

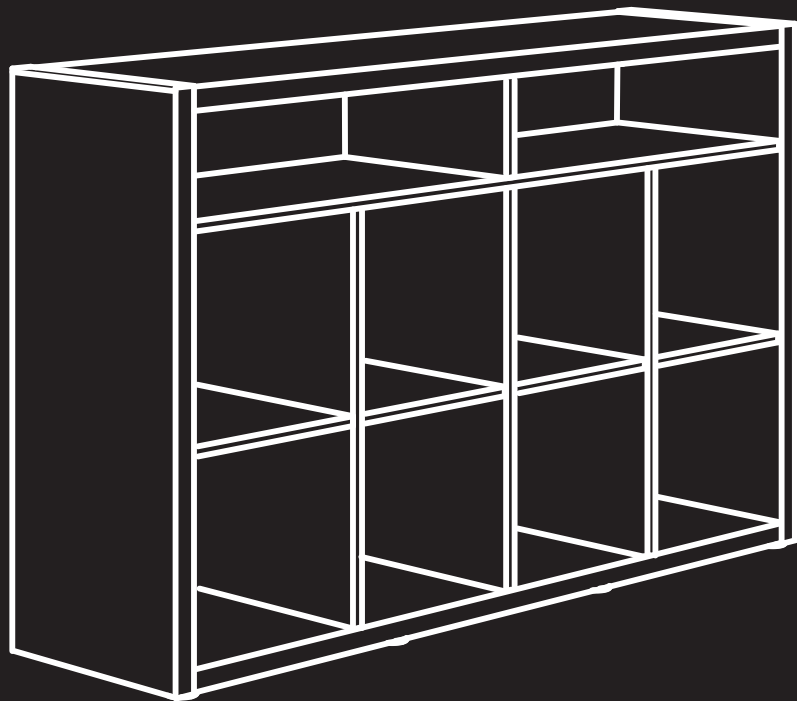
# OBEGRÄNSAD

feat. Swedish House Mafia

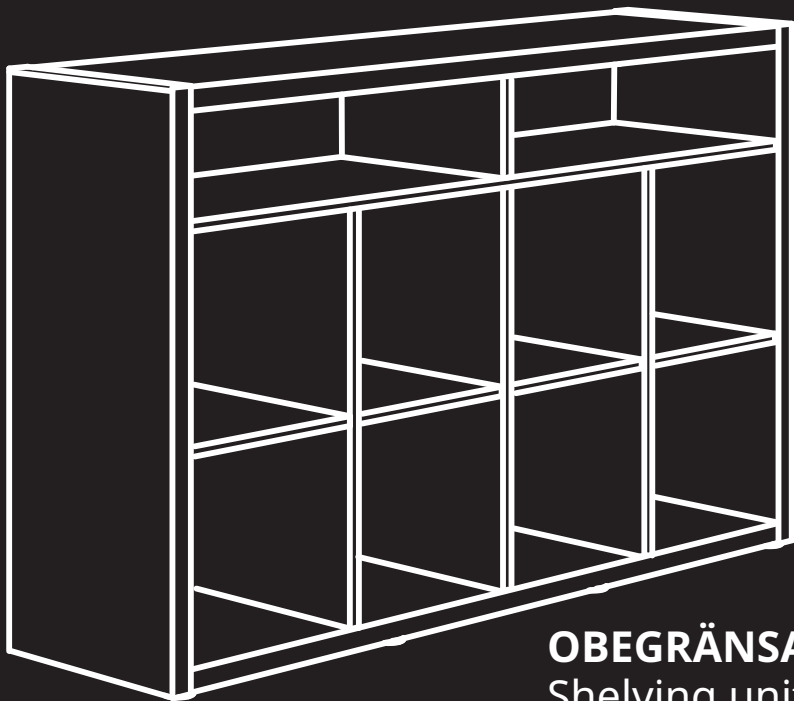
October 2022



OBEGRÄNSAD

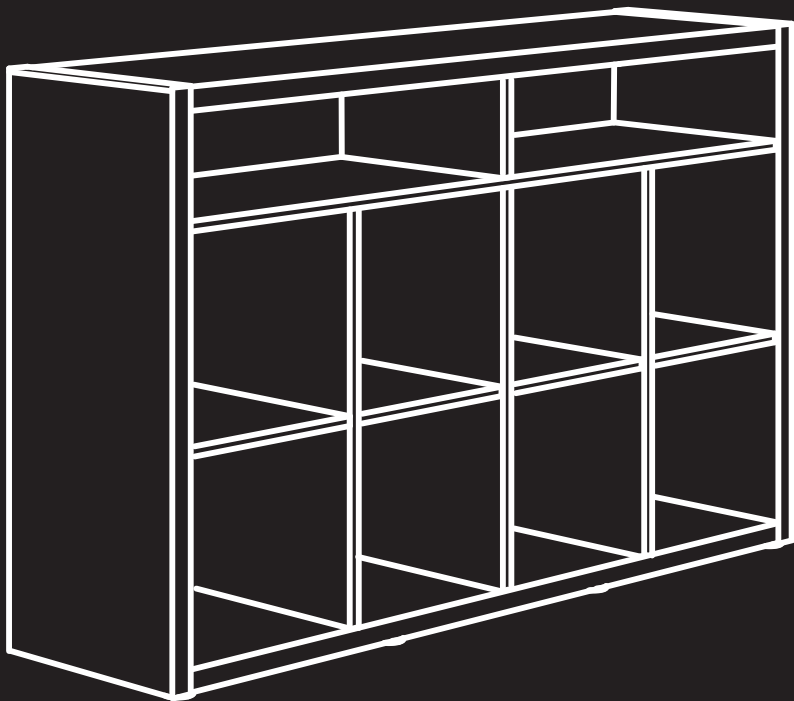


OBEGRÄNSAD



OBEGRÄNSAD  
Shelving unit  
**\$249**

OBEGRÄNSAD





Home is the new studio.  
Now, find your sound.

**OBEGRÄNSAD answers the need of home music makers, and other creatives, to find their state of flow, wherever they call home.**

**OBEGRÄNSAD**  
Shelving unit

**\$249**

**Swedish House Mafia bring  
their knowledge of home  
music production to the  
design of this collection.**

OBEGRÄNSAD  
Desk

**\$199**



OBEGRÄNSAD  
Record player

**\$199**

**“With this collection we  
really want to understand  
and be curious about making  
music in the home.”**

James Futcher,  
Range & Product Design Leader



OBEGRÄNSAD

OBEGRÄNSAD  
Rug, Ø130cm  
**\$89.00**



# What is OBEGRÄNSAD?

A collection designed in collaboration with Swedish House Mafia and aimed at those with limited means but unlimited creativity.

Smart home furnishing solutions for producing, performing and listening to music with design that supports the technology and how it is used.

As Swedish House Mafia put it: "the design in our collection features a timeless theme with a distinct trace of our DNA."

While OBEGRÄNSAD stands on its own terms, the classic designs make each product versatile and adaptable to add into an existing home setup.





# *Designer* Swedish House Mafia

GRAMMY®-nominated trio Swedish House Mafia – Steve Angello and Sebastian Ingrosso and Axwell – infuse house music with swaggering hip-hop beat-craft, rock’n’roll attitude and big screen-worthy grandeur with legendary live shows.

In 2022, they focused on the one thing they hadn’t done yet, making their full-length debut album, *Paradise Again* (Republic Records). They will also unveil the OBEGRÄNSAD collection with IKEA this Autumn.





# *Designer* **Friso Wiersma**

Friso Wiersma is an IKEA designer from Friesland in the Netherlands. His outlook on design is grounded in his experience as a woodworker, boatbuilder and cabinetmaker.

He specialises in furniture with a focus on material, physicality and human scale. He also works with lamps, decorations and kitchen utensils.





OBEGRÄNSAD  
Desk  
**\$199**

# The heart of the home setup

The desk is the centrepiece of any home music creator's setup. It has a job to do, but like all the best things, it's doing its job well when you don't even notice it. In collaboration with Swedish House Mafia, we have designed the OBEGRÄNSAD desk specifically to address the needs of home music creators.

Sound is everything in music, and we have added two speaker stands to the desk in order to bring the speakers to your ear level. We have also added a pull-out shelf below the desktop. This functionality allows you to have a midi keyboard, for example, in easy reach, while maximising space on your desktop.

OBEGRÄNSAD  
Shelving unit  
**\$249**

# Classic KALLAX remixed

KALLAX is a legend among DJs. So rather than reinvent the wheel, we remixed it. The OBEGRÄNSAD shelving unit updates KALLAX with shelf space for amps as well as the classic vinyl-sized block shelving, and a higher unit height for mixing on.

**“We wanted to play  
with an IKEA classic.”**

Friso Wiersma, Designer



**“Products designed to make it  
easier to get into a creative  
flow in your own home.”**

Swedish House Mafia



**OBEGRÄNSAD**  
Armchair

**\$129**



**OBEGRÄNSAD**  
LED work lamp,  
dimmable

**59.99**

## Set the stage

Lighting sets the mood of a room, just as it does a stage. Our collaborator, Swedish House Mafia, has always known the importance of lighting in setting the emotional tone. Without it, the music wouldn't feel the same. The OBEGRÄNSAD collection includes

**“Swedish House Mafia is known for its amazing lightshows during live performances. We wanted to bring the feeling of these lightshows into a home environment.”**

Friso Wiersma, Designer

three very different pieces of lighting, to serve different functions in your home setup. The dimmable LED work lamp is task lighting with three different brightness settings to suit your needs. The LED floor and wall lamps are designed to bring an atmosphere to your workspace. The floor lamp can be directed at the wall or out into the room for different effects, and the wall lamp has five unique lighting programmes and a loop of all programmes, creating a visual display to inspire.

OBEGRÄNSAD  
Record stand

**\$9.99**

# Stacking vinyl

Vinyl was designed in another era, and space saving wasn't one of its key strengths. Luckily, storage solutions are where we can help. The OBEGRÄNSAD record stand can hold approximately 60 vinyl records, and its simple, minimal wire structure is designed to store records without concealing them. After all, you want to see your vinyl, right?



OBEGRÄNSAD

© Inter IKEA Systems B.V. 2022

**“The design supports creating,  
playing, enjoying and even  
just setting the mood.”**

Swedish House Mafia

OBEGRÄNSAD  
Rug, Ø180cm

**\$149**

# Are you sitting comfortably?

The perfect balance of form and function was central to this collaboration. We want to satisfy both sides of the brain – the practical and logical, the side that needs to get

minimalist design has taken the chair back to its key components, and straps on the back and underneath can be adjusted to alter the firmness of the fabric for your own personal comfort level. At the same time, the simplicity of the design creates a pure elegance.

**“Only the necessities in a minimalistic and practical form.”**

Swedish House Mafia

stuff done in the best possible way, and the emotional and imaginative, the side that wants to tap into the feeling. The OBEGRÄNSAD armchair is symbolic of this balance. It's simple,

Armchairs are a place to unwind, to reflect. All art needs that headspace where we can sit back and take it in, experience it fully. The importance of comfort is reflected not only in the collection's armchair, but also in the tactility of the rugs, cushion cover, throw and slippers.

OBEGRÄNSAD  
Armchair

**\$129**



# In vinyl we trust

Great music is timeless. And so is great technology. The death of vinyl has been predicted often, and yet nothing replaces this listening experience. The OBEGRÄNSAD record player has a sleek, minimal style and works with the ENEBY speaker.

**“The solid, chunky design gives the player a presence in the room.”**

Friso Wiersma, Designer

Vinyl is a lot of different things for different people. It can be both a social and a solitary pleasure. The joy of the secondhand record store hunt. The methodical process of placing the vinyl on the record player and lining up the needle. And that crackle and hiss as needle hits vinyl.

*Disclaimer: the OBEGRÄNSAD record player is not Global. It is unavailable in the following markets: Russia, Ukraine, Middle East, South America, Turkey and Mexico.*

OBEGRÄNSAD  
Record player  
**\$199**



PH186580.jpg



"It's for everyone, everywhere,  
beginner or pro."

Swedish House Mafia

OBEGRÄNSAD

# Just starting out

**Technology has created musical democracy. What once required a studio can now happen in your bedroom with a laptop, a midi keyboard and a mic.**

Everyone – even Swedish House Mafia – started out in a bedroom. Maybe with just a guitar, or their voice in front of the mirror, or some software on a laptop. OBEGRÄNSAD is designed as an affordable collection with simple, smart solutions to add to the room you already have. The speaker stand, for example, can be used with any desk or shelf and is designed with a wide clamping range to work even with thicker shelves. This isn't about rebuilding your whole bedroom, but adding smart functionality to make your space work even better for you.







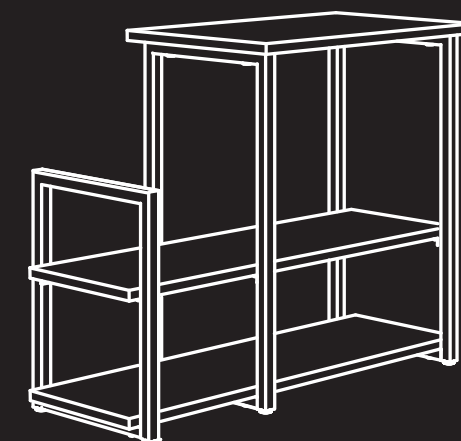
**OBEGRÄNSAD**  
Armchair  
**\$129**

# Pure and simple

**Making your creative flow work for you is about a home space that reflects your taste and personality. Some of us like to keep it clean.**

OK, it's a cliché. The music producer in the dark cave of a bedroom huddled up amid a tangle of wires and black equipment. But music is personal, and so is your home setup. OBEGRÄNSAD offers simple, practical solutions to work with the kit you have, like open shelving for your vinyl or magazines, as well as smart design like the pull-out shelf for your keyboard and detachable speaker stands.

**OBEGRÄNSAD**  
Shelving unit  
**\$129**





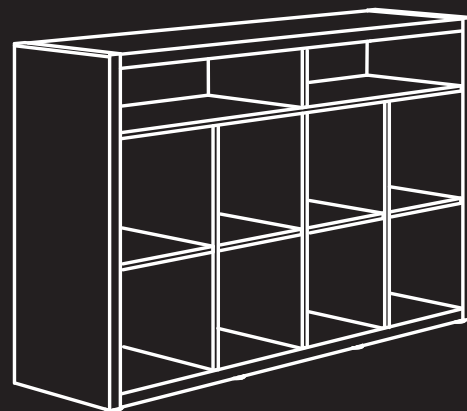
# Find your natural flow

**For some of us, finding our natural rhythm is all about tuning in to the rhythms of the natural world. It's what gives us our creative energy.**

That means a home studio with the warmth of different colours and the greenery of living plants. The classic black aesthetic of the collection is designed to work flexibly with your style. The understated simplicity and adaptability of accessories like the tablet stand allows you to use them with the kit you have for the setup you want.

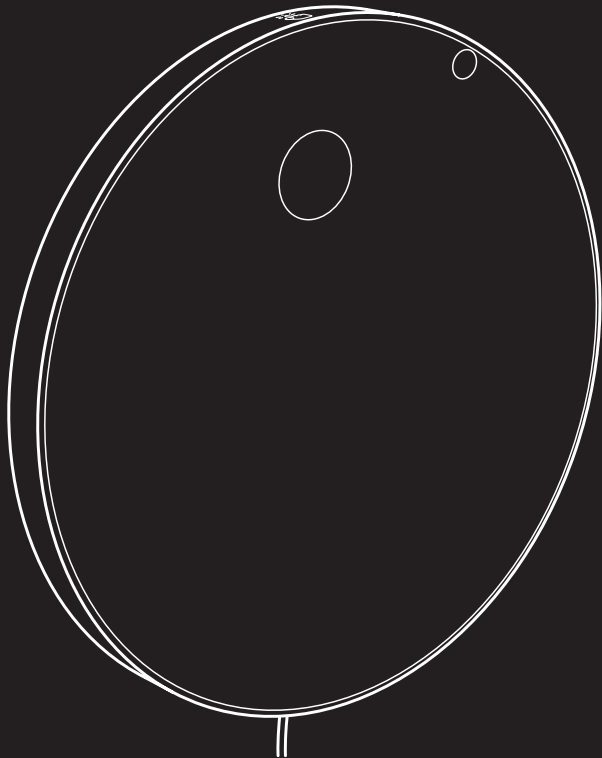
OBEGRÄNSAD  
Shelving unit

**\$249**

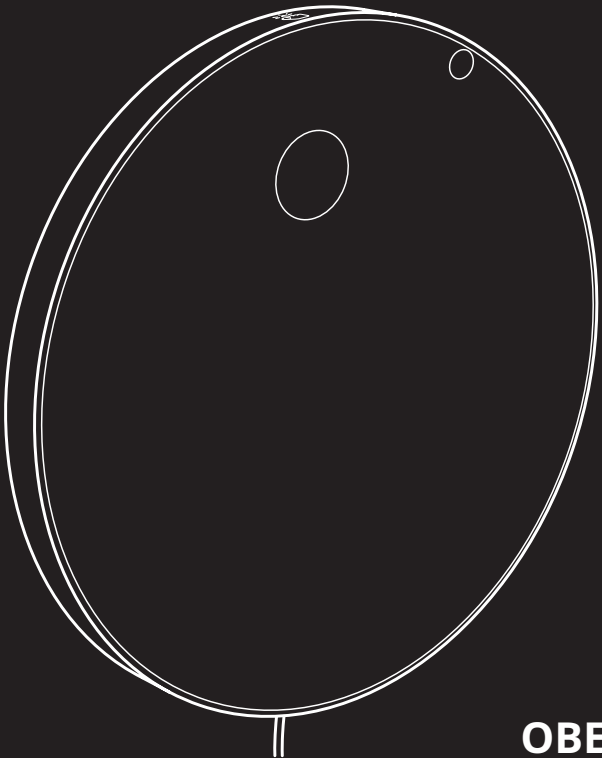


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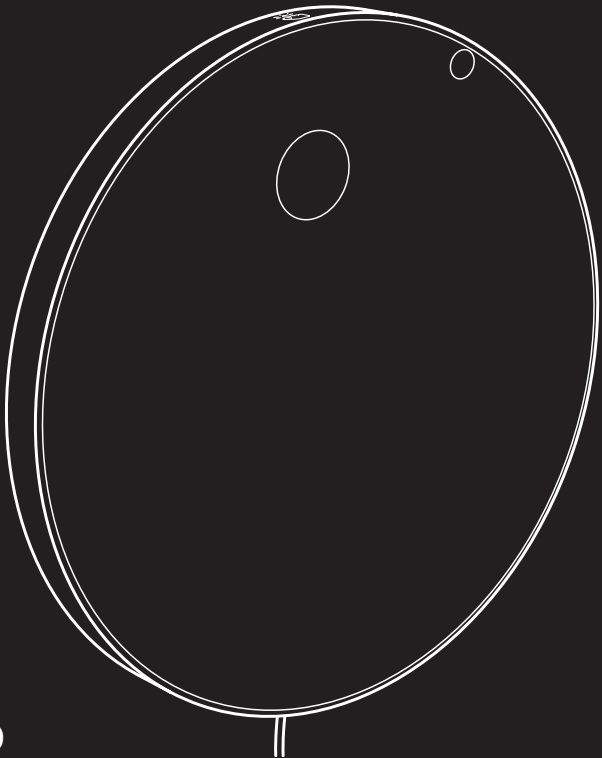
OBEGRÄNSAD



OBEGRÄNSAD



OBEGRÄNSAD




OBEGRÄNSAD  
Clock

\$59.99




# Product overview



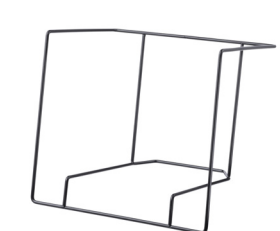
PE872124.jpg

New OBEGRÄNSAD record player \$199 ABS plastic, aluminium and silicone rubber. W30xD30, H13cm. Black




PE872083.jpg

New OBEGRÄNSAD laptop stand \$14.99 Powder coated steel. W35xH25cm. Black




PE872115.jpg

New OBEGRÄNSAD record stand \$9.99 Powder coated steel. W34xD31, H30cm. Black




PE872132.jpg

New OBEGRÄNSAD tablet stand \$9.99 Powder coated steel. W20xD15, H11cm. Black




PE872120.jpg

New OBEGRÄNSAD shelving unit \$129 Particleboard, paper foil and powder coated steel. W81xD35, H65 cm. Black




PE872053.jpg

New OBEGRÄNSAD desk \$199 Particleboard, paper foil and powder coated steel. W160xD75, H88cm. Black




PE872122.jpg

New OBEGRÄNSAD shelving unit \$249 Particleboard, fibreboard and paper foil. W147xD39, H96cm. Black




PE872018.jpg

New OBEGRÄNSAD armchair \$129 100% polyester and powder coated steel. W64xD75, H75cm. Black




PE872016.jpg

New OBEGRÄNSAD accessory bag \$4.99 100% polypropylene. W16xD7, H24cm. Black




PE872021.jpg

New OBEGRÄNSAD bag \$3.99 100% polypropylene. W35xD35, H35cm. Black




PE872126.jpg

New OBEGRÄNSAD shoulder bag \$9.99 100% polypropylene. W34xD10, H43cm. Black




PE872023.jpg

New OBEGRÄNSAD bag \$3.99 100% polypropylene. W45xD12, H38cm. Black




PE872116.jpg

New OBEGRÄNSAD rug \$89.99 40% acrylic, 40% modacrylic and 20% polyester. Ø130cm. Black




PE872118.jpg

New OBEGRÄNSAD rug \$149 40% acrylic, 40% modacrylic and 20% polyester. Ø180cm. Black




PE872129.jpg

New OBEGRÄNSAD slippers, S/M \$9.99 100% polyester. Black




PE872129.jpg

New OBEGRÄNSAD slippers, L/ XL \$9.99 100% polyester. Black




PE872133.jpg

New OBEGRÄNSAD throw \$49.99 100% polyester. W120xL160cm. Black 705.264.76



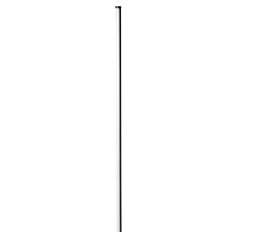
PE872028.jpg

New OBEGRÄNSAD cushion cover \$14.99 100% polyester. W50xL50cm. Black




PE872113.jpg

New OBEGRÄNSAD LED work lamp, dimmable \$59.99 Built-in LED light source. Powder coated steel. Shade Ø18cm. H41cm. Black. Coming soon - this article is expected in Spring 2023.



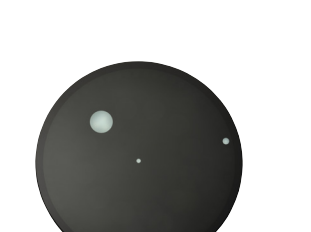
PE872089.jpg

New OBEGRÄNSAD LED floor lamp \$129 Built-in LED light source. Anodized aluminium and powder coated steel. Shade Ø4cm. H179cm. Black. Coming soon - this article is expected in Spring 2023.




PE872110.jpg

New OBEGRÄNSAD LED wall lamp \$139 Built-in LED light source. Polystyrene plastic and powder coated steel. W36xD6, L52cm. Black. Coming soon - this article is expected in Spring 2023.



PE872025.jpg

New OBEGRÄNSAD clock \$59.99 ABS plastic, polystyrene plastic and tempered glass. Ø40cm. USB black. Coming soon - this article is expected in Spring 2023.



PE872135.jpg

New OBEGRÄNSAD speaker stand \$14.99 Particleboard, paper foil and powder coated steel. W25xD25, H12cm. Black. Coming soon - this article is expected in Spring 2023.

# Contact

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