

ÖMSESIDIG

Launching April 2023 | **Press kit**



**Let's get
together!**



Bringing together nine Latin American creatives, the ÖMSEIDIG collection is all about celebrating the good things in life – food, friends, family and fun!

This collection has got everything you need for effortless entertaining with a vibrant Latin American flavour at home. No need to plan, just gather your nearest and dearest, and share the feel-good mood.

Togetherness is the spice of life

At IKEA, we are always curious to learn more about life at home around the world. So, what's a better way to celebrate the opening of stores in new Latin American markets including Chile, Colombia and Peru, than launching a collection that embraces the mix of cultures and creativity that make the region so special.

Our collaborators are rising stars across a variety of creative scenes and have worked together with IKEA in-house designers Friso Wiersma and Akanksha Deo on home furnishings that mash the IKEA design values with local traditions and expressions specific to Latin America. The result is a collection rich in authentic stories.



“With this collection, we have a story to be proud of. We are curious about new countries, new people, new designers – let’s try something out.”

Tjeerd van Waijenburg

Range & Product Design Leader at IKEA

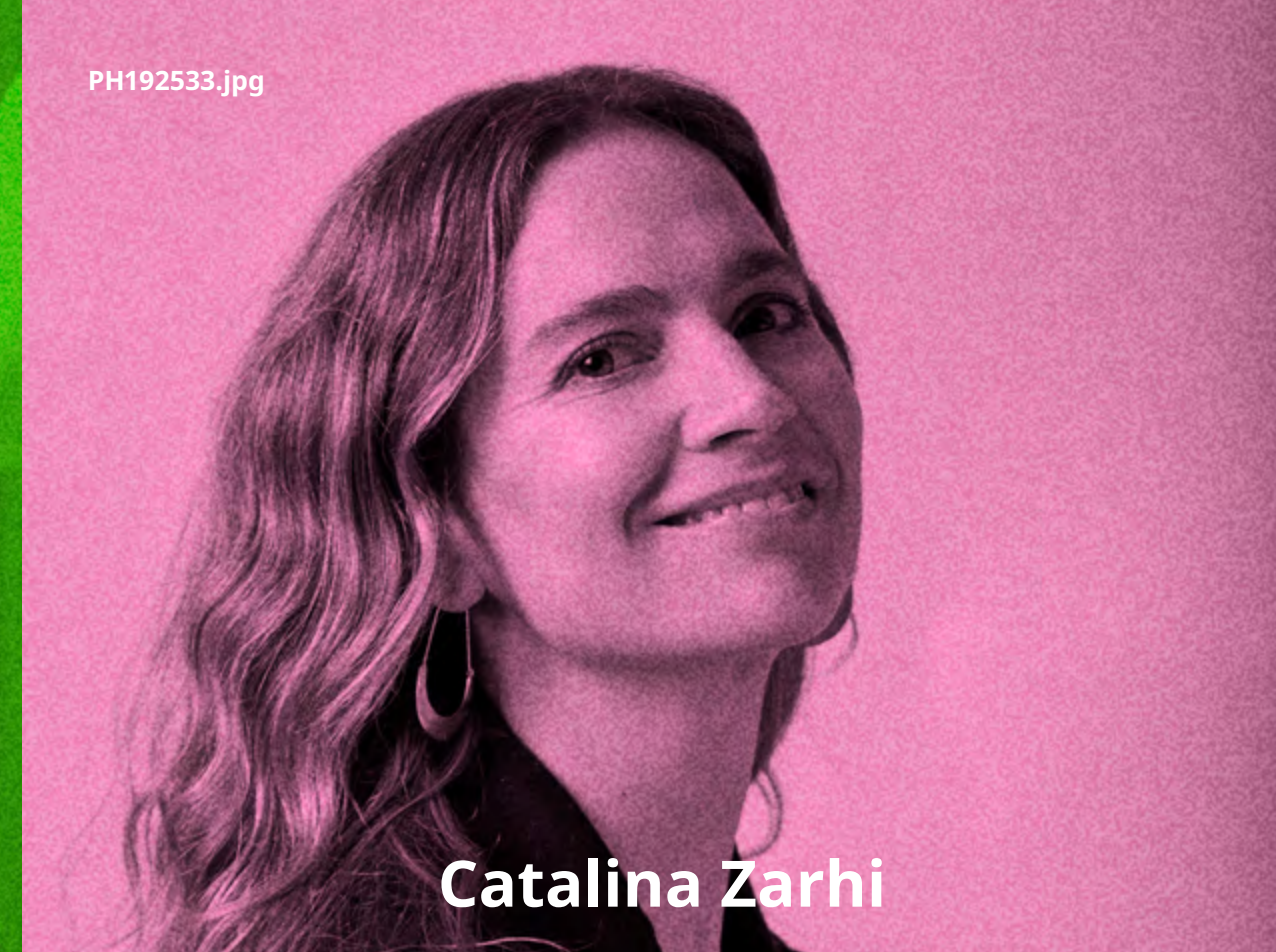




Diana Ordoñez



Abel Cárcamo Segovia



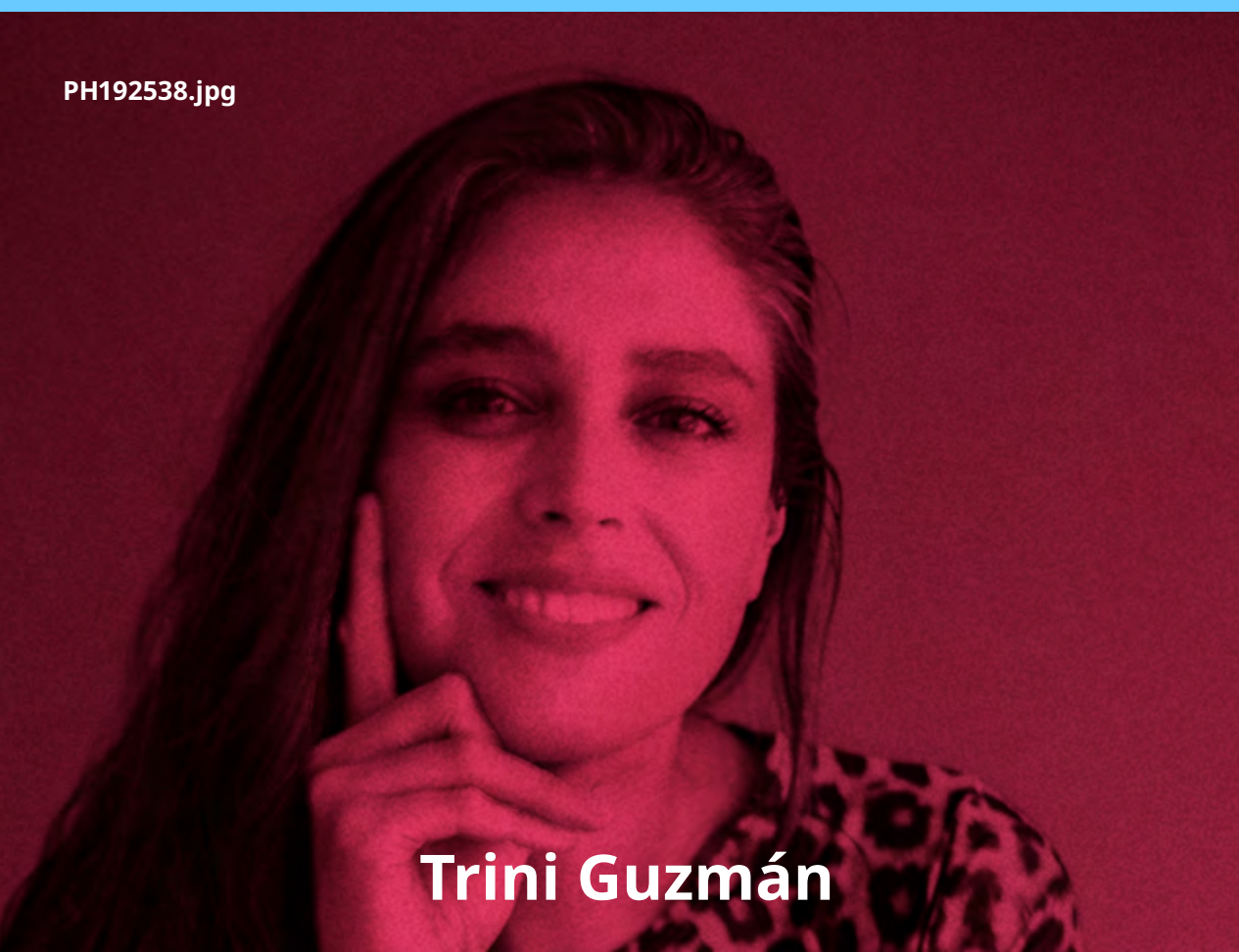
Catalina Zarhi



Agustín Nicolás Rivero

Meet the creatives

Learn more about our collaborators on pages 24–26.



Trini Guzmán



Felipe Assadi



Marisol Centeno




Liliana Ovalle

It's all in the mix

Consisting of 30 products, this collection is designed to inspire easy and spontaneous socialising for both inside and outside the home.

We have collaborated with nine creatives who bring art, fashion, food, design and architecture to the table. Their range of talents have blended together to create a playful mix of products ranging from glass- and tableware to party garlands, funky lampshades eye-catching textiles and characterful carrier bags. Just add a dash of good company and you're good to go!





“Colour is the energy that everybody brings to the party.”

Diana Ordóñez
Designer


Get festive with your FRAKTA

You’ve got the invite, now you’ve just got to pick up some essentials. A regular IKEA FRAKTA bag would do the trick, but this colourful version designed by Colombian multimedia artist Diana Ordóñez will get you in the festive mood. The magnificent pattern is inspired by masks commonly found at Colombian carnivals as a playful form of expression.

Diana Ordóñez on the use of masks in her work:

“There are many kinds of masks in my artworks. The mask is a kind of costume that allow us to be another character. Colombian culture has many festivals, and masks are used as a way of expression, a moment when you can be a monster, a bull, a cow, a women, a man. For me, the mask is an interpretation of the many characters that are inside of us.”





"I like how hanging paper decorations can transform a space and make it festive, from 'papel picado' (paper cut) to party streamers."

Liliana Ovalle
Designer

The life and soul

The guests are on their way, the food is ready to be served and the playlist is warming up. Time for the finishing touches. This lampshade made from rice paper and designed by Liliana Ovalle is set to bring the life and soul to your gathering. With an attachable fringe that waves in the breeze, it will bring a jaunty spirit to your next celebration.



The perfect gathering gets everyone involved. This garland comes with some blank decorations that can be coloured in as you like – time to call on the talents of any budding artists in the group!



Agustín Nicolás Rivero on the ÖMSESIDIG tablecloth:

“The story behind the tablecloth has a lot to do with colour. When people think of Latin America, the first thing that comes to one’s mind is bright, vivid colours that resemble the biodiversity and the carnivals. However, in the Andes mountains, where I live, we have a beautiful foggy spectrum of colours. They can be quite melancholic but at the same time mystical and enigmatic. They invite the viewers to explore the less obvious stories of these lands, our deep mountains and the Páramo climate.”





PH192485.jpg

Keep things simple with no-prep snacks for grazing. This set of two black serving bowls by Colombian chef Álvaro Clavijo can be filled and re-filled throughout the evening.

Keep the vibes chill with this carnival-ready cooling bag with a lively pattern by Mexican designer Marisol Centeno.



PH192504.jpg

"I hope people put their own energy and history onto the products, so that everyone can make them their own and tell their own stories through these pieces."

Trini Guzmán
Designer

"I designed the picnic blanket for collective joy, to share the love by eating and drinking with friends and family."

Marisol Centeno
Designer

Spread the joy

For this collection, Marisol Centeno was inspired by the diversity of Mexican celebrations, and wanted to create textiles that could be shared. So, what's better than a picnic blanket? Roll out for cosy moments with family and friends, or take with you for an al fresco gathering. The waterproof backing ensures that wet grass won't spoil the fun.





Show off colourful servings of food against elegant stoneware. With a quirky asymmetrical shape, these ceramic dinner plates designed by Catalina Zarhi are a stylish alternative.

"I feel that good food is an amazing moment to be open to a good conversation and it also offers the freedom to feel comfortable wherever you are."

Abel Cárcamo Segovia
Designer

Get into the rhythm

A big leafy salad is an easy crowd-pleaser. These stainless-steel utensils designed by Abel Cárcamo Segovia will add a little flair to the table. The surprising curved shape was inspired by the cueca – the national dance of Chile. According to the designer, he channelled the "movement and rhythm" of the dance to create kitchen accessories with free-flowing, organic lines.



Liliana Ovalle on the ÖMSESIDIG confetti glassware:

“The confetti effect in glassware is a well-known glass blowing technique around the world, from chunky Mexican versions to traditional Murano glass from Venice. For this collection, the glassware is partially dipped at an angle on the colour glass chips during the blowing process. I was interested in creating ‘corners’ of different colour that would overlap when creating different arrangements of the glassware.”





Get the zest out of life

As soon as the celebrations are in full swing, it can be hard to find everything you need in the kitchen. This set of two glass bowls in the shape of zingy lime halves are eye-catching enough to never go astray. Designed by Liliana Ovalle, they are the perfect container for salt, spices, salsa and of course, a coordinating lime.

Carve out a corner

Like so many of the ÖMSESIDIG products, this solid pine hand-carved stool has a surprising story. Designer Liliana Ovalle looked to vernacular stools in her native Mexico for inspiration as well as stools from different parts for the world, including ancient Viking versions and old European milking stools. The finished design is distinctive and versatile – it can be used as a seat at the centre of activities, as well as a useful side table for snacks.

"I wanted to create a stool that would have character of its own and that could bring a playful tone to a space."

Liliana Ovalle
Designer

The centre of attention

Chilean multidisciplinary artist Trini Guzmán likes to keep things bold and colourful with her prints, and this cushion cover is a testament to that. With its vibrant pattern in 100% cotton, it will add an irresistible splash of fun to your home. Whether it's propped up in the middle of the party, or as a huggable accessory for chillout moments, it's set to steal the show.

"For this cushion cover, I imagined an artwork I would love to have at home that would grab my attention. So, I went all in mixing the patterns I love to create this cover that is full of personality. It's a cushion I would love to hug!"

Trini Guzmán
Designer

PH192496.jpg



PH192497.jpg

After dark

As things wind down, create a cosy atmosphere. This candle holder designed by architect Felipe Assadi has cut-out flecks that resemble the incandescent sparks from a campfire. The design creates dramatic shadows on the wall, elevating the mellow after-hours ambience.

PH192487.jpg

"I wanted to bring that campfire sensation – the sparkling fire that brings a moving warm light – but inside your room."

Felipe Assadi
Designer





Get to know the creatives

Álvaro Clavijo

Colombian chef Álvaro Clavijo began his career as a kitchen hand in Paris, before studying hospitality at the prestigious Hofmann School in Barcelona. This resulted in him being hired to work at several Michelin-starred restaurants throughout Europe, including the world-renowned Noma in Copenhagen. After several years of working abroad, he has since returned to his native Bogotá to run his restaurant, the lively El Chato which foregrounds Colombian ingredients grown by small local producers.

“Creativity for me is where I focus all of my energy, every day of my life.”



Catalina Zarhi

Catalina Zarhi is a Chilean ceramist and designer, whose work is inspired by the natural landscapes of Northern and Southern Chile. Having studied ceramics in Italy, the United States and her native Chile, her work marries traditional techniques with contemporary forms to create delicate works of art in muted tones.

“My designs are soft consisting of earth colours, simple lines, and clean, organic design.”



Diana Ordóñez

Diana Ordóñez (known as Ledania) is a Colombian multimedia artist based in Bogotá. Known for her expressive street art, Ledania also works across graphic design, photography, artistic makeup and accessory design. Her vibrant graffiti murals combine the human, natural and mythological worlds with bright geometric patterns. She is widely considered as one of the most prominent artists in the Latin American graffiti scene – her murals can be found in 22 countries including the United States, Spain and Japan.

“My inspiration is pure Latin American expression.”



Liliana Ovalle

Liliana Ovalle is a product designer from Mexico, who works with a wide range of materials and processes to explore the expressive aspect of objects. Her designs reflect narratives that often draw on her Mexican background, from referencing situations observed in the urban context to exploring vernacular craft techniques. Ovalle's work has been widely exhibited in venues such as San Francisco MoMA, Museum of Arts and Design in New York and Franz Mayer Museum in Mexico City.

"I like to create objects that can open a space for curiosity."



Agustín Nicolás Rivero

Agustín Nicolás Rivero is a designer and creative director of Colombian fashion label, A New Cross. His avant-garde creations combine his Latin American heritage and interest in artisanal crafts with a contemporary minimalistic approach. Always ethically made and produced, Rivero's unisex designs celebrate diversity and freedom of identity, as well as a combination of rural and community values.

"I combine minimalistic elements with ethnic techniques collected through my travels across the many regions of Colombia."



Marisol Centeno

A textile designer from Mexico, Marisol Centeno is creative director of Estudio Marisol Centeno and founder of Bi Yuu – a rug and textile company founded on values of quality, innovation and social responsibility. Using both industrial and artisanal techniques, her work is characterised by large format colourful narratives and a commitment to collaborative and sustainable design. Centeno's work has been exhibited widely including at the Franz Mayer Museum in Mexico City and the Cooper Hewitt Smithsonian Design Museum in New York.

"I find it fascinating to analyse the narratives behind everyday objects."



Abel Cárcamo Segovia

Born in Santiago, Chile, Abel Cárcamo Segovia designs objects and furniture that unite contemporary trends with traditional craftsmanship through collaborations with local craftspeople. In this way, his timeless designs forge a direct link between artisanal practice and modern minimalistic aesthetics. His work has been exhibited at Design Miami, Milan Design Week, and La Maison des Arts Contemporains de Pérouges.

“My inspiration comes from everything I see around me; everyday shapes that make me think of new ways to use them.”



Trini Guzmán

Trini Guzmán is a muralist and multi-disciplinary artist from Chile, whose work encompasses painting, textiles, embroidery and digital illustration. Trini’s artwork is easily recognisable due to her use of bold colours and eye-catching patterns inspired by nature. She loves to explore creativity in all its forms and discover its limitless possibilities. Trini has collaborated widely, and her murals can be found everywhere from private interiors to large public spaces.

“My work is inspired by colour, nature, mixtures and curiosity.”



Felipe Assadi

Felipe Assadi is an architect and founder of his eponymous architecture studio, based in Santiago, Chile. His buildings, ranging from private residences to hotels and pavilions, are known for their angular designs composed of concrete and glass. His works have been constructed across Latin America and in the United States. Since 2011, he has been the Dean of the School of Architecture at the Universidad Finis Terrae in Santiago.

“My structures are based on weight and gravity. Those aspects belong to the earth, from our geography, our landscape.”

Products overview



PE876123.jpg
New ÖMSESIDIG stool £35
Tinted, clear lacquered solid pine. Designer: Liliana Ovalle. W30×D44, H41cm.
805.460.87



PE876066.jpg
New ÖMSESIDIG pendant lampshade £4
To be completed with HEMMA cord set. Paper and powder coated steel. Designer: Liliana Ovalle. Ø25, H45cm. White/green.
205.463.92



PE876068.jpg
New ÖMSESIDIG pendant lampshade £4
To be completed with HEMMA cord set. Paper and powder coated steel. Designer: Liliana Ovalle. Ø40cm. White/pink.
505.454.90



PE876062.jpg
New ÖMSESIDIG cushion cover £5
100% cotton. Designer: Trini Guzmán. L50×W50cm. Black/yellow.
505.460.55



PE876064.jpg
New ÖMSESIDIG cushion cover £8
100% cotton. Designer: Trini Guzmán. L65×W65cm. Multicolour.
905.460.58



PE876071.jpg
New ÖMSESIDIG picnic blanket £22
100% polyester. Designer: Marisol Centeno. W150×L180cm. Blue.
705.454.70



PE876125.jpg
New ÖMSESIDIG tea towel £5/2 pack.
100% cotton. Designer: Marisol Centeno. W36×L58cm. Pink/lilac.
605.460.50



PE876075.jpg
New ÖMSESIDIG plate £13/2 pack.
Stoneware. Designer: Catalina Zarhi. Ø25cm. White.
205.461.08



PE876077.jpg
New ÖMSESIDIG plate £19/2 pack.
Stoneware. Designer: Catalina Zarhi. Ø31cm. Black.
805.500.17



PE876191.jpg
New ÖMSESIDIG serving bowl £6/2 pack.
Stoneware. Designer: Alvaro Clavijo. L12×W10, H5cm. Black.
205.500.20



PE876073.jpg
New ÖMSESIDIG serving bowl £13
Stoneware. Designer: Abel Cárcamo Segovia. W28×D24, H10cm. White.
305.461.03



PE876189.jpg
New ÖMSESIDIG serving bowl, set of 2 £4
Comprises: 2 serving bowls (Ø6.5, H4.5cm/Ø6.5, H4 cm). Glass. Designer: Liliana Ovalle. Green.
805.501.59



PE876118.jpg
New ÖMSESIDIG 2-piece serving set £8
Stainless steel. Designer: Abel Cárcamo Segovia. L30cm.
505.460.98



PE876121.jpg
New ÖMSESIDIG serving tong £5
Stainless steel. Designer: Abel Cárcamo Segovia. L26cm.
805.460.92



PE876193.jpg
New ÖMSESIDIG tray with two bowls £13
Comprises: 1 tray (L28×W15cm) and 2 bowls (Ø13, H6.4cm). Stoneware. Designer: Liliana Ovalle. Orange/grey.
605.500.23



PE876049.jpg
New ÖMSESIDIG glass £15/4 pack.
Glass. Designer: Liliana Ovalle. H8cm. 30cl. Clear glass/mixed colours.
305.500.05



PE876051.jpg
New ÖMSESIDIG glass £19/4 pack.
Glass. Designer: Liliana Ovalle. H10cm. 50cl. Clear glass/mixed colours.
005.500.02



PE876047.jpg
New ÖMSESIDIG carafe £8
Glass. Designer: Liliana Ovalle. H23cm. 1l. Clear glass/green.
005.461.28



PE890056.jpg
New ÖMSESIDIG panel for picture frame speaker £15
100% polyester and ABS plastic. Designer: Diana Ordóñez. W40×H56cm. Mask.
605.529.65



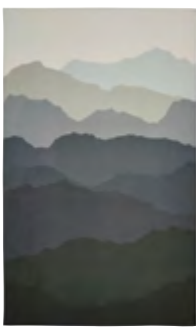
PE890046.jpg
New ÖMSESIDIG panel for picture frame speaker £15
100% polyester and ABS plastic. Designer: Trini Guzmán. W40×H56cm. Graphical.
405.529.71



PE890050.jpg
New ÖMSESIDIG panel for picture frame speaker £15
100% polyester and ABS plastic. Designer: Trini Guzmán. W40×H56cm. Leaf.
005.529.73



PE876195.jpg
New ÖMSESIDIG tray £15
High-pressure melamine laminate. Designer: Diana Ordóñez. Ø56cm. Multicolour.
405.501.56



PE900128.jpg
New ÖMSESIDIG tablecloth £15
100% cotton. Designer: Agustín Nicolás Rivero. W145×L240cm. White/grey.
905.501.73



PE876060.jpg
New ÖMSESIDIG cooling bag £12
100% polypropylene and 100% BOPP plastic. Designer: Marisol Centeno. L38×W26, H22cm. Stripe pattern lilac.
905.460.63



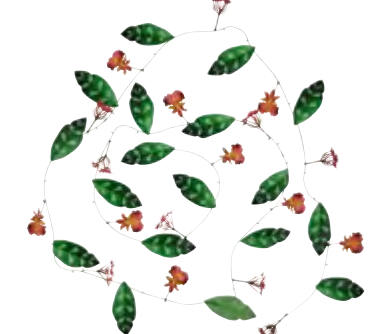
PE876058.jpg
New ÖMSESIDIG candle holder £6
Powder coated steel. Designer: Felipe Assadi. L14×W14, H28cm. Black.
605.460.74



PE876187.jpg
New ÖMSESIDIG decoration £4
Bleached chlorine-free paper. Designer: Trini Guzmán. L30×D30, H6cm. Flower multicolour.
705.499.96



PE876128.jpg
New ÖMSESIDIG garland £3/2 pack.
Comprises: 30 decorations (24 coloured and 6 in black and white) and 2 strings (L2m). Bleached chlorine-free paper. Designer: Trini Guzmán. Multicolour.
105.499.99



PE876130.jpg
New ÖMSESIDIG artificial garland £6
100% polyester and polyethylene plastic. Designer: Diana Ordóñez. L4m. Multicolour.
205.501.62



PE876132.jpg
New ÖMSESIDIG postcard £3/10 pack.
Bleached chlorine-free paper. Designer: Trini Guzmán. Mixed motifs.
605.499.92



PE876056.jpg
New ÖMSESIDIG carrier bag £2
100% BOPP plastic and 100% polypropylene. Designer: Diana Ordóñez. L55×D37, H37cm. 71l. Multicolour.
505.489.93



PE876054.jpg
New ÖMSESIDIG carrier bag £2
100% BOPP plastic and 100% polypropylene. Designer: Marisol Centeno. L55×D37, H37cm. 71l. Stripe pattern lilac.
305.460.80

Image overview



PH192426.jpg



PH192429.jpg



PH192427.jpg



PH192430.jpg



PH192428.jpg



PH192431.jpg



PH192464.jpg



PH192465.jpg



PH192466.jpg



PH192467.jpg



PH192468.jpg



PH192469.jpg



PH192470.jpg



PH192471.jpg



PH192472.jpg



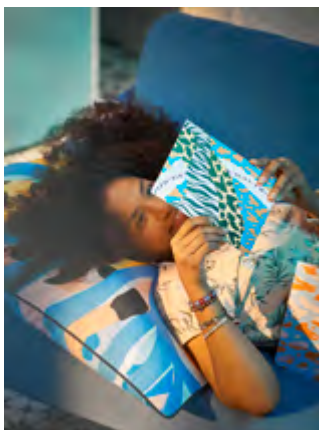
PH192473.jpg



PH192474.jpg



PH192475.jpg



PH192476.jpg



PH192477.jpg



PH192478.jpg



PH192479.jpg



PH192480.jpg



PH192481.jpg



PH192482.jpg



PH192483.jpg



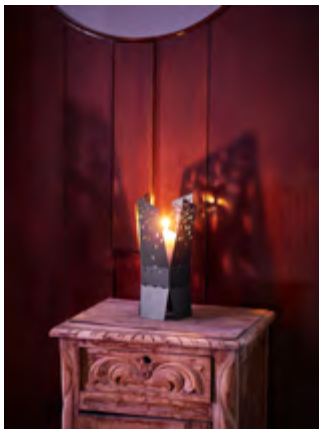
PH192484.jpg



PH192485.jpg



PH192486.jpg



PH192487.jpg



PH192488.jpg



PH192489.jpg



PH192490.jpg



PH192491.jpg



PH192492.jpg



PH192493.jpg



PH192494.jpg



PH192495.jpg



PH192510.jpg

Image overview



PH192496.jpg



PH192497.jpg



PH192498.jpg



PH192499.jpg



PH192500.jpg



PH192501.jpg



PH192502.jpg



PH192503.jpg



PH192504.jpg



PH192505.jpg



PH192506.jpg



PH192507.jpg



PH192508.jpg



PH192509.jpg



PH192512.jpg



PH192513.jpg



PH192514.jpg



PH192515.jpg



PH192516.jpg



PH192517.jpg



PH192518.jpg



PH192532.jpg



PH192537.jpg



PH192535.jpg



PH192534.jpg



PH192533.jpg



PH192538.jpg



PH192536.jpg



PH192531.jpg



PH192539.jpg



PH192540.jpg

Moving content overview



ÖMSESIDIG_Launch_60_sec_16x9.mp4
ÖMSESIDIG_Launch_30_sec_16x9.mp4



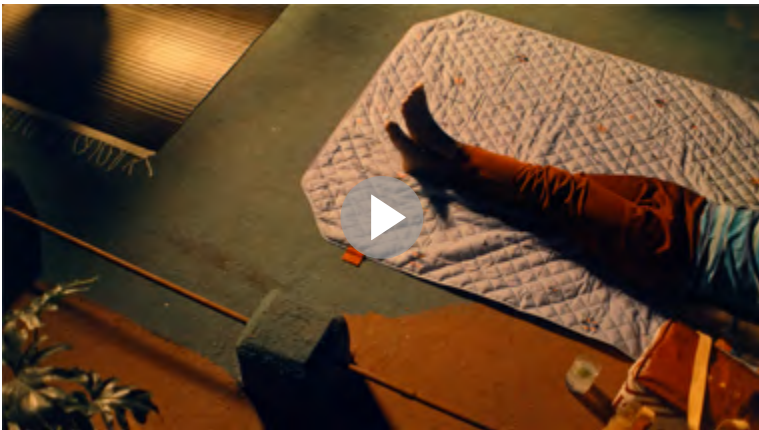
...60_sec_9x16.mp4
...30_sec_9x16.mp4



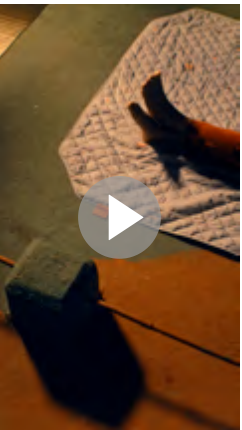
ÖMSESIDIG_The_Bag_15_sec_16x9.mp4



...15_sec_9x16.mp4



ÖMSESIDIG_The_Blanket_15_sec_16x9.mp4



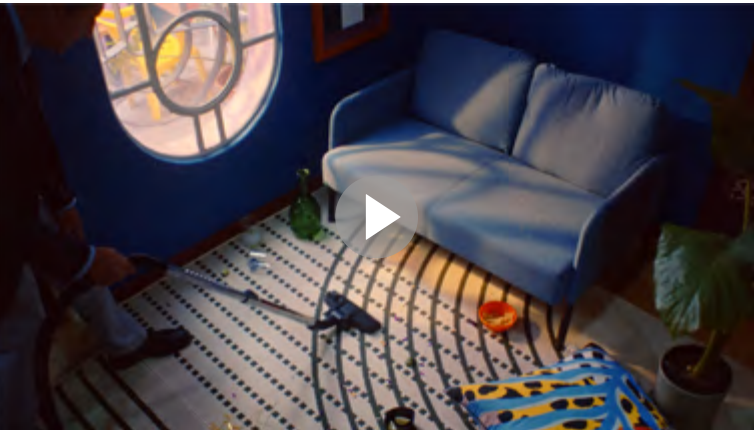
...15_sec_9x16.mp4



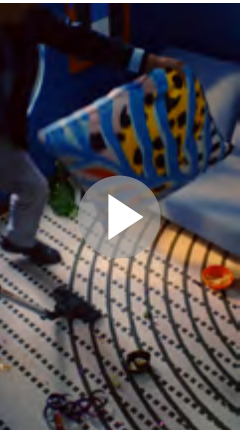
ÖMSESIDIG_The_Bowl_15_sec_16x9.mp4



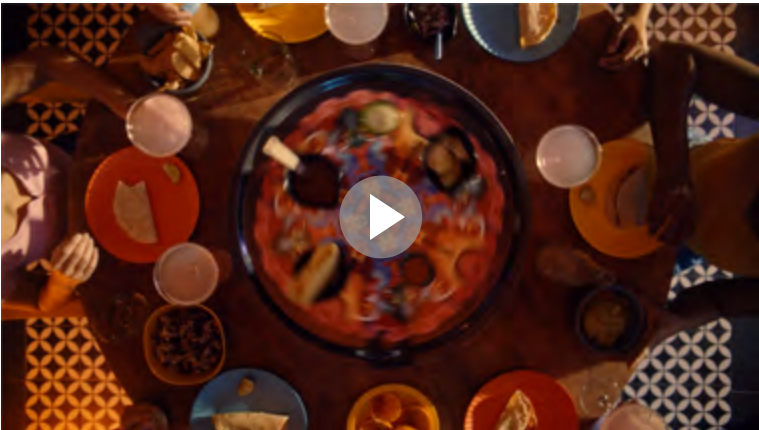
...15_sec_9x16.mp4



ÖMSESIDIG_The_Cushion_15_sec_16x9.mp4



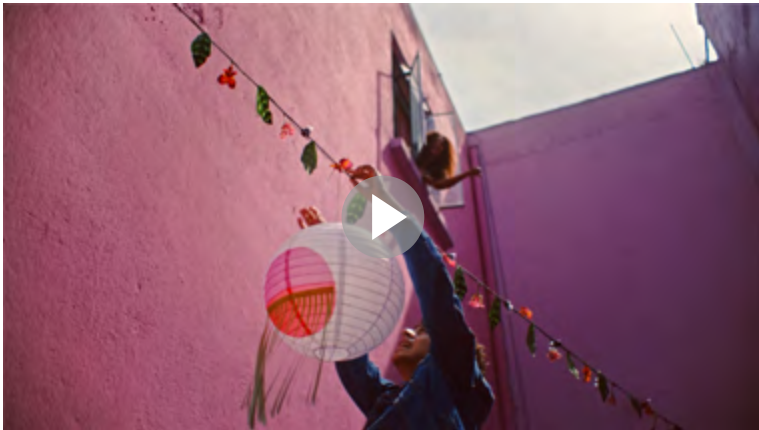
...15_sec_9x16.mp4



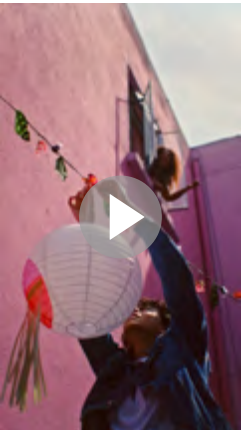
ÖMSESIDIG_The_Tray_15_sec_16x9.mp4



...15_sec_9x16.mp4



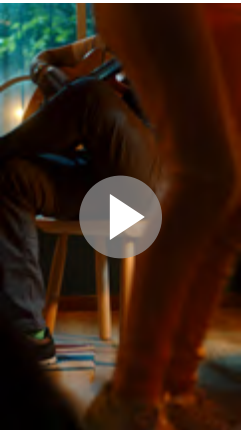
ÖMSESIDIG_The_Shade_15_sec_16x9.mp4



...15_sec_9x16.mp4



ÖMSESIDIG_The_Stool_15_sec_16x9.mp4



...15_sec_9x16.mp4

