



DELAKTIG part 2

Sales start: February 2019





IKEA X TOM DIXON X YOU

About a year ago the first part of DELAKTIG was launched: a platform for living for you to customise and adapt to all the twists and turns of your life. Now it's time for part two. Together, IKEA and industrial design icon, Tom Dixon, have designed the one piece of furniture you might ever really need in life...

“We called it an open platform for living, and Tom kept referring to it as a bed, so of course we couldn't stop after the first DELAKTIG launch. The bed is a key piece of furniture in any home – I mean, everyone needs a good night's sleep. So we decided to go for a second launch: a bed frame that is designed to be personalised.”

- James Futcher, IKEA Creative Leader



It's time for bed

"I'm fascinated by the bed as a kind of primary unit that everybody needs. It's essential; we spend more time in contact with our beds than with any other piece of furniture. So why not make it do more?"

- Tom Dixon, Designer

So, the team simply couldn't stop after the first launch of DELAKTIG. What would take the open, knock-down aluminium platform for living to the next level?

Launching February 2019, the DELAKTIG bed frame is a distinct continuation of its seating series; open for personalisation and transformation. Available in a queen size, with your choice of mattress, it's a platform ready to be customised according to personal comfort and style. Just like with the rest of the DELAKTIG collection, you add, remove and swap around its accompanying accessories to suit your way of living, or in this case, sleeping.

DELAKTIG series. Platform, armchair \$000 Gunnared medium grey 292.894.87 Backrest with cushion \$000 Gunnared medium grey 492.894.67 Bed frame with 2 side tables \$000 292.881.00 LED floor lamp \$000/each 003.965.86

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Made out of 50 % recycled aluminium, the extruded frame is cut into pieces that are connected with bent joints for maximum of stability - a production method also used within the aviation industry. This makes the design extra light-weight, yet durable.

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Also made out of 50 % recycled aluminium, the fitting, sold separately, is what enables you to attach your headboard - and just like that your bed has a new look.

DELAKTIG series. Platform, armchair \$000 Gunnared medium grey 292.894.87 Backrest with cushion \$000 Gunnared medium grey 492.894.67 Bed frame/headboard/2 side tables \$000 Aluminium/black 392.881.28 LED floor lamp \$000/each 003.965.86

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Give your bed a quick makeover by attaching a DELAKTIG headboard to the frame. This black one follows the same aesthetic expression as the existing sideboard - graphic, clean and modern.

DELAKTIG series. Platform, armchair \$000 Gunnared beige 492.890.47 Backrest with cushion \$000 Gunnared beige 692.890.27 Armrest with cushion \$000 Gunnared beige 792.890.22 Side table for frame \$000 003.860.97 Bed frame with headboard \$000 Aluminium/black 692.875.37 LED floor lamp \$000/each 003.965.86

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Or, go for something warm and earthy with the rattan headboard. Its natural fibers balance out the otherwise streamlined design of DELAKTIG, thus giving it a softer expression.

DELAKTIG series. Platform, armchair \$000 Gunnared light brown-pink 192.893.41 Backrest with cushion \$000 Gunnared light brown-pink 192.893.22 Armrest with cushion \$000 Gunnared light brown-pink 192.893.17 LED floor lamp \$000/each 003.965.86 Bed frame with headboard \$000 Aluminium/rattan 992.875.50 Side table for frame \$000 003.860.97

Covers that last

Along with the new DELAKTIG bed frame and headboards, there is also a cover update for the existing platform. With a higher resistance against abrasion and colour-fading, this has allowed DELAKTIG to move into new, exciting territories. Perhaps the DELAKTIG platform could be the perfect fit for your new office, hotel or reception area?*

Say hello to three new DELAKTIG colours: dusty pink, soft beige and stone grey.

*** Market-specific information!**
Please check if this is relevant
in your market.

DELAKTIG series. Platform, armchair \$000
Gunnared light brown-pink 192.893.41 Armrest
with cushion \$000 Gunnared light brown-pink
192.893.17 Backrest with cushion \$000 Gunnared
light brown-pink 192.893.22 Side table for frame
\$000 003.860.97 LED floor lamp \$000 003.965.86



FILMS

LOOP GIF 4:3 FORMAT



LOOP GIF 1:1 FORMAT



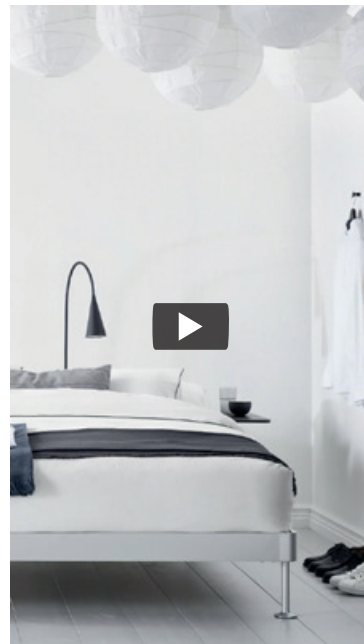
LOOP FILM 4:3 FORMAT



LOOP FILM 1:1 FORMAT



FILM 2:1 FORMAT



Including separate end
frame for graphics

IMAGE OVERVIEW

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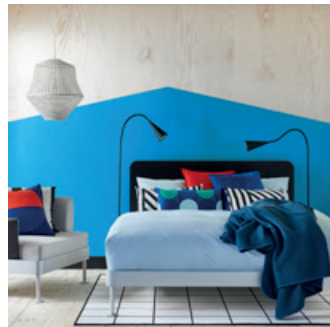
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**"As a designer you observe lots and lots of things.
Most of them are useless and don't make any
sense. Eventually, a pattern emerges from all the
information that comes through. Good designers will
be good spotters of patterns, and you apply that, or
you spot a series of disparate elements, and you bring
them together to be one strong idea."**

- Tom Dixon, Designer

CONTACT

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