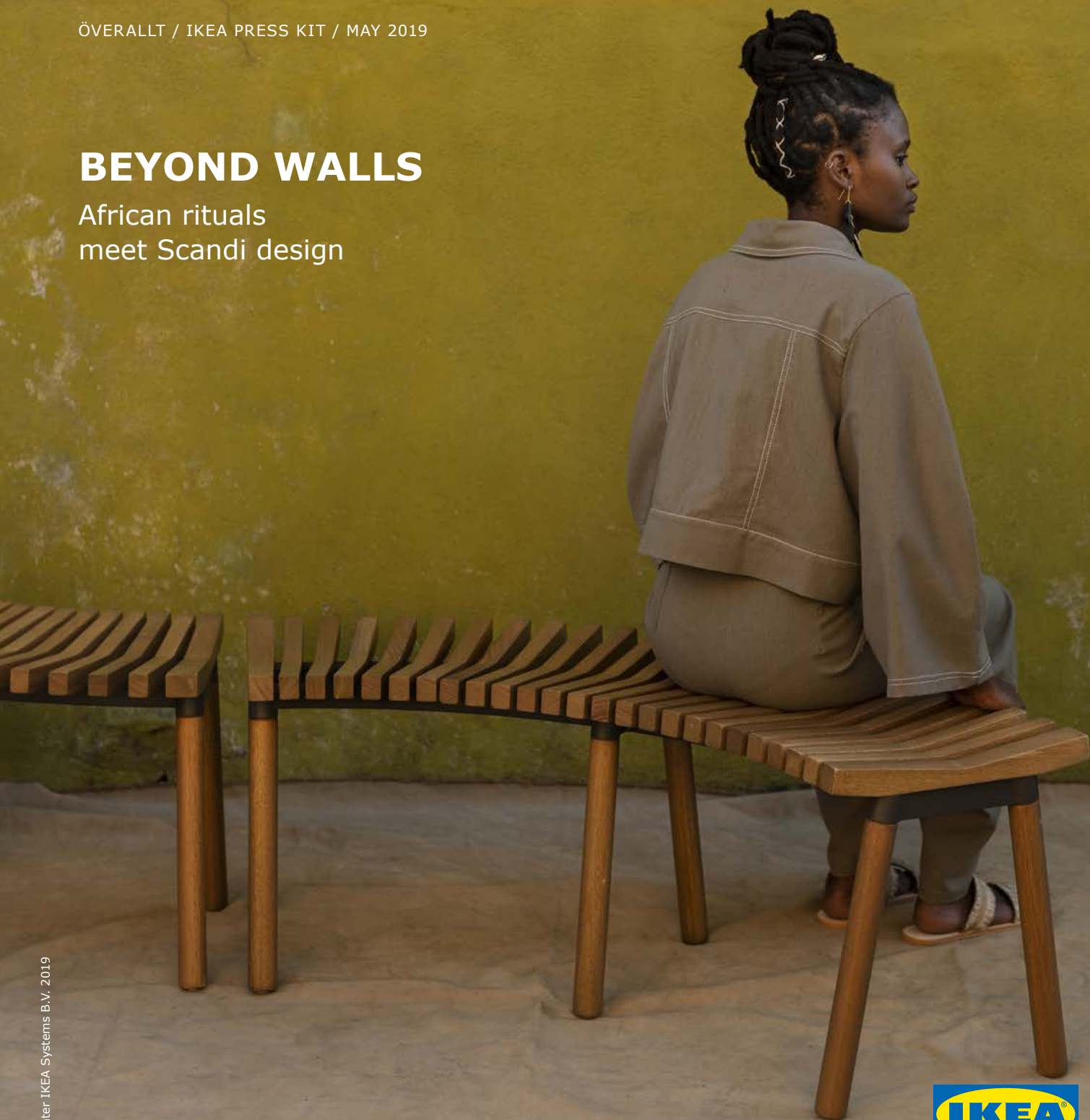


# ÖVERALLT

ÖVERALLT / IKEA PRESS KIT / MAY 2019

## BEYOND WALLS

African rituals  
meet Scandi design



*"This is how design makes the world smaller and brings people from different cultures closer together."*

Bibi Seck, Designer

## **Modern Africa meets Scandi design**

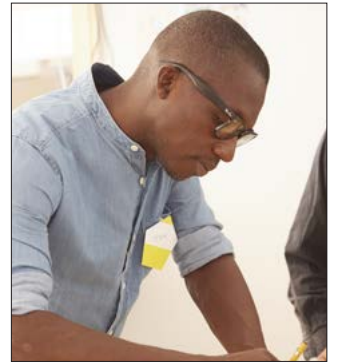
IKEA is never not curious about the world. So, a few years ago it joined forces with Design Indaba to learn more about the contemporary African design scene. It was the start of a unique collaboration; a selection of designers from five African countries within fashion, sculpture, architecture and furniture design, each teamed up with an in-house IKEA designer.

The results? A limited-edition collection that is all about building bridges and not walls, ultimately creating room for better habits together. Including larger pieces of furniture, tableware, textiles, and a fashionably sustainable tote bag amongst others - meet ÖVERALLT.

For a closer look at the collaboration and development of ÖVERALLT, got to <https://ikea.today/search/indaba/>.

## MEET THE DESIGNERS

### AFRICAN DESIGNERS



**Issa Diabaté**

Designed chair and shelf together with Mikael Axelsson.

Reform Stu



**Mariam Hazem**

Designed the tote bags with Hend Riad and Hanna Dalrot.

### IKEA DESIGNERS



**Johanna Jelinek**

Studio Propolis



**Selly Raby Kane**

Designed the braided baskets together with Ina Vuorivirta.



**Naeem Biviji**

Designed the table, bench, stool and tableware with Mikael Axelsson.

**Bethan Rayner**

Designed the table, bench, stool and tableware with Mikael Axelsson.



**Bibi Seck**

Designed the rocking chair and footstool with Mikael Axelsson.

Studio



**Hend Riad**

Designed the tote bags with Mariam Hazem and Hanna Dalrot.



**Renee Rossouw**

Designed the textiles with Sindiso Khumalo and Johanna Jelinek.



**Sindiso Khumalo**

Designed the textiles with Renee Rossouw and Johanna Jelinek.



**Laduma Ngxokolo**

Designed the shelf, rugs and armchair and tableware with Mikael Axelsson.



**Kevin Gouriou**



**Hanna Dalrot**



**Mikael Axelsson**



**Ina Vuorivirta**



## **Beyond walls**

It can't be found on your smartphone, nor within the four quaint walls of your home. The space for spontaneous encounters, and happens out there; outside your front door, inside your favourite neighbourhood café, by the corner store or at the local market. It's the urban living room: alive and buzzing. So, go on, step outside your walls. Meet new faces and find open spaces for sharing, eating, meeting, agreeing and disagreeing. Who knows what you might discover?

***Warm welcome to the urban living room.***



ÖVERALLT in/outdoor series.  
Table 804.298.56 149,-/each Bench 504.298.53  
119,-/each Stool 204.298.59 49,99/each





## **Take a seat, there's always room**

Solid eucalyptus, soft and inviting. The thoughtfully designed ÖVERALLT table is one to count on for an evening of conversation and food. Although round tables are nothing new, it's the accompanying benches that bring a new element to the equation, or table, rather.

The idea came from the Kenyan evening ritual, when friends often gather, bringing their own chairs to talk about their day and life in general. Its slightly curved design enables you to arrange several benches together. Form a circle around the matching table, or why not one long, curved seat? Either way, there's always room for more.









PH159155.jpg



ÖVERALLT series.  
Bowl Ø15cm. 904.301.85 4,99  
Oil jug 604.302.19 6,99  
Carafe 204.302.16 12,99








PH159156.jpg



ÖVERALLT series.  
Bowl Ø28cm. 304.301.93 12,99  
Paper napkin 904.302.70  
3,50/32 pack.  
Cushion cover Multicolour  
104.466.99 4,99





*"We cook and work a lot. Looking after our children takes up a big chunk of our lives. But, however busy we are, we always stop to eat together."*

Bethan Rayner & Naeem Biviji, Designers



## **Everyone knows, it tastes better shared**

The cast iron casserole is influenced by the unique Kenyan style of dining outdoors - a bit like camping in the city. Groups convene in semi-private huts, each outfitted with a charcoal burner. Studio Propolis co-founder, Naeem, describes this ritual as "when the world is put to right."

The cooking pot, like much else in ÖVERALLT, is multi-purpose. Use it for cooking or baking; the lid also functions as a skillet. To complete the experience, use the simple set of cork rings to protect the table from the hot pot, and so the feast can begin.







PH159807.jpg



ÖVERALLT series.  
Rug 604.292.73 79,99 Cushion  
cover 104.466.99 4,99



## **Rocking to the rhythm of time**

Life moves so fast nowadays; the response to a text, the instant delivery to your front door, today's trend turning into yesterday's news as we scroll past it. Designer, Bibi Seck imagined another lifestyle when he had the idea of a rocking chair while sitting in his mother's garden in Dakar. In Western Africa, where he grew up, there's a more reflective attitude towards time; space to sit in stillness, reflect and allow thoughts to flow freely.

The chair's design is somewhat of a second family to Bibi, whom explains that its metal structure and weaving is something that he has been using a lot in his work in Senegal. So go ahead, rock away.

*"I imagine people sitting in this rocking chair, rocking and reflecting. I imagine my father who is in his eighties sitting in it, smoking his cigar; my sister-in-law with her newborn baby; my niece and nephews playing on it."*

Bibi Seck, Designer



## **Bibi Seck**

Born in Paris and raised between London, Paris and Senegal, Bibi is a Senegalese designer and co-founder of the award-winning design studio, Birsell+Seck. Today, he splits his time between New York and Dakar, designing products and spaces. His design experience ranges from car interiors to watches, but his approach is always the same: he places the user's needs at the center.











## **A space to make your own**

Although a lot of interactions happen on screens nowadays, one cannot deny the quality of meeting someone face to face. ÖVERALLT is all about daring to reach out and ask: Will you grab coffee with me? In doing so, a comfortable space to share is key.

Designer and architect, Issa Diabaté has been carrying around the idea of a really simple piece of design in his mind for the past couple of years; a piece of design so simple that anyone should be able to mount, dismount and personalise it. The ÖVERALLT chair, in natural, untreated plywood is like a blank canvas – aesthetic by itself, but open for you to put your own touch to it. It is also the perfect spot for you to grab that cup of coffee with someone you'd like to get to know.

*"I wanted to design a pleasant and functional object without using costly materials or sophisticated technology. This chair is made out of a sheet of plywood and a jigsaw, technically. No necessity for nails, glue or screws or any other complex fabrication process."*

Issa Diabaté, Designer & Architect

ÖVERALLT series.  
Easy chair 304.290.57  
49,99/each Cushion cover  
Blue 904.301.52 9,99  
Rug, flatwoven  
W80×L200cm. Black  
804.292.67 59,99  
Rug, flatwoven  
W133×L195cm. Natural  
504.292.64 69,99







ÖVERALLT series.  
Easy chair 304.290.57 49,99/each  
Cushion cover Blue 904.301.52 9,99  
Rug, flatwoven W133×L195cm.  
504.292.64 69,99





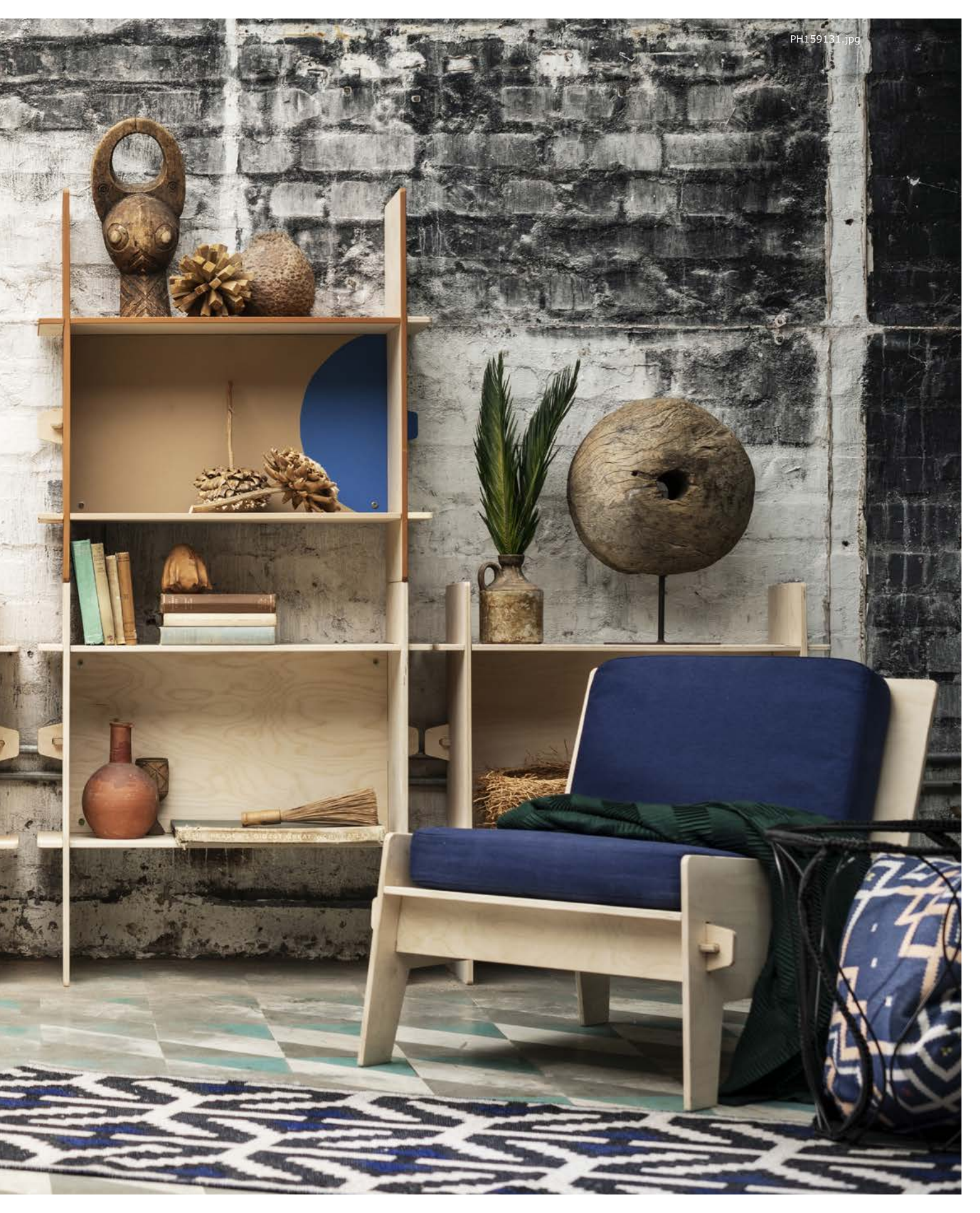
*"Depending on where the designs are assembled, they can take on different personalities."*

Issa Diabaté, Designer & Architect

ÖVERALLT series.  
Easy chair 304.290.57 49,99/each  
Wall shelf 404.290.90 39,99/each  
Easy chair with cushions  
092.918.63 74,98  
Rug, flatwoven W80×L200cm.  
804.292.67 59,99



ÖVERALLT series. Easy chair 304.290.57 49,99  
Cushion cover Blue 904.301.52 9,99  
Wall shelf 404.290.90 39,99/each  
Easy chair with cushions 092.918.63 74,98  
Rug, flatwoven W80×L200cm. 804.292.67 59,99





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ÖVERALLT wall shelf  
404.290.90 39,99/each

## **Renee Rossouw**

Cape Town based artist and architect, Renee Rossouw has been dreaming of working with IKEA since the age of 12. Recognized for her patterns, murals, furniture and wallpaper, she chose to focus on designing a textile for the ÖVERALLT collection. Although her sources of inspiration change continuously, more recently she's been awed by the beauty of nature, animals and ideas that coexist between animals and humans.

## **Sindiso Khumalo**

A self-confessed "textile nerd", Sindiso Khumalo works with several NGO's in South Africa to develop sustainable textiles. Working between London and Cape Town, Sindiso has developed a complex graphic language that draws on her her Zulu and Ndebele heritage. Under her eponymous label, she is recognised for her bright, bold prints and simple monochrome patterns.







*"I wanted to design a proud South African textile. So I proposed an artwork with my favourite animal, the African Elephant. It's such a beautiful and intelligent animal that really knows how to care for their young ones."*

Renee Rossouw, Artist & Architect

## **Issa Diabaté**

Architect and co-founder of the Koffi & Diabaté Group, Issa Diabaté is a firm believer in the power of architecture's ability to address local economic and social issues. From the Ivory Coast, he's the managing director of Koffi & Diabaté Architects. A large focus of his in the collaboration with IKEA has been to design pleasant, yet functional objects without having to use costly or advanced materials.





*"These baskets are mainly inspired by the ritual of hair braiding. It's this shared moment when your head either ends up on a family member's lap for hours and hours, or you lean back in a chair in a cool salon, listening to the latest Dakar and foreign pop."*

Selly Raby Kane, Fashion Designer & Artist

### **Selly Raby Kane**

Born in Dakar, Selly Raby Kane cemented her place in the city's alternative scene with the launch of her eponymous label in 2012. As a fashion designer and artist, she is recognised for her eclectic, uninhibited style which was cultivated in the Senegalese capital, enhanced at the French fashion business school Mod'Spé and continues to be informed by her travels throughout the USA and Africa.

*"The patterns are inspired by where I come from, and by the journeys I've made. I hope it will bring comfort and pride to people."*

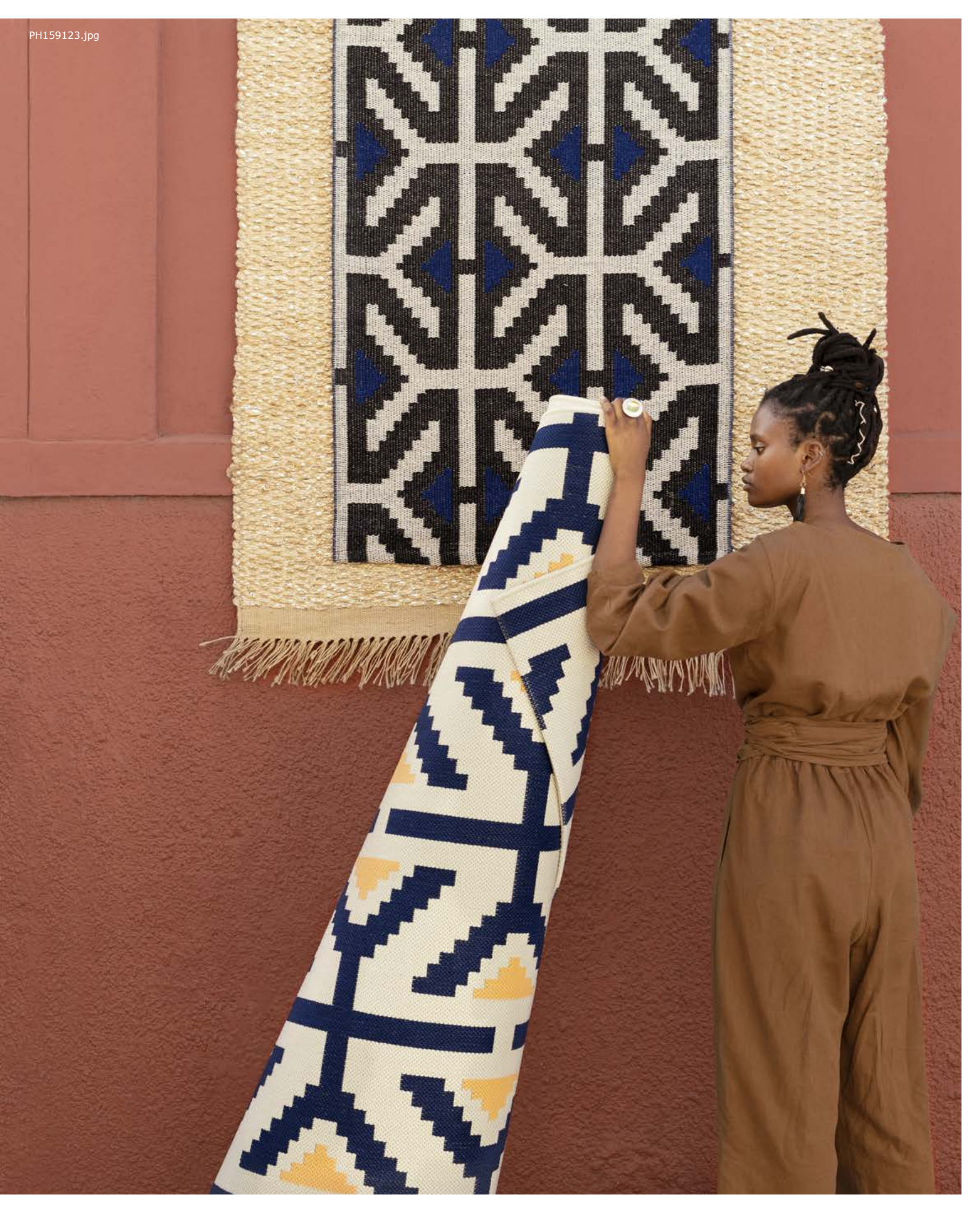
Laduma Ngxokolo, Fashion Designer

## **Laduma Ngxokolo**

Designer and founder of global fashion brand, MAXHOSA BY LADUMA, Laduma Ngxokolo has his roots in Eastern Cape - home to the South African Xhosa culture.

Its tradition and arts have served as a huge source of inspiration for Laduma and his brand. Today, he specialises in knitwear design that has been admired by several fashionistas all over the world.

ÖVERALLT rugs.  
Rug, flatwoven  
W80×L200cm. Black  
804.292.67 59,99  
Rug, flatwoven  
W133×L195cm. Natural  
504.292.64 69,99  
Rug, flatwoven, in/outdoor  
\$000 W200×L200cm.  
Natural colour/blue  
604.292.73 79,99



*"We are interested in ideas that are not only good for Africa but may be relevant anywhere."*

Bethan Rayner & Naeem Biviji, Designers

ÖVERALLT series.  
Oil jug 604.302.19 6,99  
Jar with lid 004.302.22  
4,99 Carafe 204.302.16  
12,99







### **Bethan Rayner & Naeem Biviji**

Nairobi-based, Bethan Rayner and Naeem Biviji are the husband and wife duo behind the design partnership, Studio Propolis. Formally trained architects, they specialise in made-to-order, handcrafted furniture. For the ÖVERALLT collection they've explored domestic rituals, focusing on design for a better cooking and eating experience.



ÖVERALLT series.  
Bowl Ø15cm. 904.301.85  
4,99/each  
Jug 104.302.07 4,99  
Bowl Ø28cm. 304.301.93  
12,99

*"Throughout the design process it's been interesting seeing how many more similarities we have than differences, even when our approaches are opposites."*

Sindiso Khumalo, Designer

## **DESIGN INDABA**

Design Indaba has become a respected institution in the global creative landscape, based on the foundation of their annual Festival that has attracted and showcased the world's brightest talent since 1995. Today it is comprised of a world-renowned Conference, an online publication, a Social Do Tank and an annual Festival of Creativity. In 22 years, the Design Indaba Conference has grown to become one of the world's leading design events, hosting more than 55 speakers and over 5 000 delegates annually.

**ÖVERALLT AT  
DESIGN INDABA FESTIVAL 2019**



We started the journey with the development of ÖVERALLT with workshops during the Design Indaba Conference in 2017. Now we want to close the loop with a pre-launch of the collection at the same spot, bringing the finished collection back to where it all started. Joining Design Indaba 2019 gives us the opportunity to tell the story about ÖVERALLT and invite the community of Cape Town to meet the final products and the designers behind them. Of course we'd love for you to come and share the experience. If interested, please contact Helene Fernström. See last page contact information.

### **About Design Indaba Festival**

Known for hosting the best creative conference in the world, the Design Indaba Festival is an annual celebration of design and creativity, showcasing the hottest and most relevant talents across the creative sectors. Conference attendees are privy to the absolute vanguard of the industry, experiencing the work, ideas, thought leadership and design thinking that permeates a cross-section of current creativity. It's all about how creativity is creating a better world and we bring to the stage the best of the best who are doing just that.

# IMAGE OVERVIEW- collection images

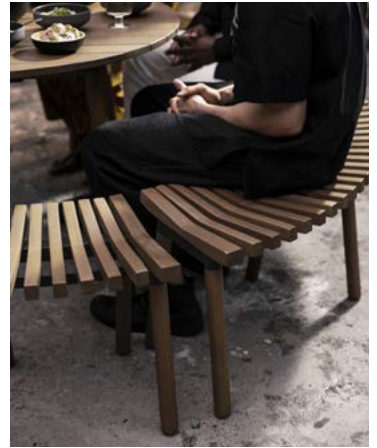
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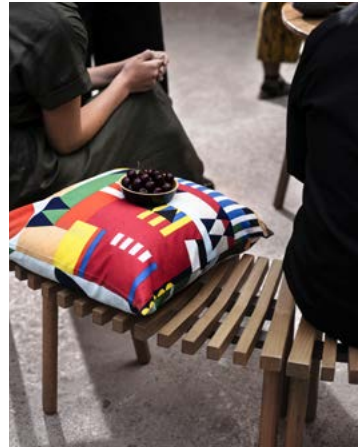
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# IMAGE OVERVIEW- collection images

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## IMAGE OVERVIEW- Product images and descriptions.



**PE710562**  
**ÖVERALLT pot with lid 59,99**

Enamelled cast iron. Designers: B Rayner/N Biviji/M Axelsson. Sl. Black 904.302.13



**PE710878**  
**ÖVERALLT basket 19,99**

100% polypropylene and powder coated steel. Designers: S R Kane/I Vuorivirta. Ø43, H43cm. Black 604.302.43



**PE710878**  
**ÖVERALLT basket 16,99**

100% polypropylene and powder coated steel. Designers: S R Kane/I Vuorivirta. Ø30, H26cm. Black 504.302.67



**PE710022**  
**ÖVERALLT 3-piece serving set 19,99**

Comprises: 1 bowl (Ø21, H5cm), 1 bowl (Ø13, H4cm) and 1 lid (Ø21, H1cm). Clear lacquered and painted bamboo. Designers: B Rayner/N Biviji/M Axelsson. Black 504.302.10



**PE716339**  
**ÖVERALLT footstool, in/outdoor 39,99**

Polyethylene plastic and powder coated steel. Designer: B Seck/M Axelsson. L71×W46, H44cm. Blue 004.312.74



**PE716343**  
**ÖVERALLT rocking-chair, in/outdoor 69,99**

Polyethylene plastic and powder coated steel. Designer: B Seck/M Axelsson. W68×D90, H85cm. Blue 204.302.35



**PE710681**  
**ÖVERALLT quilt cover and 2 pillowcases 24,99**

100% cotton. Designers: S Khumalo/R Rossouw/J Jelinek. Quilt cover W240×L220cm. Pillowcase L50×W60cm. Multicolour 104.302.88



**PE710703**  
**ÖVERALLT quilt cover and pillowcase 19,99**

100% cotton. Designers: S Khumalo/R Rossouw/J Jelinek. Quilt cover W150×L200cm. Pillowcase L50×W60cm. Multicolour 004.302.98



**PE710914**  
**ÖVERALLT rug, flatwoven 59,99**

Surface: 100% wool. Warp: 100% polyester. Designers: L Ngxokolo / M Axelsson. W80×L200cm. Black 804.292.67



**PE710918**  
**ÖVERALLT rug, flatwoven 69,99**

98% jute, 2% polypropylene/polyethylene/polyester/aluminium. Designers: H Riad/M Hazem/H Dalrot. W133×L195cm. Natural 504.292.64



**PE710923**  
**ÖVERALLT rug, flatwoven, in/outdoor 79,99**

100% polypropylene. Designers: L Ngxokolo / M Axelsson. W200×L200cm. Natural colour/blue 604.292.73



**PE710905**  
**ÖVERALLT shower curtain 7,99**

100% polyester. Designers: S Khumalo/R Rossouw/J Jelinek. W180×L180cm. Multicolour



**PE711035**  
**ÖVERALLT carafe 12,99**

Heat resistant glass and cork. Designers: B Rayner/N Biviji/M Axelsson. Ø16, H21cm. Sl. 204.302.16



**PE714641**  
**ÖVERALLT easy chair with cushions 74,98**

Cover: 100% cotton. Filling: Polyester wadding. Frame: Plywood. Designers: I Diabate/K Gouriou. W69×D70, H63cm. Plywood/blue 092.918.63



**PE711047**  
**ÖVERALLT easy chair 49,99**

Birch plywood. Designers: I Diabate/K Gouriou. W69×D70, H63cm. Plywood 304.290.57



**PE716334**  
**ÖVERALLT wall shelf 39,99**

Birch plywood. Designers: I Diabate/K Gouriou. W76×D30, H76cm. 404.290.90



**PE711032**  
**ÖVERALLT pot stand, set of 3**  
**4,99**

Cork. Designers: B Rayner/  
N Biviji/M Axelsson. 904.302.27



**PE711025**  
**ÖVERALLT stool, in/outdoor**  
**49,99**

Stained solid eucalyptus.  
Designers: B Rayner/N Biviji/  
M Axelsson. W48xD40, H44cm.  
Light brown 204.298.59



**PE711027**  
**ÖVERALLT bench, in/outdoor**  
**119,-**

Stained solid eucalyptus. Designers:  
B Rayner/N Biviji/M Axelsson.  
W124xD49, H44cm. Light brown  
504.298.53



**PE711026**  
**ÖVERALLT table, in/outdoor**  
**149,-**

Stained solid eucalyptus. Designers:  
B Rayner/N Biviji/M Axelsson.  
Ø110, H72cm. Light brown  
804.298.56



**PE710896**  
**ÖVERALLT cushion cover 4,99**

97% cotton, 3% linen. Designers:  
S Khumalo/R Rossouw/J Jelinek.  
L50xW50cm. Blue/multicolour  
204.301.55



**PE710899**  
**ÖVERALLT cushion cover 9,99**

100% cotton. Designers:  
L Ngxokolo/M Axelsson.  
L50xW50cm. Blue 904.301.52



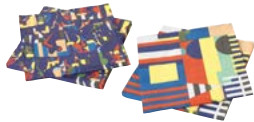
**PE715355**  
**ÖVERALLT cushion cover 4,99**

97% cotton, 3% linen. Designers:  
S Khumalo/R Rossouw/J Jelinek.  
L50xW50cm. Multicolour  
104.466.99



**PE710885**  
**ÖVERALLT cushion, in/outdoor**  
**9,99**

Cushion cover: 78% polypropylene/  
polyethylene/polyester/aluminium,  
22% polyester. Designers: H Riad/  
M Hazem/H Dalrot. W30xD50cm.  
Multicolour 704.292.58



**PE710990**  
**ÖVERALLT paper napkin**  
**3,50/32 pack**

Paper. Designers: S Khumalo/  
R Rossouw/J Jelinek. L33xW33cm.  
Assorted patterns 904.302.70



**PE710997**  
**ÖVERALLT blanket 19,99**

Fabric: 100% cotton. Filling:  
Polyester wadding. Designers:  
S Khumalo/R Rossouw/J Jelinek.  
L120xW160cm. Multicolour  
904.301.71



**PE711030**  
**ÖVERALLT jar with lid 4,99**

Heat resistant glass and cork.  
Designers: B Rayner/N Biviji/  
M Axelsson. Ø8, H15cm. 0.3l.  
004.302.22



**PE711033**  
**ÖVERALLT oil jug 6,99**

Heat resistant glass and cork.  
Designers: B Rayner/N Biviji/  
M Axelsson. Ø10, H17cm. 0.4l.  
604.302.19



**PE716349**  
**ÖVERALLT bowl 4,99**

Stoneware. Designers: Rayner/  
N Biviji/M Axelsson. Ø15cm. Grey  
904.301.85



**PE716351**  
**ÖVERALLT bowl 12,99**

Stoneware. Designers: Rayner/  
N Biviji/M Axelsson. Ø28cm. Grey  
304.301.93



**PE716353**  
**ÖVERALLT jug 4,99**

Stoneware. Designers: Rayner/  
N Biviji/M Axelsson. H9.5cm. 40cl.  
Grey 104.302.07

