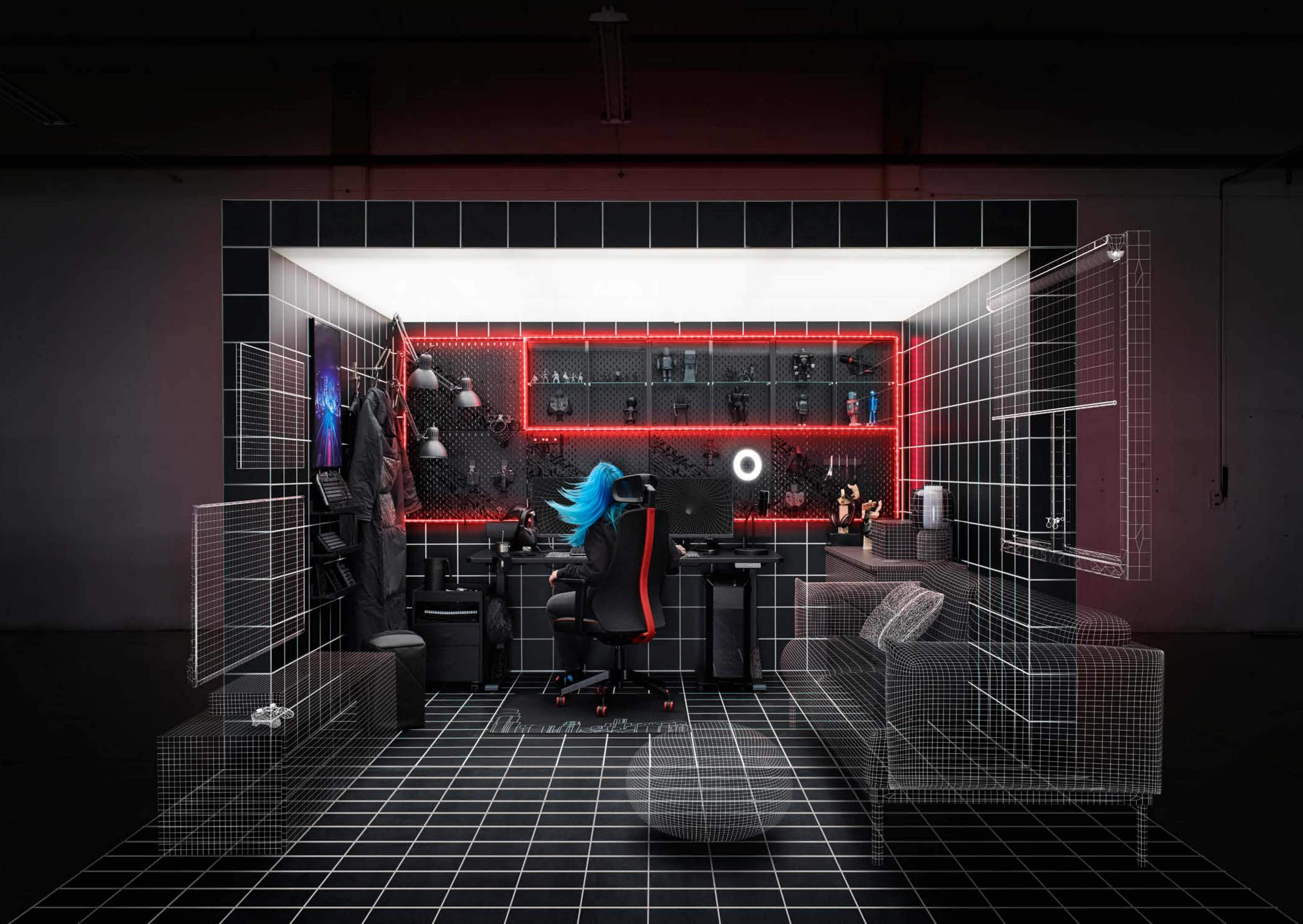


IKEA Gaming

Launching October 2021
In collaboration with Republic of Gamers



**Game.
On.**





Furniture that puts gaming first

Welcome to experience a gaming range made up by sharp-looking ergonomic furniture and fun, functional accessories, designed to make your gaming experience better – and to make gaming blend into the home in new ways.

Created by IKEA in collaboration with Republic of Gamers, ROG, this range will make it easier for you to create your dream setup and help you stay on top.



New

UPPSEL
glass-door cabinet

\$99



New
MATCHSPEL
gaming chair

\$249

“Gamers sit for hours, longer than most office workers. We want our products to offer better ergonomics and functions so that gamers can become even better at what they do without wearing out their bodies – become better athletes, basically.”

—Jon Karlsson
Designer IKEA

MATCHSPEL gaming chair is designed for great comfort – and to increase your gaming performance. There’s added flexibility in the headrest, and the armrests are adjustable to relieve strain on your arms and shoulders. Also, the chair is generous in size, it has built-in lumbar support and a mesh back that ensures a good airflow.

Developed in collaboration with pro-gamers

At IKEA, we know lots about clever home furnishing solutions, but we're novices at gaming. So, how did we go about developing a high-performing gaming range?

We turned to the professionals, of course. Together with gaming brand ROG, Republic of Gamers, we've created products and solutions neither of us would be able to come up with on our own.

ROG, Republic of Gamers, in short

A brand used by Asus since 2006, encompassing a range of computer hardware, personal computers, peripherals, and accessories oriented primarily towards PC gaming. Continuously ranked No.1 gaming brand from prestigious international media and fans. Has a big global follower base, and are involved in global gaming events and tournaments. They also have an e-sports club in China with 5 divisions in various leagues – Rogue Warriors.

PH180845.jpg

The IKEA gaming range includes six product families – **UPPSPEL**, **HUVUDSPELARE**, **UTESPELARE**, **MATCHSPEL**, **GRUPPSPEL** and **LÅNESPELARE**. The first, **UPPSPEL**, is designed in collaboration with ROG, the others are inspired by all we've learnt from the partnership.



New
LÅNESPELARE
accessories stand

\$35



**“With the IKEA UPPSPEL designs,
we want to tighten the relationship
between gamers, gaming gear and
gaming space.”**

—Johnny Chan
Designer Asus Republic of Gamers

New

LÅNESPELARE
ring light with phone holder

\$49

Improve your
next stream with
LÅNESPELARE
ring light with
phone holder.

New

LÅNESPELARE
mouse bungee

\$15

Get ahead with the right accessories,
like **LÅNESPELARE** mouse bungee.

Tailor-made for you

The world's more than 2.5 billion gamers don't have identical taste and needs, it goes without saying. Whether you're a pro or an every-once-in-a-while gamer (or anything inbetween), we want to help you realise your dream setup.

With the new IKEA gaming range it's easy to create complete, personalised solutions – whatever you need to perform and whatever you think looks fabulous.

PH180805.jpg



New

LÅNESPELARE
neck pillow

\$12

“One of our starting points has been to ensure a simple, graphic design that will last. If the expression gets too much, we tend to outgrow it. You should be able to sit here and work during the day and then transform it into your battle station at night. It should stand the test of time.”

—Jon Karlsson
Designer IKEA

We believe it should be easy for everyone to create the right gaming setup and just as easy to go from game on to game off and back again. Lighting and clever organisation don't only keep you focused, they help to create a versatile solution that works whether it's game time or time for work.



New

UPPSPEL table
top

\$669

The best of two worlds

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IKEA and ROG partnering up is the meeting of two worlds and two different design languages. Right from the start, the aim has been to bring out the best in both – and to develop products that neither of us would be able to come up with on our own.

The UPPSPEL height adjustable gaming desk is a great illustration. Here, features such as the V-shape and the cyberpattern that are typical of ROG design language meet great ergonomics and clever functions deriving from the IKEA home furnishing knowledge.

The desk is every gamer's battlestation, so why not make sure it suits all your needs?

UPPSPEL gaming desk is versatile not only because you can adjust the height. You can use either side as the front using the V-cut for easy cable management or for a more immersive layout. Also, the desk comes in two sizes – if you go for the large one, you have room for all your gear on top.

You know the game. We help out with the rest.

Being all about the home, we believe that it should be possible for everyone, regardless of where and how you live, to create a great-looking and functional gaming space.

So. Small space? We've got gaming solutions that will fit anywhere and that doesn't make a huge hole in your savings. Sharing space? Try a gaming setup that blends into the home and that doubles as an office space. That way, even an unenlightened flatmate can enjoy it.

Create a better experience for you and your followers with a setup that's uniquely you. Our ergonomically designed furniture, solutions for lighting and sound, and fun add-ons won't just max your gaming performance – they will make you stand out on camera, too.

PH180882.jpg





New
UPPSPEL
4-piece pegboard
accessories set

\$35

“We know a lot about gamer needs, pain points and expectations, and we want to design solutions for ultimate, immersive gaming experiences.”

—Johnny Chan

Designer Asus Republic of Gamers

New

LÄNESPELARE
multi-functional
cushion/blanket

\$35

We call it **LÄNESPELARE** cushion/blanket, but really it's a cushion, blanket, and onesie – all in one. Use it when you're on the go, or have it close at hand for when you need a bit of extra support, or warmth, during a game.

“We believe there’s a lot to be done to democratise the gaming experience. Now we take the first step on our gaming journey, and we do it by presenting affordable, high-performing gaming products and complete solutions that we hope reflect people’s personality and taste”.

—Ewa Rychert

Global Business Leader
of Workspace IKEA

Sometimes it’s the smallest things that make the biggest difference. Like **LÅNESPELARE** mug and mug holder that make sure your drink stays where it should be, and that look just right thanks to the cyberpattern designed in collaboration with ROG.



New
LÅNESPELARE
mug with lid and straw

\$10

Products

GRUPPSPEL will be available from early 2022



PE816538.jpg
New UTESPELARE gaming desk \$179 High-pressure melamine laminate and powder coated steel. Designer: Jon Karlsson. W160×D80, H68–78cm. Black



PE822969.jpg
New UTESPELARE gaming desk \$179 High-pressure melamine laminate and powder coated steel. Designer: Jon Karlsson. W160×D80, H68–78cm. Light grey



PE838520.jpg
New GRUPPSPEL gaming chair Grain leather from cattle and powder coated aluminium. Designer: Jon Karlsson. Seat W53×D51, H45–56cm. Grann black



PE838522.jpg
New GRUPPSPEL gaming chair 100% polyester and powder coated aluminium. Designer: Jon Karlsson. Seat W53×D51, H45–56cm. Gunnared dark grey/red



PE838521.jpg
New GRUPPSPEL gaming chair 100% polyester and powder coated aluminium. Designer: Jon Karlsson. Seat W53×D51, H45–56cm. Gunnared white/brown



PE807697.jpg
New HUVUDSPELARE gaming chair \$79 100% polyester and powder coated steel. Designer: Jon Karlsson. Seat W46×D42, H43–53cm. Black



PE816716.jpg
New MATCHSPEL gaming chair \$249 52% polyester, 30% polyurethane, 18% cotton and powder coated steel. Designer: Jon Karlsson. Seat W54×D48, H47–59cm. Bomstad black



PE816717.jpg
New MATCHSPEL gaming chair \$249 52% polyester, 30% polyurethane, 18% cotton and powder coated steel. Designer: Jon Karlsson. Seat W54×D48, H47–59cm. Bomstad white



PE816424.jpg
New UTESPELARE gaming chair \$149 52% polyester, 30% polyurethane, 18% cotton and powder coated steel. Designer: Jon Karlsson. Seat W42×D43, H39–50cm. Bomstad black



PE816715.jpg
New UTESPELARE gaming chair \$149 52% polyester, 30% polyurethane, 18% cotton and powder coated steel. Designer: Jon Karlsson. Seat W42×D43, H39–50cm. Bomstad grey



PE812565.jpg
New LÅNESPELARE accessories stand \$35 Solid beech. Designer: Jon Karlsson. H34cm.



PE814322.jpg
New LÅNESPELARE mouse bungee \$15 Wood veneer, plastic and stainless steel. Designer: Jon Karlsson. L11×W9, H13cm. Black



PE814311.jpg
New LÅNESPELARE mug holder \$15 Wood veneer and clear lacquered aluminium. Designer: Jon Karlsson. Ø11, H9cm. Black
Mug is sold separately.



PE811258.jpg
New LÅNESPELARE mug with lid and straw \$10 Stainless steel and polypropylene plastic. Designer: Jon Karlsson. Ø9, H17cm. 500ml.



PE816417.jpg
New LÅNESPELARE multi-functional cushion/blanket \$35 Outer fabric 100% cotton. Filling: 100% polyester. Designer: Jon Karlsson. Cushion L40×W60cm. Blanket L150×W150cm.



PE816456.jpg
New LÅNESPELARE neck pillow \$12 Cushion cover: 100% cotton. Filling: 100% polyester - hollow fibre. Designer: Jon Karlsson. L76cm.

Products



PE811366.jpg
New UPPSPEL cpu stand with castors \$25 Powder coated steel. Designer: Jon Karlsson. W250–340mm. Dark grey



PE822999.jpg
New UPPSPEL drawer unit on castors \$149 Fibreboard, particleboard and powder coated steel. Designer: Jon Karlsson. W40×D50, H58cm. Black



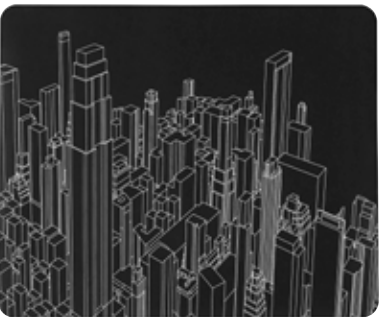
PE816536.jpg
New UPPSPEL glass-door cabinet \$99 Painted fibreboard, powder coated steel and tempered glass. Designer: Jon Karlsson. W76×D20, H56cm. Dark grey



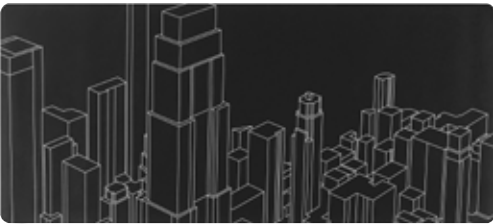
PE811367.jpg
New LÅNESPELARE ring light with phone holder \$49 Built-in LED light source. Dimmable. Plastic and powder coated steel. Designer: Jon Karlsson. H60cm.



PE828390.jpg
New LÅNESPELARE floor protector \$45 Top fabric: 100% polyester. Backing: 100% synthetic rubber. L110×W100cm.



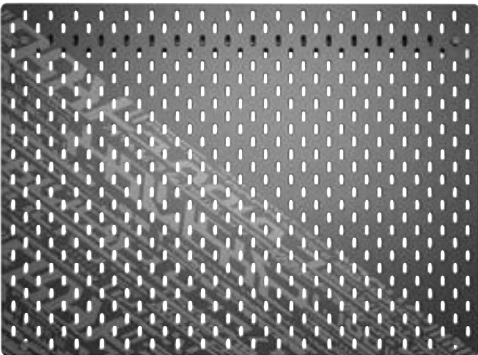
PE828395.jpg
New LÅNESPELARE gaming mouse pad \$15 Top fabric: 100% polyester. Backing: Natural rubber. L44×W36cm. Patterned



PE828400.jpg
New LÅNESPELARE gaming mouse pad \$25 Top fabric: 100% polyester. Backing: Natural rubber. L90×W40cm. Patterned



PE816457.jpg
New UPPSPEL 4-piece pegboard accessories set \$15 Comprises: 1 hook, 1 magnetic strip and 2 elastic straps. 68% polyester/32% elastane, powder coated steel and PET plastic.



PE816518.jpg
New UPPSPEL pegboard \$35 Painted fibreboard. Designer: Jon Karlsson. W76×H56cm. Black



PE816551.jpg
New UPPSPEL poster \$9 Paper. W70×H50cm. Neoriental



PE840447.jpg
New UPPSPEL gaming desk \$669 Fibreboard and powder coated steel. Designer: Jon Karlsson. L140×W80, H72–120cm. Black



PE840453.jpg
New UPPSPEL gaming desk \$719 Fibreboard and powder coated steel. Designer: Jon Karlsson. L180×W80, H72–120cm. Black