

BASTUA LIMITED COLLECTION

Press kit 2023

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marimekko



Live
boldly,
joyfully
and well

What is BASTUA?

A limited collection designed in collaboration with Marimekko, BASTUA is inspired by nature and the self-care rituals of the Nordic sauna. Consisting of furniture, glassware and textiles with vibrant prints, the collection invites you to live boldly, joyfully and well.

The patterns and textures were inspired by exuberant rhubarbs that grow near sauna huts, the soft, curved cuts of chopped wood, and gentle water ripples on lakes illuminated by the midnight sun.

The BASTUA collection allows you to take a little piece of Nordic happiness with you, with or without a sauna. Let's dive in.

01

IKEA and Marimekko



A collaboration on Nordic wellness and joy

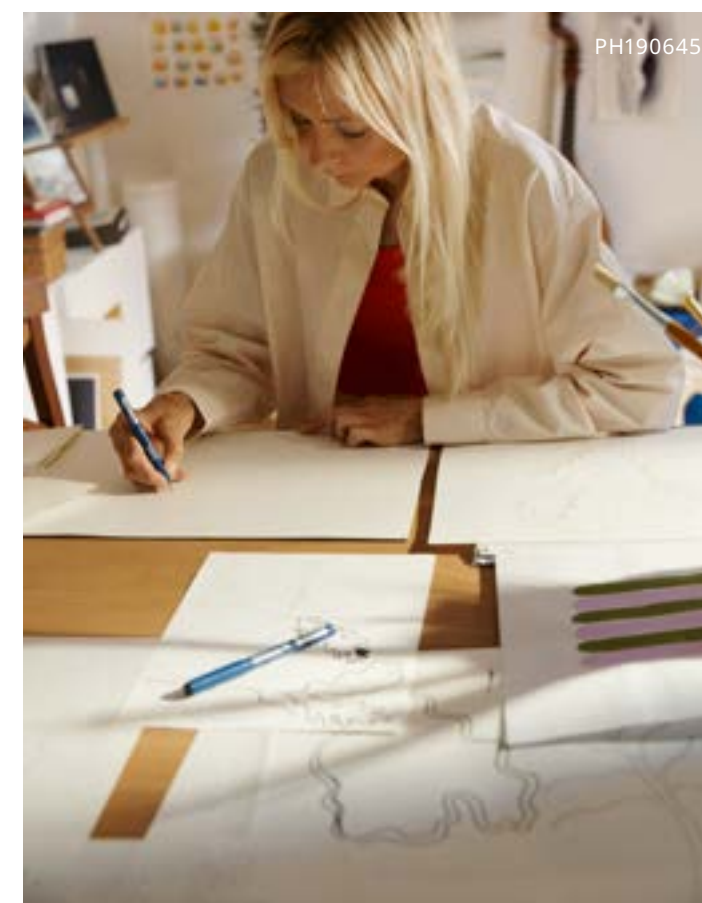
Inspired by nature and the self-care rituals of the Nordic sauna, the BASTUA collection combines IKEA home furnishing knowledge with Marimekko's iconic print design in products for wellbeing at home. The collaboration encapsulates the sensations of endless summers and the simple and aesthetic beauty of Nordic nature in furniture and accessories for the home.

This is the first time that Marimekko has designed a set of prints especially for a collaboration, making it truly unique.

The collection features four special prints with different colourways.

Bringing together two designers from IKEA and two designers from Marimekko, the collection drew inspiration from their common Nordic heritage – particularly from the singular joy that comes from spending time in the sauna.

The resulting pieces allow you to share the excitement of plunging into a lake, the dazzling beauty of the midnight sun and the invigorating sensations of the sauna, wherever you may be.



Maija Louekari – Designer, Marimekko

Inspired by the sauna, the BASTUA limited collection celebrates the pleasure and joy of self-care rituals.

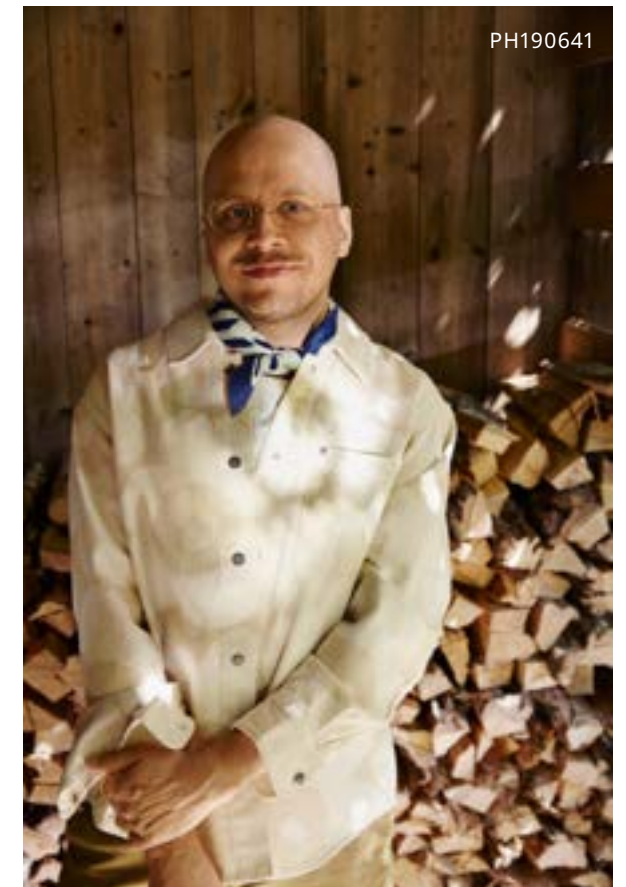


Henrik Preutz – Designer, IKEA

Partnering with Finnish design house Marimekko is as natural as flowers facing the summer sun. Founded in 1951, Marimekko's mission is to bring colour and joy into lives and homes everywhere. Their iconic prints have been worn as bold badges of positivity and personal empowerment.

It's a natural fit for our aim to create a better everyday life for the many people. Drawing from our common Nordic heritage, we talked about sauna culture in our first meetings – Marimekko created a functional sauna concept in the 1960s, and IKEA also had a sauna in our range in the 1980s – and the fact that wellbeing and taking care of oneself both physically and emotionally is more and more important. Thus, the theme for the BASTUA collection (bastu is the Swedish word for sauna) was born.

Nordic sauna culture is the entry point to a collaboration that aims to bring joy to as many people as possible by combining IKEA home furnishing knowledge with Marimekko's print design expertise to celebrate the pleasure and joy of self-care rituals.



Sami Ruotsalainen – Designer, Marimekko

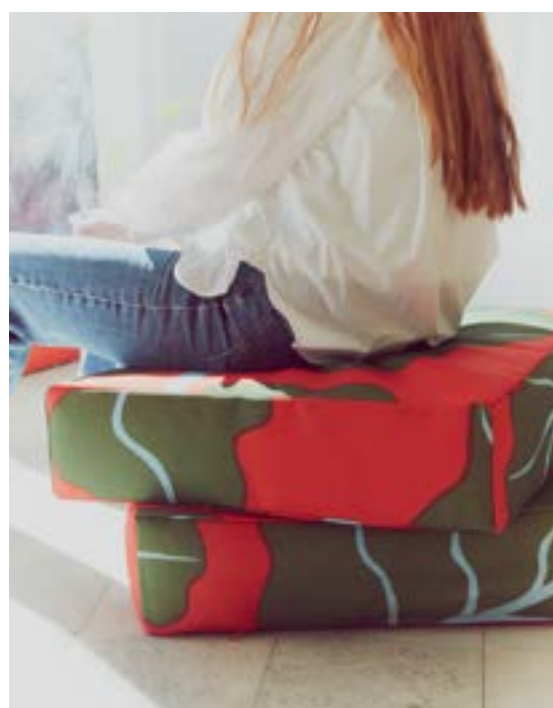


Mikael Axelsson – Designer, IKEA

02

Dive into the
collection

#BASTUA #IKEA #marimekko #IKEAxMarimekko



“This pattern for the BASTUA collection is inspired by the large, decorative rhubarb leaves that sometimes grow next to sauna buildings in Finland. The wide, green leaves are a sight to remember – and the pink stem is a juicy, crunchy treat.”

Maija Louekari – Designer, Marimekko





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This is the first time that Marimekko has designed a set of prints especially for a collaboration, making it a truly unique collection. The BASTUA collection features four special prints with different colourways.



BASTUA
Tray

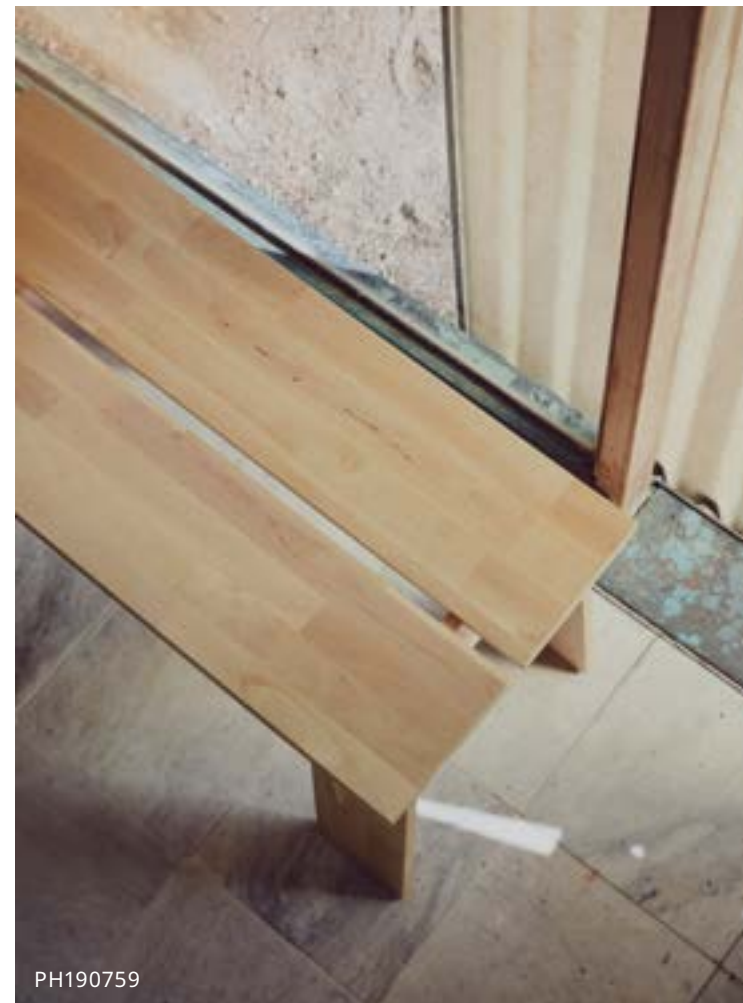
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PH190847.jpg



This rack with five knobs is a nod to traditional sauna interiors with its solid birch material and rustic design. With a carved wooden surface and natural colour shifts, it adds a genuine and artisanal feeling to a space.



Sit in quiet solitude and enjoy a relaxing moment on the BASTUA bench. Equal parts sturdy and stylish, it is made of solid birch – instantly adding a warm and natural feel wherever you choose to place it.

“Nordic furniture design has always been characterised by clean lines and simple constructions that focus on function. The BASTUA side table is my take on this heritage. Made of birch veneer and with a high edge that keeps things in place.”

Mikael Axelsson – Designer, IKEA



BASTUA
Side table

PH190691



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PH190746



BASTUA
Bowl

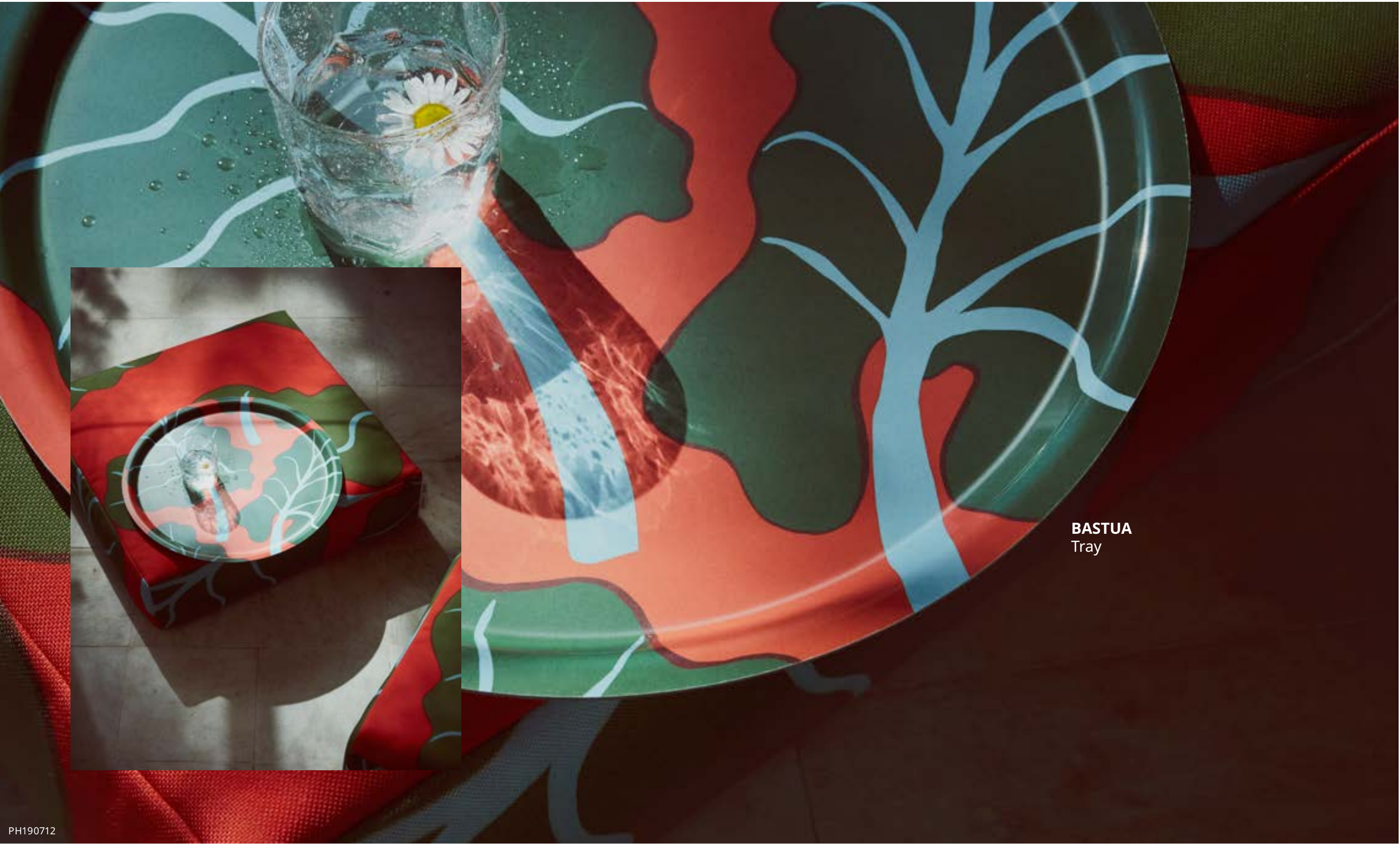
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Savour summer's bounties with glass bowls with beautifully shaped surfaces reminiscent of carved wood. They're perfect for finger food and snacks, or a fresh dip to go with the season's primeurs.



The versatile and coordinated trays and glassware in the collection let you add a spark of Nordic joy to your everyday snacks – wherever you choose to enjoy them. A smart feature: the tray fits perfectly on top of the BASTUA side table.





BASTUA
Tray

PH190712

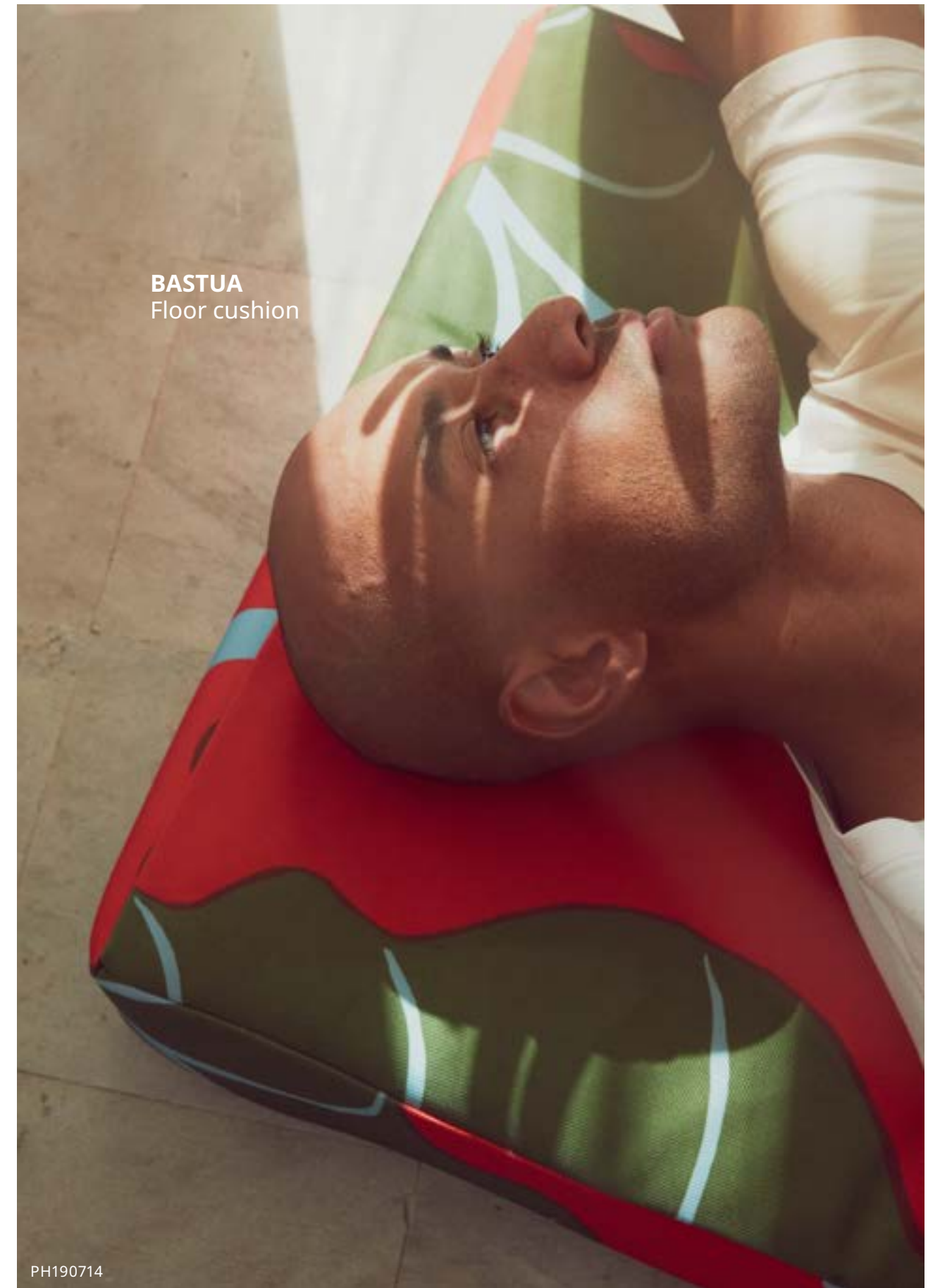


PH190713

Lush rhubarb leaves feature on this eye-catching floor cushion for a summery, laid-back feeling all year long. Use it indoors or outdoors, stack two for a higher seat, or use one as a comfortable backrest.



PH190647



BASTUA
Floor cushion

PH190714



Add a dreamy glow to your indoor space with the BASTUA LED lantern. The combination of light birch, rice paper and its soft, diffused light creates a minimalistic, serene atmosphere to get your relaxation ritual started.



“With a Scandinavian summer evening by a crystal-clear lake in mind, I created the BASTUA glass. Light refracts in the irregular facet pattern, just like on a diamond, and turns the glass into a little jewel on your dining table.”

Henrik Preutz – Designer, IKEA





PH190738

This glass jug features a decorative surface reminiscent of carved wood, with softly shaped recesses that gently play with the light. It references the shape of water ripples as well, like small waves on a lake, near a sauna.

The design can be seen in the glasses and bowls in the collection as well – perfect for a sparkling and coordinated look.



PH190664



BASTUA
Jug

PH190630



The products in the BASTUA collection allow you to take a little piece of Nordic happiness with you, with or without a sauna.





Wind down and close the day with a lovely scented candle with elderflower, rhubarb and sweet vanilla tones – evoking warm, relaxing summer days. The artisanal carved wood design of the glass is prominent throughout the collection as seen in the bowls, jug and rack.



BASTUA
Sauna bucket

“This pattern for the BASTUA collection is inspired by the soft, curved cuts of the carved grey log walls in the sauna cabin that my grandparents had. You can even sense a Finnish landscape where the sky meets the lake’s surface.”

Sami Ruotsalainen – Designer, Marimekko



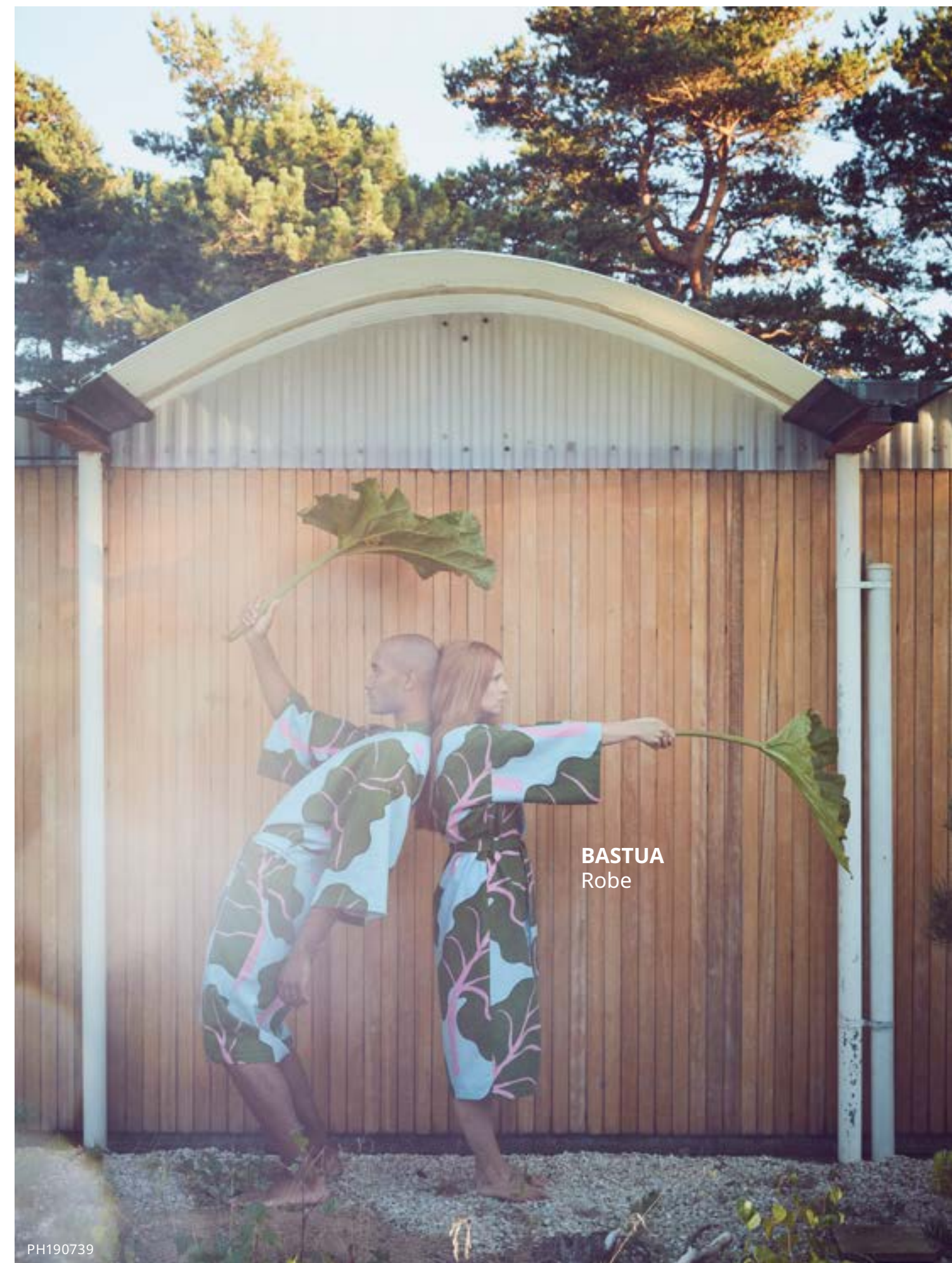


BASTUA
Bench towel

These bench towels feature a pattern inspired by the soft, curved cuts of log walls in traditional sauna cabins. They come in two versatile sizes; they're wonderful to use in the sauna, but could be used as table runners or tea towels, too.

“The colours of my prints were inspired by the Finnish summer, and also, the endless nights.”

Maija Louekari – Designer, Marimekko





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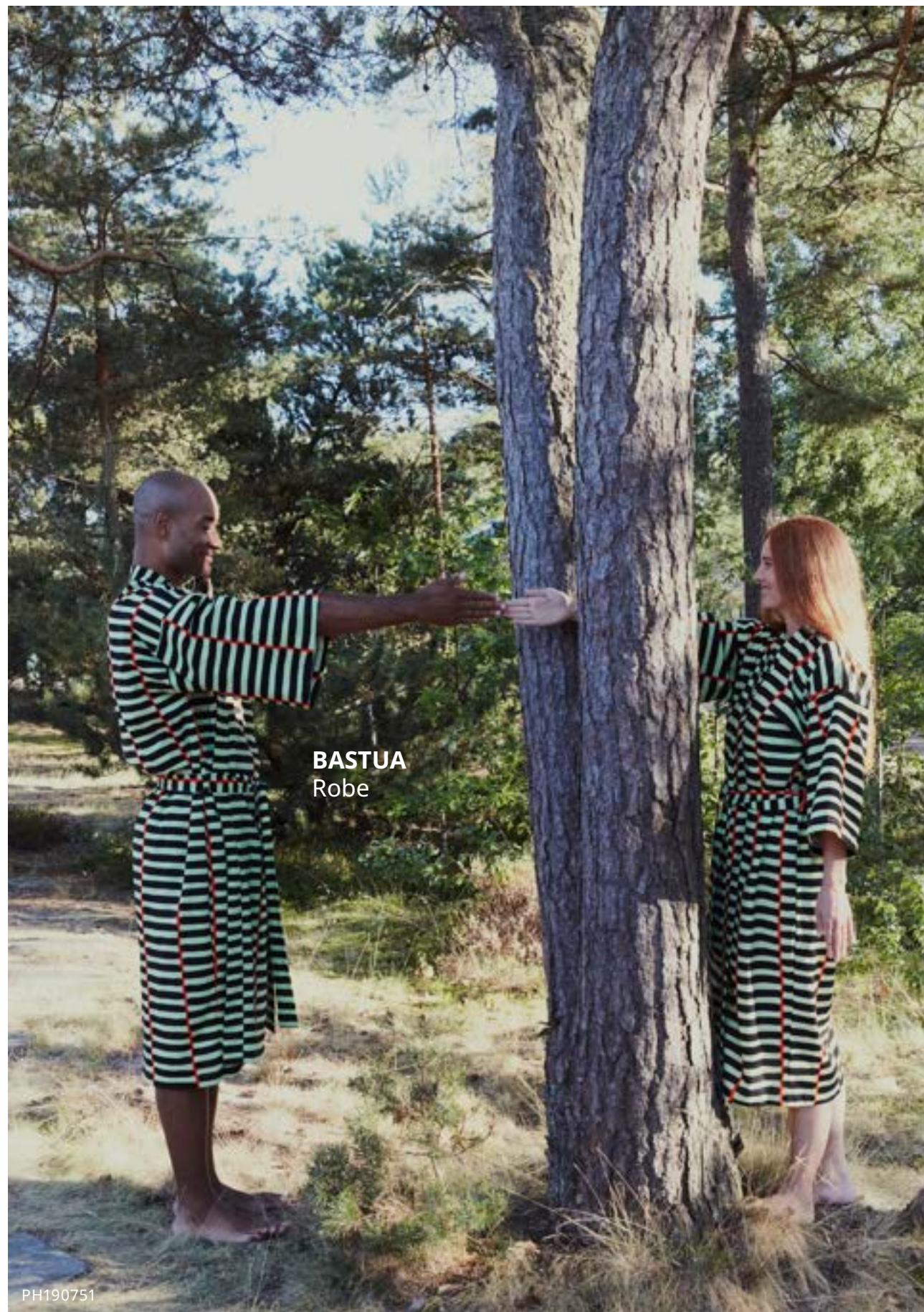


Enjoy a refreshing shower enclosed in giant rhubarb leaves with the BASTUA shower curtain. The lively pattern – inspired by rhubarb plants that sometimes grow beside sauna cabins – will bring a smile to your face each time you step into the shower.

“This graphic yet relaxed stripe pattern is reminiscent of the slats that lie side-by-side on sauna benches. I think it conveys the easy-going, uplifting and mellow feeling that you experience after relaxing in a sauna.”

Maija Louekari – Designer, Marimekko





Wrap yourself in a crisp Robe after a warm and steamy sauna or shower. The material absorbs moisture and feels wonderfully soft on your skin – it feels like getting a joyful hug from a friend.





PH190730

Whether you're stepping out of the shower or sauna, heading to the gym or on your way to the beach, this jacquard-woven bath sheet promises to be a joyful companion. It's easy to roll up and wonderfully big and soft to wrap around you. It gives that spa-like feeling, anytime, anywhere.



BASTUA
Bath sheet, blue/green

PH190732



The eye-catching stripe pattern inspired by slats on sauna benches features in this carrier bag. This colourful bag is just the perfect size for a lunch box or for storing small items when going on a trip. Zip it up and you're ready for adventures.



BASTUA
Water bottle

“The floral pattern in the BASTUA collection is inspired by the abstract shapes that steam creates when water is thrown on a hot sauna stove. In Finnish, we call this *‘löyly’*, and they look like floral shapes against the dark sauna wall.”

Maija Louekari – Designer, Marimekko



PH190697



PH190700

Hydrate in style with this colourful water bottle. It comes in two patterns and is made of durable stainless steel. The wooden handle adds a Nordic touch and makes it easier to carry.



PH190699



BASTUA
Water bottle

PH190693



PH190650

Wrap yourself up in joy!



Product overview



PE885788.jpg

BASTUA bench towel
50% cotton, 50% lyocell.
W45×L160cm. Blue/green
905.447.09



PE882736.jpg

BASTUA bench towel
50% cotton, 50% lyocell.
W45×L60cm. Blue/green 005.447.18



PE882744.jpg

BASTUA bath sheet
50% cotton, 50% lyocell.
W90×L180cm. Blue/green
505.426.13



PE882747.jpg

BASTUA bath sheet
50% cotton, 50% lyocell.
W90×L180cm. Blue/orange
305.426.09



PE882765.jpg

BASTUA cushion
Cover: 100% cotton. Filling 100% polyester. L45×W20cm. Blue/orange 805.449.36



PE882767.jpg

BASTUA floor cushion
Cover: 100% polyester. Filling: Polyester/polyurethane foam. L60×W60cm. Outdoor leaf pattern/orange/green 505.44.730



PE883076.jpg

BASTUA shower curtain
100% polyester. W180×L180cm. Leaf pattern blue/green 005.449.40



PE882776.jpg

BASTUA Robe
50% cotton, 50% lyocell. Leaf pattern blue.
S/M 505.425.66
L/XL 205.425.63



PE882779.jpg

BASTUA Robe
50% cotton, 50% lyocell. Stripe pattern green.
S/M 305.425.48
L/XL 905.425.45



PE882792.jpg

BASTUA sauna bucket with ladle
Powder coated steel and clear lacquered solid birch. 9l. Black 805.425.41



PE882729.jpg

BASTUA bench
Clear lacquered solid birch. W74×D34, H46cm. 405.424.87



PE882824.jpg

BASTUA water bottle
Powder coated stainless steel, polypropylene plastic and clear lacquered layer-glued wood veneer. H21cm. 0.7l. Stainless steel floral pattern/blue 705.424.81



PE882846.jpg

BASTUA water bottle
Powder coated stainless steel, polypropylene plastic and clear lacquered layer-glued wood veneer. H21cm. 0.7l. Stainless steel stripe pattern/green 505.424.82



PE882738.jpg

BASTUA bowl
Heat resistant glass. Ø13, H6cm. Clear glass 105.426.29



PE882769.jpg

BASTUA glass
Heat resistant glass. H8.4cm. 30cl. Clear glass 705.426.26



PE882794.jpg

BASTUA ccented candle in glass
Glass, soy wax and paraffin wax. Ø8.4, H3.5cm. Rhubarb elderflower/white 805.511.30



PE882772.jpg

BASTUA jug
Heat resistant glass. H16cm. 1.5l. Clear glass 605.426.22



PE882763.jpg

BASTUA carrier bag, large
100% polypropylene. L55×D37, H35cm. 71l. Blue/green 405.426.37



PE882754.jpg

BASTUA carrier bag, large
100% polypropylene. L55×D37, H35cm. 71l. Leaf pattern orange/green 505.426.32



PE882758.jpg

BASTUA carrier bag
100% polypropylene. L22×D15, H22cm. 7l. Pink 905.426.68

Product overview



PE882810.jpg

BASTUA side table

Clear lacquered birch veneer. Ø45, H41cm. 605.424.91



PE882783.jpg

BASTUA LED lantern

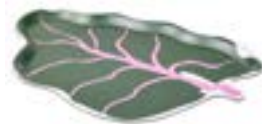
Rice paper, powder coated steel and clear lacquered solid birch. H16cm. Battery-operated white 005.425.97



PE882790.jpg

BASTUA rack with 5 knobs

Clear lacquered solid birch. W64×H5cm. 805.425.17



PE882812.jpg

BASTUA tray

High-pressure melamine laminate. L49×W36cm. Leaf shaped green 505.426.89



PE882819.jpg

BASTUA tray

High-pressure melamine laminate. Ø43cm. Leaf pattern orange/green 605.426.79

TACK! KIITOS!

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