

Nyttillverkad part 3

Return of the evergreens

Press kit
Launching January 2024





Step into the future

In January 2024, we are bringing back some of our favourite furniture pieces created by influential designers like Karin Moberg and Gillis Lundgren.

Fit for the future in updated materials and improved constructions, this latest edition of the Nyttillverkad collection lets you explore the relaxed and playful '60s and early '70s.



“It’s great to see our archive used in a way that can create relevance even today.”

Thea Mix Davidsson
Collection Curator, IKEA Museum





Old souls in new suits

At the end of the 1960s, change was in the air. Youth culture, pop music and protests made their mark on the world and the IKEA range. New materials such as painted particleboard and plastic made it possible to create furniture with a youthful expression, far from the heavy woods of the 1950s.

Life at home was supposed to be relaxed and cosy with soft high pile rugs, comfortable seating and coffee tables with enough room for an evening snack.

With these new additions to the Nyttillverkad collection, we invite you to revisit a time when bold patterns, optimistic shapes and unconventional solutions characterised the furnishing style.

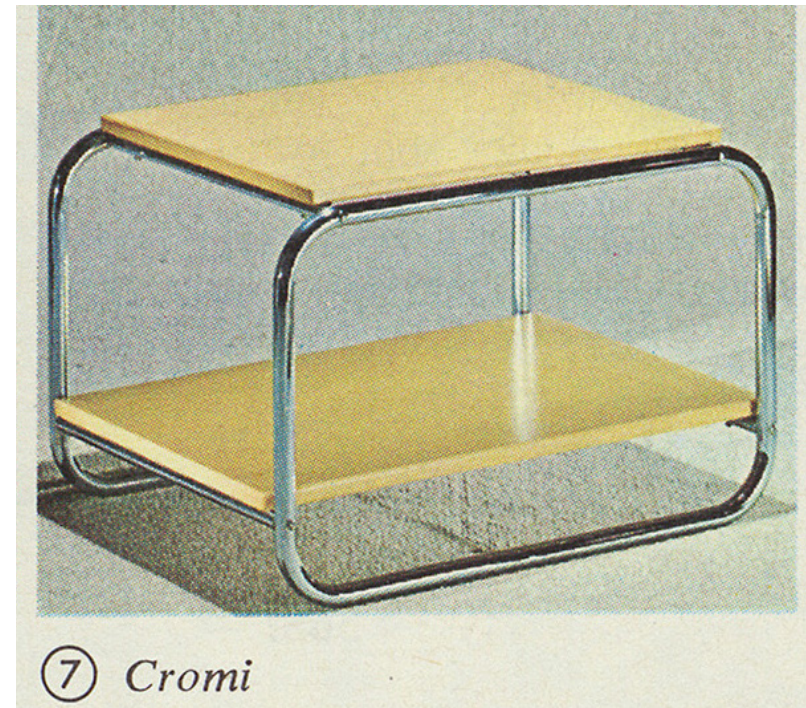
Meet the designer Karin Mobring

In 1964, a wooden armchair by Karin Mobring (1927–2005) was spotted and admired by IKEA founder Ingvar Kamprad at the Stockholm Furniture Fair. Karin was hired that same year and became the very first woman to join the IKEA design team.

Karin had studied under the renowned Swedish furniture designer and craftsman Carl Malmsten, making her designs based on simple, geometric constructions without sharp edges and always with usability in mind. But even though she was rooted in classic Scandinavian style, her hundreds of IKEA products demonstrate a command of both traditional and modern styles.

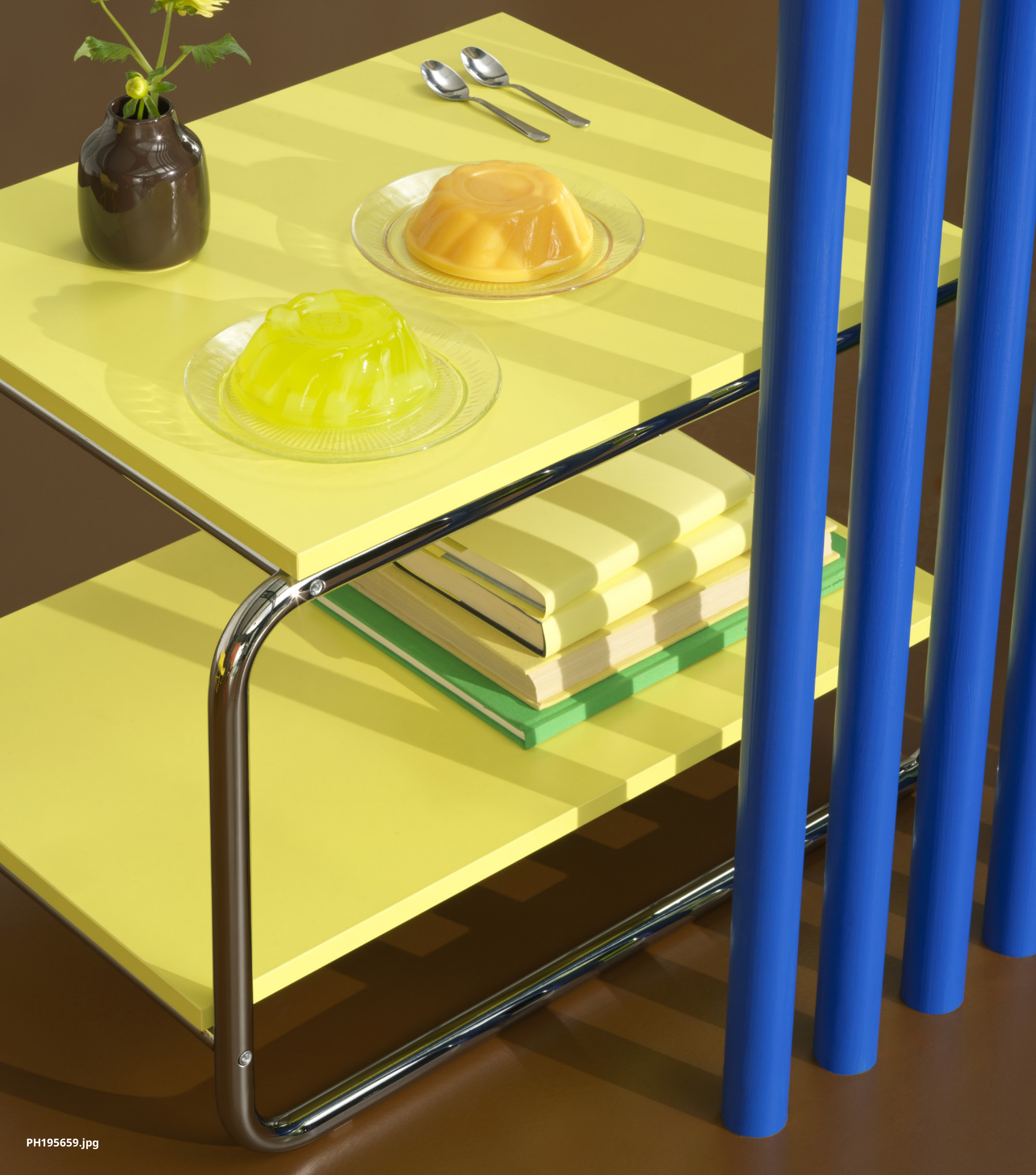
When Ingvar wanted to create a new premium quality collection for IKEA, Karin was the obvious choice. Together with designer Tomas Jelinek, she developed the first STOCKHOLM collection that reached IKEA stores in 1985.

Few designers have had such an impact on the IKEA style as Karin. Her respect for the craft and her talent for creating comfortable, quality furniture with a wide appeal continue to inspire IKEA designers to this day.



Above: CROMI in the IKEA catalogue 1972
Below: BAGGBODA side table 2024





A table for the ages

BAGGBODA is one of those tables that work in every home and for every decade. Designed by Karin Moberg and inspired by the Bauhaus movement, this side table is simple, functional and timeless. The table was introduced in the IKEA catalogue in 1971 as CROMI, accompanied by a matching armchair.

BAGGBODA side table comes with a white or light yellow tabletop and a chrome-plated frame.

Treat yourself to new dimensions

The SOTENÄS armchair by designer Gillis Lundgren first saw the light of day in 1969 as PUCK. While some landed on the moon that year, others landed in this spacious, soft and slightly reclined armchair.

The dimensions of the SOTENÄS armchair are as deep and wide as they were back in 1969, giving you plenty of room for different sitting positions. Or for sharing it with a friend.

SOTENÄS armchair
Gillis Lundgren, 1969

**“The low-seated
armchairs are finally
back. And they work
just as well today as
they did in the 1960s.”**

Karin Gustavsson
Range Identity Leader,
IKEA of Sweden

Meet the designer Gillis Lundgren

Gillis Lundgren (1929–2016) was the fourth person to join IKEA in 1954. He was a man bursting with ideas and enthusiasm and worked closely with IKEA founder Ingvar Kamprad in steering IKEA to where it is today. Over the years, Gillis had many different titles and responsibilities, ranging from Head of Advertising to Design Manager.

Gillis Lundgren came from the advertising industry and was initially hired to create the IKEA catalogues. In the beginning, he helped develop the logotype, illustrated catalogue covers and photographed the products while Ingvar wrote the descriptions. But to further improve the IKEA offer, Gillis soon started to design furniture as well.

Gillis's inventiveness and curiosity for new materials and solutions resulted in over 400 IKEA products. For Nyttillverkad, we are now bringing back one of his favourites, the MILA armchair, reincarnated as the DYVLINGE swivel armchair. As well as the spacious PUCK armchair from 1969, now called SOTENÄS.

“Gillis used to have his desk in the model workshop. That’s where he loved to be, close to where the products were born.”

Johan Ejdemo
Design Manager,
IKEA of Sweden



Above: PUCK in the IKEA catalogue 1969
Below: SOTENÄS armchair 2024



Lean back and enjoy the ride

According to rumours, designer Gillis Lundgren was inspired by low-riding cars when he designed MILA, now DYVLINGE, swivel armchair.

With a low, soft and slightly reclined seat, there's no need to play video games at the edge of your seat. Instead, lean back and game, watch or chat with excellent lumbar support.





A spinning success

When MILA was introduced in 1967, it was the biggest easy chair success IKEA had ever had. The colours and covers changed during its years in the range, but the basics remained the same.

When we now bring back the swivelling armchair as DYVLINGE, the chrome-plated steel base has five legs instead of four to minimise the risk of tipping and the padding has been replaced with foam waste.

DYVLINGE swivel armchair comes in green and black and with a new smart assembly it travels flatter than ever!

**“The anti-stress armchair.
This statement may sound
rude to the upholsterers who
are working hard to meet the
fantastic demand for the MILA
armchair. But for the rest of us,
it feels like a fitting description.”**

Text about the MILA armchair (now DYVLINGE) from the IKEA catalogue in 1969.



Above: MILA in the IKEA catalogue 1967
Right: DYVLINGE armchair 2024





Pepper with patterns

Although void of colour, the STRECKFLY cushion covers in salt and pepper have plenty of flavour. This playful monochromatic pattern designed by Sven Fristedt was first brought into the IKEA range in 1968 as MYRTEN.

In the years that followed, the pattern appeared in various colour combinations on sofas, armchairs and bedspreads. For the Nyttillverkad collection, the pattern returns in black and white on cushion covers and as 3-metre pre-cut fabric.

“I think a lot of people will make clothes out of these fabrics. I can feel it.”

Sven Fristedt
Textile Designer

PH195647.jpg

Nyttillverkad / PR kit 15

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Stick your neck out

The black 27-centimetre SKOGSTUNDRA vase is sleek and subtle, with a high neck to support your cut flowers.

The SKOGSTUNDRA vases reached IKEA customers in 1995 as OPTIMUM and were originally produced in matte glazed flintware. However, when designer Ehlén Johansson was asked to remake the vases for a new generation, she decided to produce them in more durable stoneware and fresh new colours.

Despite being designed decades after the rest of the products in this launch, the vases complement the Nyttillverkad collection with their classic look and matching colours.

Meet the designer Ehlén Johansson

Designer Ehlén Johansson started her journey at IKEA as an intern in 1984. For almost 40 years, she has made everything from glassware to wardrobes. And when the IKEA PS series was launched in 1995, Ehlén was an important part of the design team.

Ehlén has an eye for simplicity and her pieces tend to stand out, sometimes with a touch of humour. For instance, her thriftiness and ingenuity can be seen in designs like the interlocking tealight holders inspired by old ceramic fuses.

“Maybe that’s what creativity is all about? Finding inspiration from anything and turning it into something new,” Ehlén says as she reflects on her work.

Ehlén Johansson is one of Sweden’s most prominent designers and has won multiple design awards, including The Red Dot Design Award. She is an important part of the IKEA DNA and we are proud and honoured that she still wants to create clever designs for us.



Above: OPTIMUM in the IKEA catalogue 1995
Below: SKOGSTUNDRA vase 2024



“If asked to design a new vase, I would have started from scratch. With SKOGSTUNDRA, I could begin where my old design left off and improve it.”

Ehlén Johansson
Designer of the SKOGSTUNDRA vases



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Green for greens

This 15-centimetre SKOGSTUNDRA vase allows your flowers to shine without taking over. The stoneware vase comes in a green-coloured glaze with a matte finish.

Colour your comfort zone

Dress up your rooms by sewing fantastical creations from the ÄNGSFIBBLA 3-metre pre-cut fabric.

This whimsical pattern was created by Sven Fristedt in 1971 as ALFI. Now in green, black and white colours, the fabric lets you create your own jungle.





Please both eyes and feet

The popular EPOK rug from 1958 has returned in black-grey/white and blue-white/black to brighten your floor and cushion your steps.

Today called BULLERREMSA, this high pile rug adds warmth and comfort to your home and becomes a soft retreat from hard floors. Create an island or cover the entire room with its easily matched pattern.

**“When we bring back
an already brilliant
design and still
manage to improve
it slightly, then we’ve
succeeded.”**

Rickard “Rille” Jonsson
Innovation Engineer, IKEA of Sweden



Products overview



PE907271.jpg

New DYVLINGE swivel armchair 249.- Powder coated steel, polyurethane foam and polyester. Designer: Gillis Lundgren. W63×D47, H43cm. Kelinge black. 005.550.90



PE907276.jpg

New DYVLINGE swivel armchair 249.- Powder coated steel, polyurethane foam and polyester. Designer: Gillis Lundgren. W63×D47, H43cm. Kelinge green. 605.551.53



PE926999.jpg

New SOTENÄS armchair 249.- Powder coated steel, polyurethane foam and polyester. Designer: Gillis Lundgren. W67×D54, H32cm. Hakebo yellow. 605.550.87



PE917821

New BAGGBODA side table 79.95 Chrome-plated steel, particleboard and plastic edging. Designer: Karin Mobring. W50×L71, H47cm. White. 205.565.07



PE917821

New BAGGBODA side table 79.95 Chrome-plated steel, particleboard and plastic edging. Designer: Karin Mobring. W50×L71, H47cm. Light yellow. 205.550.89



PE907284.jpg

New STRECKFLY cushion cover 6.95 100% mixed fibres, cotton and polyester. Designer: Sven Fristedt. W50×L50cm. Black/white. 005.553.11



PE907288.jpg

New ÄNGSFIBBLA cushion cover 6.95 100% mixed fibres. Designer: Sven Fristedt. W50×L50cm. Multicoloured, dark. 905.564.72



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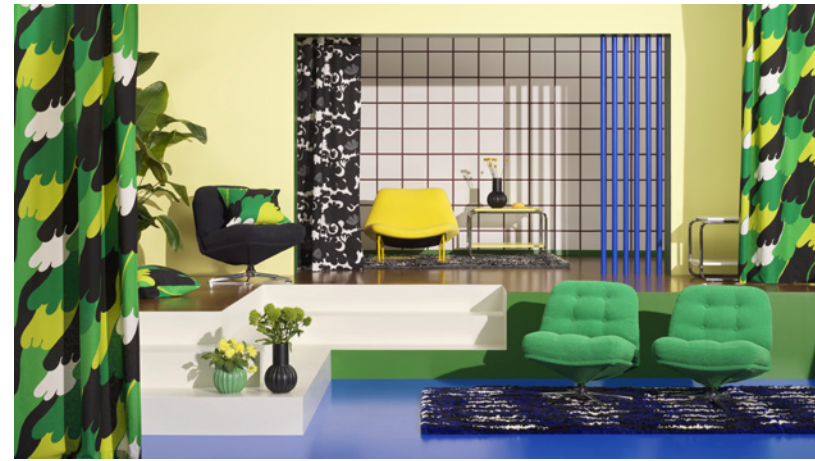
New SKOGSTUNDRA vase 19.95 Stoneware, coloured glaze. Designer: Ehlén Johansson. H15cm. Green. 205.556.02



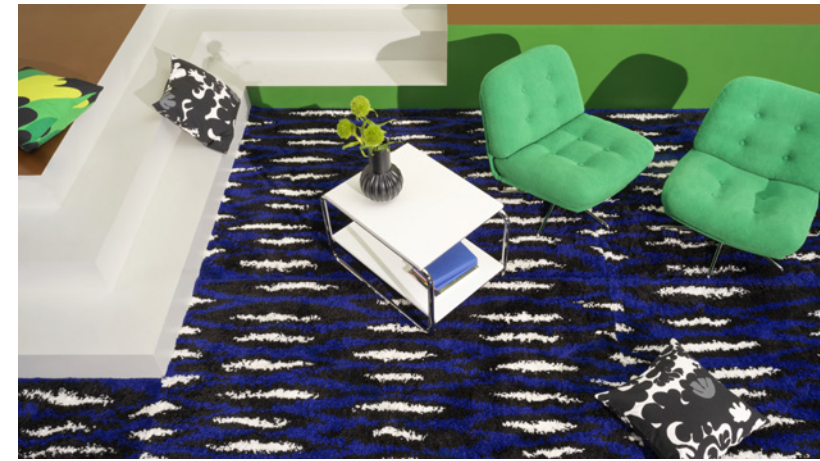
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New SKOGSTUNDRA vase 29.95 Stoneware, coloured glaze. Designer: Ehlén Johansson. H27cm. Black. 705.550.96

Image overview



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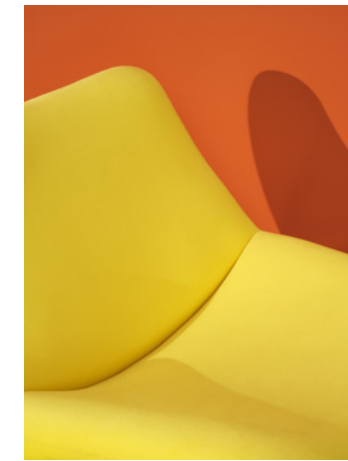
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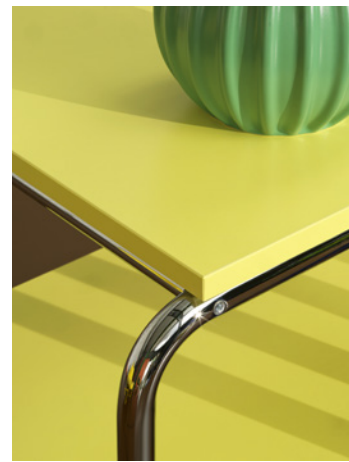
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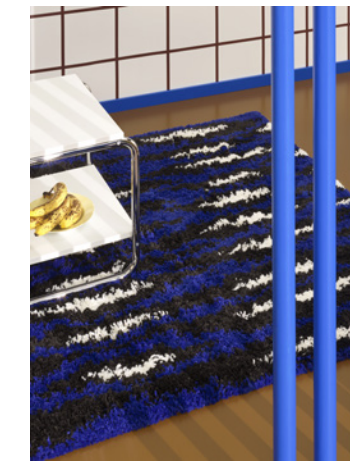
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