

Press kit
Launching October 2023

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Nyttillverkad part 2:

A colour blast from the past



Designing through the looking glass

In 80 years, we've had a lot of fun at IKEA. We've made some crazy furniture. And some simple stuff, too. We've had successes and failures. And we've learned, tweaked and evolved.

Over the next few years, we are excited to bring back a series of carefully selected favourites from our archive, updated to meet the needs and expectations of a new generation.

The Nytillverkad collection celebrates our unique take on design as simple, functional and always a little playful. This is the second drop of products, coming October 2023.

Welcome to the future. Again.





“We have an entire cellar full of drawings and an unbelievable archive of valuable products. How can we revitalise an old success to meet today’s needs?”

Ingvar Kamprad
Founder,
IKEA





Bold then, bold now

In October, we are bringing back patterns and products by designers like Niels Gammelgaard, Bent Gantzel-Boysen and Inez Svensson.

Updated to meet today's requirements in materials and construction, this latest selection of products for the Nytilverkad collection celebrates the colourful and radical vibe of the late '70s and early '80s.

Dip or dive? You decide.

Dip only your toes or dive headfirst into this new colourful selection. Whether you want it all or just need a piece, this launch allows both bold dives and shy tries.

Turn heads with a sculptural armchair in steel. Or transform your living room with colour-clashing patterns on cushion covers and fabrics.

Characterised by deep contrasting colours, striking patterns, and clean, simple shapes – this launch encourages you to express yourself.





“We wanted to bring back our favourites and remake them with the technology and material of today.”

Sebastian Svensson
Product Innovation Leader,
IKEA of Sweden

Put your best paw forward

This paw-like pattern by Sven Fristedt is a true attention grabber and it makes no excuses for it. Arrange tiny sparks of colour on the sofa with the SVEDJENÄVA cushion covers, or create fireworks on your wall with the pre-cut fabric*.

The pattern was first introduced in the IKEA catalogue as ALFI, a blue-green and brown-beige bedspread, in 1971. Today called SVEDJENÄVA, it comes in a slightly smaller pattern size and the colour palette from 1972.

For the first time in the pattern's more than 50-year history, it's now available in 3-metre pre-cut fabric. So, get ready to unleash your imagination!

*In European markets the SVEDJENÄVA fabric consist of 100% recycled materials.





**“To see my designs
in new colours in
the Nyttillverkad
collection makes
me really happy.”**

Sven Fristedt
Designer

A bright idea

During a visit to a supplier that manufactured steel furniture, sibling designer duo Knut and Marianne Hagberg noticed a lot of leftover materials after production. They decided to use the scrap metal to create a set of simple cylindrical candle holders. In 1982, the candle holders were presented to IKEA customers under the fitting name CYLINDER.

The set of three candle holders has been re-launched several times since. For its release as TUVKORNELL in Nytillverkad, the candle holders have been updated with a broader base and added weight to improve stability. It now also comes in the colour of the season: orange.



“Finding solutions on the factory floor is something IKEA is known for. It has affected our way of innovating and is still today critical to our product development.”

Johan Ejdemo
Design Manager,
IKEA of Sweden



So soft and sophisticated it's hard to believe it's a stool

HOLMSJÖ stool was first launched in the IKEA catalogue in 1963 as DOLE. It was then part of a series of comfortable, high-end living room stools going under the names OLE, DOLE, DOFF.

With a wide seat and a seat cushion with wadding made from 57% recycled polyester, the HOLMSJÖ stool allows you to sit comfortably for longer. And with solid beech legs with visible Mortise and Tenon joints, the stool looks really nice while you do.



Let the empty space speak

In the early '80s, IKEA founder Ingvar Kamprad asked designer Niels Gammelgaard to make an affordable easy chair that could be produced industrially without filling or fabric.

Niels had already designed a folding chair for IKEA in metal with square holes, but for this chair, Ingvar suggested making the holes bigger to remove a third of the material. It worked. The easy chair was still comfortable but now at a lower price. The new design also gave the chair an appreciated sculptural look.

When JÄRPEN was released in 1983, it was the least expensive of all the easy chairs and armchairs in the range and IKEA reached a new audience: teenagers.

Brought back once before as RÅANE in a limited edition for our 75th anniversary, the chair is now returning to stay under the name of SKÅLBODA in black and orange.



“If the design is good and the next generation still find it trendy, then we have succeeded. I think we have succeeded with this chair. And I’m very proud, forty years later.”

Niels Gammelgaard
Designer



Meet the designer Niels Gammelgaard

The industrial designer Niels Gammelgaard first met IKEA founder Ingvar Kamprad in Denmark, 1975. Niels wanted IKEA to start selling his furniture, but instead, Ingvar challenged him to design a new type of chair in steel and plastic. Niels accepted the challenge and 14 days later, he presented the first model of the FOLKE chair.

It was the starting point of a collaboration that would last three decades and result in over 50 designs, including well-known favourites like TED, JÄRPEN, GUIDE and MOMENT.

“Ingvar fascinated me. His idea that everyone should be able to afford good design really appealed to me”, Niels remembers.

In March 2023, Niels was awarded the Thorwald Bingesbøll medal by the Royal Danish Academy of Fine Arts. The award letter especially mentioned his collaboration with IKEA and his work in creating “furniture classics for the people”.



Above: HOFF in the IKEA catalogue 1984
Below: JÄRLÅSA side table on castors 2023





Small, sturdy and easy to store

The JÄRLÅSA side table on castors was introduced in the IKEA catalogue in 1984 as HOFF. By reusing tabletops from the popular TED table, designer Niels Gammelgaard could keep costs down while still creating a simple and stylish rolling side table.

In its original design, the side table could be folded through hinges. But in its new release, the two shelves on JÄRLÅSA are supported with a solid metal bar and removable wing nuts to avoid injury. Still foldable, but this time only with intention. And with the help of reinforcement profiles, the table now meets new weight requirements and can hold up to 100 kg.

Use this rolling little helper for serving drinks or carrying books. And when you no longer need it, just fold it flat and let it disappear in your closet.

Flat as a leaf, round as a ball

Bent Gantzel-Boysen designed this round pendant lamp that first appeared in the IKEA catalogue in 1979 as CIRKEL.

Today it reappears as the HAVSFJÄDER pendant lampshade. Watch this flat-packed pendant lampshade shape up to spread a dim, decorative light on its surroundings. Combine it with your own choice of cord set for a personalised look.



Meet the designer Bent Gantzel-Boysen

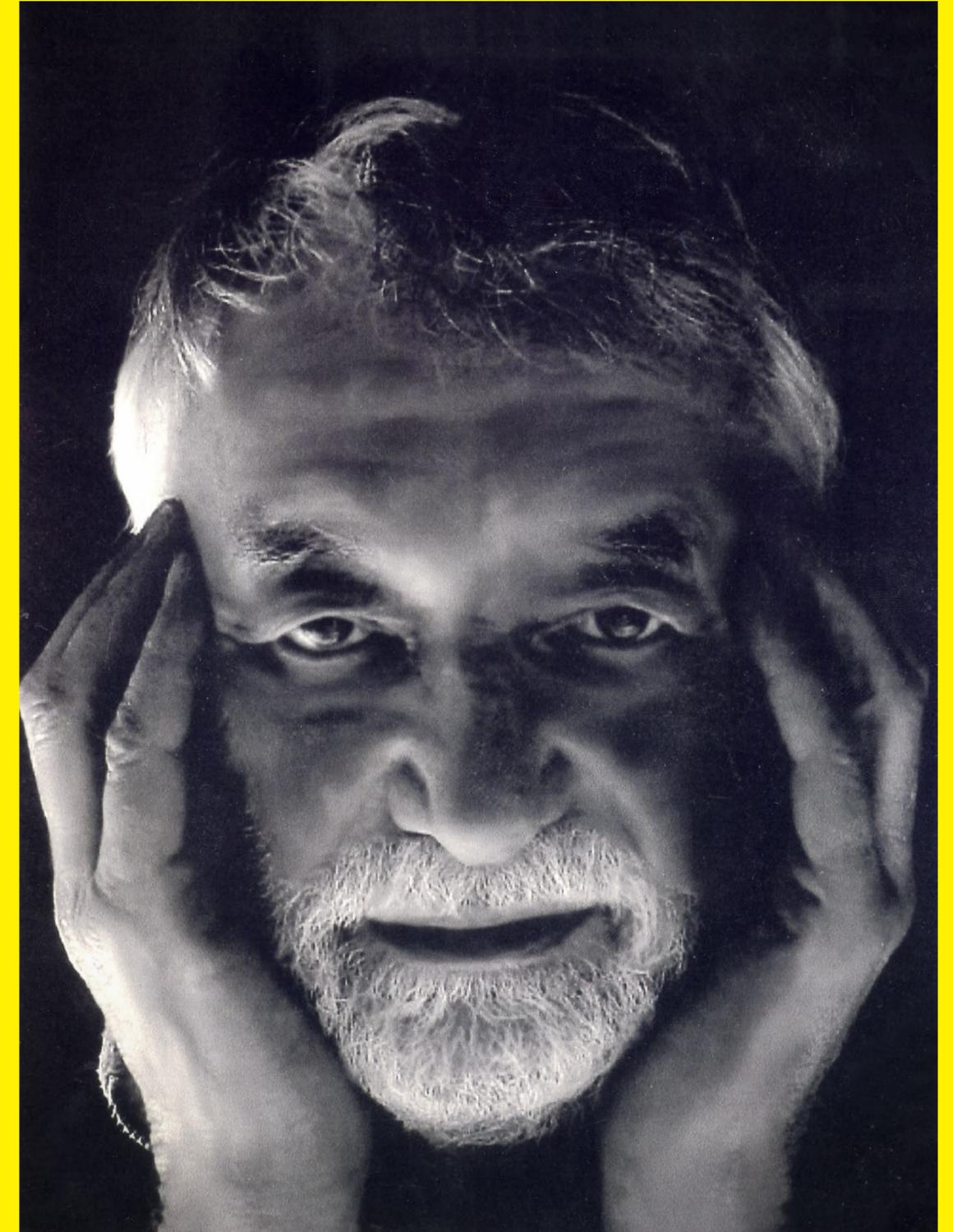
Bent Gantzel-Boysen (1930-2008) had a background in electromechanics and engineering. In 1956 he was employed by the Danish lighting company Louis Poulsen and by the 1970s, he became head of their design team. During this time, he created the critically acclaimed LamPetit, a lamp unfortunately often wrongly attributed to his colleague, Verner Panton.

In the late '70s, Bent started his own firm and from 1979 to 1987, he designed lights for IKEA. His first creation was the CIRKEL pendant lamp, which we now bring back as HAVSFJÄDER. Another well-known design is the DUETT pendant lamp made with six metal screens.

Bent Gantzel-Boysen was a humble man and not much for awards or ceremonies. Some might even have forgotten his name and his legacy. But in the IKEA catalogues, his name sits proudly next to his illuminating designs, and we count ourselves lucky to have been part of his story.



Above: CIRKEL in IKEA catalogue 1979
Below: HAVSFJÄDER pendant lampshade 2023





Stand out to blend in

In this launch, colour is king. And the STOENSE low pile rug in striking red is the dot over the i. First seen in the catalogue as RONDO already in 1959, this classic never gets old.

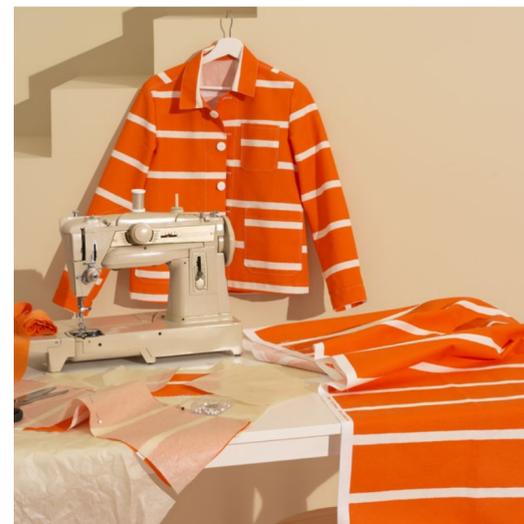
Meet the designer Inez Svensson

In the 1970s, IKEA had an exciting development within textiles and many customers came to the stores just for the fabrics. With colourful geometric patterns, freelance designer Inez Svensson was a contributing factor to that success.

Inez paved the way for a new generation of textile designers as she fought for a bolder use of colour and form. At the same time, the textile department at IKEA had a lot of creative freedom and dared to show the world that bold patterns could be commercial.

Inez also co-founded the textile design collective 10-gruppen (The Ten Swedish Designers). The collective wanted greater ownership of their designs and began selling finished fabrics to the companies instead of pattern sketches. Their work transformed the industry and the status of textile designers in Sweden.

When Inez passed away in 2005, a great creative star and a true pioneer was lost. For the Nyttillverkad collection, we are now bringing back her well-known pattern STRIX/STRAX as NICKFIBBLA.



Above: STRIX/STRAX on the IKEA catalogue cover 1972
Below: NICKFIBBLA pre-cut fabric 2023



Made to match

This popular striped pattern with its mirrored companion was developed for IKEA by textile designer Inez Svensson in the early '70s. STRIX in orange with white lines and STRAX in white with orange lines.

The stripes were hand-drawn and not meant to be perfectly straight. However, in the first shipment, the stripes bent too much making them unsuitable for larger formats. As a solution, the fabric was used for pillows and other minor things where the error was less visible. Luckily, the next shipment was more successful and the pattern has had many colour expressions since its first appearance on the catalogue cover in 1972.

Today both versions of the pattern are called NICKFIBBLA and come as 50x50 cm cushion covers. The orange/white pattern is also available in 3-metre pre-cut fabric*.

*In European markets the NICKFIBBLA fabric consist of 100 % recycled materials.





“I wanted the products to stand on their own, like sculptures that stand out in any room.”

Karin Gustavsson
Range Identity Leader,
IKEA of Sweden

Products overview



PE903824.jpg

JÄRLÅSA side table on castors 49,99

Powder coated steel. Designer: Niels Gammelgaard. L65×W45, H81cm. Red.

005.552.74



PE903837.jpg

JÄRLÅSA side table on castors 49,99

Powder coated steel. Designer: Niels Gammelgaard. L65×W45, H81cm. White.

005.543.83



PE896475.jpg

SKÅLBODA armchair 69,99

Powder coated steel. Designer: Niels Gammelgaard. W64×D69, H71cm. Orange.

405.553.09



PE896474.jpg

SKÅLBODA armchair 69,99

Powder coated steel. Designer: Niels Gammelgaard. W64×D69, H71cm. Black.

905.543.88



PE895924.jpg

HOLMSJÖ stool 44,99

100% polyurethane, 75% polyester, 25% cotton. Clear lacquered solid beech. W46×D46, H42cm. Beech/ Jonsbyn black.

205.543.82

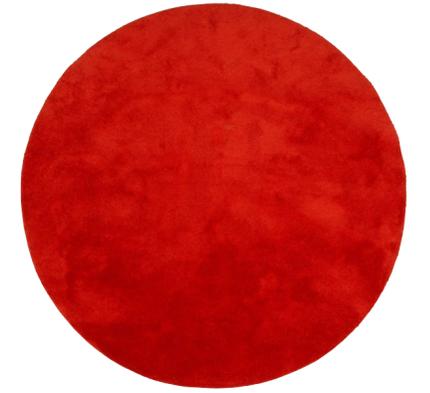


PE906630.jpg

HAVSFJÄDER pendant lampshade 40,-

HEMMA cordset is sold separately. Polystyrene plastic. Designer: Bent Boysen. Ø42, H35cm. White.

705.551.00



PE895700.jpg

STOENSE rug, low pile 99,99

100% polypropylene. Ø195cm. Red.

505.623.66



PE896347.jpg

NICKFIBBLA pre-cut fabric 17,99

100% mixed fibres. Designer: Inez Svensson. W150×L300cm. Orange white/stripe.

105.562.54



PE896345.jpg

NICKFIBBLA cushion cover 4,99

100% mixed fibres. Designer: Inez Svensson. L50×W50cm. Orange white/stripe.

205.562.58



PE896346.jpg

NICKFIBBLA cushion cover 4,99

100% mixed fibres. Designer: Inez Svensson. L50×W50cm. White orange/stripe.

805.562.60



PE896353.jpg

SVEDJENÄVA cushion cover 4,99

100% mixed fibres. Designer: Sven Fristedt. L50×W50cm. Multicoloured, dark.

205.563.38



PE896356.jpg

SVEDJENÄVA pre-cut fabric 17,99

100% mixed fibres. Designer: Sven Fristedt. W150×L300cm. Multicoloured, dark.

705.562.51



PE903833.jpg

TUVKORNELL candle holder, set of 3 9,99

Comprises: 3 candle holders (height 15, 12 and 9 cm). Powder coated steel. Designer: K Hagberg/M Hagberg. Orange.

805.543.84

Image overview



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