnerware made from plant-based PLA plastic, created with renewable agricultural materials.

1. PH157843
2. PH157844
3. PH157846



1



2

SLATTUM Upholstered bed

Designed to deliver comfort and a luxurious look at a great price, this is a bed that will make your dreams of cozy comfort come true.

1. PH161820
2. PH161819



New Textiles: SKUGGBRÄCKA quilt cover, **KLARASTINA** curtains, **KLARASTINA & KINNEN** cushion covers

Bold black & white make for an instant refresh. Easy to coordinate with other colors, they work just as well with pastels as they do with brights... and never go out of style.

1. PH157920 SKUGGBRÄCKA
2. PH157657 KLARASTINA
3. PH157860 KLARASTINA & KINNEN



NIKKEBY Clothes rack & chest of drawers

Whether you want to display or hide away, these new pieces hold lots of things in colorful, streamlined industrial style.



PLATSA Bed frame with storage

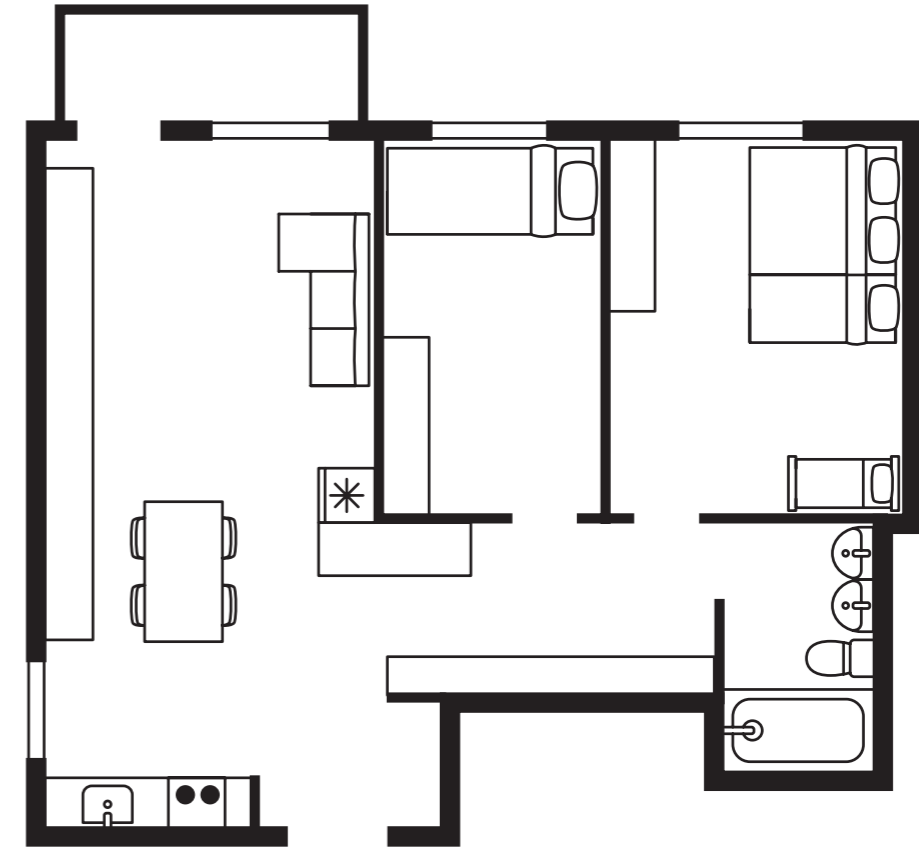
Combining storage and sleep, with a personalised mix of open or closed options, drawers and shelves. This small space superhero can also work as a room divider, creating a bedroom within a larger room or studio apartment.

The world's biggest interior design experiment:

What happens when you ask five interior designers from different countries across the globe to create the perfect home for the same family based on the same floorplan?

Things get interesting!

**1 family + 1 floorplan
=
5 fantastic flats**



This year, we decided to do something different when planning one of the catalogue homes. We wanted to learn more about what matters to our customers in different places, how their thinking around homes are similar (and when it's not!) and what an ideal design for these various geographies could look like and include. So, we invited five talented, up-for-a-challenge IKEA interior designers from different countries to co-create a home with our team based in Sweden. We then offered each country publishing a catalogue their choice of one of these five co-created homes for inclusion.

The designers each started with the same brief; to design a home for a fictional family consisting of a grandmother, two parents, a child and a baby. There was a single floorplan included that all the designers needed to work within. It is a compact two bedroom, in a size and layout found in many places around the world.

We asked them to think about the dreams and challenges a family like this would have in their part of the world, and to include that thinking in developing their solutions. Of course, all of the furniture, textiles and accessories are from IKEA (thanks to our wide range, it really is possible to create a whole home with our items) but the backstories that the designers came up with and the resulting home designs are very different, as you can tell even by just the shots of the five living rooms shown in this kit.

After working with catalogue team remotely for a few months, the designers were invited to come to IKEA Communications in Älmhult where the five homes were built, exactly to the floorplan, in our photo studio. They helped with the production of the images that you'll see in the catalogue, bringing their vision to life. It's been a fun and fulfilling interior design exercise, where anything could happen. In fact, our internal name for the project was named after the teams experimental spirit, we called it the "lab home".



Poland

The designers of the super comfortable, kid-friendly apartment for Poland told us that they thought that this multi-generational family constellation would have been formed when the young parents asked to move back in with the grandmother temporarily, so they could save up to build their dream home in the suburbs just outside the city.

As the owner of the apartment, the grandmother would have the larger bedroom, the children would share the smaller bedroom and the parents would have an on/off sofa bed sleep solution in the living room.



USA

The US designer envisioned that the grandmother would stay with the family several nights a week to help out with the children, as both parents are now back at work after the birth of their second child.

On those nights, she has a perfect sleep solution in the living room. They've given her plenty of storage space so she would be able to keep a selection of clothes and personal belongings here. Dark curtains are integrated into the design, helping to support the chic, dramatic look of the boldly colored room, while dampening sound and providing privacy on the evenings when it transforms into a bedroom at lights out.



China

The designer of the home in China said that with the publishing of the two child policy, the young couple decided to expand their family, welcoming a new member six months ago. It was at this time that Grandma also came to live with them to help out with the baby. She shares a room with the older child.

The family has a strong interest in health, nutrition and nature. They have used natural colors and materials in their decor. They are plant lovers, growing both indoors and out on the balcony and involving the children in their care as a way of learning. And, finally, they are very thankful that grandma is now part of the everyday dinner preparation, helping everyone to make nutritious and VERY delicious home cooked meals.



Germany

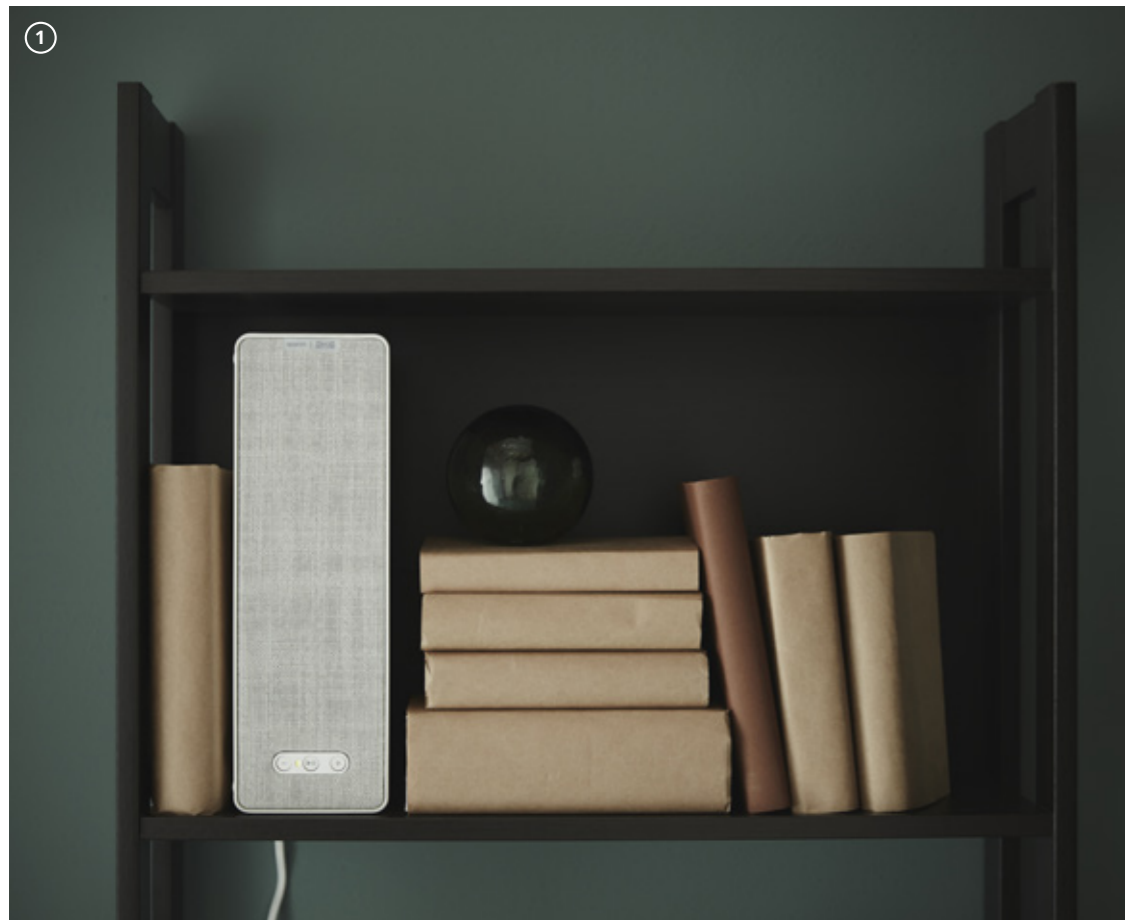
The designer of the German home felt that the grandmother would live with the family just a few days a week, sharing the older child's room. She helps out with the children to give the parent that has been on parental leave for the past few years the chance to spend some time away from the house now and then.

The designer decided that the family would have lived in this rental flat for six years and have therefore developed it quite far in terms of style and function, creating a home that really works well for their newly larger family thanks to all the smart space solutions throughout and well placed bold accent colors.



Spain

The designer in Spain planned this as a new flat that the family would have chosen when they found that they were having a second child, sometime last year. The color scheme here is light and bright, focused on soft pastels and touches of white. They felt that the couple would design their home with solutions in place that would help make it possible for them to all be comfortable when grandmother comes to stay, which she does, several days per week, sharing the bedroom with the older child. They focused on ways to save time and make room for everyone in the busiest rooms of the home, such as bathroom and kitchen, to keep things running smoothly when the house is full.



How to turn on cozy with the touch of a button.

60% of the more than 20,000 people we interviewed told us they do **one simple thing** when they want their home to feel more like home, no matter what. Can you guess what it is?

They play music. So, we decided to make products that allow people to integrate music into their home, beautifully. By combining sound with other important design essentials, like light, that also make homes homier. Finding inventive ways to fit speakers into all sorts of different spaces and make them controllable by app, so people can make it a seamless part of multiple rooms.

We wanted the experience to be fantastic; easy to use, with really great sound, so we collaborated with the experts at Sonos to make it all a reality and we're proud to report that SYMFONISK has won a Red Dot design award. So, get ready for great sound at a great price with SYMFONISK.



The most major fresh start: moving into a new home

We're here to help you move but don't worry; you don't need to buy us pizza and beer at the end of the day.

From a bright pink trolley to a wild and wonderful mix of patterns, this collection is an unexpectedly fun and colorful take on the super practical and helpful items that'll help you get your stuff from your old spot to your new digs.

And once you are settled, why get rid of the boxes and bags that made moving day a breeze? The pieces that make up OMBYTE can then do double duty as storage solutions in your new place.

1. PH158391 OMBYTE (trolley with box)
2. PH158404 OMBYTE (trolley with sofa)
3. PH158396 OMBYTE (bags)
4. PH158400 OMBYTE (boxes)

Something fresh, smart and stylish for every room in your home

In the pages that follow, find a selection of wonderful products, some new and some old favorites. We hope they inspire you to rethink, redesign and fall in love with your home all over again. If you are ready for a fresh start, start here!

























1. PH161702 TORNVIKEN
2. PH161604 MAXIMERA (inside org)
3. PH161705 VADHOLMA

①



②



















The story behind the catalogue cover

This year, we're so inspired by how much good sleep can affect people's lives that we not only want to spread the word, we want to start a sleep revolution! We decided to think differently about the communication opportunity that the catalogue cover, outside and in, provides and we ended up with one that looks very different, too. On the cover, we zoomed in close on the scene, focusing on the cozy comfort of soft bedding with just a hint of a love story that continues inside.

To be visually bold, the front cover is white-on-white, including our classic IKEA word mark across the top, and the back is black-on-black. Inside, the color theme continues with a first for the catalogue: a black and white image. We produced multiples of this sweet scene, evocative of a time many years ago when another couple decided to - very famously - spend a day in bed. The images offer our different markets their choice of featured bed and in each, the couple shows off another moment of their morning in bed, accompanied by a statement of what we believe about the wonderful, worth-it importance and joy of getting a great night's sleep.



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