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"It's a little unexpected that IKEA offers this type of design."

Designer Inga Leo

An adventurous collection

The designers of BENZY textiles tell their tales

If the new BENZY textile collection were a ship bound for adventure, designers Océane Delain and Inga Leo would be on board. Inga, designer of the BENZY brown cushion and metre fabric, would be the veteran adventurer—an IKEA co-worker for 20 years who currently works freelance from her home just outside Älmhult, Sweden. Designer of BENZY LAND cushion, Océane would be the new explorer—a freelance IKEA designer and fourth-year student at ENSCI Les Ateliers in Paris.

Though these designers worked independently and their worlds and paths differ, their work together had one mission: to create a textile adventure for IKEA. "It's a little unexpected that IKEA offers this type of design," Inga says.

"I think having more than one designer is a good way to bring different ideas to the creation of a collection," Océane says.

Both their inspirations for these patterns came from tradition. For paisley inspiration, Inga looked to her collection of books and magazines that depicted room settings from the 19th century. The style, she says, is very traditional, genuine and

a little old-fashioned. "I like to visit old buildings, churches and castles, when I can, to get inspiration," Inga says. "We also have an old castle not so far from here near Växjö where I can find these types of interiors."

Inga was also inspired by nature around where she lives, whose organic elements she tried to translate into the pattern. "I worked with traditional shapes, but I also wanted to put in some small elements like stars and flowers to make it a little more personal," she says.

To create BENZY LAND, Océane read and studied old history books and novels about piracy, adventure and conquerors. "I was impressed by the many details on the maps," she says. "There was a lot of information and wonderful drawings. A map can tell many stories. I can easily invent them and let my imagination keep going." When it came to naming the territories and waterways of the cushion, Océane used her imagination, but tried to make them sound realistic with hints of Latin. She also tried to find the right balance and scale for the drawing, so it would be understandable from a distance

PE295967



Detail from the BENZY LAND cushion

1. BENZY LAND cushion \$14.99

Designer: Océane Delain.
L50xW50cm. Beige

2. BENZY SKEPP fabric \$8.99

W150cm. Beige

with its details revealed when seen up close.

When it came to creating their patterns, the designers worked in different ways. Inga lives in an old Swedish schoolhouse built in 1935 that she shares with her partner, who is also an artist. The two use the high-windowed former classrooms as studios when they paint. When Inga works on a design project, she often draws directly onto her computer, but also uses pens and crayons for sketching if she gets any ideas. With BENZY, she made lots of small sketches for the different details in the patterns, even working in watercolour at the beginning of the process.

"I think it's a similar process to stand in front of a white canvas before painting as it is to begin a sketch for a new design," Inga says. "It's always best just to start working and see what happens. The best result often comes when you stop thinking and give up control."

Océane appreciates creating in different

places, whether it's on a plane, at a desk, in a cafe or even a bar. She works with a sketchbook that's small, since she moves and travels a lot with it. "It's important for me to note and draw ideas as soon as possible so I do not forget them," she says. After she makes any big decisions about an idea, then she'll turn to the computer to finalize drawings and make them more clear.

In her travels, Océane has even visited Älmhult as a trainee in design and development for IKEA. During her training, she worked on various projects like bathroom accessories, glass collections and textile patterns. Many of her recent personal projects focus on LED lighting, mixing craftsmanship and technology. "In a way, this BENZY cushion is the result of technology and traditions," she says. "I finalized it with a computer, but it was inspired by old maps."



The two matching cushions in focus are made from the BENZY SKEPP metre fabric (meaning 'ship' in Swedish). Foregrounded is the BENZY LAND cushion designed by Océane Delain.

"There was a lot of information and wonderful drawings. A map can tell many stories. I can easily invent them and let my imagination keep going.

Designer Océane Delain

PE295825



PE295829

- 1. **HERMINE throw \$19.99** Designer: Océane Delain. W120×L180cm. Beige/brown
- 2. **BENZY pair of curtains with tie-backs \$39.99** W145×L250cm. Beige
- 3. **KRAMGO lantern for block candle \$39.99** Designer: Carina Bengs. Ø26, H41cm. Brown

PE295827

A close-up photograph of a dark, textured chair back, likely made of a material like wicker or a similar synthetic material. The chair has a curved, woven design. The background is a soft, out-of-focus green, suggesting an outdoor setting with foliage. The text "Cozy corners" is overlaid on the right side of the image.

Cozy corners



"The comfort should be in the frame," says STORSELE designer Carl Öjerstam. "You should be able to sit in it without any cushions or textiles."

Black rattan is born

How the distinct STORSELE chair took shape

They called it 'black rattan' to summarize the project's goals. Make a chair. Make it black. Make it with rattan. Designer Carl Öjerstam took these directions and made 3D sketches of about eight ideas for a variety of concepts, one of which would become STORSELE. Some of the other concepts are now in the works as IKEA projects. "I always do different kinds of ways of how to achieve the project," he says. "They're often very wide in the beginning and it narrows down."

Two other details about the chair were important, too: comfort and stackability. "The comfort should be in the frame," Carl says. "You should be able to sit in it without any cushions or textiles."

Öjerstam is no stranger to making chairs for IKEA, like TIRUP, TOBIAS and the URBAN family of chairs, bar stools and junior chairs. He's also well-acquainted with rattan. From 2001 to 2005, his curvy, rattan STORVIK lounge chair went home with countless IKEA customers. It also won a red dot award for product design in 2002, an international award that's recognized excellence in design since 1955.

After deciding on which concept to

pursue, the 3D sketches and basic dimensions went to a factory in Jakarta, Indonesia, to produce the prototype. When the first rough prototype was complete, made from his drawings and adapted for stability and strength, Carl visited the factory ready to try out 'black rattan.'

"The fun thing with rattan is it's one of the rare projects in the intricate IKEA process where the prototype is actually the real product," he says. "Here when I leave the item on the factory floor, that's more or less what the customers are going to meet."

At the factory, Carl worked by hand to make adjustments to the prototype, cutting, tearing, taping and bending to pay particular attention to the armrest, the seating curve and the flow of the rattan to ensure optimum comfort.

"I really sculpted out of rattan," he says. "I sometimes like to work with my hands instead of just sitting at the computer. For me there is a lot of joy in this type of process."

Having worked with this particular factory for more than 12 years made



it even easier for Carl to make the adjustments he wanted. "These guys are really skilled," he says. "Our communication is really good. Whether we're communicating in English or just with our hands, they understand what I mean. It's really nice go down there and work."

Carl's relationship with IKEA began in 1995, working freelance while a master's student in product design at Konstfack in Stockholm. Since then, he's created and worked on more than 200 products, including FÖRVAR glass jar with lid that he made during his student years and the iconic LAMPAN table lamp. Having worked full-time at IKEA for a number of years,

Carl has been a freelance designer since 2002 with his company, Carl Design AB, keeping busy with his own design projects and those with IKEA.

"When working with IKEA, I have the benefit of people interacting with my designs on a global scale because they're affordable and accessible for many people to buy, own and use," he says. Starting in October, STORSELE —the chair that is 'black rattan'—will be available in IKEA stores worldwide.

STORSELE high-back armchair \$99 Designer: Carl Öjerstam. W69xD78, H100cm. Black/rattan



HASELNÖT series Tinted, clearlacquered aluminium. Designer: Gunnel Sahlin. Black.
Plant pot \$12.99/ea Max.Ø flowerpot 17cm. H22cm
Plant pot \$24.99/ea Max.Ø flowerpot 21cm. H29cm
Plant pot \$39.99/ea Max.Ø flowerpot 24cm. H37cm



BRÄCKE series Clear glass. **Tealight holder \$4.99** Ø10, H10cm **Lantern \$9.99** Ø14, H16cm



PE296374

Handmade, each FINNTORP armchair is unique.



PE296371

SOCKER greenhouse \$19.99 Designer: Sarah Fager. W45xD22, H35cm. White



PE296373

SÖDER chandelier, 7-armed \$99 Designer: P Amsell/B Wesslander. Ø72, H80cm

FINNTORP

A natural place to relax

Create a cosy corner in your home, where you can relax with the Sunday newspaper and a pot of tea. Made of natural fibres like rattan, bamboo and acacia, FINNTORP armchair is lightweight, yet durable and sturdy. Each armchair is handmade and unique with soft, rounded shapes and nicely detailed patterns. To save space, they're stackable, too. Paired with a cushion like DJUPVIK or MARIEBERG, FINNTORP is extra comfy.



PE296372

A close-up photograph of a black leather sofa. In the background, a pillow with a white and black polka-dot pattern is visible. To the right, a plant with large green leaves and red and white flowers is in the foreground. The text "Modern passions & pursuits" is overlaid on the sofa in white.

Modern passions
& pursuits

Well traveled homebodies



The YSTAD leather series of seating is made with an embossed and pigmented surface.

YSTAD three-seat sofa
W180×D60, H87cm. Grann dark brown



Aside from an armchair, the YSTAD series has a footstool, two-seat and three-seat sofas.



PE295959

YSTAD armchair W83xD80, H87cm. Grann dark brown **PARANÖT series** Plastic inside pot; makes the plant pot waterproof. **Plant pot \$19.99** Max.Ø flowerpot 24cm. **Brown Plant pot \$29.99** Max.Ø flowerpot 32cm.



PAX STORÅS

Riding high

With PAX wardrobes and KOMPLEMENT interior organisers, you can build a storage system to accommodate your clothing needs, no matter how specific. The new PAX STORÅS door comes in tempered black glass for a striking and sleek look. The door can also be hung with the opening to the left or the right, so it fits your space and preference. Even if you're using a 35 cm deep PAX in a hallway or small space, this door can be attached so your things stay behind closed doors.

PAX wardrobe with 1 door \$198/ea W50xD38, H236cm. White/Storås black (2 wardrobes in picture) Also available in white/Storås white. Interior fittings sold separately.



Bright ideas



TROGSTA

Big thinking around a small box

When we asked designer Henrik Preutz to design a really good floor lamp, one of the conditions was that it would need a really low price. Good quality at a low price doesn't come automatically. It requires that every phase in the process is carefully thought-out, which especially challenged Henrik to make as little a package as possible. The smaller the package, the more packages can be loaded into every lorry, which lowers costs and the price tag.

That's when the music stand idea came to Henrik's mind. A music stand is the same height as a floor lamp, but it can also be made very small and compact. Could we use the smart construction of the music stand as a lamp base and simply put a shade on top?

Well, we almost could, at least. After a diverse barrage of tests for stability, durability, etc., TROGSTA began to take form. We kept the height adjustability of

the music stand, but redesigned the foot to make it both slimmer and more stable. Then we painted it black, mostly for aesthetic appeal, and made sure it passed tests for non-tipping.

All that remained was the shade. By using a plastic that can be rolled without cracking, we were able to simply roll up the shade, pack it in the box and ask our customers to roll it out and snap it into a big, lovely lampshade.

Thanks to this, a lamp that is 142 cm high could fit in a package that is 44 cm high. And it goes without saying that when we can load 280 floor lamps on a pallet instead of the usual 45, it makes a big difference to the environment as well as your wallet.

TROGSTA floor lamp \$9.99 Designer: Henrik Preutz.
Shade Ø28, H140cm. Black



Say hello to TISDAG, your new work mate that's adjustable and long-lasting.

TISDAG

A weekday work lamp

The new TISDAG (meaning 'Tuesday') work lamp adds a simple, efficient and attractive design to your work day. It has a built-in LED, which consumes up to 85% less energy and lasts 25 times longer than incandescent bulbs. Since it's LED, a cord didn't need to run from the base through the arm and to the lamp head, which means the arm is free to swivel. The shade adjusts, too, so you can better aim light. You won't burn yourself, either, because LEDs emit low heat. TISDAG work lamp is the first member of a new lighting family that complements today's sleek desktops and computers.

TISDAG work lamp \$59.99/ea Designer: H Preutz/
O Wihlborg. White Dark grey



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