

# IKEA News

PR kit Launch January 2022



# Time for spring!

As we welcome spring, we invite you to breathe new life into your home and create a feeling of lightness and joy! A desire for airiness manifests this season in natural materials and fibres, including birch, bamboo and cotton. And after a long, dark winter, we are seeking bright, cheerful colours. Pastel pinks and mauves play with grass greens and graphic lines. The expressive abstract paintings of celebrated Swedish artist Hilma af Klint are a key inspiration.

Among the product highlights are artistic cushion covers hand-embroidered by artisans at the Jordan River Foundation and a selection of glass vases made from recovered glass by Ilse Crawford. Clean and sculptural Scandinavian design features prominently, with two graphic pendant lamps, as well as eye-catching everyday items such as a stylish mirror by Aaron Probyn.

Throughout, there is a focus on making simple items special – even a necessity can be magic if it's made with care and with the right materials.



PH183161.jpg

# New products

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# SÖDÅKRA

Pendant lamp

PH183044.jpg **New** SÖDÅKRA pendant lamp 39,99 404.539.71

**Message:** Made of birch and influenced by nature – the overlapping parts are intended to be clouds – this new pendant lamp combines organic materials with a graphic Scandinavian design language and a striking simplicity of form.

The SÖDÅKRA pendant lamp has a distinctive sculptural shape that will make a statement wherever it hangs. In particular, the lamp stands out because of its bold construction: the birch layers are held together by visible bolts that give it an honest look and feel.

“It is typical Scandinavian design in the sense that the idea is scaled down and down, until you get to the essence of what you want to achieve.”

Monika Mulder, Designer

“I wanted the lamp to be like a little piece of graphical art made from natural material,” says designer Monika Mulder about the idea behind this lamp.

The result is a flat-packed lamp with a unique design that is both stylish and rustic at once. Not only will this lamp add some Scandinavian expression to

your space, but it emits a soft warm glow. It illuminates entire rooms as well as providing directed light above dining spaces, while the overlapping wooden parts create atmospheric shadows.

Despite its compelling design and attention to detail, it comes at a great price. So, set the scene this spring with SÖDÅKRA!

PH183043.jpg

New SÖDÅKRA pendant lamp 39,99 404.539.71





**New**

**SÖDÅKRA**  
pendant lamp

**39,99**

# KONSTFULL

## Vases



PH183076.jpg

**New KONSTFULL vases** Green **12,99** 305.119.62 Clear glass/patterned **14,99** 205.119.53  
Frosted glass/green **3,99** 905.119.59 Green-brown **12,99** 105.119.63

**Message:** A new family of vases in a variety of shapes and sizes designed by Ilse Crawford and her design studio – Studiollse. Made from recovered glass and mouth-blown by skilled craftspeople, they will make a statement with or without fresh blossoms.

What sets these vases apart is their tactile, organic feel – they vary in terms of surface quality and texture. Some are smooth and clear, while others are matte and opaque or frosted; others have air bubbles caught beneath the glass. These distinctive design features are in accordance with Ilse Crawford's ethos to make small, everyday items special.



PH183056.jpg **New KONSTFULL vase 3,99** Frosted glass/green 905.119.59

Each of these vases are made using recovered glass – the waste material leftover from the manufacturing of glass products. By using recovered glass, we consume less new raw materials and lower our environmental impact.

PH183317.jpg **New KONSTFULL vase 3,99** Frosted glass/green 905.119.59





“As designers, we look at sustainability not only as better materials and processes, but also as longevity. Making things that are beautiful and good quality that people want to keep.”

**Ilse Crawford, Designer**

PH183509.jpg



PH183075.jpg **New** KONSTFULL vase 12,99 Green 305.119.62

Following on from the SINNERLIG collection in 2015 and a selection of scented products in our recent October launch, we are pleased to be once again collaborating with Ilse Crawford and Studiollse. Designing things that last and that use more sustainable materials is a value that is shared by both IKEA and the designer.

PH183059.jpg **New** KONSTFULL vase 14,99 Clear glass/patterned 205.119.53





PH183057.jpg

**New** KONSTFULL vase 12,99 Green-brown 105.119.63



PH183058.jpg **New** KONSTFULL vase 12,99 Green-brown 105.119.63

On the base of this vase, there are spiral grooves so that you can space out stems evenly. Arrange the glass ornaments on your windowsill, mantelpiece or table and watch as they catch the bright spring light.



PH183360.jpg New BRUNBÄR plant pots with saucer, outdoor H13cm 2,50 105.108.26 H16cm 3,50 705.108.28

# BRUNBÄR

Plant pots

**Message:** In keeping with the design values of Ilse Crawford and Studiollse, this new terracotta plant pot with a saucer for outdoors, is an everyday item made exceptional.

Available in two different sizes, it combines classic earthenware with the smooth, clean contours typical of Scandinavian design. It is an excellent example of beautiful form and function coming together. Fill up with plants and bring a dash of much-needed greenery to your outdoor space!

“For our part, we keep sight of our humanistic values throughout. These guidelines inform our work in creating products that are useful and beautiful.”

**Ilse Crawford, Designer**

Terracotta prevents your plants from getting too damp as it is a porous material that soaks up moisture. By choosing a material that can store moisture and combining it with a saucer, it provides a clever way to drain excess water as well as creating a small reservoir for dry days.

PH183361.jpg **New** BRUNBÄR plant pot with saucer, outdoor 2,50 H13cm. 105.108.26





# MANDELPIL ÄNGSMÄTARE

Cushion covers

PH183371.jpg **New** MANDELPIL cushion cover 12,99 805.088.82

**Message:** The beguiling pastel paintings of Swedish artist Hilma af Klint are the key inspiration for these playful cushion covers designed by Akanksha Deo.

These charming covers – in two different designs: ÄNGSMÄTARE with rainbow circles and MANDELPIL with an abstract face motif – are so much more than pretty spring accessories as they also create jobs. Their beautiful patterns have been hand-embroidered by female artisans at the Jordan River Foundation, a non-profit, non-governmental organisation that provides long-term livelihood for artisans, Syrian refugee women and local women from Jordan. The covers are made from 100% cotton from more sustainable sources.



**New**

**ÄNGSMÄTARE**  
cushion cover

**12,99**



PH183261.jpg

New MANDELPIL cushion cover 12,99 805.088.82



PH183485.jpg

Since 2017, IKEA has partnered with the Jordan River Foundation (JRF) to co-create and develop IKEA textile products with local and refugee women in Jordan. The mission of the partnership is to tackle the challenges of integration and create jobs for female artisans.

“The initials on the cushion covers give a nice personal touch and allow the artisans to feel attached to what they do. And for the customer, it provides added value as it’s the signature of the woman who made it and now it’s in your home.”

Akanksha Deo, IKEA in-house designer

PH183346.jpg

New MANDELPIL cushion cover 12,99 805.088.82



# “I think it has such a special story – so much more than a cushion cover.”

**Akanksha Deo, IKEA in-house designer**

When Akanksha Deo started to work on two new cushion cover designs made in partnership with JRF, her first priority was to come up with patterns that the female artisans would enjoy working on. For this reason, she chose simple, organic forms and embroidery that could vary. “I really wanted to give the artisans something simple that they would have fun working on but also something that is easy and fun to place in your home,” she says.

In the case of the ÄNGSMÄTARE pattern, the embroidery around each of the circles is different on every cover. “There is a variety in the design itself,” explains Akanksha. “It’s a very hidden detail but every customer gets a different one. It’s quite a nice way of taking care of the people who make it (as the design is

more fun and easy to do) but also giving something more to the customer.”

Along with their dreamy Hilma af Klint-inspired motifs, what makes these covers special is the hand-embroidered initials of the artisans who made them.

“That was also a part of giving the artisans ownership over the design,” says Akanksha. This lends the cushion cover a more sustainable quality, too, as you are more likely to keep something for a long time should you have a personal attachment to it. “We use and throw away a lot of things but only keep the things we are emotionally attached to, so how can we make more products that feel personalised and special?” she wonders. Certainly, these cushion covers fulfil that aim.



PH183506.jpg

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# KALLFRONT

## Pendant lampshade

PH183190.jpg **New** KALLFRONT pendant lampshade 15,- Ø52, H33cm. 304.924.83

**Message:** Our new metal pendant lampshade achieves the impossible: it has an impressive, voluminous form that can be flat-packed. It is beautiful as much as it is technically clever.

With its graceful lines and surprising sculptural shape, the KALLFRONT pendant lampshade is an exquisite design piece that will transform the look and feel of any room. Its elegant, open design is set to be an iconic addition to our range, especially as it's available at a great price. "With tiny components and all in a small package, we succeeded in creating something big and exciting for your home," says designer Hanna-Kaarina Heikkilä.



PH183189.jpg

**New** KALLFRONT pendant lampshade 15,- Ø52, H33cm. 304.924.83



PH183188.jpg

**New** KALLFRONT pendant lampshade 15,- Ø52, H33cm. 304.924.83

Due to its rippling metal form, KALLFRONT creates a dramatic play of light and shadow. Light cascades from its centre and through the flowing arches to make poetic effects on the walls of your living room, dining room, or hallway.



# STOLTHET

Chopping board

PH182988.jpg New STOLTHET chopping board 9,99 305.128.10

**Message:** This 100% bamboo chopping board is inspired by the French culinary term *Mise en place* – ‘everything in its place’. With a space underneath intended for IKEA 365+ food containers, you can sweep your chopped and ready-to-be-cooked food below.

Bamboo is a brilliant choice for an everyday chopping board as it has a smooth, dense grain that doesn’t absorb liquids easily and is washable. It is highly durable, as well as being a renewable material as bamboo grows back quickly.

“I am very into this term that I call ‘non-design’ – you should have the feeling that it is the perfect answer to the question of a specific function.”

Friso Wiersma, IKEA in-house designer

The STOLTHET chopping board is a wonderful example of designer Friso Wiersma’s ‘non-design’ ethos – designing products that never go out of style because they provide a timeless function.

This board streamlines meal prep and keeps your counter organised. Pop

another container underneath for food waste and be amazed that keeping your kitchen tidy while cooking can be this easy!

Plus, it has securely attached legs for extra stability, so feel free to use it as a serving tray, too. Its compact size makes it a perfect choice for smaller kitchens.

PH182984.jpg **New** STOLTHET chopping board 9,99 305.128.10





# SALUDING

Laundry basket

PH182932.jpg **New SALUDING laundry basket 29,99 705.035.83**

**Message:** Our new 50l laundry basket is made from 100% bamboo and is handwoven by skilled craftspeople. With natural variations in shape and colour, each basket is a one-of-a-kind work of art – no two are exactly the same.

Bring some style to your spring clean with SALUDING! Its lid is especially eye-catching with an intricately woven design that pays tribute to traditional craftsmanship, turning the most everyday of items into an object worthy of our appreciation.



PH162053.jpg

Bamboo is an organic material that creates a sense of calm within chaos. It is renewable as it is fast-growing, lowering our environmental impact as we avoid using finite materials. And although it looks and feels lightweight, it is highly durable and able to withstand daily upheaval.

The basket comes with an inner bag and handles that make it easy to transport laundry. Plus, its little feet allow it to stand in the bathroom without absorbing moisture. Doing laundry just got a lot more serene.

PH182919.jpg **New** SALUDING laundry basket 29,99 705.035.83



# KNOPARE

## Hook

PH183381.jpg . **New** KNOPARE hook 1,-/each 705.038.37

**Message:** The KNOPARE hook is made from 90% recycled materials – used nets and ropes that have been collected by fishermen in Sweden, Denmark, Iceland, Greenland, the Faroe Islands and the UK. Because of its unusual materials, this quirky home accessory is a terrific example of how waste material can be put to good use to create new products.

It's the ideal accessory for anyone who likes their home furnishings to have an interesting story to tell, particularly one that helps the environment. Easy to attach to the wall with a compact shape for keeping smaller living spaces organised, the KNOPARE hook will keep your home ship-shape this spring.

“The shape of the hook, looking like a boat, is directly linked to the origin of the material. It is made from recycled material that comes from worn-out fishermen nets and ropes.”

**Imma Bermudez, Designer**

By using recycled materials in this way, we reduce our consumption of new raw materials and lessen our environmental footprint. Working with post-consumer waste will support our aim to use only renewable or recycled materials by 2030.

PH183318.jpg

New KNOPARE hook 1,-/each 705.038.37





# TROLLDOM

3-piece bedlinen set for cot

PH183314.jpg **New** TROLLDOM 3-piece bedlinen set for cot 12,99 905.151.32

**Message:** This baby bed linen set is enlivened by an enchanting animal print designed by Swedish artist Malin Gyllensvaan, who is known for her whimsical illustrations inspired by the natural world and vintage botanical studies.

This adorable collection of textiles is the perfect way to freshen up your little one's cot for spring. Made from a soft mix of cotton from more sustainable sources and cool, moisture-absorbent viscose material, it's gentle against baby skin, so your child is guaranteed sweet dreams all night long.

Safety is a priority: the zipper on the duvet cover comes without a pull tab. It is durable and machine-washable – made with busy parents in mind!

“Forest animals have always been a little magical to me and it felt like an honour to get to draw these patterns for babies and their parents.”

Malin Gyllensvaan, Designer

Malin Gyllensvaan grew up in the Swedish countryside and has always been fascinated by Nordic woodland creatures. The idea behind the bed linen set was to make this special time with your little one even more memorable by telling bedtime fairy tales inspired by the cute furry animals that frolic over the fabric.

PH183315.jpg **New** TROLLDOM 3-piece bedlinen set for cot 12,99 905.151.32



# Product overview



PE843081.jpg

**SÖDÅKRA pendant lamp 39,99** Birch veneer. Designer: Monika Mulder. Shade Ø45cm. 404.539.71



PE836342.jpg

**KONSTFULL vase 14,99** Tinted, clear lacquered glass. Designer: Ilse Crawford. Ø16, H26cm. Clear glass/patterned 205.119.53



PE836271.jpg

**KONSTFULL vase 3,99** Tinted, clear lacquered glass. Designer: Ilse Crawford. Ø9, H10cm. Frosted glass/green 905.119.59



PE836274.jpg

**KONSTFULL vase 12,99** Tinted, clear lacquered glass. Designer: Ilse Crawford. Ø18, H16cm. Green-brown 105.119.63



PE836277.jpg

**KONSTFULL vase 12,99** Tinted, clear lacquered glass. Designer: Ilse Crawford. Ø20, H19cm. Green 305.119.62

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BRUNBÄR  
105-108-26

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**BRUNBÄR plant pot with saucer, outdoor 2,50** Silicone-treated red clay. Designer: Ilse Crawford. Max. diameter flowerpot 12cm. H13cm. 105.108.26

Waiting for image  
BRUNBÄR  
705-108-28

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**BRUNBÄR plant pot with saucer, outdoor 3,50** Silicone-treated red clay. Designer: Ilse Crawford. Max. diameter flowerpot 15cm. H16cm. 705.108.28



PE830006.jpg

**MANDELPIL cushion cover 12,99** 100% cotton. Designer: Akanksha Deo. L50×W50cm. Face multicolour 805.088.82



PE830002.jpg

**ÄNGSMÄTARE cushion cover 12,99** 100% cotton. Designer: Akanksha Deo. L50×W50cm. Circle pattern multicolour 905.088.72



PE842633.jpg

**KALLFRONT pendant lampshade 15,-** Cord set is sold separately. Steel and plastic. Designer: Hanna-Kaarina Heikkilä. Ø52, H33cm. Black 304.924.83



PE837987.jpg

**STOLTHET chopping board 9,99** Bamboo. Designer: Friso Wiersma. L35×W22, H8cm. 305.128.10



PE834285.jpg

**SALUDING laundry basket 29,99** Bamboo. Designer: Nike Karlsson. Ø40, H64cm. 501. 705.035.83



PE829811.jpg

**KNOPARE hook 1,-** Polypropylene plastic. Designer: Inma Bermudez. W5×D7, H7cm. Green 705.038.37



PE826854.jpg

**TROLLODOM 3-piece bedlinen set for cot 12,99** 80% cotton, 20% viscose/rayon. Designer: Malin Gyllensvaan. Duvet cover W110×L125cm. Pillowcase L55×W35cm. Sheet W60×L120cm. Forest animal pattern/multicolour 905.151.32



PE826016.jpg

**TROLLODOM quilted blanket 16,99** 100% cotton. Designer: Malin Gyllensvaan. W96×L96cm. Forest animal pattern/green 305.151.25



PE826597.jpg

**TROLLODOM duvet cover and 1 pillowcase for cot 6,99** 100% cotton. Designer: Malin Gyllensvaan. Duvet cover W110×L125cm. Pillowcase L55×W35cm. Deer pattern/pink 705.143.98



PE826591.jpg

**TROLLODOM duvet cover and 1 pillowcase for cot 6,99** 100% cotton. Designer: Malin Gyllensvaan. Duvet cover W110×L125cm. Pillowcase L55×W35cm. Forest animal pattern/green 305.143.95



PE826007.jpg

**TROLLODOM fitted sheet for cot 4,99** 100% cotton. Designer: Malin Gyllensvaan. W60×L120cm. Hedgehog pattern/white 205.143.86



PE826851.jpg

**TROLLODOM baby towel with hood 5,99** 100% cotton. Designer: Malin Gyllensvaan. W80×L80cm. Deer/brown 005.143.92

# Image overview



PH183044.jpg



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