

TESAMMANS

A collaboration with design duo Raw Color | Press kit | April 2024

Colour the
everyday



“One colour is never alone,
colour needs company.”

– Raw Color

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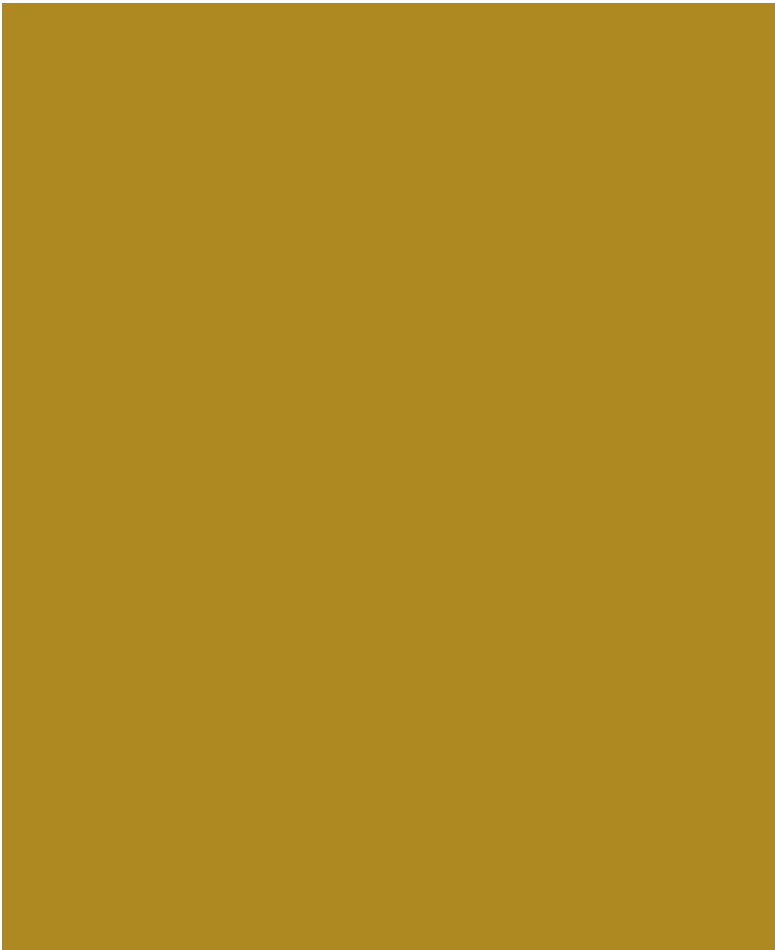
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What is the TESAMMANS collection?

Discover the new TESAMMANS collection, a collaboration between IKEA and design duo Raw Color. Together, we created a collection of furniture, textiles and decoration filled with surprising colour combinations – ready to brighten up your space and add an unexpected twist to what you already have at home.

The collection combines our IKEA home furnishing knowledge with Raw Color's unique design language of minimal shapes and graphic lines, as well as their understanding of the power of colour.



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About Raw Color

At IKEA, being colourful and bold is in our DNA. Colour is transformative: it can offer a fresh look, a new style – as well as joy. Who better to partner with on a colour-powered collection than Dutch design duo Raw Color? The Eindhoven-based design studio – headed by Daniera ter Haar and Christoph Brach – works with graphic design, photography and product design where colour plays a defining role. Their work has been showcased in museums and galleries around the world, including The Aram Gallery, Cooper Hewitt Museum and Stedelijk Museum Amsterdam, among others. Aside from their studio work, they are also tutors at Design Academy Eindhoven.

For this limited-edition collection, they have put the spotlight on how different shades interact with each other and with other objects. Combining the home furnishing knowledge of IKEA and their expertise, we created a collection of 18 products filled with unique colour combinations.

Colour
the everyday



Surprising colour combinations

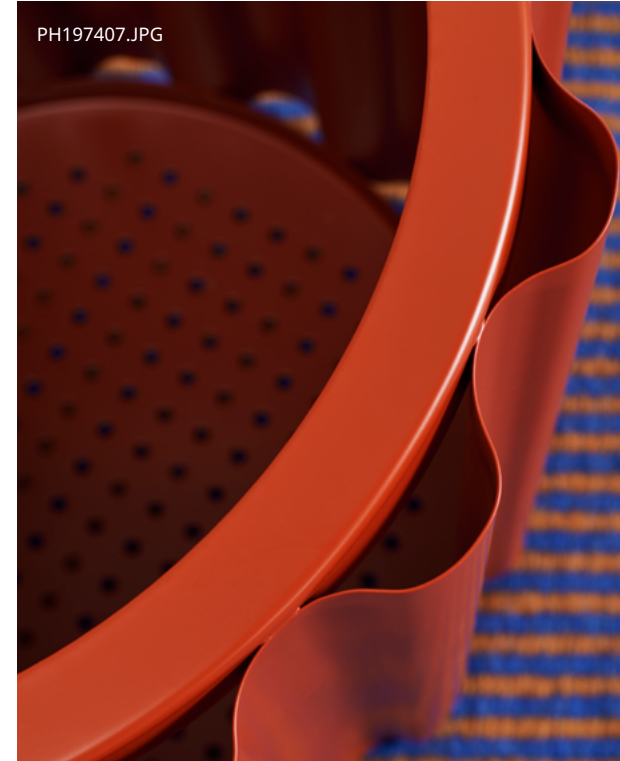
With the TESAMMANS collection, Raw Color played a lot with the ability of colours to transform everyday objects, mixing bright, saturated shades with more muted ones. The result: an unexpected yet harmonious palette that brightens up the home.

These cushion covers, throw and rug make it easy to get an impactful and coordinated look with tones and patterns that already go perfectly together.



Wrap yourself in colour

Fun fact: this cosy throw has more colours than you think! “The throw plays with visual perception with graphic lines and solid colours,” says Raw Color. “Thin lines of two tones seem to blend into one hue. When you come closer, you can distinguish the separate colours.”



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PH197408.JPG

Sweet but not edible

This side table, made of corrugated steel sheet, is not just a piece of eye candy. It's a table and a storage unit in one – with plenty of space to store things under the lid.

“We always look for colours that enhance each other. It’s like a recipe; you must find the right balance to make an object sparkle!”

– Christoph Brach, Raw Color



Being two-faced is a good thing

The TESAMMANS rug invites you to come closer with its striking stripes and bold colours. Handmade with 100% wool, it has the same pattern on both sides so you can turn it over for longer use.



Dare to be bright

This table lamp is a design piece on its own, and an easy way to add character and personality to any space. With its stacked design, the colours transition from dark tones to lighter ones, resulting in different light reflections.

“The gently curved metal objects of the hanging decoration catch the light and expose shadows, which creates an experience of them changing shape and colour.”

– Daniera ter Haar, Raw Color



Happy and calm

Like your own piece of sculptural art, the hanging decoration invites you to pause, gaze and daydream for a bit. Watch as the shapes catch the light, and the colours subtly change as they move. Its sophisticated yet playful design adds calm, colour and charm to your everyday.

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PH197400.JPG



Bring a little joy where you need it

This practical storage unit adds colour and life to any space with its unique design and can be easily moved to where you need it. "The storage unit is very functional as you can access it from different sides," says Raw Color. "When you walk around it, the grids create a moiré effect. The bold colours that we used give the object a strong character."

A brilliant welcome

The hallway is the calling card of your home where first impressions count. These colourful and coordinated tealight holders and trays say: you're warm and welcoming, you love good design, and you never lose your keys!



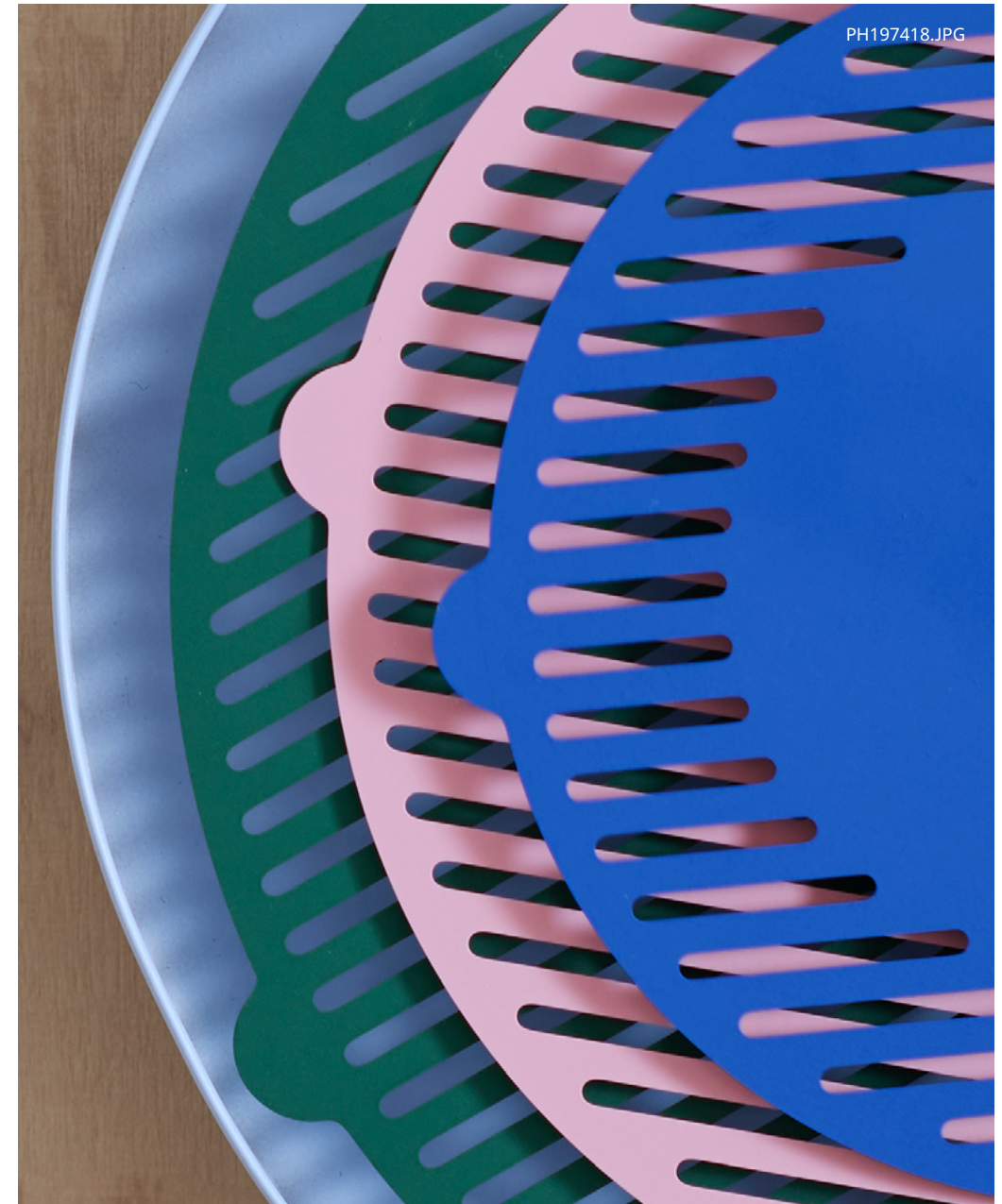
A happy space to work from home

Bursts of colour keep inspiration and creativity flowing at your work-from-home spot. Grab a coffee in the colourful mug with matching napkins to make your break more special. And with a fun wall clock like this, you will never miss your next meeting.



“When we were developing the clock, I think Raw Color took a bold step by trying something totally different. It’s not only a clock, it is a moving decorative object.”

– Philip Holm, Product Design Engineer, IKEA of Sweden



It's always time for colour

This eye-catching abstract clock is a constantly changing work of art. The green, pink and blue circles move to show hours, minutes and seconds with subtle pointers.



Make everyday a celebration

Turn everyday meals into a feast for the eyes by setting a table with these carafes, glasses and napkins. And who says you have to stop at one ceiling lamp? Multiple lampshades create an even bigger colour impression.





Cheers to colour

These glassware items are like little pieces of art for the table. The pale pink and light brown glasses create shadows when light shines through and can be placed on top of the milky blue carafe. And of course, they hold drinks too!



How colours come to life:

An interview with
design duo Raw Color

Colours are fascinating as they do not exist alone. They are dependent on light and other colours. Much like people, they relate to the world around them.

This curious and interactive ability of colour is central to the TESAMMANS collection. In this interview, Raw Color – comprised of Daniera ter Haar and Christoph Brach – shares more about their intuitive approach to colour, the process of designing the collection, and what makes colour truly special.

What is the TESAMMANS collection about and how did the collaboration come about?

The collection is about the interaction of colours. We believe that colour is never alone, and it needs company to be what it is. The collaboration with IKEA started two years ago, and during the process, we investigated different colour combinations and which kind of products would benefit from them.

Colour is never alone, colour needs company. What do you mean by that?

A colour only really becomes what it is next to other colours. For example, a red next to a pink will look tonal, but when placed next to a blue it will look brighter and more contrasting.

Aside from the interaction between the colours, the TESAMMANS collection is also about the interaction of different objects. Many items in the collection are not alone: the pair of vases, tealight holders and the carafes and glasses, for example. You can place them next to or on top of each other, and the visual expression changes.

Can you tell us about the process of designing the collection?

Working with IKEA was very special for us. It's not often that we are asked to design a collection of 18 products. We started with around 50 sketches until the idea crystalised into the interaction of colour.

Matching the right shades with each other plays a key role; for us, this is continuous research. When we were developing the collection, we really loved the process of applying colours to different materials and seeing how the same shade looks different when applied to ceramics, metal, and textiles. In total, there are 15 different colours in the collection.

What is special about colour?

The special thing about it is that it's very transformative. If you have a cube that is pink, it will be totally different than a black one. On the other hand, it is something that we humans perceive very quickly. It can have beneficial effects on our well-being and for our surroundings. We believe that colour is a very powerful visual tool.

The colour combinations are really unique, what is the thinking behind them?

We have an emotional and intuitive approach to colour. We are very attracted to how different shades work with each other. Sometimes it is about the blending of two colours, like with weaving with different coloured yarns, which results in a new blended tone.

It is also about balance. We always try to balance saturated colours with muted tones. For example, we would place a bright red next to a pink or a brownish yellow. We always look for colours that enhance each other. It's like a recipe; you must find the right balance to make an object sparkle!





You work a lot in different design disciplines, materialising colour in different ways. What is important when working with colours for the home?

Applying colours to the home is very special because you know it will be used by somebody. It's very personal, so we must consider that it blends into somebody's home. It could be a challenge for a very outspoken palette, but we believe it could be a little beacon in a home. It could bring joy and a colourful character to somebody's interior.

A question we asked ourselves when making the products was, "If you would see the object for the first time, would you buy it and place it in your home?". Are the products close to our own taste? Will we buy them ourselves and be happy with them?

Can you tell us more about the paper prototypes?

In our work, we usually use a lot of paper prototypes. Starting from a 2D sketch, paper is a great way to materialise something physically. And with coloured paper, we can test different colour combinations instantly. We can also test different sizes and proportions.

What do you see as the most striking feature in the collection?

We played a lot with the transformative aspect of colours. For example, the throw plays with visual perception with its graphic lines and solid colours. Thin lines of two tones seem to blend into one hue. When you come closer, you can distinguish the separate colours.



With the vases, you can turn them or stack them and a cooler or warmer palette will appear. And with the different-toned lampshades, the viewer can experience how colour influences the reflection of light. The objects can transform.

Do you have a favourite colour in the collection?

We really love pink. It's not too bright, it's a colour that goes nicely with many different tones. It's also the shade that we have the longest debate about: what is the right kind of pink? How much yellow and how much black should be in it? We need to go through many swatches to find the 'right' pink!

What do you hope this collection can add to people's everyday lives?

We hope that this collection will bring some positivity to people's homes, and that we can also challenge them to apply some colour in their spaces. Sometimes, people can be scared of using it, with white interiors becoming more default. But colour can have so much positive influence on their direct surroundings. We hope that with this collection, people will invite colour and joy into their homes.

“Colour can have beneficial effects on our well-being and our surroundings. We believe that colour is a very powerful visual tool.”

– Christoph Brach, Raw Color

Product overview



PE915899.JPG

New TESAMMANS carafe \$24.99
Glass. Designer: D ter Haar/C Brach. Ø9, H24cm. Vol 1.0l. Blue 905.689.55



PE915902.JPG

New TESAMMANS cushion cover \$4.99 100% cotton. Designer: D ter Haar/C Brach. Multicolour 605.689.66



PE915906.JPG

New TESAMMANS cushion cover \$7.99 100% cotton. Designer: D ter Haar/C Brach. Multicolour 805.689.65



PE915908.JPG

New TESAMMANS glass \$17.99/2-pack Glass. Designer: D ter Haar/C Brach. H9cm. Vol 30cl. Light pink/brown 305.689.58



PE920488.JPG

New TESAMMANS hanging decoration \$11.99 Powder coated steel. Designer: D ter Haar/C Brach. Ø74, H65cm. Multicolour 705.689.75



PE915916.JPG

New TESAMMANS lampshade \$24.99 Powder coated epoxy/polyester and steel. Designer: D ter Haar/C Brach. Ø27, H20cm. Multicolour 705.517.67



PE915918.JPG

New TESAMMANS mug \$5.99 Colour glazed stoneware. Designer: D ter Haar/C Brach. H9cm. Vol 30cl. Multicolour 305.742.71



PE915928.JPG

New TESAMMANS paper napkin \$3.99/30-pack Paper. Designer: D ter Haar/C Brach. L33×W33cm. Multicolour 605.626.67



PE915930.JPG

New TESAMMANS pendant lampshade \$29.99 Powder coated epoxy/polyester and steel. Designer: D ter Haar/C Brach. Ø35, H18.5cm. Multicolour 005.689.69



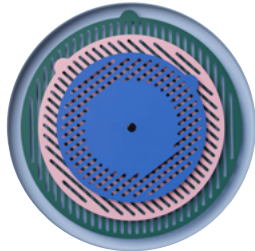
PE915936.JPG

New TESAMMANS rug, flatwoven \$299 User surface: 100% wool. Warp: 100% cotton. Designer: D ter Haar/C Brach. Multicolour 105.517.65



PE915938.JPG

New TESAMMANS side table \$69.99 Powder coated epoxy/polyester, steel and plastic. Designer: D ter Haar/C Brach. L37×W37cm. Red-brown/pink 505.626.63



PE915951.JPG

New TESAMMANS wall clock \$19.99 Powder coated steel. Designer: D ter Haar/C Brach. Ø21, D5cm. Multicolour 105.689.78



PE921191.JPG

New TESAMMANS storage unit on castors \$129 Powder coated epoxy/polyester and steel. Designer: D ter Haar/C Brach. H72×W42cm. Multicolour 905.517.66



PE915942.JPG

New TESAMMANS tealight holder, set of 2 \$7.99 Powder coated epoxy/polyester and steel. Designer: D ter Haar/C Brach. Yellow/pink 905.689.60



PE915940.JPG

New TESAMMANS table lamp base \$15 Powder coated steel. Ø15, H30cm. Purple 005.786.33



PE915944.JPG

New TESAMMANS throw \$34.99 100% cotton. Designer: D ter Haar/C Brach. L180×W120cm. Multicolour 505.517.68



PE915946.JPG

New TESAMMANS tray, set of 2 \$14.99 Powder coated epoxy/polyester and steel. Designer: D ter Haar/C Brach. Green/lilac 305.689.63



PE915949.JPG

New TESAMMANS vase/plant pot set of 2 \$49.99 Colour glazed stoneware. Designer: D ter Haar/C Brach. Multicolour 605.689.52



PE915950.JPG

New TESAMMANS vase/plant pot set of 2 \$49.99 Colour glazed stoneware. Designer: D ter Haar/C Brach. Multicolour 605.689.52

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