

The handbook for a better everyday life at home

IKEA Catalogue 2021

PH169634 MELLTORP table
and SÖDERHAMN Sofa

Happy 70th and hello handbook

This year's edition of the Catalogue marks its 70th birthday and to help celebrate, we've turned it into something that we hope everyone will enjoy and find useful: a handbook for a better everyday life at home!

We've filled each page with the kind of thinking that has been the foundation of our range for all these years; the little things that can make a big difference to everyday life. It's full of inspiration and information on ways to make homes around the world cosier, smarter, more sustainable and more beautiful for the wonderful people who live in them.

Read on for a peek at some of the handbook tips and ideas that our (and your!) readers will experience in the 2021 Catalogue.



PH170738 MAMMUT children's chair

A first step...

The biggest goals can only be met in one way: one step at a time. Here are a few first steps toward a more well-rested, more planet-friendly, more organised you!



PH170101 **RUMSMALVA** ergonomic pillow

A first step to a good nights sleep...adopt your very own ergonomic pillow. We have different shapes to suit different sleepers, each designed for the very best rest.



PH169422 **HAMNSKÄR** wash-basin mixer tap

A first step to saving water every day ... is bringing home any of our taps or showers. All of them are flow regulated to save water every time you use them. You can do something good every day, before you have your first cup of coffee.



PH169929 **RAGGISAR** baskets

A first step to knowing where everything is... is to focus on organising one small area of your home at a time. It can be tough to do it all at once, but small bits are easier to take on and will add up in the end. A good place to start is the top of a chest of drawers (we all know that lots of little things collect there!).

Three tried-and-true tips for pattern mixing

An eclectic but thoughtfully chosen combo of patterns is a great way to wake up a room, simply by bringing in some new textiles. Here are three of our best tips to help make sure your mix looks its best.



PH170799 **MYDAL** bunk bed and **KYRRE** stool

A wonderfully bold mix of patterns can be balanced by a consistent neutral base: all the furniture here is natural-coloured pine, birch, rattan and bamboo.



PH170802 **SÅNGLÄRKA** quilt cover

Similar scale patterns work well together. All the dots, florals, geometrics, plaids and stripes all are of the same general size and boldness – nothing too teeny-tiny.



PH170800 **ALPKLÖVER** and **IDALINNEA** cushions

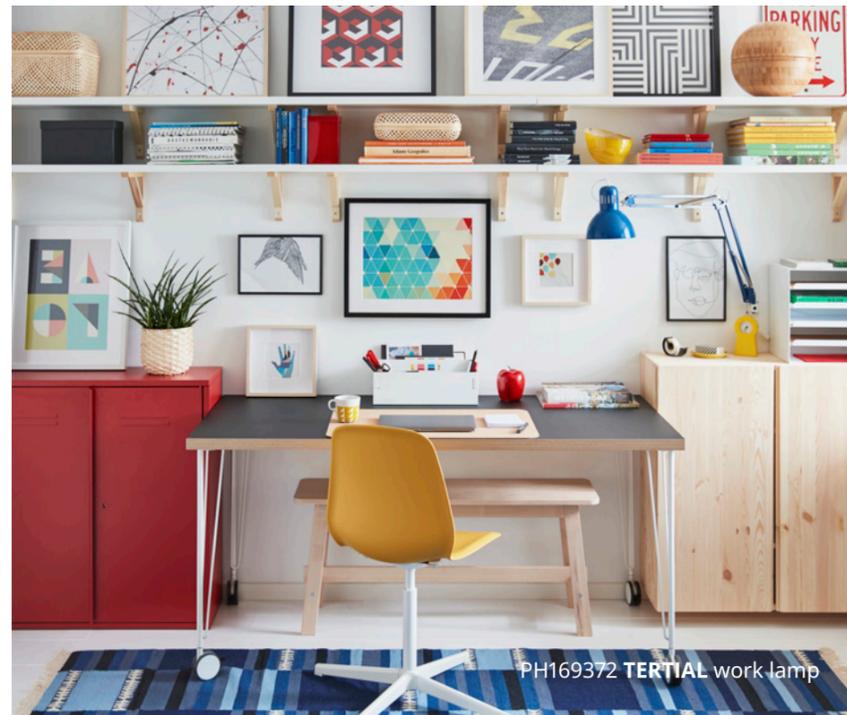
Keeping something consistent colour-wise across all patterns helps too – everything here has a cream or white element mixed with a single other colour.

The room-reinventing sofa shift

We slid the yellow sofa you see below out from the wall to show just how much function you can pack onto a single wall once you free it up. You can gain a dining space, a home office and a crafting corner in one go, with lots of storage and display space, too.



A lightweight table on wheels pulls out from the wall to reveal a bench for extra seating. Pull up a stool and the chair from your craft corner and you and a few friends are set for a fika or game night.



Slide the table back in and you have a big spot to get stuff done. With closed storage on either side, you can tuck away your work at the end of the day. The blue wall mounted lamp can easily swing from the main table area to the crafting corner and back again.



On the far end, an IVAR unit with a fold down table opens up for an on/off crafting space. Supplies can go in the drawer units below and be neatly organised in boxes and bins that fit in behind the tabletop when it is in its closed position.

Little helpers for your getting ready routine

Getting ready in the morning really is faster and less stressful when everything is chosen the night before and put in a spot where it'll be easy to find and grab. A few little (affordable!) items can help get a routine in place that just might let you set your alarm for ten extra (priceless!) minutes of sleep.



PH169570 **BJÄRNUM** folding hook

Small, but mighty. A row of smart, sturdy little metal hooks (that are there when you need them and fold up flat when you don't) are just right for setting up your "tomorrow's outfit" area.



PH170602 **KOMPLEMENT** multi-use hanger

Adding in this smart little hanger creates a one-stop shop for all the options for your finishing touches: tights, necklaces, belts and more... in next to no space at all.



PH169937 **LIXHULT** cabinet

Wall-mounted cubes and a mirror give you a spot to hold what you need for hair touch-ups; as well as your keys, sunnies and whatever else you want to start keeping here, so you don't have to go into search mode when it's time to head out.



PH169591 **PLUTT** hook, **IKEA 365+** water bottle and **KUNGSFORS** net bag

And last, but not least, kiss single use plastics goodbye by never going out without your own water bottle and bag.

A peek inside a home just right for living light

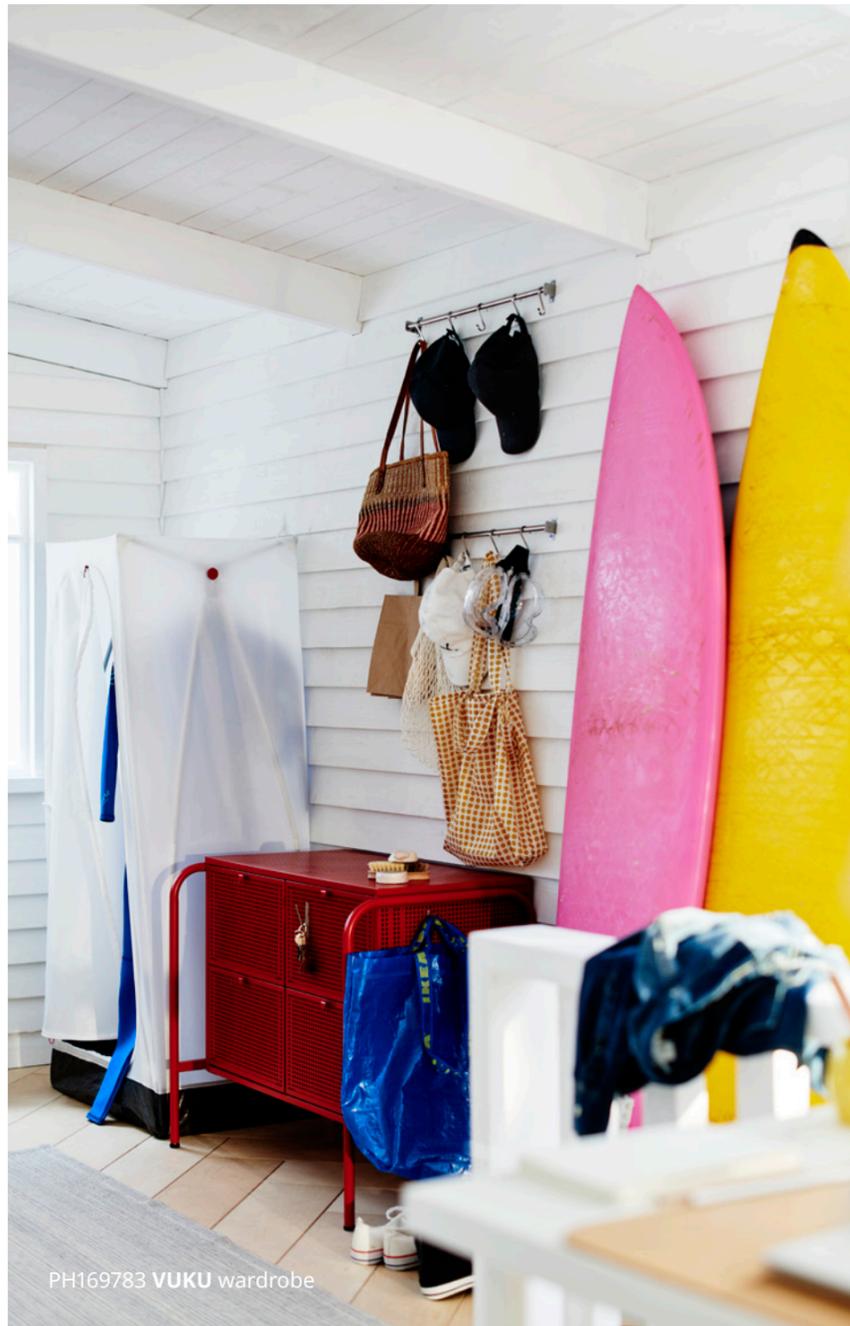
This small, sunny everything-in-one-room cabin is the perfect setting for a life lived lighter; less stuff to buy now and in the future, which means less waste, too. All with no skimping on style, smartness and coziness for the young couple who are making this their first home.



Just what's needed and nothing more. A compact corner sleeping area, with bed and shelves all made from solid wood. These pieces look great as is, last for years and years, and can be refinished or repainted for a new look when switching things up down the road.

Wooden wall shelves behind and above the headboard are an affordable alternative to nightstands that save space as well as money. And can be reused in so many ways, in so many different rooms, in the future.

When you are focused on owning fewer clothes, your closet can be simpler too. A wall-hung solution with a mix of open and closed storage, and bins for off season stuff on top should do the job with minimal fuss.



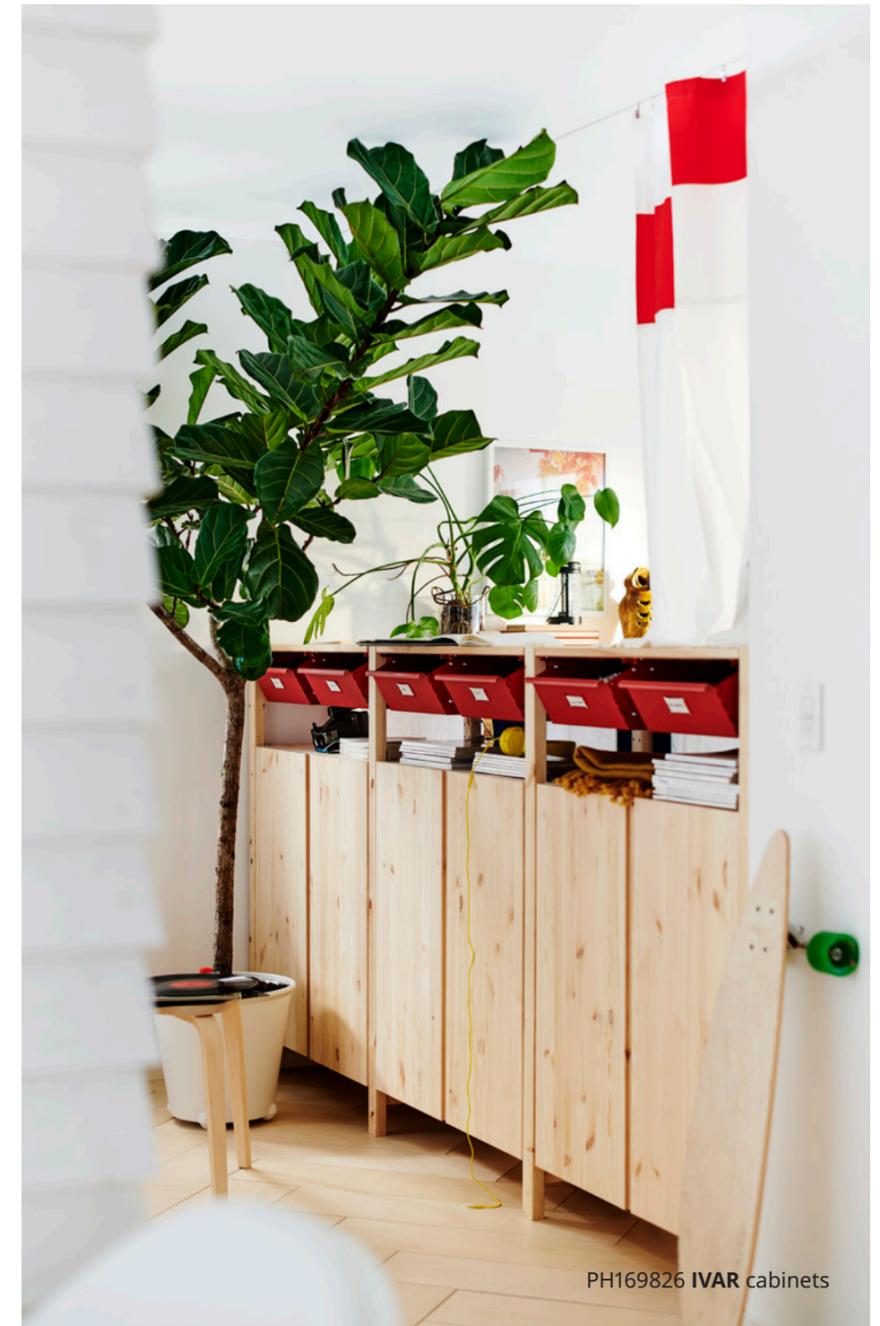
PH169783 VUKU wardrobe

An entryway made up of items chosen to suit what needs to be stored is one that will do its job well, every day. Here, a lightweight zip-up clothing storage solution holds wetsuits, boards sit on a boot tray, and hooks and rails, often seen in kitchens, work perfectly for hats and bags.



PH169788 NORRÅKER table, KYRRE stool and OMTÅNSAM Chair

Pulling up a usual table-for-two to the sofa and adding a few stackable stools. That's one easy way to do dinner and game night seating for six... or more, without owning more than is needed for the everyday routine.



PH169826 IVAR cabinets

A space-dividing solution that also holds lots of stuff, check! Made of low price, sturdy pine that'll last and last, and is usable in just about any room of the home? Check, check, check!



An open shelf that holds bottles, canned goods, cookware and bulk pantry staples is a one stop, grab-what-you-need meal making station.



If you keep it simple in the cooking department, a small fridge might be all you need in between restocks. The stack of three recycling bins that sit next to it isn't much bigger, and just as important to everyday life in the kitchen.



A roll up and away cart is something that makes any small space work better, can hold all your meal prep extras neatly, and can be used in the bathroom – or almost anywhere else – if your needs change over time.



The new ENHET kitchen, shown here in red, is easy to plan, easy to shop for, and easy to install. Easy is good!

A peek inside a home that's got a whole new look

From a blank "before" to a warm, welcoming and totally transformed "after".



PH169852 kitchen before

Instead of putting in a whole new kitchen, adding new cabinet doors, extra open cubbies above the worktop and a flexible trolley make the most of budget and time. The end result is bold, beautiful and full of added storage and functionality.

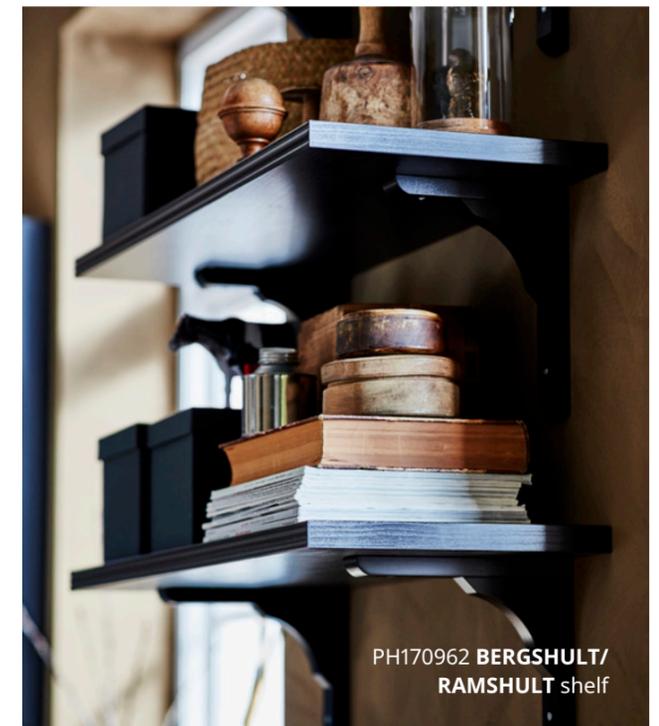
Across the kitchen area, another block of cabinetry gets the same surface make-over. A desk and shelving round out the space to accommodate working from home in the heart of the apartment.



PH170814 TUTEMO cabinet and KARLBY counter top



PH170963 ARKESTORP desk



PH170962 BERGSHULT/
RAMSHULT shelf



PH169853 dining room before

Dark brown painted walls work well with the existing wooden floors and create a dramatic backdrop for black finish furniture with natural wood accents. This new-again colour combo in classic shapes makes for a warm and welcoming place to gather friends and family.

Two boldly textured woven bamboo pendants sit above the table, casting a warm glow and adding another welcome touch of lighter natural materials to the space.



PH170817 **KNIXHULT** pendant lamp, **YNGVAR** chair and **SKOGSTA** dining table



PH171049 **HEMNES** glass-door cabinet



PH171079 **GLADELIG** tableware



PH169851 livingroom before

The same dark brown paint in a washed suede-like finish wraps the walls in the living area too. Linen sheers and open work rattan chairs lighten things up, while the large storage pieces, small round tray table and standing lamp create a color connection to the black cabinets and furniture in the kitchen and dining room.

Woven baskets and boxes, dried flowers, glass door inserts and clear glass decorative objects are design elements that are seen throughout all three different "rooms" within the open plan space, completing the look in a cohesive way. This cohesiveness creates a sense of calm throughout, making it easier to relax, unwind and enjoy time at home.



PH170725 STOCKSUND sofa and YPPERLIG coffee table



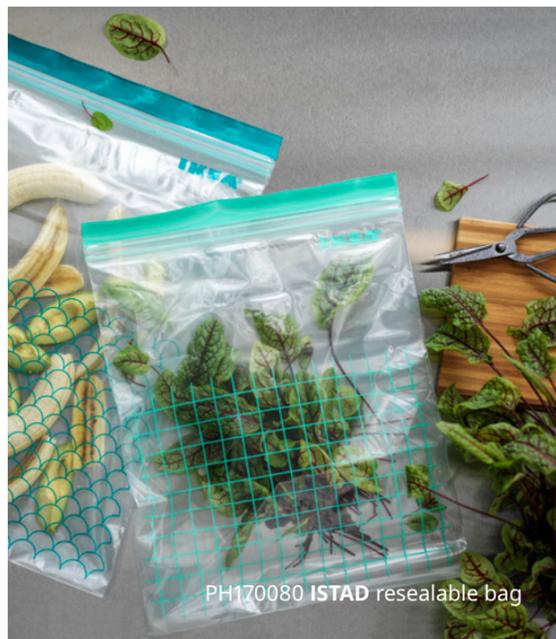
PH170726 HAVSTA glass-door cabinet



PH170490 ARKELSTORP window table

Less waste is always a win

Reducing food waste at every step of the way, from store to kitchen to table to recycling, is worth it. The little bit of extra effort results in money savings and more flavourful food to enjoy. Here are four small steps that you can make and feel deliciously good about.



PH170080 **ISTAD** resealable bag

Buy too many bananas or have herbs that need to be used now? Pop them in the freezer for future use in one of our **ISTAD** bags, which are plastic partly made from sugar cane, reusable and resealable.



PH170078
SMAKRIK rapeseed oil and **KORKEN** bottle

Offcuts of peppers and citrus, as well as leftover herbs, can be made into delicious flavoured oils. The oils can be stored in glass bottles and make for good gifts, too.



PH169651
HÅLLBAR waste bin and
METOD kitchen cabinets

And, as a last resort, compost for food scraps, is the way go. If recycling for food waste isn't available in your area, compost options – even for apartment dwellers – are possible.



PH170077 **METOD** kitchen cabinets and **MISTERHULT** lamp

Growing your own herbs means they don't have to be transported to the store and don't come in lots of packaging, two easy ways that energy and material waste is reduced.

Thinking a little different

Sometimes the best solutions are the ones that mix things up a bit... try putting the need first and then see what you dream up to solve it. With our big range, we probably have a product to help make it happen!



If you love plants but don't have a lot of windowsill real estate....

...extend the sunny spot with a wall hung shelving unit close by.



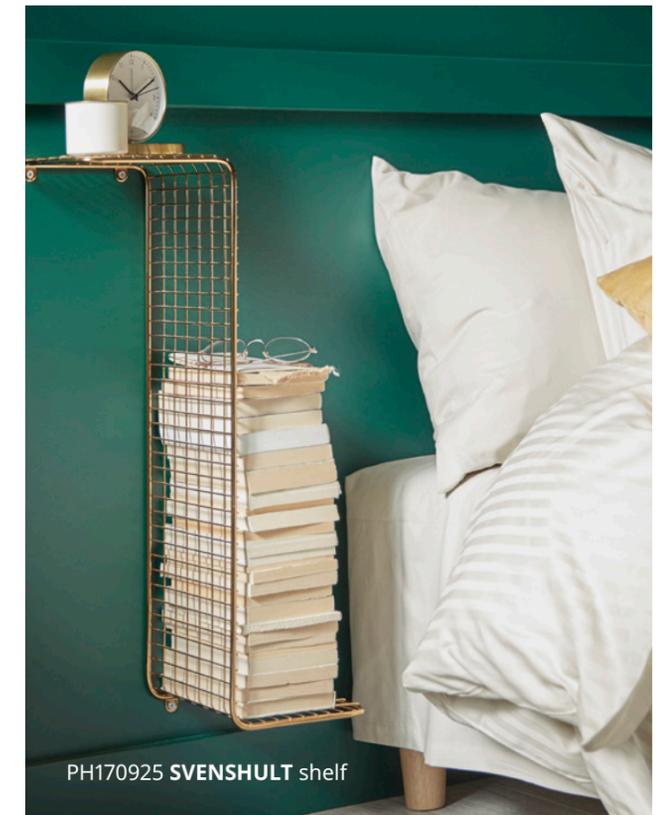
If you've got a crowded, busy bathroom prone to morning traffic jams...

...set up a separate get-ready station in the hallway for hair and makeup to keep things moving.



If your sewing stash is taking over...

Build the ultimate fabric storage system: classic bookshelves with glass doors keep everything visible but dust-free until you get around to using it for the perfect project.



If you have a tiny bedroom and like to read yourself to sleep...

...hang a wall shelf sideways to create a small surface for your clock and room for a big stack of paperbacks.

Six shortcuts to better sleep

We understand more than ever about how important getting enough sleep is – here are some things that help make the journey to your best rest a faster and easier one.



Why not bring your healthy habits to bed with you? A carafe and glass for water is a reminder to stay hydrated, before and after sleep.



How to create the right light for good sleep in two seconds: one quick pull down on the block-out blind.



Always hot...or never warm enough? That affects sleep, so we have all sorts of easy-care duvets designed for different temperature preferences.



Dimmable smart bulbs and a lamp that is also a speaker let you control light and sound for your optimum relaxation zone.



Washable pillow protectors make it easier to keep everything fresh and clean, which is the best feeling in the world when you climb into bed and also reduces allergens in your sleep space.



Air quality also impacts sleep and can be one of the harder aspects of setting yourself up for a good rest. Well, we've just made it a little easier: a curtain that purifies the air when activated by daylight.

Creating kids rooms that'll last (even though they grow so fast!)

Kids rooms that start with a warm, neutral base when it comes to color and décor can last for many years before kids outgrow the look. Here are four examples of kids' rooms that you - and they - will be happy to spend time in for years to come.



White walls with pops of color that come through only on bed textiles, a rug and an easy-to-change pennant banner means that if and when the time comes to switch up baby's room to the future "big kid's" very favourite colour it'll take just a few simple updates to create a whole new look.



Choosing an extendable bed (like this one and the two in the photo to the right) means that it can grow right along with them.



Sticking to a simple palette of two colours, like this example of gold and blue, mixed with white and wood furnishings helps make the room continue to feel calm and uncluttered. Even when a second kid... and all their stuff... needs to fit in.



Talk about a longer lasting solution: here's a bed that can flip over into a loft with extra play space underneath (just like their big sibling's bed, also shown), just as soon as they get old enough.

Straightening up in a snap

Four sizes of fast and easy storage solutions to help avoid growing a dreaded “clothes haystack” on a chair.



PH170572 **EKRAR** hat and coat stand

Small: A sculptural coat tree that looks great while holding plenty.



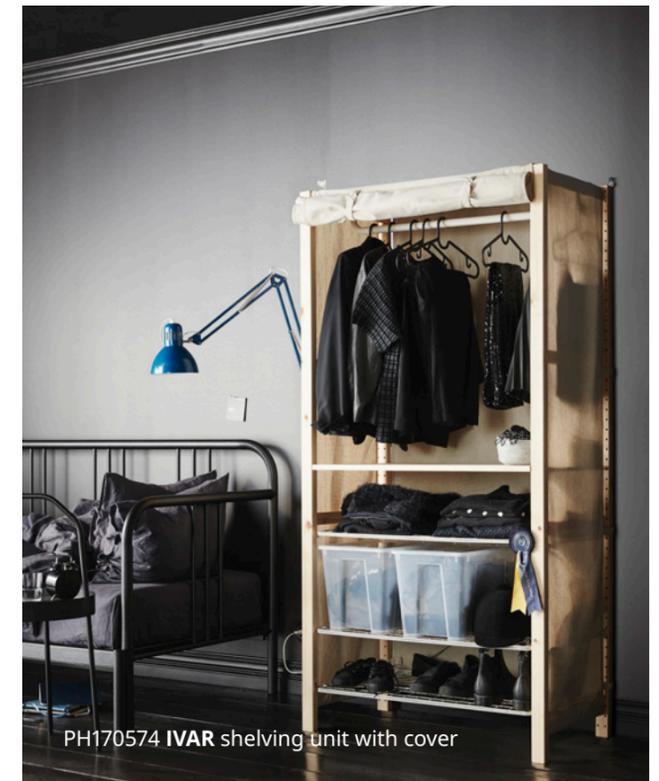
PH170573 **NIKKEBY** clothes rack

Medium: A rack for clothes, shoes and accessories, in combination with a sheer curtain, helps to create a separate sleep space.



PH170577 **TURBO** clothes rack

Large: Two easy pieces that work together to keep things neat: clean stuff goes on the rack, needs-a-wash stuff gets tossed in the bin.



PH170574 **IVAR** shelving unit with cover

Extra Large: A classic wooden storage shelf combined with a canvas cover and bins. Roll down the fabric on front for a clean, calm, organised look.

A peek inside a home that was built on a budget

A home that looks personal, welcoming and stylish doesn't need to cost a lot of money. This whole home story was furnished on a very small, very realistic budget, with beautiful results.



A collection of smart, basic buys – put together on a colour palette of white, oatmeal, and black with accents of natural wood, bamboo and rattan – looks lovely and well-coordinated, with lots of fun little details (importantly, in the same colour scheme) to entertain your eye. Some good tips to note from this space: a generously-sized sofa can actually make a smaller room feel bigger and keeping the tv console and wall shelves low accentuates the ceiling height.



This cool stacked book display was created with just four small shelves (and lots of inexpensive second-hand books).



Bringing the same neutral palette into the kitchen works well, with white cabinets accented by black knobs, shelving and lighting. The kitchen trolley in natural wood adds lots of function for a small investment.



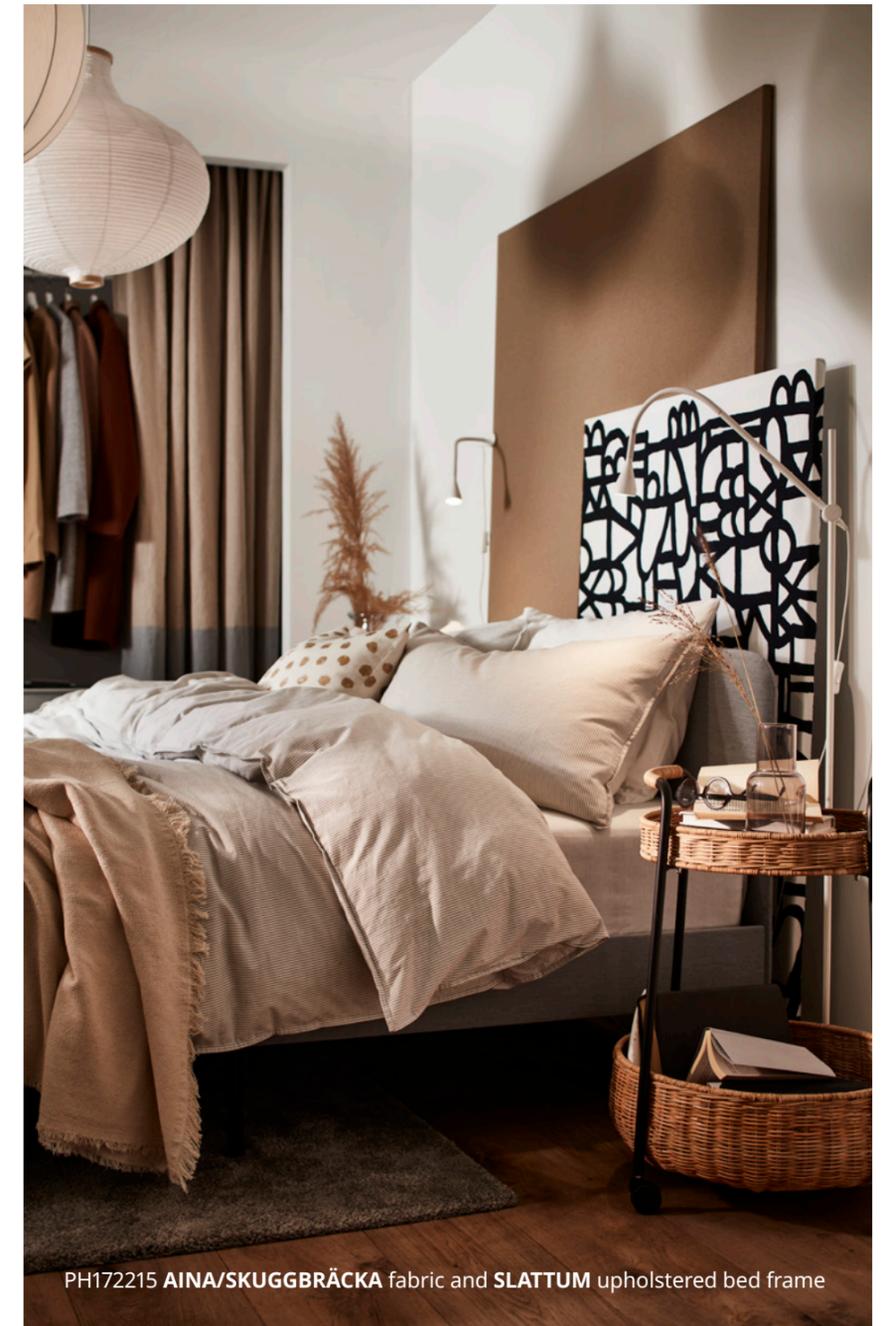
When your palette is limited, mismatched chairs work together easily, while simple spots of colour, like the big, beautiful green plant, stand out and have an even bigger visual impact.



A handful of small products – mirror, wall light, shelf and memo board - work well when grouped together and look great dressed with personal items.



Combining multiples of simple storage products supercharges their functionality. Rows of shelves and hooks make the most of every inch and continue the colour story started in the living room, right on down to the handwoven rug.



Using low-price wardrobe organisation products in a combination that suits your particular storage needs (more hangers, less baskets, or vice versa!) is a way to maximise the space you have. Using curtains, instead of doors, to close it off, is a smart way to keep the cost down and can help save space too.

Dressing your bed in natural tones will always be in style. And, decorating the wall behind it with bold blocks of stretched meter fabrics is the perfect finishing touch. It's a good weekend afternoon project, doable at low cost in just a few hours.

A peek inside a dream kitchen

A small but dreamy space for a food lover who is turning her passion for plant-based cooking into a profession, one delicious recipe (and one drool-inducing photo of the finished dish) at a time.



PH169672 **SKURUP/**
TERTIAL lamp and **BEKVÄM** step ladder



PH170126 **METHOD** kitchen cabinets



PH169652 **KUNGSFORS** shelves

Lots of focused lighting fitted with adjustable smart bulbs throughout the kitchen makes it easier to get things done at any time of day. And, heavy-duty hooks on a stainless-steel shelf puts the pots and pans that get a daily workout right at arm's reach, ready when needed.

The latest tech can translate into the tastiest food. Two ovens, an induction hob with extractor built-in and a super-sized island with a second sink is admittedly and most definitely a dream kitchen, but you can be sure that we offer all the technology at the lowest price possible.

A super durable, wall hung, professional-kitchen-style shelving system holds the tools of the trade, big and small, in style. More importantly, it makes it all easy to see, grab, use and return after washing up, day after day.



PH169918 TÄRNÖ table with chair and SVARTRÅ LED lighting chain

A small walled garden extends the kitchen, providing a place to eat, store extra supplies, grow and compost. Wooden floor tiles help make the garden feel like another room of the home, with the string lights overhead giving a magical ceiling-like effect during dinner parties.



PH169648 HÅLLBAR bin for organic waste

A compost system routine can become a regular part of your post-cooking clean up, providing you with rich material for your plants.



PH170989 HYLLIS shelving unit

A zip-on cover for a metal shelf turns it into a mini-greenhouse to help nurture and protect plants.

A consciously-chosen bedroom

It's not always easy to shop with sustainability in mind. But, if you are putting together a bedroom or planning on a needed redo, we have products that are made with materials and processes that are more planet-friendly. And, as with all our products, we always offer them at the best price.



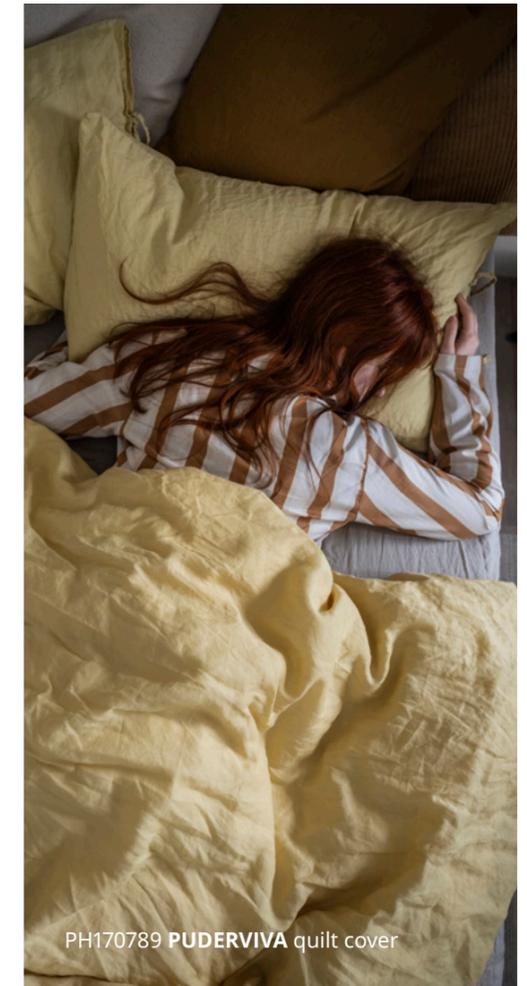
PH170788 **TARVA** bed and **HINDAS** mirror



PH170791 **SMÅSPORRE** duvet and **NORDKISA** wardrobe



PH170792 **TIPHEDE** rug



PH170789 **PUDERVIVA** quilt cover

By the end of 2020, we aim for all our wood to come from more sustainable sources including FSC certified and recycled wood.

The easy-wash polyester fill in the duvet comes from 100% recycled sources.

Rugs can last a lifetime with good care. If you want to start off resourcefully, too, here is one made from recycled cotton.

PUDERVIVA bed linens are made of 100% linen – a renewable durable fiber from the flax plant that doesn't need large amounts of pesticides or fertilizers to grow. It is long lasting, comfortable and gets softer (and even more wonderful!) over time.

Making space to get stuff done

Now that many of us use laptops, pay our bills digitally and just generally have far less paper as part of our work routine, the need for a big space to dedicate to a home office has lessened. But having a regular spot to get stuff done is still ideal, so, here are three ideas to fit one in wherever you have a little room.



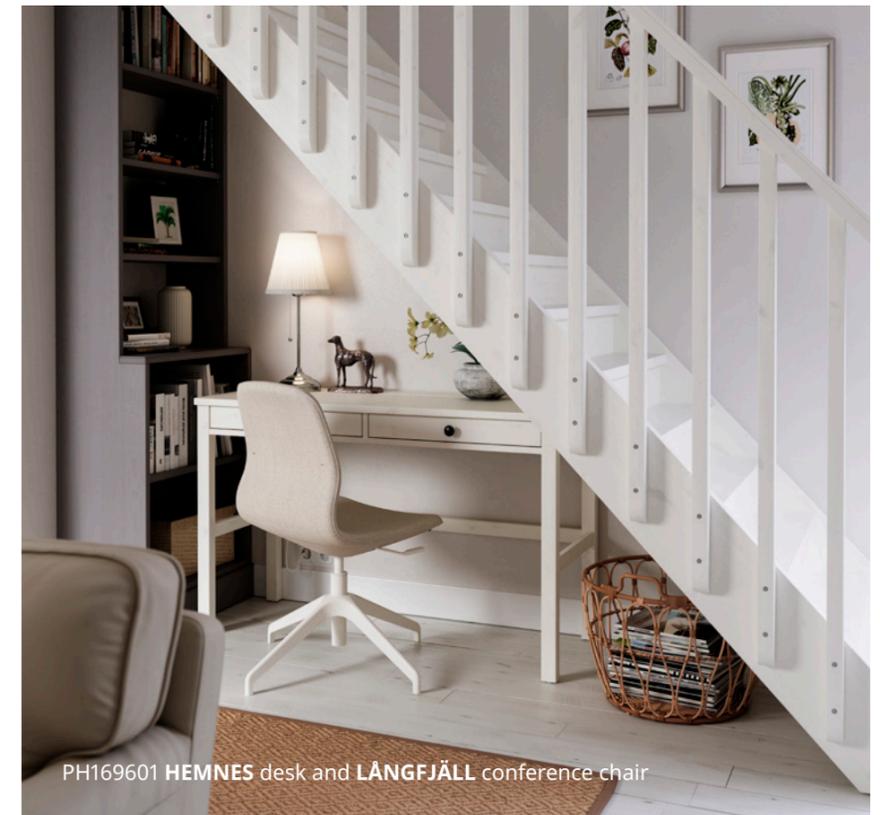
PH169602 **MICKE** desk and **NILSERIK** standing support

Tuck your workspace inside a wardrobe! An amazing amount of functionality in a super small footprint...plus you can close the doors at the end of the workday.



PH169555 **EKBY ALEX** shelf with drawers and **ODGER** swivel chair

Using shallow wall hung surfaces and shelves means that you can fit in a place to work wherever you have a stretch of open wall space. This makes the most of corners and short walls that can be hard to put to use otherwise. Pull up a chair and you are ready to go.



PH169601 **HEMNES** desk and **LÅNGFJÄLL** conference chair

Making use of awkward architectural features in this way not only makes the space usable for working, but also helps to finish off the whole room with another attractive focal point.

Making room for your new plus one

Fitting your new roommate into your bedroom can be as simple as a few space-making shifts and focusing on all you really need (not much!) for those sweet-yet-sleep-challenged first couple of months.



PH170533 **LEN** nursing pillow and **OMTÄNKSAM** throw

Welcome your little one home to a small world filled with softness, coziness and a slowed down schedule.



PH170532 **GRÖNADAL** rocking-chair, **SNIGLAR** cot and **PLATSA** bed frame

In this room, pulling the bed into the centre of the room made space to move the chest of drawers behind the headboard, freeing up space for a cot where it used to stand.



PH170534 **SNIGLAR** changing table

Babies need lots of love and attention, but not lots of wardrobe storage space. For now, a changing table with a shelf below and a few spots on the hook rail can do the trick.

Fun and fool-proof gallery wall

Gallery walls are a great way to liven up a space, and one that puts a new direction on things – in this case a playful diagonal slant – is a fun take on the look. Here's how to make it happen at your home.



Start by taping off the outline of the overall composition. Trace each of the things you want to include in the display on paper. Remember, you can mix it up; not everything has to be a framed picture – here we used mirrors and a row of hooks as elements, too.

Then, pin or tape the tracings in different combinations inside your outline. Keep going until you hit upon a flow that feels balanced and looks good to you.

One by one, replace the tracings with the real thing. Voila, a fool-proof, one-of-a-kind display. Nice job!

A peek inside a home that has a place for everything

A small one-bedroom apartment for a family of four – where the young sisters sleep in the bedroom and the parents have a bed in the main room – means that their storage solutions need to be smart and plentiful.



PH169886 SANDARED pouffe and SÖDERHAMN sofa

A combination of shelves that run across the width of room, up near the ceiling, maximises the space. Pushing the dining table up against the bed and stacking the chairs next to it opens up the area in the centre of the room for more active play when friends come over.



PH169950 MILSBO glass-door cabinet and KRAGSTA coffee table

A tall, glass door cabinet holds a mix of things both whimsical and practical - from souvenirs to glassware and vases, craft supplies to baskets filled with extra candles – in style. A coffee table does double duty as a play table by day and the parents bedside table in the evening.



The entry area uses a combination of open and closed storage, rails, shelves and cabinets, plus boxes, bins and hooks in multiple sizes and heights, to hold the family's outerwear.



One wall of the main living area (which functions as the parents' bedroom at night) is turned into a very big wardrobe for a not-very-big price. They chose the lowest price options, hung them across the full wall, stacked the top with plain storage boxes and zipped bags for off season clothes, and added curtains to whisk closed over it.



Bed linen, plus extra blankets and towels for the whole family, fit neatly into underbed storage boxes.



In the small bedroom for the two sisters, underbed storage takes the place of a chest of drawers.



They share a kids-sized wardrobe, along with a desk where the big sister is kind enough to scoot over and let the little one squeeze in for shared homework and colouring hour.



A storage system of pull out bins, makes good use of wall space, creating both a spot to play and store toys neatly away at bedtime.

Celebrating our history: A few old favourites modelling in the new catalogue

As the IKEA Catalogue celebrates its 70th birthday, we decided to take a walk down memory lane and include some of the most-loved products to have graced its pages over the years in one of our new catalogue homes stories. We are proud of the longevity of these pieces, which show how well old favorites work in the mix while lowering the need to have to always purchase something new. Here are photos taken on set, featuring original products that we borrowed from the archive at the IKEA Museum in Älmhult for our production. For more about the museum, the work they do, and our history, please visit: ikeamuseum.com



PH169805



PH169804



PH169561

DANSKE chair (1960-1965)

Teak was the material à la mode when it came to mid-century furniture: an idea which Ingvar Kamprad challenged by importing more affordable oak instead. With its combination of Polish oak and Danish design (thanks to the architect Arne Wahl Iversen) the DANSKE chair is one of IKEA's greatest success stories from the '60s.

SPECTUM hallway bench (1959-1968)

If you're lucky, you might still find SPECTUM going under the hammer at an auction. Designed in the late 50's, it mixed teak veneer with solid oak – for an up-to-date look that was more affordable at the time.

ÖGLA dining chair with arms (1969-1977)

The very first ÖGLA, an IKEA interpretation of Thonet's classic Vienna chair in bent wood, first appeared in the 1962 IKEA Catalogue as "a comfortable, hard-wearing chair for just 29 kronor." Various iterations of the chair, with changes to the design and materials, came in and out of the IKEA range for 50 years. It was largely discontinued in 2011, but reappeared as "BJURÅN" for the 2019 GRATULERA collection, and is still sold in some countries today.



PH172134



PH172020



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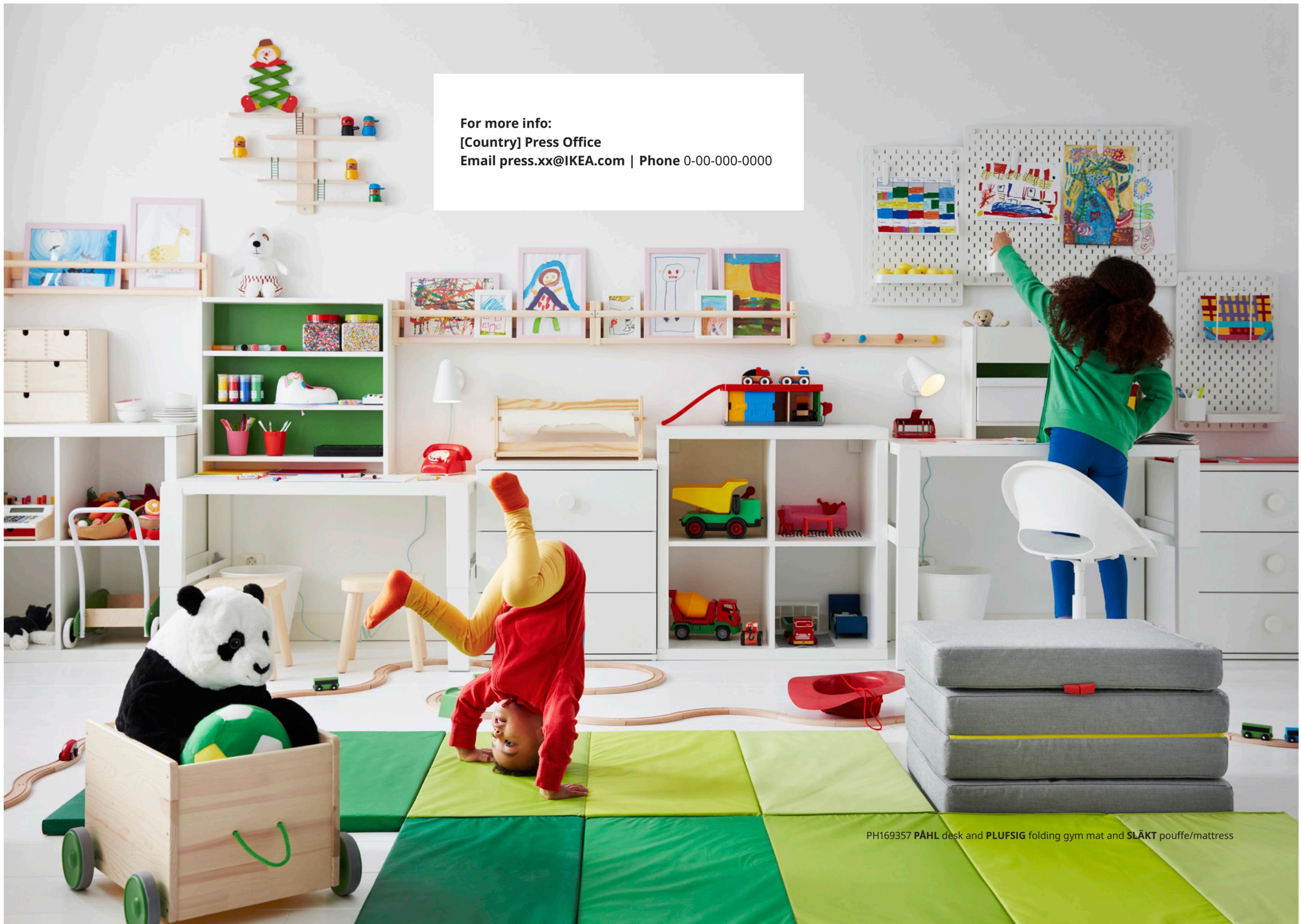
Custom catalogues

Did you know that we create catalogues for 50 markets around the world? Usually they are close to identical, especially when it comes to the communication and the cover imagery. The main differences are the translated copy, the product exchanges due to local range and small adjustments based on preferences when it comes to things like bedding and food preparation.

But this year we wanted to make each version of our “Handbook for a better everyday life at home” as relatable and inspiring as possible for each person who receives it, no matter where they are in the world. We invited designers from five countries to help us create their individual market’s dream catalogue home. We also partnered with the catalogue specialists in all our markets to get information on what they would really like to see featured and integrated that knowledge into our planning.

We then offered them the possibility to choose six homes (out of ten in total that we built, decorated and photographed in our studio) to feature in their catalogue as well as their choice of five covers. This means that we printed many unique market specific versions of the 2021 catalogue this time around, all of which are on their way out to our customers across the globe. We hope you enjoy your custom catalogue just as much as we enjoyed making it for you!

For more info:
[Country] Press Office
Email press.xx@IKEA.com | Phone 0-00-000-0000



PH169357 PÅHL desk and PLUFSIG folding gym mat and SLÅKT pouffe/mattress