

Press kit
September 2024

BRÄNNBOLL Gaming collection



“The on/off effect was very important. By this, it needs to be super easy to gather your furniture quickly, put everything in perfect position and start gaming. Then, when you’re done, it should be quick to put it back so you can do other stuff in your living room.”

Tjeerd van Waijenburg, Range Identity Leader



“Moving away from traditional gaming aesthetics and integrating gaming into the home environment was an essential aspect of this collection.”

Anna-Maria Nilsson, Designer

Ready for gaming. And everything else.

Meet the BRÄNNBOLL gaming collection, a refreshing change from conventional gaming furniture. With its colourful, relaxed vibes, this collection offers mobile, flexible furniture that enables fluid gaming adventures throughout your home.

Releasing in September 2024, the BRÄNNBOLL gaming collection’s greatest superpower lies in its ability to integrate into any living space. This feature makes it a game-changer for casual gamers looking for style and functionality.





"This collection is more than just furniture; it's a comprehensive solution for all your gaming needs. Whether you're an advanced gamer or a casual player, the thoughtfully designed pieces offer versatility for any occasion."

Anna-Maria Nilsson, Designer

Gaming needs have changed

BRÄNNBOLL is a game-changing collection

Gaming is now the world's largest hobby and an important part of everyday life at home for many people. In 2023 there were 3.3 billion gamers in the world.* Such a huge community of gamers encompasses a broad spectrum of diversity, demographically, and more notably in how they play.

The gaming landscape has moved from focusing on specific hardware, such as consoles in the living room or PCs on a desk. Instead, it's become a dynamic activity on different devices and spaces in the home. Players enjoy fluid gaming, playing wherever and on whichever device they choose, solo or in company, depending on their mood and schedule.

Our aim was to create furniture solutions that cater to this diversity and improve the gaming experience at home. Our research revealed that gamers and people who live with gamers want flexible pieces that allow them to create a play space/playground when the game is on and blend nicely into the home when the game is off.

We've achieved this with the BRÄNNBOLL gaming collection by creating movable furniture and adaptable products for many purposes and created products to organise your gear or keep snacks accessible at hand. Perfect for gaming and the rest of everyday life.

* Newzoo 2023 Global Games Market Report

Evoking the joy of gaming

The BRÄNNBOLL collection drew much of its inspiration from the lifestyle of casual gamers, where people use cross-platform play, play together and switch fluidly between activities. We also focused on their motivation for gaming, which much like the IKEA Play report, revealed that these gamers play to win (performance), hang out (together), and escape (relax).

We looked to the world of street sports and athleisure, both in the materials used and the attitude. This helped us to create a collection that was relaxed and comfortable but with great performance when the game is on.



"The collection draws inspiration from the captivating world of sports aesthetics. Many pieces are influenced by the energetic and dynamic elements associated with sports, resulting in a fusion of vibrant aesthetics and practical functionality."

Marta Krupińska, Designer

Specific needs for casual gaming:

- Low seating, individual and together
- Organisation and storage of gear
- Accomodate a diverse range of people
- Space for movement
- Safety and simple ergonomics
- Displaying figurines



"Each piece represents the joy gaming can bring to the daily life. The colours were chosen to evoke a sense of energy and excitement by blending bold, eye-catching tones with subtle hues."

Anna-Maria Nilsson, Designer



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Gaming furniture with a quest

Gaming has seamlessly integrated into the fabric of everyday life, emerging as an important activity for billions of people.

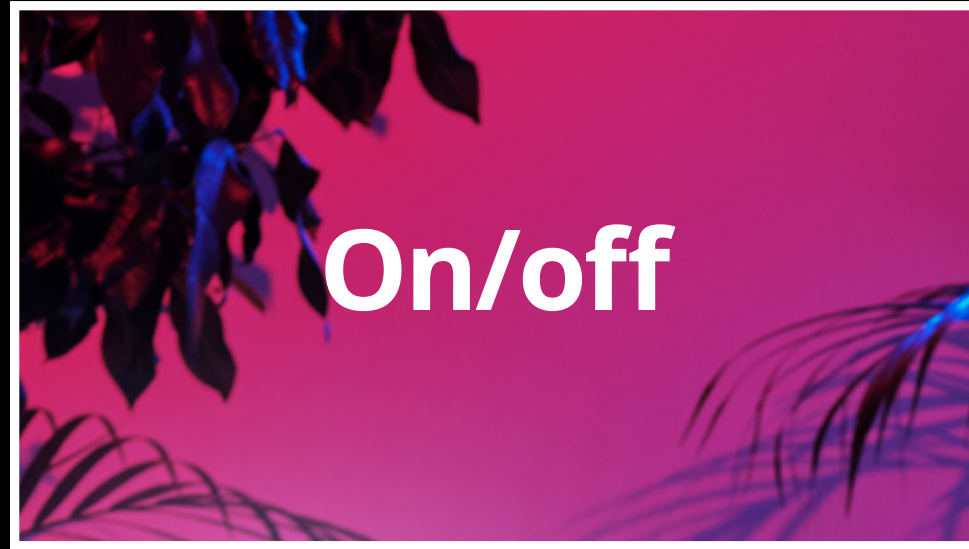
We want to show that gaming, just like play, is for everyone, and can be an important part in bringing joy into life at home. With this collection, we aimed for a fun and inclusive approach, creating a unique identity that focuses on the emotive aspects of gaming. BRÄNNBOLL celebrates gaming together, physically, or virtually in a casual and relaxed way.

Focusing on diversity, we aimed to improve the gaming experience at home. By creating products that focus on togetherness, inclusiveness, and health and wellbeing we aim to make gaming more enjoyable for all.

"We identified three values we wanted to focus on: togetherness, inclusion, and health and well-being. For us, it's important to show that gaming is for everyone. When we chose colour, it was essential to make it feel 100% IKEA and appeal to people of all ages, genders, and styles."

Tjeerd van Waijenburg, Range Identity Leader





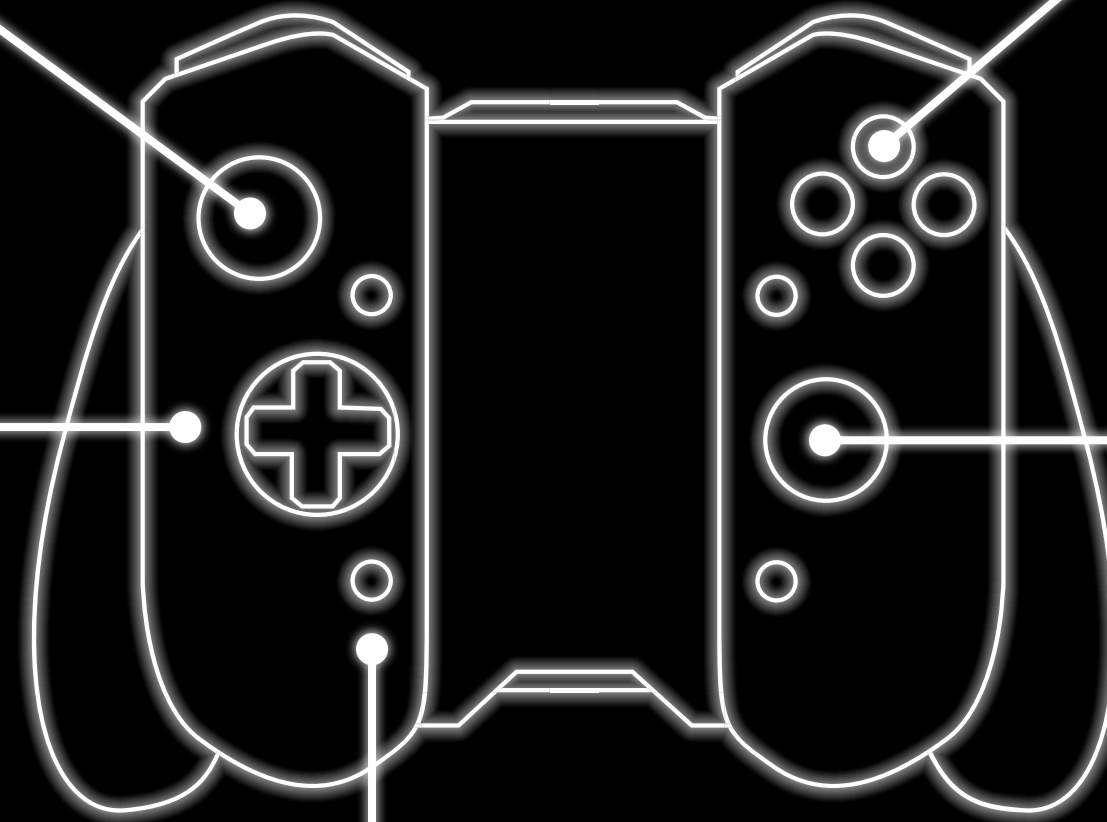
On/off

Gaming lounge chair
Gaming station
Basket



Support squad

Inflatable gaming lounge chair
Gaming bolster



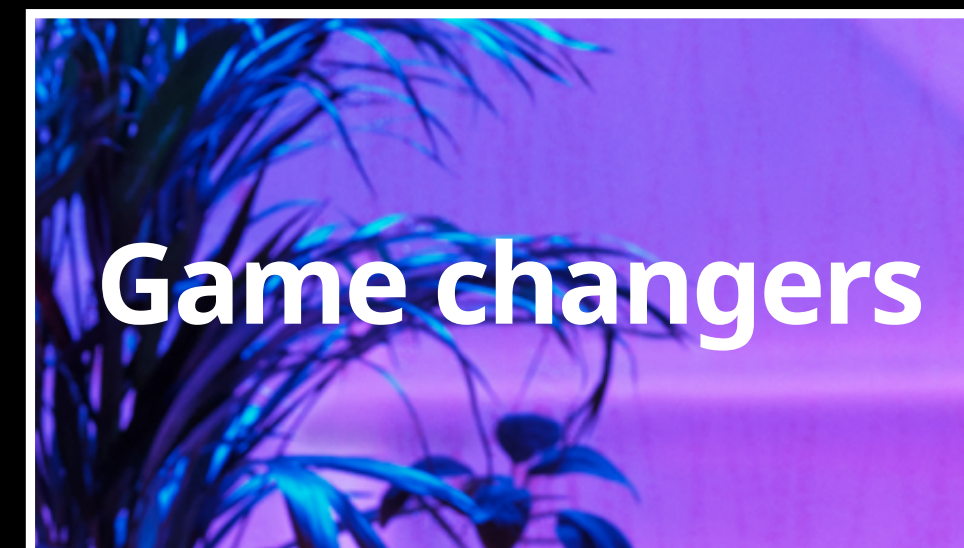
Super shields

Side table on castors
Coaster
Gaming rug



Boosters

Throw
Gaming mouse pad
Wall-mounted display cabinet
Accessory stand, set of 3



Game changers

Gaming easy chair
Shelving unit on castors

On/off

"This armchair is like your own buddy, being a good boy when parents come for a visit, but also being a partner in crime escaping from police in the lights of a night city."

Marta Krupińska, Designer



Your favourite chair just levelled up

Before you press start, unfold the cushions of your armchair and transform it into the perfect lounge chair for fighting monsters or feeding your virtual cats.

Thanks to the castor wheels, you can move the chair closer to the TV and then roll it back to your favourite reading or knitting spot.

It will look like that interplanetary battle never happened.

Storage space or multiverse portal?

The best ally for your secret life as a gamer, this flexible gaming station packs all your virtual adventures into a small space.

The shelf for a PC tower and the foldable tabletop with cable management offer extra comfort points and allow a quick transition.

Put in your gaming chair, shut the doors and your cover identity as an ordinary human is safe.

“With this cabinet we wanted to create an effortless gaming experience that you easily can hide away when not in use.”

Anna-Maria Nilsson, Designer



The basket that wants to play with you

Thanks to its practical handles, this clever felt basket can follow you around and carry your gaming accessories wherever you like.

The small cut-out on the side allows you to charge your gear while you're storing it. Unfold the wire frame and the basket will turn into a self-standing table, loyally at your side while you make your way to the final boss.



Support squad

Pump up your game night

If you find yourself slowly going from sofa to floor while sliding down a pipe or digging a pixelated cave, these inflatable lounge chairs are ready to support your game – and your back.

Their doughnut shape and colourful design instantly transform your room – even when the console is off.



“Imagine your friends or family coming for a visit. The fun already begins when sitting on these chairs.”

Marta Krupińska, Designer

Go from sword duel to pillow fight

Any fearless adventurer needs to be comfortable when starting a new mission.

This eye-catching gaming bolster has a cylindric shape that makes it perfect to support your arms or legs while gaming.

When off duty, it doubles down as a style booster and huggable buddy.



Super shields

Recharge your stamina bar without making a mess

Snacks and drinks are always within reach thanks to this movable side table with castors.

Its height perfectly matches the BRÄNNBOLL gaming low chairs, while the guard rail allows you to reach out for popcorn and chips without taking your eyes off the onscreen action.





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PH198842.jpg

Spill-free means distraction-free

When you're absorbed in the game, wrestling with giant piranhas, you don't want to stop to clean spills off the floor.

Designed to handle your snacks – and your enthusiasm – this cork coaster features two inner grooves that work well with plates, bowls, mugs, and goblets.

Hit your enemies, not the table

It's hard to remember you are in an actual room at home when in VR you're busy fighting werewolves and brandishing spears. No worries – this clever rug comes to the rescue.

The TPE backing means it stays put on the floor, while the stitched edges remind you to limit your movements – not your imagination.



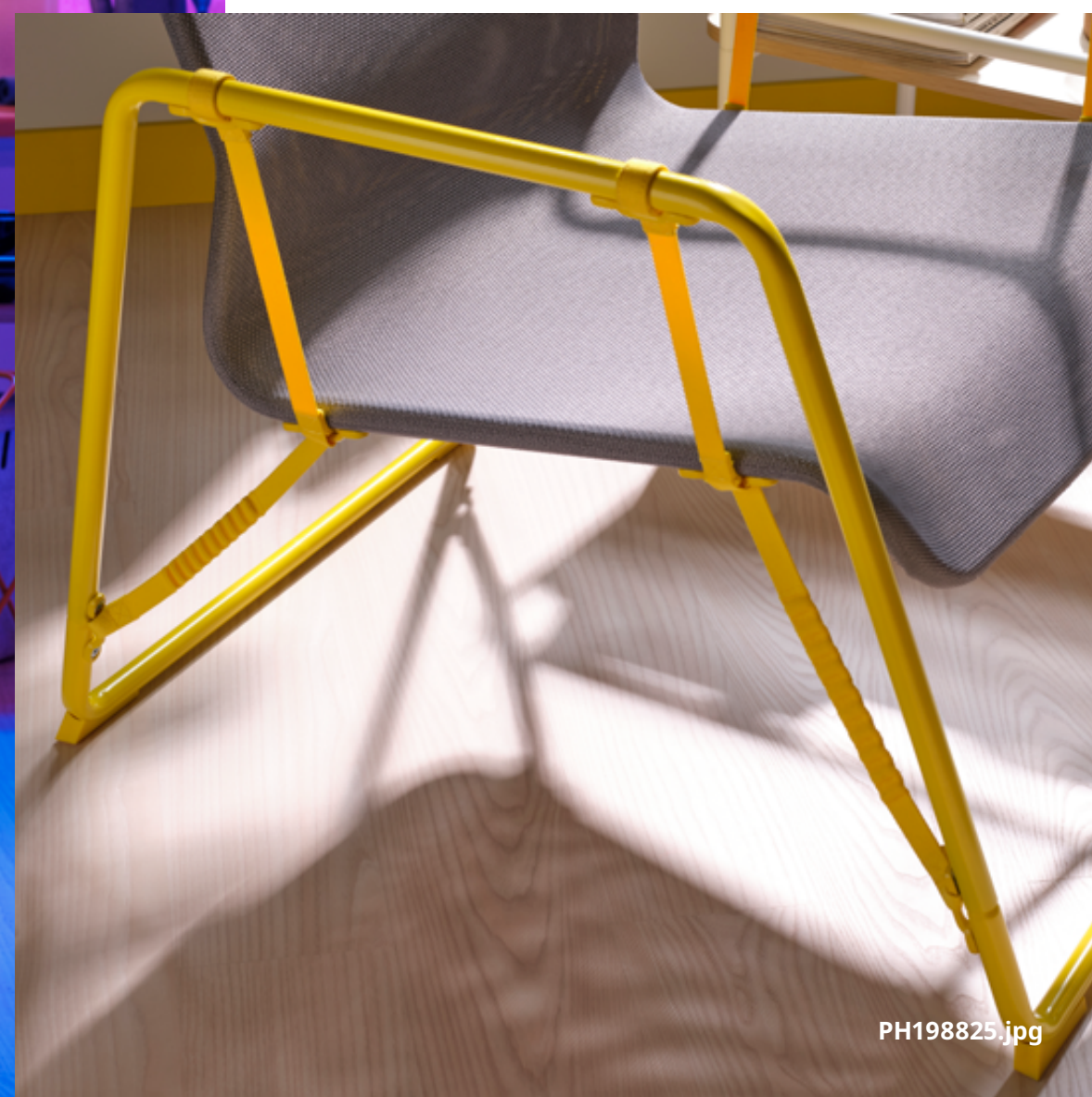
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Game changers



“When designing this chair, I was very much inspired by how people move when they play videogames. I thought that if there was a chair that could move together with the player, the experience might be more immersive.”

David Wahl, Designer



The only thing missing is the wind in your hair

Games feel more real when sitting in this easy chair. Tilt, swing, bend – the sleek design follows your movements while you dodge enemy arrows or race to the finish line.

The mesh seat provides comfort and ventilation for hours of gameplay. And yes, you can use it without wearing a helmet.

Your game inventory on wheels

Gamers know the importance of organising their items so they are easy to grasp before the zombies attack and your last heart is gone.

While we can't say this shelving unit on castors can store energy swords and shields, it is a great hub for all your gaming gear, including consoles, controllers and cables.



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PH198848.jpg

Boosters

Keep playing when you're not gaming

These modular cabinets and colourful stands add a playful touch to the room by displaying your favourite heroes and game characters.

The cabinets can be mounted on the wall vertically or horizontally, they have a transparent panel that keeps the dust away and can be complemented with an LED light to show off your best pieces.

"A collection usually starts innocently. The collector is not aware of what the future holds for them. I just wanted to have one Batman figurine. Then I bought the Joker. Now I have the entire collection, which is huge!"

Marta Krupińska, Designer



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Heroes like to go undercover

This may look like a regular throw to spruce up your sofa, but when the game is on you can wear it as a cape and feel invincible.

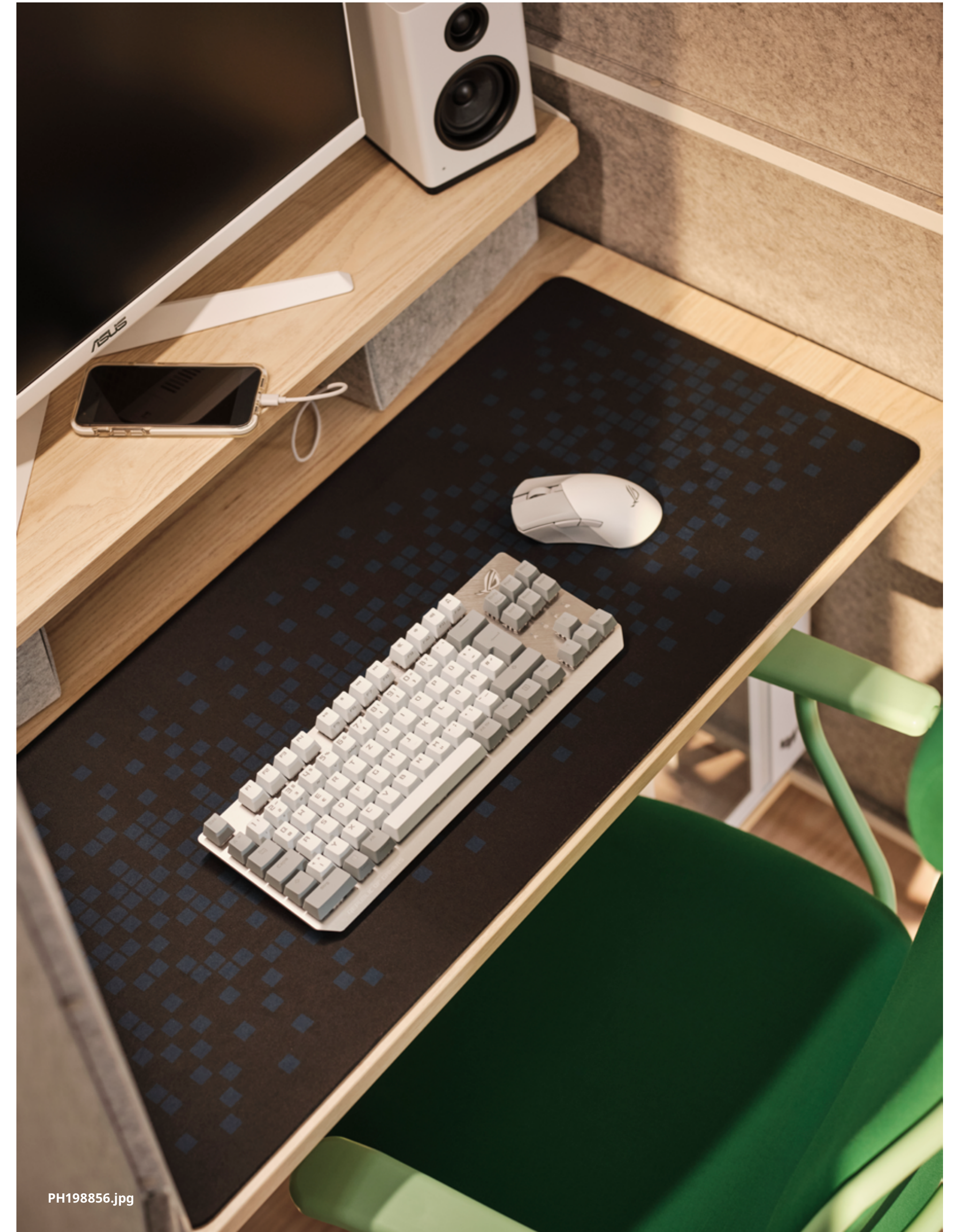
The secret? Two buttons that keep it from falling off your shoulders even during the most epic battles. Defeating creepy mutants has never felt so cosy.

Solid, smooth and speedy – just like your gaming style

Congratulations, your quest to find the perfect mouse pad is complete.

This one is wide enough to accommodate both keyboard and mouse, and stays firmly in place thanks to the rubber-covered underside.

Most importantly, its smooth surface lets the mouse glide across so fast the other players will barely see – wait, where did you go?



Product overview (1/2)



PE949885.jpg

New BRÄNNBOLL gaming easy chair \$149.00 Powder coated steel and polyester. Designer: David Wahl. W81xD85, H81cm. Grey/bright yellow
605.863.38



PE949884.jpg

New BRÄNNBOLL gaming easy chair \$149.00 Powder coated steel and polyester. Designer: David Wahl. W81xD85, H81cm. Grey/black
005.863.36



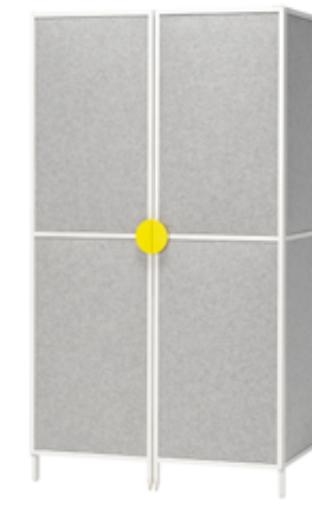
PE949760.jpg

New BRÄNNBOLL inflatable gaming lounge chair \$79.00 Synthetic rubber and polyurethane foam. Fabric: 100% polyester. Designer: Marta Krupińska. W81xD85, H43cm. Bright orange
905.862.85



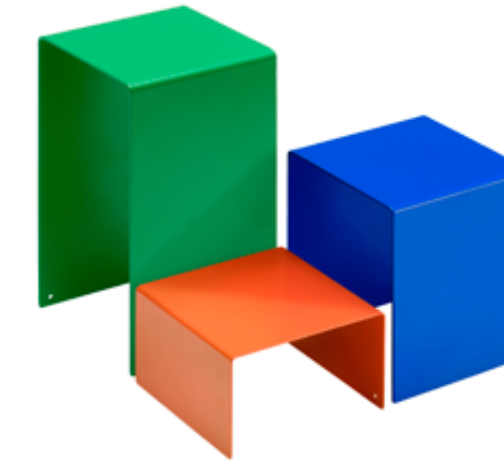
PE949761.jpg

New BRÄNNBOLL inflatable gaming lounge chair \$79.00 Synthetic rubber and polyurethane foam. Fabric: 100% polyester. Designer: Marta Krupińska. W81xD85, H43cm. Bright green
705.876.86



PE947455.jpg

New BRÄNNBOLL gaming station 100x72x180 lgrey/white \$399.00 Powder coated steel and polyester. Designer: Anna-Maria Nilsson. W100xD72, H180cm. Light grey/white
405.864.62



PE939767.jpg

New BRÄNNBOLL accessories stand, set of 3 \$7.99 Powder coated steel and polyester. Designer: Marta Krupińska.
305.865.42



PE947447.jpg

New BRÄNNBOLL wall-mounted display cabinet \$29.99 Particleboard and plastic edging. Designer: Marta Krupińska. W50xD25, H25cm. Bright blue
105.864.73



PE947445.jpg

New BRÄNNBOLL side table on castors \$49.99 Powder coated steel and polyester. Table top: Particleboard and plastic edging. Designer: Marta Krupińska. W39xL69, H40cm. Light ash effect/white
005.863.60



PE947446.jpg

New BRÄNNBOLL side table on castors \$49.99 Powder coated steel and polyester. Table top: Particleboard and plastic edging. Designer: Marta Krupińska. W39xL69, H40cm. Light ash effect/black
205.863.59



PE947454.jpg

New BRÄNNBOLL shelving unit on castors \$79.00 Powder coated steel and polyester. Designer: Zhelin Lian. W56xD40, H62cm. White
605.862.58



PE947440.jpg

New BRÄNNBOLL basket \$49.00 100% polyester. Handle: Powder coated steel and polyester. Designer: Anna-Maria Nilsson. W30xD33, H30cm. Grey/yellow
505.865.36



PE947451.jpg

New BRÄNNBOLL wall-mounted display cabinet \$29.00 Particleboard and plastic edging. Designer: Marta Krupińska. W50xD25, H25cm. White
405.865.27

Product overview (2/2)



PE936325.jpg

New BRÄNNBOLL gaming mouse pad \$29.99 100% polyester and natural rubber. Designer: lina Vuorivirta. L90×W40cm. Black/patterned
705.864.70



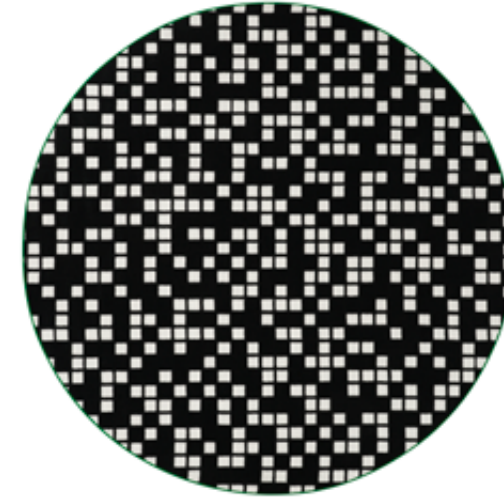
PE941141.jpg

New BRÄNNBOLL coaster \$6.99 Cork. Designer: Anna-Maria Nilsson. Ø19cm. Cork
705.866.20



PE936322.jpg

New BRÄNNBOLL throw \$19.99 100% polyester. Designer: lina Vuorivirta. L170×W130cm. Pale blue/bright yellow
105.892.02



PE940490.jpg

New BRÄNNBOLL gaming rug \$119.00 Surface: 100% polypropylene. Backing: 100% synthetic rubber. Designer: lina Vuorivirta. Ø195cm. Black
805.865.30



PE947438.jpg

New BRÄNNBOLL gaming bolster \$32.99 Cover: 92% polyester and 8% elastane. Filling: 100 % polyester - hollow fibre. Designer: Marta Krupińska. Ø18, L110cm. Bright green
905.892.17



PE947437.jpg

New BRÄNNBOLL gaming bolster \$32.99 Cover: 92% polyester and 8% elastane. Filling: 100 % polyester - hollow fibre. Designer: Marta Krupińska. Ø18, L110cm. Bright orange
405.892.10

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