

# BLÅVINGAD Collection

Launching October 2022



# The ocean is my home

The BLÅVINGAD collection is designed to inspire interest about life under the ocean – a home to thousands of creatures.

Packed to the brim with soft toys of kids' favourite marine animals, aquatic textiles, submarine and fishing games, and dreamy lighting, this collection will spark play and curiosity about the ocean across two age groups, from tots to young teens (3-7 years-old and 8+).

Much like the ocean, a child's imagination is an immersive place of wonder. So, what are you waiting for? Dive right in and discover for yourself!





# It's time to listen to the kids

The idea behind this collection is based on findings from the IKEA Kids' Advisory Panel 2020. Here, we learned that children are very concerned about pollution in the ocean, and the health and safety of marine animals. Kids between 4-14 years-old told us that they worry that their favourite ocean creatures like dolphins and whales are getting ill from eating plastic, which may bring about their premature extinction. Children want adults to listen to their fears because caring about the ocean is vital for the planet.

New BLÅVINGAD backpack W12,900 405.340.72

"The rising amount of garbage is causing increasing harm and more things need to be done!"

Girl, UK age 14

"We know how much kids care about the environment, especially about taking care of our oceans, so we wanted to create a collection that is very playful, fun, but also raises awareness of that."

**Jorge Omar Santoyo Henaine,**  
Product Design Developer,  
IKEA of Sweden





When it comes to the topic of play, we know what we're talking about. Our findings in the IKEA Play Report combined with our two previous play reports represent the world's largest body of research on the subject.

## Because play is learning for life

The BLÅVINGAD collection fits into a broader IKEA belief where we understand play as essential for a better everyday life at home. Through play, adults and children alike learn to connect, create, recharge, escape and explore. For kids, play is crucial for their development and growth. It's how little ones learn to express themselves and to discover the world.

At the heart of our beliefs, is the idea that young voices deserve to be heard. We hope that the BLÅVINGAD collection empowers children in their efforts to raise consciousness about the ocean, and that it inspires further learning about the marine world and all the wonderful creatures who live there.



## A small but significant step

The message behind BLÅVINGAD comes to life through the products that take small but significant steps to be more sustainable. From soft toy and cushion fillings, rugs and storage, a number of the products contain recycled polyester made from ocean-bound plastic (OBP) picked up from areas up to 50 km inland from our coastlines.

"We decided to respond to children's worries about the ocean by showing them that we are taking care about it. For this collection, we introduced filling material produced from plastic collected 50 km inland from the coastlines, helping to reduce the pollution of waterways and oceans."

**Danguole Gvaldiene, Product Design Engineer,  
IKEA of Sweden**





"My favourite ocean animal is an orca because they're really big and beautiful."

**Boy, UK, age 11**

"I have a lot of favourite marine animals: turtles, dolphins, sharks, seahorses."

**Girl, Germany, age 10**



## These creatures call the ocean home

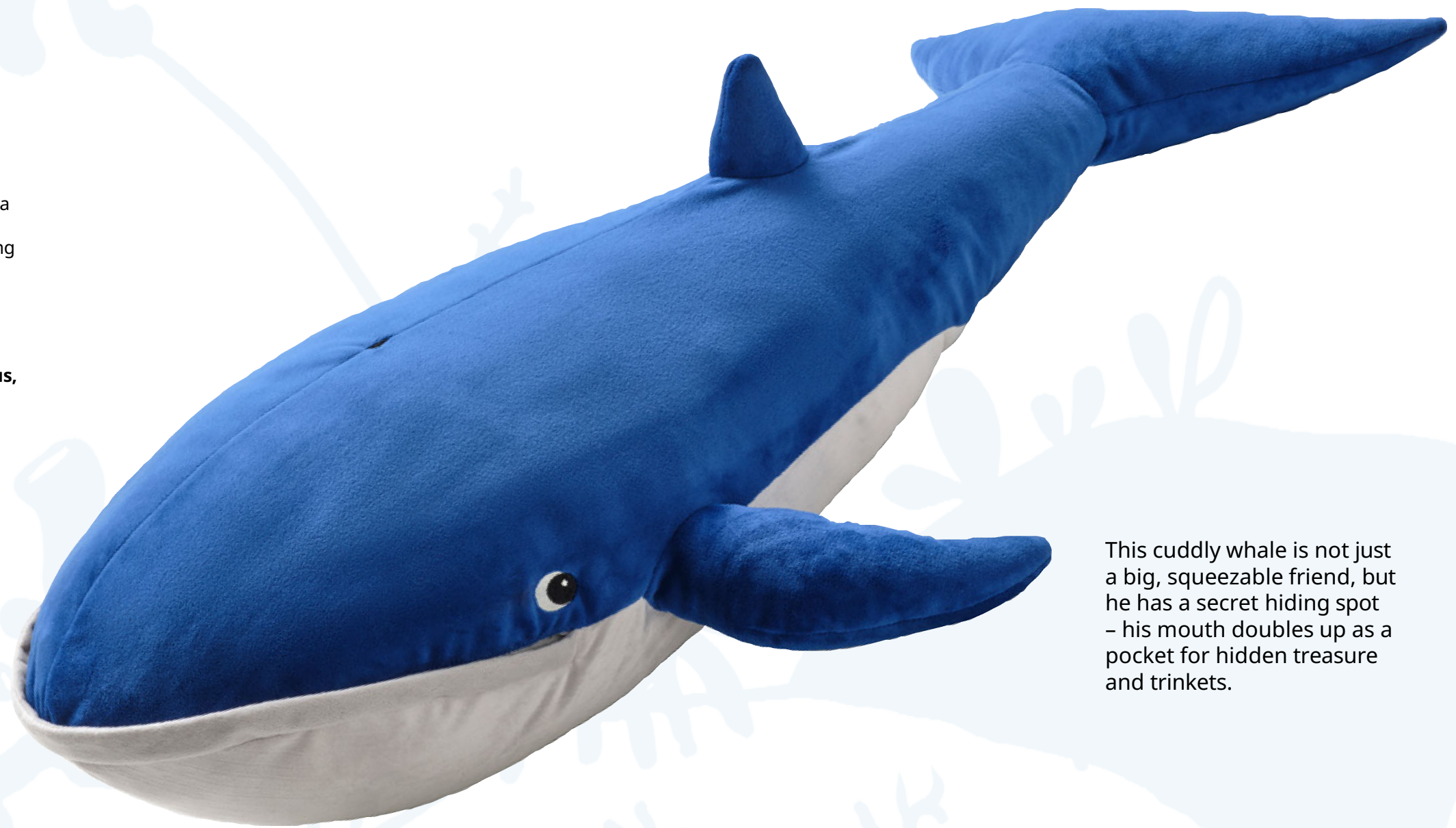
From our Kids' Advisory Panel, we learned which ocean creatures children from different countries like the most. We used these findings to create five cute characters – a dolphin (the most popular animal across the panel), orca, blue whale, turtle and octopus.

We found out that children like particular animals for different reasons – the whale is cooperative; the octopus is flexible and the dolphin is intelligent. Keeping that in mind, we made sure that the BLÅVINGAD soft toys capture the unique qualities of each of the animals. They are the perfect cuddly companions for play and for comfort.



"We're all dependent on clean and vibrant oceans full of life. That's why our work with the BLÅVINGAD collection felt extra important. We hope that the playful products create a feeling of being surrounded by the ocean and spark curiosity about all that lives below the surface."

**Sissi Edholm and Lisa Ullenius,  
Designers**



This cuddly whale is not just a big, squeezable friend, but he has a secret hiding spot – his mouth doubles up as a pocket for hidden treasure and trinkets.

The BLÅVINGAD soft toys contain only recycled polyester. A first for IKEA, leading the way for our future soft toy collections.



# Dream deeply of the ocean

Play is not all about fun and games, it's about quiet times and quality moments with your little one, too. Filled with cosy bedding bursting with marine creatures, mellow lighting and huggable soft toys, the BLÄVINGAD collection creates a soothing setting for bedtime, reading enchanting stories about the sea and drifting off to dreams.



## \* *Launching 2023*

Sometimes little ones need a burst of brightness to make night-time less scary. These LED lamps – a soft octopus-shaped night light and a turtle-shaped wall lamp – emit a sleepy glow, designed to be gentle on eyes. Both fabric and filling of the cuddly octopus is made from 100% recycled polyester.

**New KURA bed tent** **W32,900** 205.284.49  
**New BLÄVINGAD duvet cover and pillowcase** **W39,900** Ocean animals pattern/  
 multicolour 205.210.80







## Dive in and discover

Deep underwater, majestic whales, ancient turtles and fierce sharks swim. With the BLÅVINGAD bed tent, designed to fit over a KURA reversible bed, your child can dive into their imagination, night and day.

While the bed tent is perfect for snug sleeping and calm moments, the BLÅVINGAD tufted rug, made from OBP recycled polyester, is the perfect spot for quality time between parent and child, or fun times with ocean friends.



# Wherever your creativity takes you...

The BLÅVINGAD collection encourages kids to get creative. Whether doodling and colouring in favourite marine creatures or cutting out sea shapes from moulds, creative activities allow the imagination to flow and young artistic minds to flourish. Time to get stuck in!



*\* Launching 2023*

Kids can cut out cute characters and shapes inspired by the ocean with these modelling dough cutters. This hands-on activity is a great way for little ones to fine tune motor skills and hand-eye coordination.







## Add a splash of rainbow

Voyage to the bottom of the sea with the BLÅVINGAD colouring paper roll. Here, you will find whales floating, dolphins gliding, turtles paddling and hidden treasure. Children can bring colour and life to the ocean scene by colouring in with felt-tip pens, pencils or watercolours. A boat collecting rubbish from the sea illustrates that we need to keep the ocean full of wonder, not plastic.



# Explore the seven seas

Far away, among the corals, seashells and swaying sea weeds, live our ocean friends. What's their home like? What do they eat? How do they spend their time?

Young minds are constantly whirling with questions like these. One way kids can get to the bottom of all their queries, is by discovering the world by playing. Through the magic of make believe, role play and educational games, children embark on a learning odyssey all of their own.



Consisting of two fishing rods and eleven different shapes, the BLÅVINGAD fishing game is a great example of how kids can learn about the world through play. By instructing children to pluck out bits 'n' bobs to recycle from the sea, they discover the importance of keeping the sea clean.







## Shark attack!

This 100% cotton towel with a shark hood is guaranteed to turn both bath time and play time into a real adventure. The cotton terry cloth is cosy, absorbent and extra soft against skin – perfect for drying off after seaside expeditions!



# Free to express yourself

We all remember what it's like to be a kid: filled with ideas, curious and inspired to change the world! Play is an essential part of that journey – it's how we express who we are and what we care about. With shimmering coral cushions, characterful two-sided bed linen and accessories made from recycled materials, the BLÅVINGAD collection creates an inspiring personal space for kids who dream that the future will be bright.



Between school, extra-curricular activities, and their latest mission, young teens always have a busy schedule. The BLÅVINGAD storage bag, is a handy solution to keep on track of things. Printed with the coordinates of the Great Barrier Reef, it's also a little reminder of the magnificent natural phenomena that are worth keeping safe.







## A chillout corner

As a teen, it's important to have a corner to call your own. The BLÅVINGAD collection is filled with expressive textiles – printed bedding and comforting cushions – ideal for creating a peaceful nook whenever your child might need a quiet moment to themselves.

When they feel revived to set about their next adventure, the BLÅVINGAD backpack made from 100% recycled polyester is just the right accessory to grab for a day on the beach. Lightweight with adjustable straps, it has three outer mesh pockets to keep wet and dry things separate. From seaside to shore – the world is their oyster.



Product overview



PE861008.jpg

**New BLÅVINGAD bath towel**  
**W14,900** 100% cotton. Designer: Stina Lanneskog. W70xL140cm. Turtle pattern/dark blue 405.340.67



PE858336.jpg

**New BLÅVINGAD fishing game** **W19,900** Painted plywood and clear lacquered solid birch. Designer: Henrik Johansson. Multicolour 005.318.34



PE858469.jpg

**New BLÅVINGAD modelling dough cutters, set of 5 (launching 2023)**  
Anodized aluminium. Designer: S Edholm/L Ullenius. Aluminium -colour 605.265.04



PE797004.jpg

**MÅLA Modelling dough, mixed Colours, 6 pieces** **W6,900** Wheat flour (contains gluten), water, salt, pigments. Designer: S Fager/W Braasch 804.936.68



PE858335.jpg

**New BLÅVINGAD colouring paper roll** **W4,900** Bleached chlorine-free paper. Designer: S Edholm/L Ullenius. L10xW0.43m. 905.258.38



PE861110.jpg

**New BLÅVINGAD storage bag** **W12,900** 100% ocean-bound polyester. Designer: S Edholm/L Ullenius. Ø41, H42cm. Ocean animals pattern/multicolour 905.283.80



PE861143.jpg

**New BLÅVINGAD storage bag** **W12,900** 100% ocean-bound polyester. Designer: Stina Lanneskog. Ø36, H50cm. Whale pattern/blue-green 205.340.87



PE860992.jpg

**New BLÅVINGAD towel with hood** **W24,900** 100% cotton. Designer: S Edholm/L Ullenius. W70xL140cm. Shark-shaped/blue-grey 705.284.42



PE861028.jpg

**New BLÅVINGAD cushion** **W14,900** 100% recycled polyester (OBP filling). Designer: S Edholm/L Ullenius. L40xW32cm. Penguin-shaped black/white 005.283.70



PE861057.jpg

**New BLÅVINGAD cushion** **W14,900** 100% ocean-bound polyester. Designer: Stina Lanneskog. Ø45cm. Coral-shaped/turquoise 705.340.75



PE861079.jpg

**New BLÅVINGAD cushion cover** **W12,900** 100% ocean-bound polyester. Designer: S Edholm/L Ullenius. L50xW50cm. Octopus pattern/pink 705.283.76



PE861065.jpg

**New BLÅVINGAD cushion cover** **W12,900** 100% ocean-bound polyester. Designer: Stina Lanneskog. L50xW50cm. Whale pattern/blue-green 505.340.81



PE861332.jpg

**New BLÅVINGAD LED wall lamp (launching 2023)** 50% recycled polypropylene plastic. Designer: Henrik Preutz. L25xW19, H7cm. Turtle/green 705.265.70



PE861329.jpg

**New BLÅVINGAD soft toy with LED night light, battery-operated (launching 2023)** 100% recycled polyester (OBP filling). Optical lens: ABS plastic. Designer: S Edholm/L Ullenius. W50xH19cm. Turquoise octopus 705.203.99



PE863332.jpg

**New BLÅVINGAD 5-piece soft toy set** **W14,900** 100% recycled polyester (OBP filling). Designer: S Edholm/L Ullenius. Ocean animals/mixed colours 105.221.17



PE869237.jpg

**New BLÅVINGAD soft toy** **W24,900** 100% recycled polyester (OBP filling). Designer: S Edholm/L Ullenius. L100cm. Blue whale 805.221.14



PE861306.jpg

**New BLÅVINGAD soft toy** **W9,900** 100% recycled polyester (OBP filling). Designer: S Edholm/L Ullenius. L44cm. Turtle/green 305.221.02



PE861308.jpg

**New BLÅVINGAD soft toy** **W14,900** 100% recycled polyester (OBP filling). Designer: S Edholm/L Ullenius. L50cm. Octopus/yellow 005.221.08



PE861307.jpg

**New BLÅVINGAD soft toy** **W12,900** 100% recycled polyester (OBP filling). Designer: S Edholm/L Ullenius. L50cm. Dolphin/grey 605.221.05



PE861309.jpg

**New BLÅVINGAD soft toy** **W14,900** 100% recycled polyester (OBP filling). Designer: S Edholm/L Ullenius. L60cm. Orca/black white 405.221.11



PE860928.jpg

**New BLÅVINGAD duvet cover and pillowcase** **W39,900** 100% cotton. Designer: Stina Lanneskog. Duvet cover W150xL200cm. Pillowcase L50xW80cm. Ocean pattern/blue 905.211.28



PE860755.jpg

**New BLÅVINGAD duvet cover and pillowcase** **W39,900** 50% lyocell, 50% cotton. Designer: S Edholm/L Ullenius. Duvet cover W150xL200cm. Pillowcase L50xW80cm. Ocean animals pattern/multicolour 205.210.80



PE860777.jpg

**New BLÅVINGAD duvet cover and pillowcase** **W39,900** 80% cotton, 20% viscose/rayon. Designer: S Edholm/L Ullenius. Duvet cover W150xL200cm. Pillowcase L50xW80cm. Penguin pattern/light turquoise 305.210.89



PE868955.jpg

**New BLÅVINGAD duvet cover and pillowcase** **W29,900** 80% cotton, 20% viscose/rayon. Designer: Stina Lanneskog. Duvet cover W150xL200cm. Pillowcase L50xW80cm. Turtle pattern/turquoise 205.211.17



Product overview



PE860785.jpg

**New BLÅVINGAD duvet cover and pillowcase W24,900**  
100% cotton. Designer: S Edholm/  
L Ullenius. Duvet cover  
W150×L200cm. Pillowcase  
L50×W80cm. Turtle pattern  
green/white 405.210.98



PE860921.jpg

**New BLÅVINGAD duvet cover and pillowcase W24,900** 100%  
cotton. Designer: Stina  
Lanneskog. Duvet cover  
W150×L200cm. Pillowcase  
L50×W80cm. Whale pattern blue/  
white 305.211.07



PE861013.jpg

**New BLÅVINGAD rug W49,900**  
100% ocean-bound polyester.  
Designer: S Edholm/L Ullenius.  
W133×L133cm. Ocean animals  
pattern/multicolour 605.283.67



PE861173.jpg

**New BLÅVINGAD backpack W12,900** 90% recycled polyester.  
Designer: Stina Lanneskog. 13l.  
Blue/green 405.340.72



PE858332.jpg

**New BLÅVINGAD submarine playset, 11 pieces W24,900**  
Painted fibreboard and birch  
plywood. Designer: Gustav  
Carlberg. Multicolour  
405.265.00



PE860805.jpg

**New KURA bed tent W32,900** Fits  
KURA reversible bed. 90%  
recycled polyester. Designer: S  
Edholm/L Ullenius. L165×W97,  
H68cm. Ocean animals pattern  
205.284.49



Image overview



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Launching 2023



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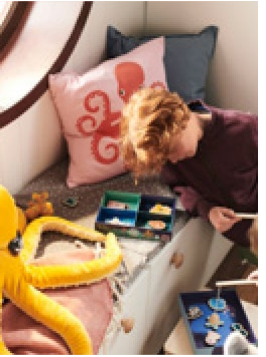
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Image overview



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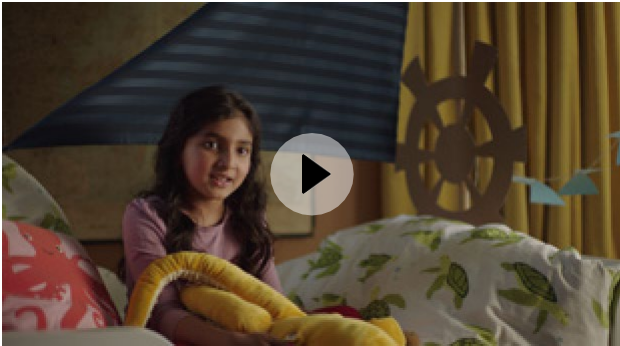


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Video overview

BLÅVINGAD Young main videos

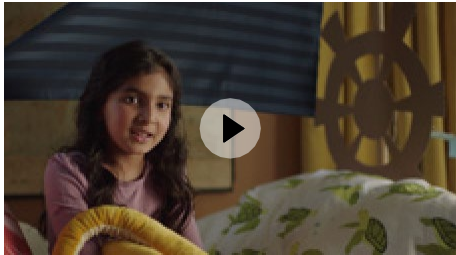


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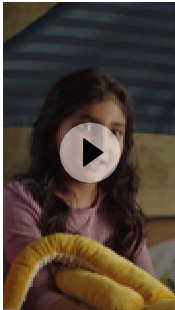
BLÅVINGAD Young Social Media videos 1



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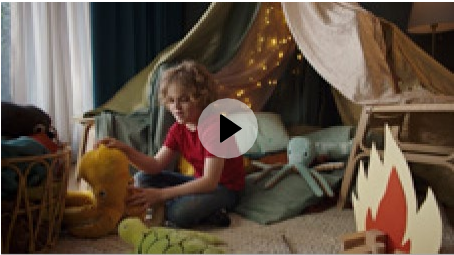


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220531\_IKEA\_BLÅVINGAD\_YOUNG\_SOCIAL\_MEDIA\_01\_MASTER\_9X16.mp4

BLÅVINGAD Young Social Media videos 2



220531\_IKEA\_BLÅVINGAD\_YOUNG\_SOCIAL\_MEDIA\_02\_MASTER.mp4



220531\_IKEA\_BLÅVINGAD\_YOUNG\_SOCIAL\_MEDIA\_02\_MASTER\_4X5.mp4



220531\_IKEA\_BLÅVINGAD\_YOUNG\_SOCIAL\_MEDIA\_02\_MASTER\_9X16.mp4

BLÅVINGAD Older main videos



220531\_IKEA\_BLÅVINGAD\_OLDER\_MASTER.mp4



220531\_IKEA\_BLÅVINGAD\_OLDER\_MASTER\_9X16.mp4

BLÅVINGAD Older Social Media videos 1



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BLÅVINGAD Older Social Media videos 2



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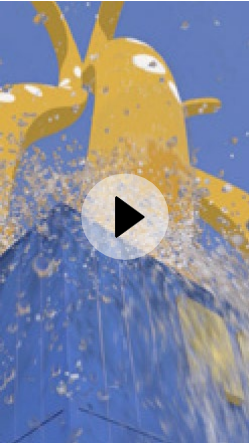


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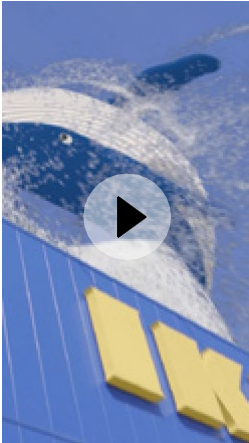


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BLÅVINGAD Store take over videos



IKEA\_PLAY\_Octopus\_Final\_HQ.mp4



IKEA\_PLAY\_Whale\_Final\_HQ.mp4



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