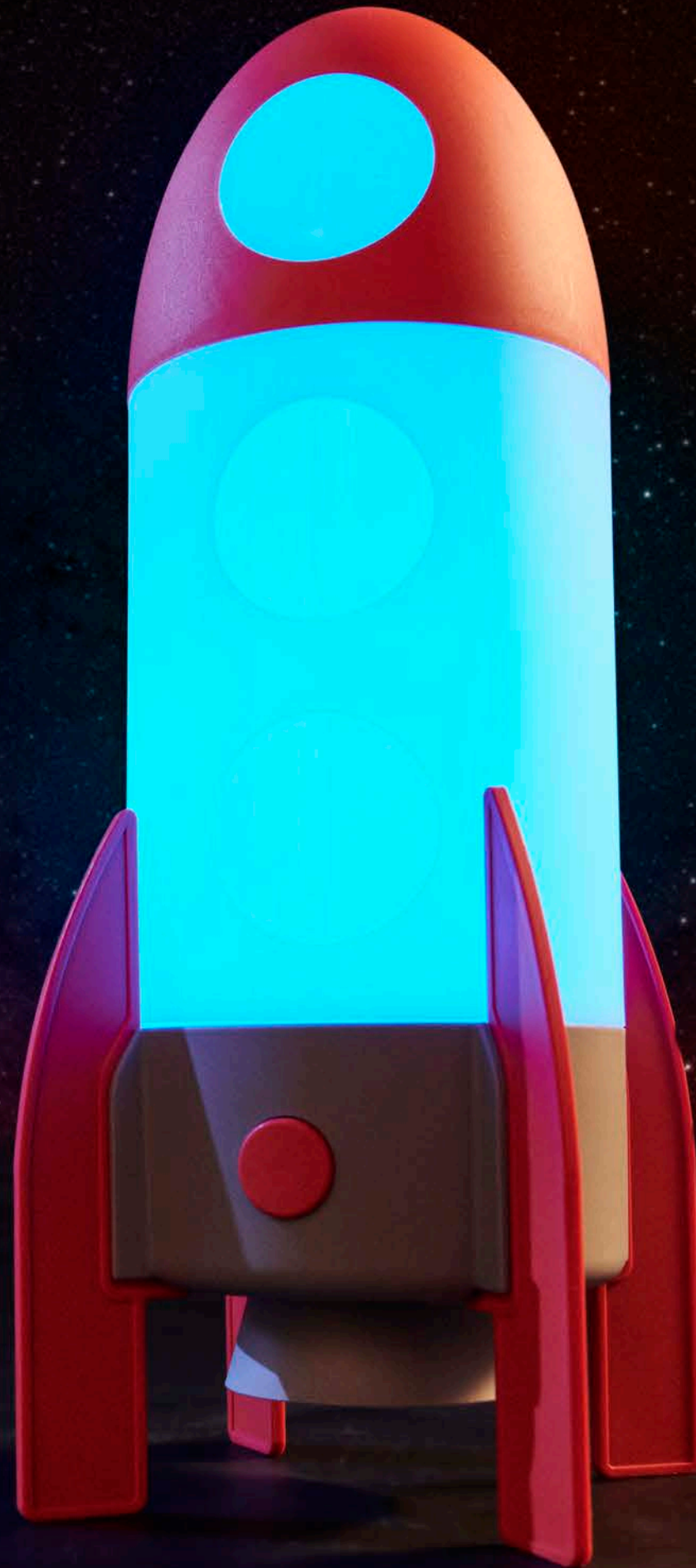



Play

AFTONSPARV | Launching October 2023



**The biggest
playground of all
is never far away**





Our new AFTONSPARV collection brings outer space into the home space!

Designed to spark play and curiosity in children aged 3-7 years, it contains a host of space-themed toys including soft-toy astronauts and aliens, a cardboard rocket play tent, a spaceship, finger puppets, space-age lamps, galaxy-inspired bed textiles, and a glow-in-the-dark curtain.

Much like space, **a child's imagination has no boundaries, which makes it the biggest playground of all.** So jump on board, this spaceship is heading for the stars – and the only fuel it needs is imagination!

Created together with children

The ideas behind the AFTONSPARV collection were **developed in collaboration with a group of young space enthusiasts** between the ages of 3 and 7.

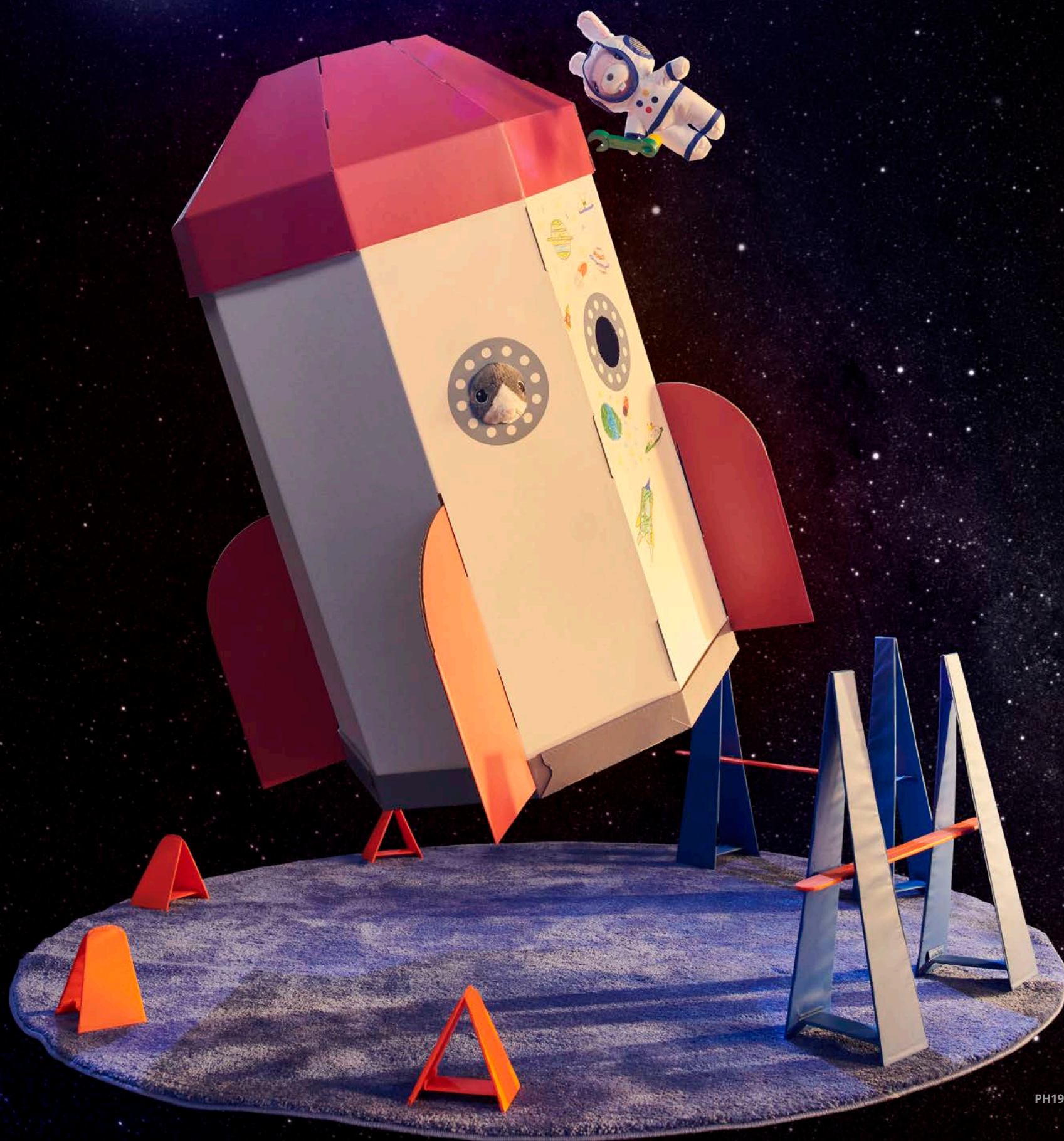
We wanted to get the **children's perspective from the outset of the project**, so designer Marta Krupińska asked children what outer space meant to them. We were curious to find out what they thought lived in space, what things in space looked like, and what kind of transport they imagined in space.

Through a series of workshops, we explored all these questions, collaborating with the children to bring these ideas to life.

"We discovered that the children knew a lot of facts about space – they talked enthusiastically about asteroids, space dust, space travel, black holes and more. We also learnt that they had lots of their own fun ideas too."

Marta Krupińska
Designer





PH194282.JPG

Because play is learning for life

At IKEA we take play very seriously.

Play is essential for a better everyday life at home. Through play, adults and children learn to connect, create, recharge, escape and explore. For kids, play is crucial for their development and growth. It's how they learn to express themselves and to discover the world.

Young voices also need and deserve to be heard. We hope that the AFTONSPARV collection empowers children to pursue their curiosity about outer space and develop their creativity as they do so.

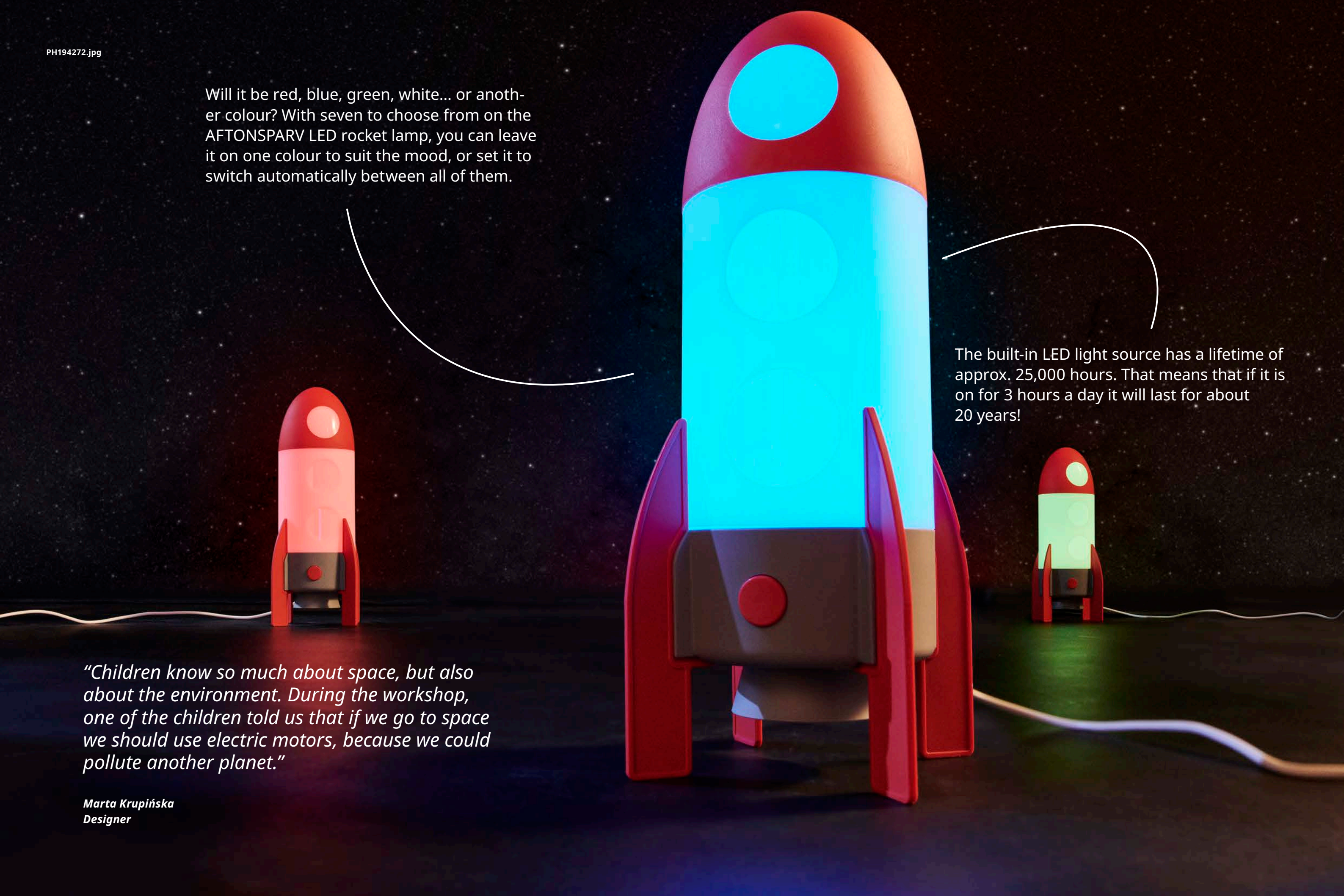
New AFTONSPARV children's tent \$39.99 605.564.64
New AFTONSPARV soft toy with astronaut suit \$14.99 105.515.34

Will it be red, blue, green, white... or another colour? With seven to choose from on the AFTONSPARV LED rocket lamp, you can leave it on one colour to suit the mood, or set it to switch automatically between all of them.

The built-in LED light source has a lifetime of approx. 25,000 hours. That means that if it is on for 3 hours a day it will last for about 20 years!

"Children know so much about space, but also about the environment. During the workshop, one of the children told us that if we go to space we should use electric motors, because we could pollute another planet."

Marta Krupińska
Designer





Who'd go to space without a washable space suit?

PH194296.JPG

Creating new space explorers

During the workshops, the children contributed their ideas and input to the soft toys. **When it came to aliens, the children imagined them in all sorts of different colours**, yellow, pink, brown and orange, as well as green. We've gone with green for now, but who knows, new beings may be discovered later!

They all agreed that white was a good colour for the space suit for the bear, cat and bunny astronauts. **But they were most excited by the fact that the suit could be removed** and came up with lots of ideas for alternative outfits for the toys once they'd landed back on earth. Parents will love that they're easily washable too!

New AFTONSPARV soft toy with astronaut suit \$14.99 005.515.39



“I’ve been here before”

Because I’m 100% recycled.

When we asked children to visualise their idea of a space hero, the most popular character they drew was an alien. So we created this friendly green being. Like all the rest of the space-travelling **soft toys, along with the finger puppets and the planet-shaped cushion**, it is made from **100% recycled polyester**.

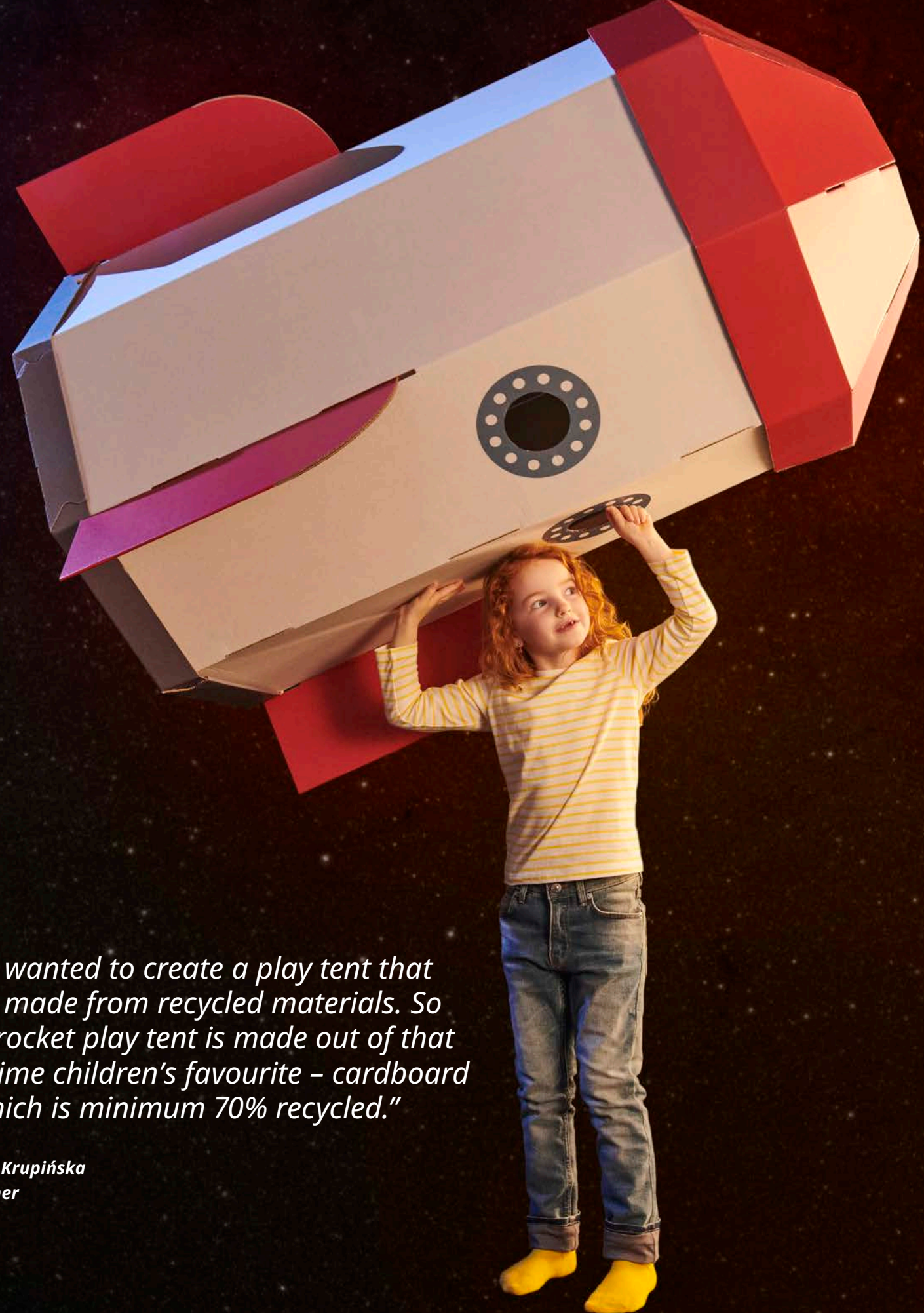
Journey to another world

Where do the kids want to go today? Whether they're heading into space or landing back on earth, the AFTONSPARV tent rocket is ready for all kinds of space adventures – **because it runs on the most sustainable fuel of all, imagination.**

It's also our first play tent made entirely from cardboard – with an outside surface that can easily be painted – so kids can create a customised rocket that gets noticed wherever it goes.

"We wanted to create a play tent that was made from recycled materials. So the rocket play tent is made out of that all-time children's favourite – cardboard – which is minimum 70% recycled."

Marta Krupińska
Designer





Explore new creative galaxies

The AFTONSPARV collection encourages kids to be creative.

Drawing, colouring and crafting are great ways to turn space dreams and ideas into reality, so our space-themed paper colouring roll, desk pad and 15-piece cardboard template set let kids immerse themselves in deep space.

They are perfectly paired with things like pens, paints, pencils and scissors from the **MÅLA series** to set the scene for intergalactic creativity.

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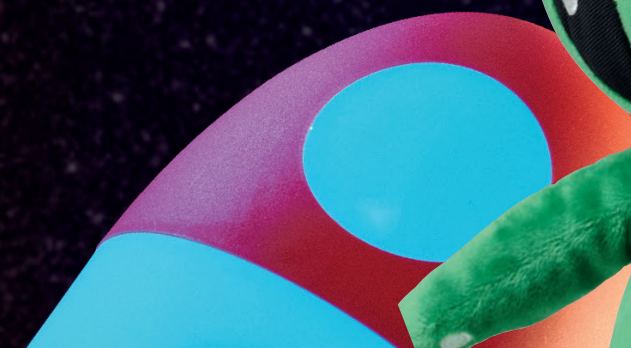
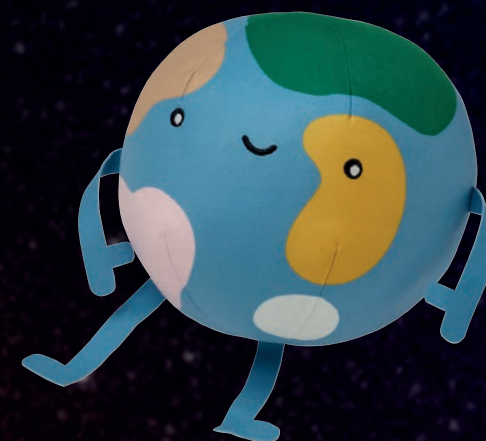
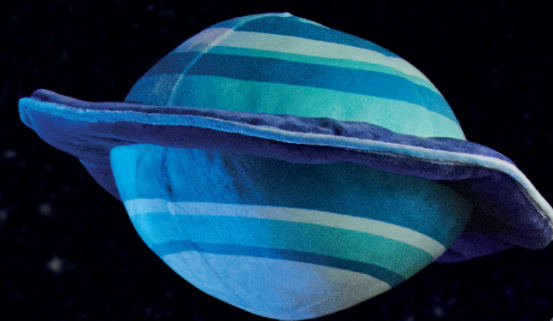
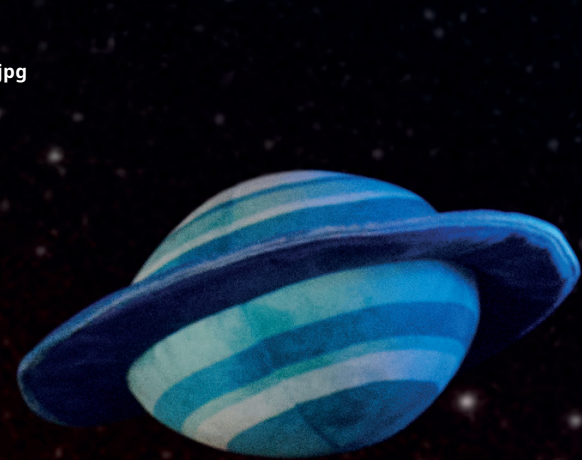
New AFTONSPARV DESK PAD 38X60 SPACE/BLUE \$9.99 805.540.63

New AFTONSPARV 15-PIECE CARDBOARD TEMPLATE SET \$6.99 705.566.18

A universe of characters

From finger puppets and soft toy astronauts to aliens and even a spaceship, the AFTON-SPARV collection has lots of fun and cute characters for **space-themed role play**.

Good to know: the soft toys fit perfectly in the spaceship so they can easily make it to their destination!





Create a space-age bedroom

Our AFTONSPARV bedroom accessories include a **blue intergalactic KURA bed tent**, making it easy to bring **space-themed style** to any child's room.

Extra softness comes from the tufted **solar-system-inspired rug** – it's a perfect spot for playtime and a great backdrop for space-themed games.

PH194289.JPG

New AFTONSPARV LED table lamp \$29.99 105.552.35
New AFTONSPARV duvet cover and pillowcase \$49.99 805.540.44



Bed textiles that reach for the stars

Our **AFTONSPARV bedroom textiles** make it easy to create space-themed snuggles at sleep time.

The galaxy-inspired **glow-in-the-dark curtain** brings the starry night sky inside, whatever the weather.

Three duvet cover and pillowcase sets, covered with different motifs of shooting stars, planets, asteroids and aliens, set the scene for space-age drifting-off and dreaming.

PH195191.JPG

New AFTONSPARV duvet cover and pillowcase \$29.99 905.540.34
New AFTONSPARV curtains with tie-backs, 1 pair \$39.99 205.610.28

Small things can start big adventures!

Because we believe that all children have a right to play, we are doing our best to make sure our Play products are affordable for as many people as possible.

These AFTONSPARV finger puppets are small in size and price but there's no limit to the adventures they can lead to. That's the great thing about play – it has an amazing ability to travel beyond things and toys.

New AFTONSPARV 5-piece finger puppet set \$9.99 205.516.42

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Join us in a galaxy far, far away!

There are no boundaries when it comes to where play can take you. Of course, kids know this. Turning everyday activities into play in- and outside the home is second nature for them.

It's why the AFTONSPARV collection has been designed to **incorporate all types of play, whether that's active, creative or role play**, in whatever the setting – from early morning rocket launches to spaceship story time.

PH194298.JPG

New AFTONSPARV soft toy \$9.99 805.515.59

New AFTONSPARV duvet cover and pillowcase \$29.99 905.540.53

Welcome to the AFTONSPARV collection



PE896777.JPG

New AFTONSPARV 15-piece cardboard template set \$6.99 Paperboard. Designer: Marta Krupińska. Space 705.566.18



PE897294.JPG

New AFTONSPARV children's tent \$39.99 Corrugated board. Designer: Marta Krupińska. Ø82, H135cm. Rocket white/red 605.564.64



PE897293.JPG

New AFTONSPARV colouring paper roll \$6.99 Bleached chlorine-free paper. Designer: Marta Krupińska. W43cm×L10m. Space 105.564.66



1178777.JPG

New AFTONSPARV curtains with tie-backs, 1 pair \$39.99 52% polyester, 48% cotton. Designer: Marta Krupińska. W120×L250cm. Space blue/white 205.610.28



PE896841.JPG

New AFTONSPARV cushion \$19.99 100% polyester. Designer: Marta Krupińska. Ø45cm. Planet shaped/blue 205.634.90 OPTIONAL PRODUCT – NOT FOR SALE IN ALL MARKETS



PE896847.JPG

New AFTONSPARV duvet cover and pillowcase \$29.99 80% cotton, 20% viscose/rayon. Designer: Marta Krupińska. Duvet cover W150×L200cm. Pillowcase L50×W60cm. Space white/black 905.540.34



PE898578.JPG

New AFTONSPARV duvet cover and pillowcase \$29.99 80% cotton, 20% viscose/rayon. Designer: Marta Krupińska. Duvet cover W150×L200cm. Pillowcase L50×W60cm. Space/multicolour 905.540.53



PE898286.JPG

New AFTONSPARV soft toy \$9.99 100% polyester. Designer: Marta Krupińska. Earth/multicolour 905.624.25



PE896997.JPG

New AFTONSPARV duvet cover and pillowcase \$49.99 50% lyocell, 50% cotton. Designer: Marta Krupińska. Duvet cover W150×L200cm. Pillowcase L50×W60cm. Space/blue 805.540.44



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New AFTONSPARV 5-piece finger puppet set \$9.99 100% polyester. Designer: Marta Krupińska. Multicolour 205.516.42



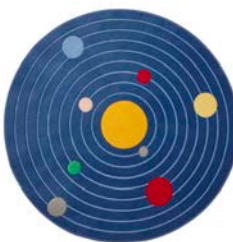
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New AFTONSPARV LED decoration lighting \$24.99 PET plastic. Designer: Marta Krupińska. L37.9×W2.1, H24.8cm. Planet shape/multicolour 205.592.09



PE902204.JPG

New AFTONSPARV LED table lamp \$29.99 Polypropylene plastic. Designer: Marta Krupińska. Ø15.1, H30.7cm. Rocket/multicolour 105.552.35



PE896984.JPG

New AFTONSPARV rug \$49.99 Pile: 100% polyester. Backing: 100% synthetic rubber. Designer: Marta Krupińska. Ø133cm. Space rounded/blue 705.540.54



PE898315.JPG

New AFTONSPARV soft toy \$2.99 100% polyester. Designer: Marta Krupińska. L10cm. Mini-alien/green 705.624.31



PE898265.JPG

New AFTONSPARV soft toy \$9.99 100% polyester. Designer: Marta Krupińska. L34cm. Alien/green 805.515.59



PE898289.JPG

New AFTONSPARV soft toy \$24.99 100% polyester. Designer: Marta Krupińska. Spaceship/multicolour 205.516.37



PE898262.JPG

New AFTONSPARV soft toy with astronaut suit \$14.99 100% polyester. Designer: Marta Krupińska. L28cm. Bear 705.515.45



PE898264.JPG

New AFTONSPARV soft toy with astronaut suit \$14.99 100% polyester. Designer: Marta Krupińska. L28cm. Rabbit 105.515.34



PE898263.JPG

New AFTONSPARV soft toy with astronaut suit \$14.99 100% polyester. Designer: Marta Krupińska. L28cm. Cat 005.515.39



PE896993.JPG

New KURA bed tent space/blue \$49.99. 100% polyester (min. 90% recycled). Cat 605.540.59



PE896974.JPG

New AFTONSPARV desk pad 38x60 space/blue \$9.99 Pile: 100% polyester. Backing: 100% synthetic rubber. Designer: Marta Krupińska. Ø133cm. Space rounded/blue 805.540.63

Image overview | Play FY24 L2

16:9



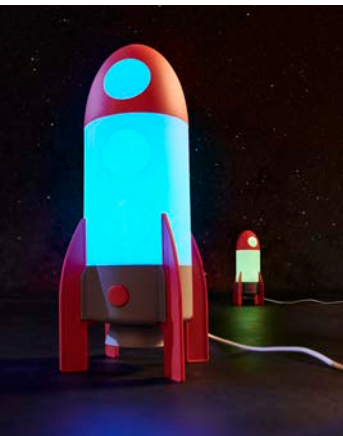
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Image overview | Play FY24 L2

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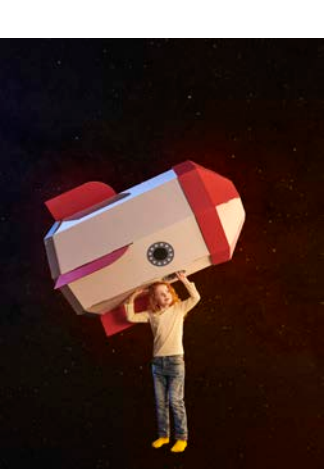
Image overview | Play FY24 L2



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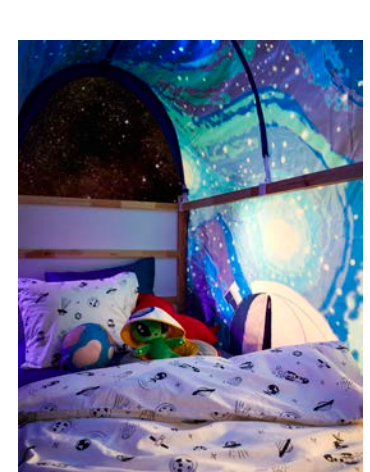
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Motion Media overview | Play FY24 L2



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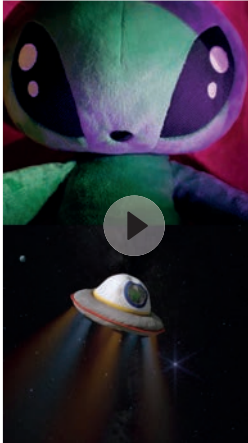
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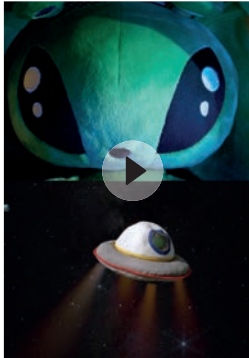
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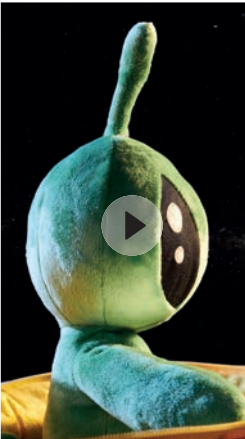
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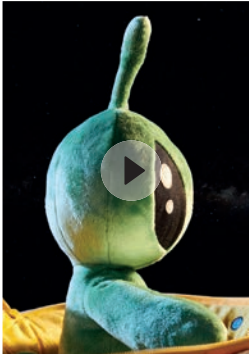
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