SAGOSKATT 2019
Designed by kids, for many good reasons
The new collection from our youngest designers

For the sixth year in row, we proudly present SAGOSKATT – our playful collection of fabulous soft toys, designed by children in our soft toy Drawing competition.

We believe in the power of creativity and play. Whether it's drawing a soft toy or dressing up, when children play they learn, grow and develop. That's why we believe in play as the right of every single child – and in home as life's most important playground.

By studying and embracing play (our Play Report is the world's largest research study on how people play, interviewing 30,000 kids and parents in 12 countries), we're always looking to develop products and solutions that enable a more playful life at home.
It’s about kids helping other kids

SAGOSKATT is not just encouraging kids to play and be creative, it’s also directly supporting every child’s right to play.

100% of the purchase price of each SAGOSKATT toy is donated to local initiatives that promote children’s right to play.

We at IKEA have decided to donate the proceeds from SAGOSKATT sales to local organizations across Canada that support children’s right to play and develop.

It’s a matter of kids helping other kids.
Peekaboo! Look who just moved in.

From over 87,000 amazing drawings and 50 countries, meet the six winners! A motley crew of creative characters who just moved into a castle made from reused IKEA flat packs.

“As every year, it wasn't easy to make the selection, we received so many awesome and creative drawings! But we made our choice and we are very happy with it: the characters look so fun and cute!”

Jorge Santoyo Henaine, Product developer for Children’s IKEA
Gurki
the cucumber superhero on a mission to get kids to eat more cucumbers (!)

Designer thought:
“Gurki is a cucumber. I love to eat cucumbers and hope that by playing with Gurki, other children will love to eat cucumbers too. I wanted to try something new and hope that Gurki will be a superhero for many children.”

Kilian, 9 years old, Germany
Rainbow Kid (in socks)

the rainbow that wears socks in order to stay warm up in the sky

Designer thought:

“I love the rainbow in the sky so much. But I’m afraid that maybe the rainbow will feel cold up there. So, I drew socks for the rainbow to stay warm.”

Darren Wing Hei, 5 years old,
Hong Kong, China
Rully
the bookish red robot who
loves to sing and dance

Designer thought:
“My robot likes to do everything. It likes
to help with housework, to draw, to sing,
to dance and to be entertaining. It also
knows how to write, read and play music.
It’s made for both small children and
children my age. I also made it in neutral
colours so that both boys and girls can
play with it.”

Riana, 11 years old,
Cyprus
Little Monster
the bedtime hugging monster who keeps all bad monsters away

Designer thought:
“I made a smiley monster that’s ready to give children hugs so that they are not afraid of monsters or the dark anymore. I hope that with my soft toy, children all over the world will find a friend to keep them company while they sleep, so that they will not have any nightmares.”

Thomas, 9 years old, Greece
Jesse
the balloon loving party mouse

Designer thought:
“I was thinking of drawing a big mouse with balloons because I love mice. Jesse loves playing with children and I want the kids to play with Jesse and their other toys so that they become like a family.”

Noor, 7 years old, Jordan
Rainbow Giraffe

the mischievous giraffe with a passion for healthy food

Designer thought:

“I have drawn a giraffe that’s not like the rest. It’s a bit different. Rainbow Giraffe eats healthy food. She’s a bit mischievous and very loving. I hope that kids will play nice with her, that they will treat her well and feed her and give her water.”

Claudia, 6 years old, Canary Islands, Spain
The soft toys
SAGOSKATT 2019
Product index

PE743844
SAGOSKATT soft toy, rainbow $4.99
This soft toy was drawn by Darren Wing Hei, 5. Recommended for ages from 12 months. Fabric: 100% polyester. Filling: Polyester fibres. L34cm. 804.721.28

PE743845
SAGOSKATT soft toy, blue monster $4.99
This soft toy was drawn by Thomas, 9. Recommended for ages from 12 months. Fabric: 100% polyester. Filling: Polyester fibres. L36cm. 304.639.75

PE743846
SAGOSKATT soft toy, green cucumber $4.99
This soft toy was drawn by Kilian, 9. Recommended for ages from 12 months. Fabric: 100% polyester. Filling: Polyester fibres. L39cm. 504.639.84

PE743847
SAGOSKATT soft toy, mouse with balloons $4.99
This soft toy was drawn by Noor, 7. Recommended for ages from 12 months. Fabric: 100% polyester. Filling: Polyester fibres. L34cm. 104.639.81

PE743848
SAGOSKATT soft toy, robot $4.99
This soft toy was drawn by Riana, 11. Recommended for ages from 12 months. Fabric: 100% polyester. Filling: Polyester fibres. L32cm. 604.639.69

PE743849
SAGOSKATT soft toy, yellow giraffe $4.99
This soft toy was drawn by Claudia, 6. Recommended for ages from 12 months. Fabric: 100% polyester. Filling: Polyester fibres. L46cm. 004.639.72
Get ready for the next Drawing competition!

Over the years, hundreds of thousands of creative kids around the world have participated in the soft toy Drawing competition. And the six collections of soft toys have raised a considerable amount of money for initiatives that support children's right to play.

In November, it's time again! Get ready and hopefully your drawing can become a real soft toy too!

Become an IKEA Family member to find out more.

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