

# Strong singles shine again

Nyttillverkad part 6 | Press kit

Launching February 2025





# The seats are in season

For this launch of the Nyttillverkad collection, we are bringing back some of our most stunning solitaires from our archive. Neither shy nor bland, these chairs own their space with pride and confidence.

Meet the VÅRKUMLA chair bed in blue denim, a new version of the TAJT easy chair from 1973 and the steel tube easy chair MOFALLA, once called COX by Niels Gammelgaard. Or rediscover the popular DYVLINGE swivel armchair in a new striking colour!

Take a big step out of your comfort zone and imagine your home with one of these powerful singles.





# A curvy comeback

At IKEA, we are known for our straight lines and square shapes. But soft curves are an equally important part of our past. And our future.

Soft and bouncy like the denim chair bed VÅRKUMLA or smooth and comfy like the low-seated SOTENÄS armchair. Curvy and confident like these KÄLLARHALS vases by Anna Efverlund.

Everlasting like popcorn and clouds, these striking favourites are back to reclaim the stage.





# Colourful by coincidence?

When the GUIDE shelving unit was introduced to IKEA customers in 1985, its steel wire sides and coloured shelf edges matched the popular urban furnishing style of the time. But was its colourful look a lucky fluke?

Designer Niels Gammelgaard had been assigned to complement his popular MOMENT steel mesh sofa with a matching bookshelf.

He started by creating metal ladders similar to the legs of the MOMENT sofa. But when producing the shelves, he discovered he could get them in different colours without any extra costs.

The result is this characteristic shelving unit in six colours, now called BYAKORRE.



*"I discovered that the machines making the laminated boards needed refilling with new material regularly. This meant I could make the shelves reversible, without any extra cost!"*

**Niels Gammelgaard**

Designer of the BYAKORRE shelving unit





# Show off your favourite side!

Change colour to match the season, the visitor or the mood with the BYAKORRE open shelving unit.

The reversible shelves are white on one side and anthracite grey on the other. And with shelf edges in different colours (blue, green, yellow and red) or plain white, there are many different styling options. Now you can switch from discreet to colourful in no time!







*“What do you think this shelving unit would cost at Trendy Store on Expensive Street? Sure, you won’t get it delivered and assembled. But at least you won’t get ripped off just because your taste matches the latest home furnishing trends.”*

**Text about GUIDE in the IKEA catalogue, 1985.**





# Furnish elegantly with oak

The GUTTANE side and coffee tables by Erik Wørts were first launched in the IKEA catalogue in 1963 as the NOVETTE benches.

The tables, with solid oak legs and oak veneer tabletops, combine timeless design with modern functionality and add an elegant touch wherever they are placed. The characteristic little ledge also prevents magazines and cups from falling off the edge.



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## A light that never goes out...

At least not out of style. The popular rice paper lamps are back in fashion and their different variations seem endless. At IKEA, the first one saw the light of day in 1969 and was then simply called RISLAMP (rice lamp, in Swedish).

When the updated version, the GULLSUDARE pendant lampshade, returns in Nyttillverkad with an impressive diameter of 70 centimetres, it's even more of a statement piece. But still at a humble price.

Keep it simple with a spherical shape and classic symmetrical lines and let GULLSUDARE brighten up anything from the bedroom to the office!



# Blue skies ahead

This blue and white pattern by textile designer Sven Fristedt was first launched on one of the very first duvet covers in the IKEA catalogue in 1973.

The pattern was initially made with screen printing, which made it too expensive for large quantities. In 1981, Sven modified the pattern so it could reach a larger audience and it reappeared as SKYAR on bed linen, fabrics and wallpaper.

Now, the pattern is back again on the ÄNGSVITVINGE bed linen.







# Put your head in the clouds

Imagine drifting off to slumberland on white, fluffy clouds. With the ÄNGSVITVINGE bed linen, you can!



# Shiny, comfy and foldable

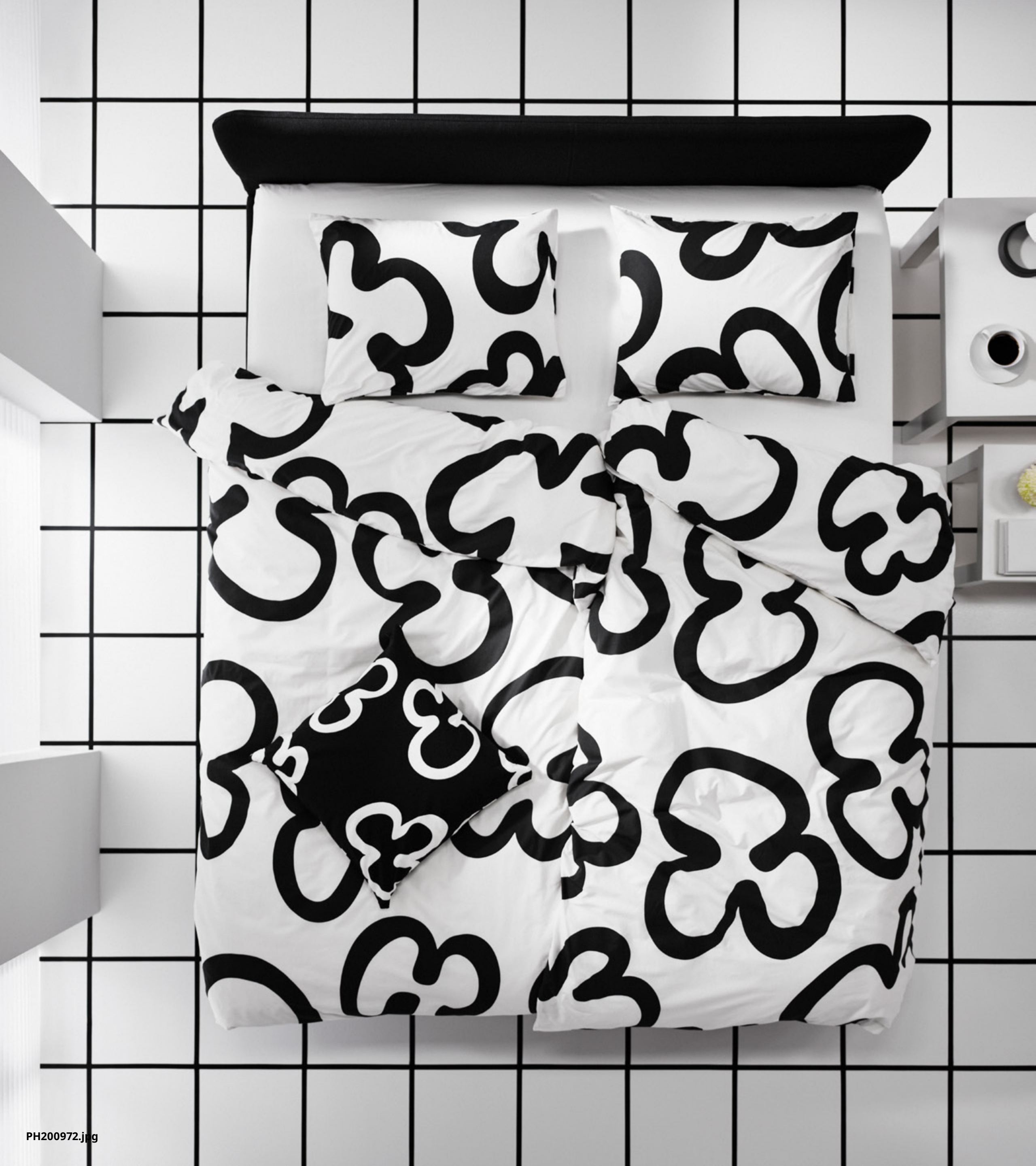
The MOFALLA easy chair is something as rare as a foldable living room chair. Designed by Niels Gammelgaard, the tubular steel chair was first released in the IKEA catalogue in 1978 as COX.

Niels wanted to achieve the perfect balance between comfort and aesthetics and integrated metal legs with a thick canvas fabric to avoid having metal in the front of the seat.

The chrome-plated legs gave the chair a modern expression that suited the interior design trend of the time.







## A popping pattern

The MODIG KORN pattern by Anna Efverlund was originally designed for the children's department, where it was part of a series of patterns inspired by comic book illustrations. The popcorn pattern came out in the IKEA catalogue in 1997 in the form of bed linen in yellow and green.

Now, the pattern returns for a more mature audience with bigger illustrations in black-and-white as KLIPPBRÄCKA bed linen, 3-metre pre-cut fabric and cushion covers.



# Meet the designer Anna Efverlund

The Swedish designer Anna Efverlund is an industrial designer who started her career designing bikes for Monark in Brazil. In 1980, she began working for IKEA and during her 34 years at the company, she didn't miss a beat. She travelled to China, India and Thailand and designed everything from the FAMNIG heart-shaped cushion to LED lights. In the '90s, she was also part of the team putting together the first SMÅLAND play area, which took five years to complete due to all the rules and regulations!

In 2014, Anna started to experience signs of burnout. She decided to retire, turned off the computer and never opened it again. Instead, she turned to embroidery, sewing and other handicrafts as an outlet for her inherent creativity.

Anna's lively spirit can be felt in all her products, and this year, we are happy to bring back her pattern MODIG KORN and the SNURRA vases in the Nyttillverkad collection.



Above: SNURRA vases 1996

Below: KÄLLARHALS vases 2025







**"I like it when  
it's playful  
rather than  
pretentious."**

**Anna Efverlund**  
Designer



# Strong profile, soft shape

The beautiful and fun SNURRA glass vases by Anna Efverlund from 1995 are now back as KÄLLARHALS.

This time, coloured with clear lacquer in yellow and orange, they are made for both wide bouquets and long stems.







# Cheers to chairs!

Spin, sleep, entertain or relax. Each chair with a different purpose and personality, but all striking enough to be used as practical decoration.

Which one do you crave?





**“It’s transparent.  
You don’t have any  
chair in the room,  
you just have a  
structure you can  
sit in. Fantastic!”**

**Niels Gammelgaard**  
Designer



# The joy of choice

The easy chair previously known as MILA, by designer Gillis Lundgren from 1967, returned as the DYVLINGE swivel armchair in green and black a year ago and the appreciation from our customers has been incredible!

Now, we are releasing an update on the update with a new striking colour choice.

Could orange be the new green?







# The ultimate transformer

Is it a chair, or is it a bed? It's a chair bed! With its blue denim upholstery, the TAJT easy chair by Gillis Lundgren met IKEA customers on the cover of the IKEA catalogue in 1973. The youthful lounge piece perfectly fitted the laid-back attitude of the time!

Now, it returns as the VÅRKUMLA chair bed. The combined sit/rest piece has two cushions attached with leather buttons in leather straps and a rolled cushion held in place with a chrome-plated tubular stand. If you put the cushions on top of each other, you get a chair and if you place them side by side, they form a simple mattress. Multiple chair beds can also create a sofa.

Transform VÅRKUMLA into your home office divan, use it as a practical guest bed or turn your entire living room into a relaxed lounge area.



# A jeans revolution

In 1973, much of the furniture in the IKEA catalogue was suddenly made out of denim fabric. The texts in the catalogue made it sound as if the world had just been waiting for jeans furniture. Although this may have been true, the story behind the denim takeover was far more practical.

In fact, IKEA founder Ingvar Kamprad had come across an enormous supply of denim fabric from a factory in China and left it up to the designers and product developers to find a use for it.

The TAJT armchair was a direct result of this creative problem-solving.



*"Denim was well-known in clothing, but no one had thought of using it for furniture. That fresh thinking and thinking differently, was very typical of Ingvar and IKEA."*

**Lars Göran Peterson**  
former Textile Purchaser at IKEA

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## Living room lipstick

Now back in red, the SOTENÄS armchair will instantly cheer up your living room. The armchair was designed by Gillis Lundgren as PUCK in 1969 and has previously been released in the Nyttillverkad collection in yellow.

Share a kiss in this low and wide loveseat roomy enough for two.



# Product overview



PE957804.jpg

**New BYAKORRE open shelving unit CHF 149.-** Galvanized steel, melamine laminate, particleboard and plastic edging. Designer: Niels Gammelgaard. W170×D32, H157cm. 205.864.58



PE942192.jpg

**New DYVLINGE swivel armchair CHF 249.-** Powder coated steel and 100% polypropylene. W63×D75, H68cm. Kelinge orange 005.819.18



PE957826.jpg

**New GULLSUDARE pendant lampshade CHF 14.95** Powder coated steel and rice paper. Ø70cm. White/handmade 805.836.16



PE958055.jpg

**New GUTTANE coffee table CHF 179.-** Clear acrylic lacquered particleboard and oak veneer. Designer: Erik Wørts. W39×L116, H32cm. Oak 105.877.12



PE958056.jpg

**New GUTTANE side table CHF 129.-** Clear acrylic lacquered particleboard and oak veneer. Designer: Erik Wørts. Oak 805.877.18



PE940740.jpg

**New KLIPPBRÄCKA pre-cut fabric CHF 14.95** 100% mixed fibres. Designer: Anna Efverlund. W150×L300cm. White/black 805.837.63



PE935514.jpg

**New KLIPPBRÄCKA cushion cover CHF 4.95** 100% mixed fibres. Designer: Anna Efverlund. W50×L50cm. Black/white 405.837.55



PE935517.jpg

**New KLIPPBRÄCKA cushion cover \$000 cushion cover CHF 4.95** 100% mixed fibres. Designer: Anna Efverlund. W50×L50cm. White/black 005.837.62



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**New KLIPPBRÄCKA duvet cover and 2 pillowcases CHF 59.95** 80% cotton and 20% viscose/rayon. Designer: Anna Efverlund. Duvet cover L220×W240cm. Pillowcase L50×W60cm. White/black 405.849.91



PE949675.jpg

**New KLIPPBRÄCKA duvet cover and pillowcase CHF 39.95** 80% cotton and 20% viscose/rayon. Designer: Anna Efverlund. Duvet cover L200×W150cm. Pillowcase L50×W60cm. White/black 305.850.00



PE940027.jpg

**New KÄLLARHALS vase CHF 19.95** Clear lacquered glass. Designer: Anna Efverlund. Ø19, H22cm. Yellow 705.837.11



PE940024.jpg

**New KÄLLARHALS vase CHF 16.95** Clear lacquered glass. Designer: Anna Efverlund. Ø19, H22cm. Orange 505.837.12



# Product overview



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**New MOFALLA easy chair CHF 79.95** Chrome-plated steel. Fabric 75% polyester and 25% linen. Designer: Niels Gammelgaard. W58×D57, H42cm. 805.550.91



PE942188.jpg

**New SKÅLBODA armchair CHF 79.95** Powder coated steel and polyamide plastic. Designer: Niels Gammelgaard. W64×D69, H71cm. White 205.820.35



PE957889.jpg

**New SKÅLBODA armchair cushion CHF 20.-** 100% polyester. L96×W48cm. Ransta beige 705.567.79



PE942197.jpg

**New SOTENÄS armchair CHF 249.-** Powder coated steel and polyurethane foam. Designer: Gillis Lundgren. W86×D81, H68cm. Hakebo red 105.819.13



PE949717.jpg

**New ÄNGSVITVINGE duvet cover and 2 pillowcases CHF 59.95** 80% cotton and 20% viscose/rayon. Designer: Sven Fristedt. Duvet cover L220×W240cm. Pillowcase L50×W60cm. Blue/white 105.845.63



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**New ÄNGSVITVINGE duvet cover and pillowcase CHF 39.95** 80% cotton and 20% viscose/rayon. Designer: Sven Fristedt. Duvet cover L200×W150cm. Pillowcase L50×W60cm. Blue/white 405.845.71



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**New VÅRKUMLA chair-bed CHF 299.-** Powder coated galvanized steel. Designer: Gillis Lundgren. W91×D90, H81cm. Vansta blue 805.877.04



# Media overview images (1/3)



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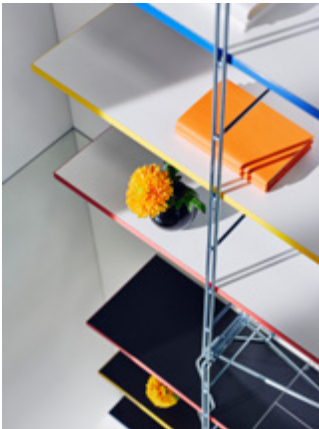
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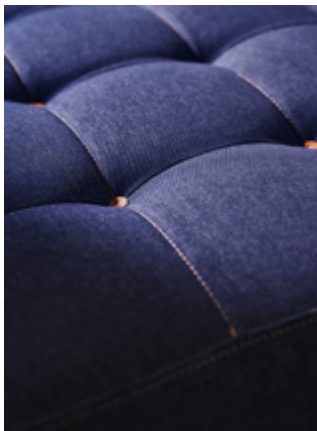
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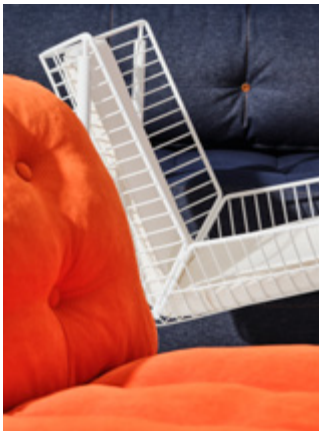
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