

Nyttillverkad part 4

Back in bloom!

Press kit
Launching April 2024





The power of flowers

A flower can be a pretty decoration, a source of oxygen and nectar, but also a symbol of friendship and love.

Inspired by a floral print by textile designer Göta Trägårdh, we are channelling a time of optimism, free-spiritedness and environmental awakening – a time when people decided to trust in their own capabilities and have faith in the future.

Let's come together in a launch that celebrates creativity, courage and positivity. Get inspired, do your own thing and believe in the power of the flower!





Meet a new set of perennials

In April 2024, we are bringing back a new batch of favourites from our archive to rebloom for a new generation.

Meet timeless designs made by legends like Göta Trägårdh, Gillis Lundgren, Charlotte Rude and Hjördis Olsson-Une. And get to know their stories.

With these latest additions to the Nyttillverkad collection, we invite you to explore a world where the textiles are brighter and the armchairs bouncier.

Something new under the sun

In Nyttillverkad, many of our vintage designs have been re-invented to better meet the future. For example, the ÖNNESTAD armchair has been improved to make better use of the material. And the floral pattern by Göta Trägårdh now returns as bed linen, cushion covers and 3-metre pre-cut fabric, ready to be transformed into whatever you need.



Still going strong

The steel-tube easy chair GOGO was introduced in the IKEA catalogue in 1972 and remained in the range for over ten years. The colourful armchair with large, soft cushions and a seat with a comfortable bounce now returns as ÖNNESTAD in red and green.

"We went from 6,8 kg steel to 3,3 kg, giving us twice as many armchairs for the same amount of material."

Håkan Käll

Material and Innovation Developer
IKEA of Sweden



Half the steel, twice the attitude

For the launch of ÖNNESTAD, we worked hard to optimise the use of steel in the armchair frame. The original GOGO armchair from the 1970s was made with available steel at that time, but luckily, a lot has happened since then.

By using high-strength steel instead of standard steel, less material is needed to carry the same load. And since all parts of the frame don't require the same strength, the steel thickness of each tube has also been adjusted to meet the actual need.

After many simulations, tests and tweaks, the ÖNNESTAD armchair now requires less than half of the original steel amount while still maintaining the same quality, function and feel.

Meet the designers Charlotte Rude and Hjördis Olsson-Une

The Danish-Swedish designer duo Charlotte Rude and Hjördis Olsson-Une (1941–2022) were fresh out of art school when they moved to Älmhult in the late 1960s to try their luck at a local glasswork. Since they were recent students with limited means, they furnished their flat with particle boards bought from a construction site.

When the employment at the glassworks didn't meet their expectations, they were encouraged to show their particle board creations to the nearby company, IKEA. They were hired as designers in 1968 and during their five years at IKEA, the “art graduates” (as they were known), brought fresh thinking and young energy to the rest of the design department.

Charlotte and Hjördis's unconventional thinking resulted in painted steel-tube furniture, the ball pit for the IKEA playroom and the round DINO highchair, now featured in the Swedish National Museum. For Nyttillverkad, their steel-tube armchairs, previously known as GOGO, return as ÖNNESTAD – this time, made with 50% less steel.



Above: Ingvar Kamprad in the GOGO armchair 1971
Below: ÖNNESTAD armchair 2024



Hjördis Olsson-Une & Charlotte Rude



**"We wanted to make
a chair that was
colourful, soft and
comfortable."**

Charlotte Rude
Designer

Create a flower bed

In the early '70s, legendary textile designer Göta Trägårdh was asked out of retirement by textile manager Inger Nilsson to design a unique pattern for IKEA. Göta wanted to make a large pattern and drew a big sunflower.

The floral pattern MAJSOL was first seen on bedspreads and blinds in the IKEA catalogue in 1971 and was a huge success. Now the flowers bloom again on the KRANSMALVA duvet cover sets in yellow and orange.



Meet the designer Göta Trägårdh

By involving herself both in education and production, textile designer Göta Trägårdh (1904–1984) played an essential role in the development of textile design and fashion in Sweden.

Göta studied at two different art schools in Stockholm before she began working as a fashion illustrator and a textile designer. In 1930, she designed the uniforms for The Stockholm Exhibition. And in 1939, she co-founded Beckman's School of Design.

While teaching pattern design and fashion illustration at Beckman's, Göta also worked as an artistic advisor at some of Sweden's most influential textile factories. By connecting the companies with fresh talents from her school, she was able to raise both the quality and the innovation of the industry.

For IKEA, Göta wanted to create a colourful, large-scale motif, and in 1971 the floral pattern MAJSOL reached IKEA customers on bedspreads and blinds. This year, the pattern returns on bed linen, cushion covers and 3-metre pre-cut fabric. Prepare to meet a flower truly made with girl power!



SANDETERNELL pre-cut fabric 2024



MAJSOL curtains 1971

Dream of endless summer

The KRANSMALVA bed linen in yellow and orange comes as both single and double duvet cover sets.





Cushions in constant bloom

Don't wait for the flower delivery. Instead, create your own everlasting bouquet with the SANDETERNELL cushion covers in yellow and orange*. Put them on your sofa, in a chair or on your bed for a colourful flower explosion.

*In European markets the SANDETERNELL fabric consists of 100% recycled materials.

From patch to hat

With the SANDETERNELL 3-metre pre-cut fabric, you can create whatever you want exactly how you want it.





PH197235.jpg



PH197200.jpg



PH197241.jpg



PH197232.jpg



PH197221.jpg

Hide that unremovable stain, make a hat or simply spice up the boring. The SANDETERNELL 3-metre pre-cut fabric is perfect for creating flower patches to cover things up or to brighten up your surroundings.



Carry your flowers in style

Why not make a handy flower-bag out of the SANDETERNELL 3-metre pre-cut fabric*? By leaving the bag open in the bottom, you can carry your flowers home without getting the bag wet.

*In European markets the SANDETERNELL fabric consists of 100% recycled materials.



**“I wanted the vases
to look good on
their own, even
without flowers.”**

Ehlén Johansson
Designer



For this launch, the SKOGSTUNDRA vases designed by Ehlén Johansson come in two additional colours: a white 27-centimetre vase and a light blue 15-centimetre vase. Both are produced in glazed stoneware.



Seven is the magic number

The DYKARKLOCKA pendant lampshade is inspired by a design from 1964 known as TIVOLI.

For its new release in Nytillverkad, the lampshade has lost half its original weight and returns with seven veneer rings instead of nine while still achieving the same glare-free effect.



PH197183.jpg

The lightweight armchair BUSTER from 1959 now returns as ORRESLÄTT in rattan with a black steel frame.



PH197191.jpg

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Same frame, new reflection

A lot has happened in the 46 years since the JARL mirror by Gillis Lundgren was first released in IKEA stores in 1978.

The renewed TURBOKASTANJ mirror in solid pine is slightly smaller in size but still has the same large, squared shape with a little ledge for placing decorations.





The magic of mirrors

Play with optical illusions and let the TURBOKASTANJ mirror cater to more than just your looks. For the Nyttillverkad collection, the mirror also comes in red with visible grain.



**“We should be proud
to copy ourselves.”**

Jonas Kamprad
Son of IKEA founder Ingvar Kamprad
Senior Advisor, IKEA

A popular and practical little table

In 1968, the POP table was part of the modular POP68 collection made from lacquered particle boards. Designed by Erik Wørts with the young and bold “beat generation” in mind, it suited anyone with a taste for the new.

For Nytillverkad, the coffee table with castors returns as GARNANÄS in white and green. This time, it's been reinforced with a wall between the table top and the shelf to meet current weight requirements.





The discreet observation spot

The SJÄLSÖ armchair is a new version of the classical safari chair, inspired by the RYD armchair from 1990.

The squared frames in solid pine create a combined base and armrest and the strong, sand-coloured supporting fabric makes up both seat and backrest. Together with a few extra planks for stability, they become this simple, sophisticated and subtle armchair.



Decorate with life

STREGA plant stand was first introduced to IKEA customers in 1962. Now the smart stand with a removable tray returns as PRIMÄRSKOG in solid pine.

Marvel at life instead of still life and transform a forgotten corner of your home into a green oasis.

Products overview (1/2)



PE931690.jpg

New ÖNNESTAD armchair \$149
Powder coated epoxy/polyester, steel and plywood. Outer fabric: 100% cotton. Inner fabric: 100% polypropylene. Designer: C. Rude/H. Olsson-Une. Katorp beige
205.741.44/605.847.06/305.550.98



PE931693.jpg

New ÖNNESTAD armchair \$149
Powder coated epoxy/polyester, steel and plywood. Outer fabric: 100% cotton. Inner fabric: 100% polypropylene. Designer: C. Rude/H. Olsson-Une. Radbyn white/green
405.847.07 /605.741.42/ 695.544.70



PE907321.jpg

New SANDETERNELL pre-cut fabric \$7.99 100% mixed fibres: min. 52% cotton and min. 30% polyester. Designer: Göta Trägårdh. W150×L300cm. Orange
205.690.53



PE907323.jpg

New SANDETERNELL pre-cut fabric \$7.99 100% mixed fibres: min. 52% cotton and min. 30% polyester. Designer: Göta Trägårdh. W150×L300cm. Yellow
705.690.55



PE921874.jpg

New KRANSMALVA duvet cover and 2 pillowcases \$39.99 80% cotton and 20% viscose/rayon. Designer: Göta Trägårdh. Duvet cover L200×W200cm. Pillowcase L50×W60cm. Orange
505.720.30



PE935511.jpg

New GARNANÄS coffee table \$89.99 Particleboard, melamine foil and plastic edging. Designer: Erik Wörtz. L65×W65, H40cm. White
105.550.99



PE935510.jpg

New GARNANÄS coffee table \$89.99 Particleboard, melamine foil and plastic edging. Designer: Erik Wörtz. L65×W65, H40cm. Green
005.565.08



PE921899.jpg

New KRANSMALVA duvet cover and 2 pillowcases \$39.99 80% cotton and 20% viscose/rayon. Designer: Göta Trägårdh. Duvet cover L200×W200cm. Pillowcase L50×W60cm. Yellow
805.720.57



PE921893.jpg

New KRANSMALVA duvet cover and pillowcase \$29.99 80% cotton and 20% viscose/rayon. Designer: Göta Trägårdh. Duvet cover L200×W150cm. Pillowcase L50×W60cm. Orange
105.720.32



PE921869.jpg

New KRANSMALVA duvet cover and pillowcase \$29.99 80% cotton and 20% viscose/rayon. Designer: Göta Trägårdh. Duvet cover L200×W150cm. Pillowcase L50×W60cm. Yellow
405.72.059



PE931682.jpg

New DYKARKLOCKA pendant lampshade \$79.99 Layer-glued wood veneer, plywood, oak veneer and clear acrylic lacquer. Ø40cm. White stained oak veneer
105.572.44



PE906636.jpg

New PRIMÄRSKOG plant stand \$59.99 Solid pine, clear acrylic lacquer and fibreboard. L55×W50, H53cm.
205.550.94



PE907309.jpg

New ORRESLÄTT armchair \$149
Clear acrylic lacquered rattan and powder coated steel. D72×W69, H66cm. 305.550.98



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