

OBEGRÄNSAD

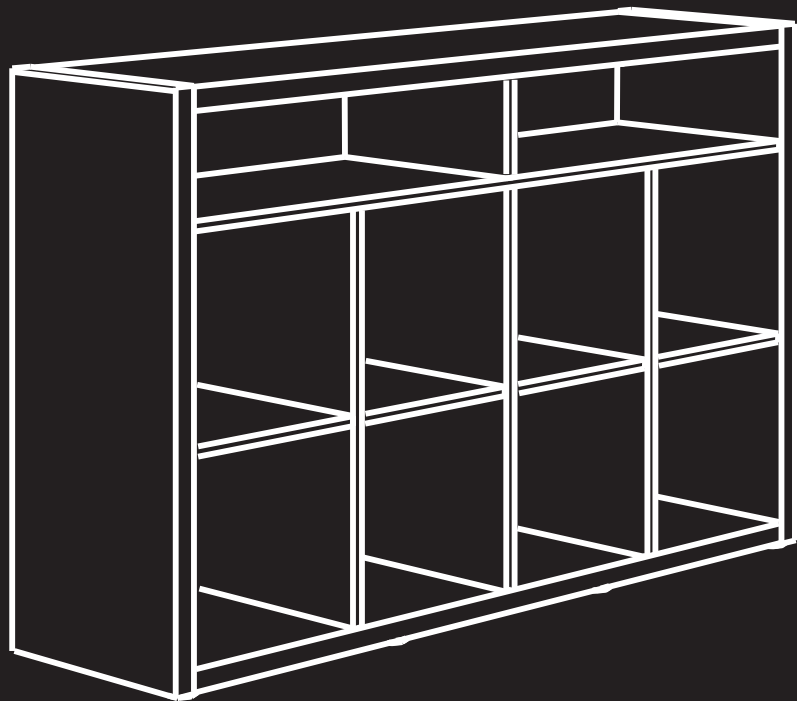
OBEGRÄNSAD

feat. Swedish House Mafia

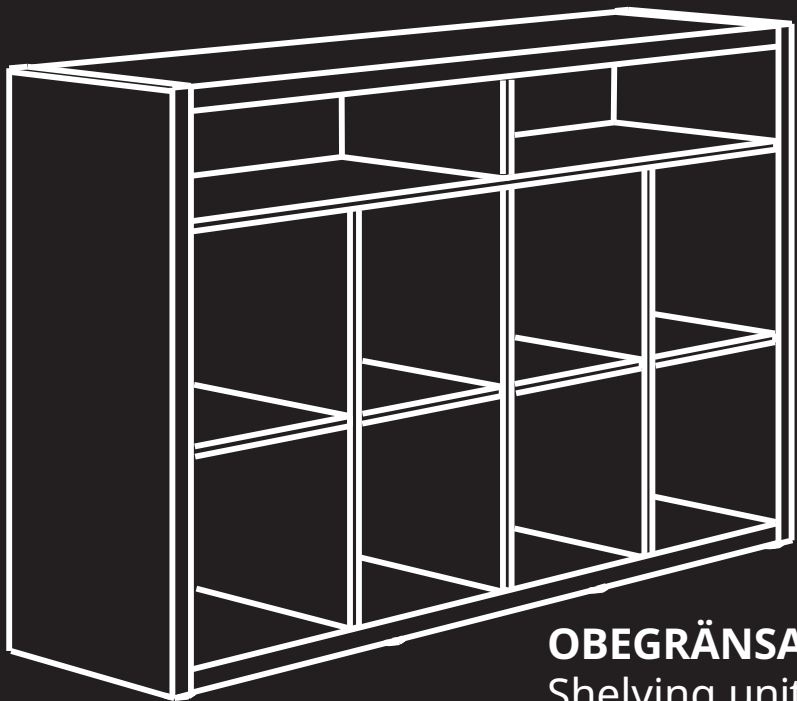
October 2022



OBEGRÄNSAD

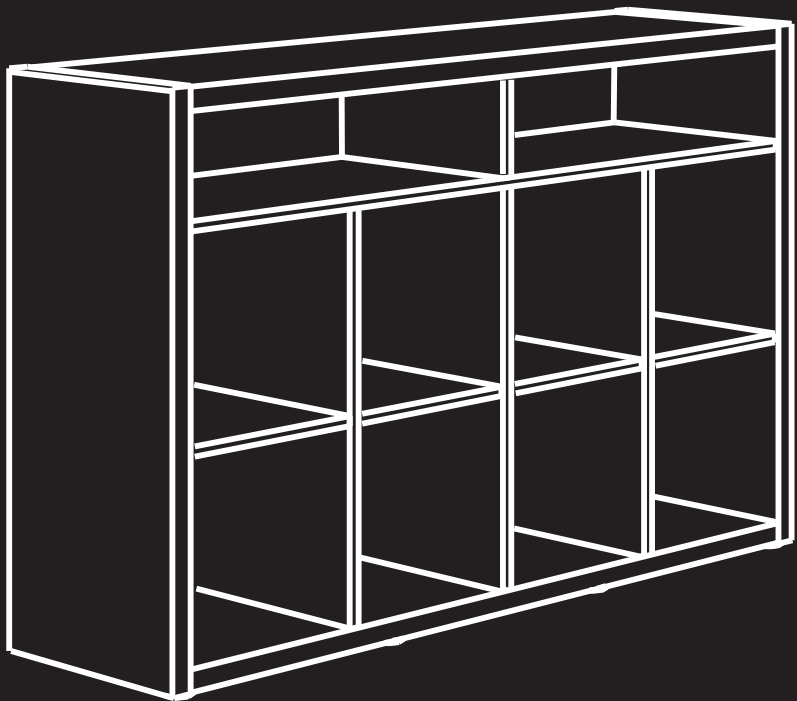


OBEGRÄNSAD



OBEGRÄNSAD
Shelving unit
~~₩~~**159,000**

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

¥159,000

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

OBEGRÄNSAD
Desk

¥249,000

OBEGRÄNSAD

OBEGRÄNSAD
Rug, Ø130cm

₩99,900

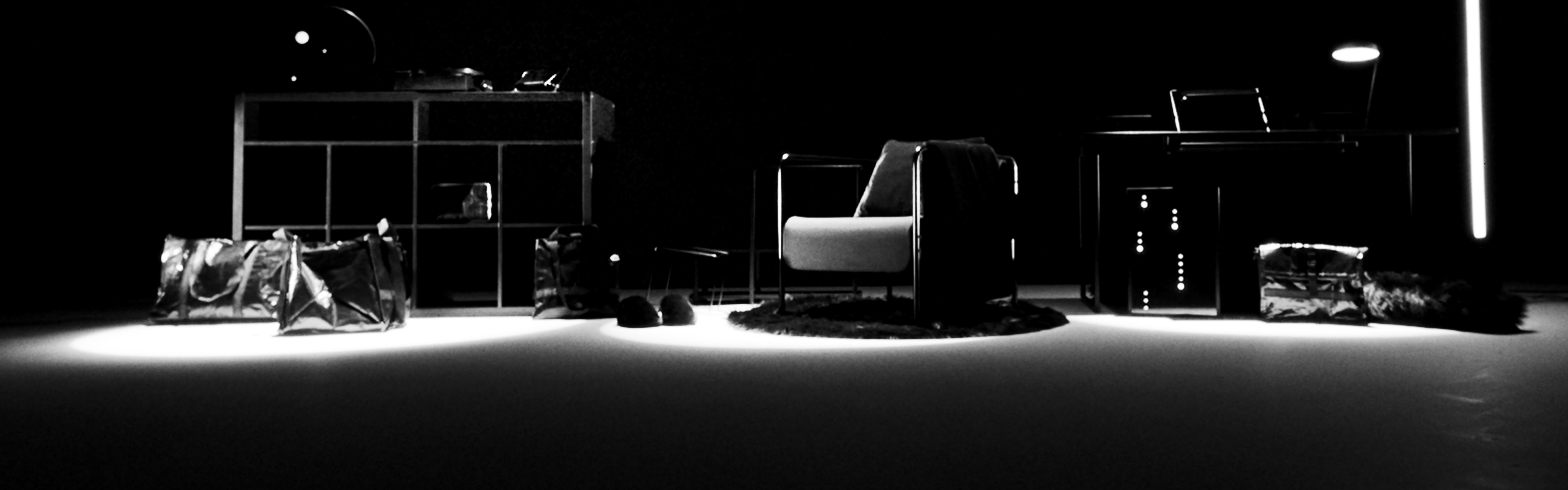
What is OBEGRÄNSAD?

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

~~¥~~249,000

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

~~₩~~159,000

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

~~W~~99,900

OBEGRÄNSAD
Record stand

~~¥~~9,900

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

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

Swedish House Mafia

OBEGRÄNSAD
Rug, Ø180cm

₩ 129,000

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

W99,900

OBEGRÄNSAD
Bag, W45×D12,
H38cm

¥3,900

“When we first began we really had to start from the beginning, from scratch. We used what we had at our disposal and even made our own bedroom hacks to make it easier for us to create.”

Swedish House Mafia

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

Swedish House Mafia

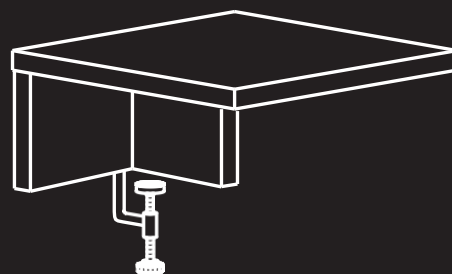
Just starting out

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
Speaker stand

¥10,000



PH186329.jpg

OBEGRÄNSAD
Armchair

₩99,900

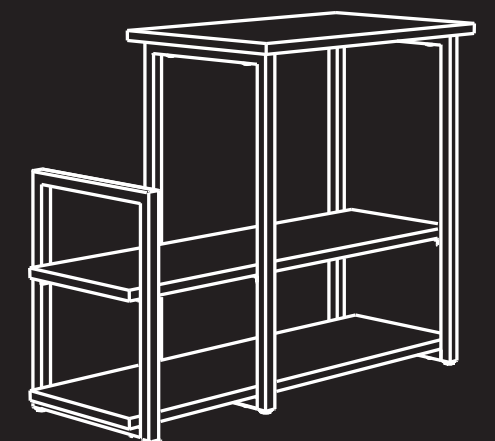
Pure and simple

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

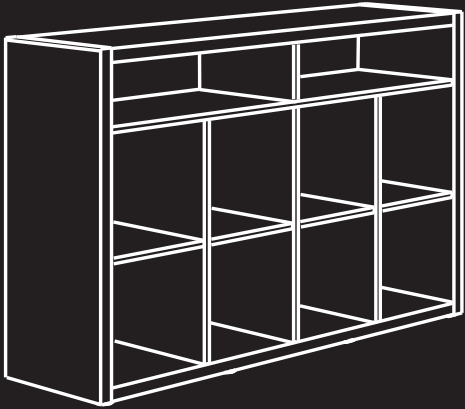
₩99,900



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
¥159,000



OBEGRÄNSAD
Clock

₩69,900

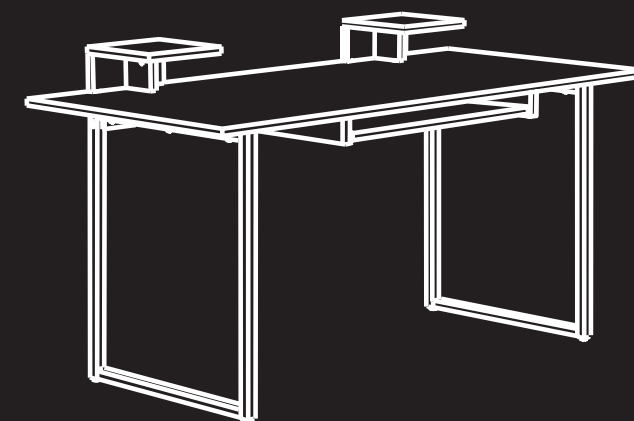
Going pro

The technology is now available to make professional quality music in your own home. Many producers are doing so. This collection can support them.

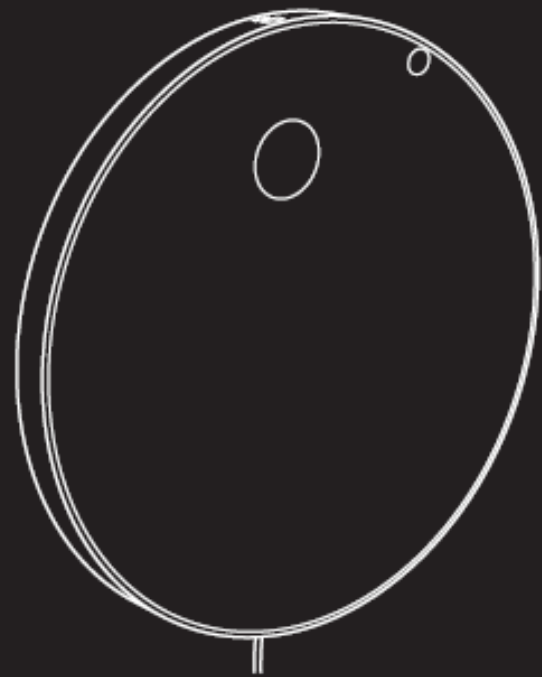
The OBEGRÄNSAD collection has the versatility to offer solutions for your home setup whether you are a music producer, DJ or musician – as well as offering solutions for simply relaxing and listening to music that fit with the all-black style of the collection. The remake of KALLAX is designed with extra space for amps and a higher unit, while the desk has speaker stands and a pull-out shelf. A mix of lighting – including ambient light in the OBEGRÄNSAD clock – and soft furnishings bring the mood.

OBEGRÄNSAD
Desk

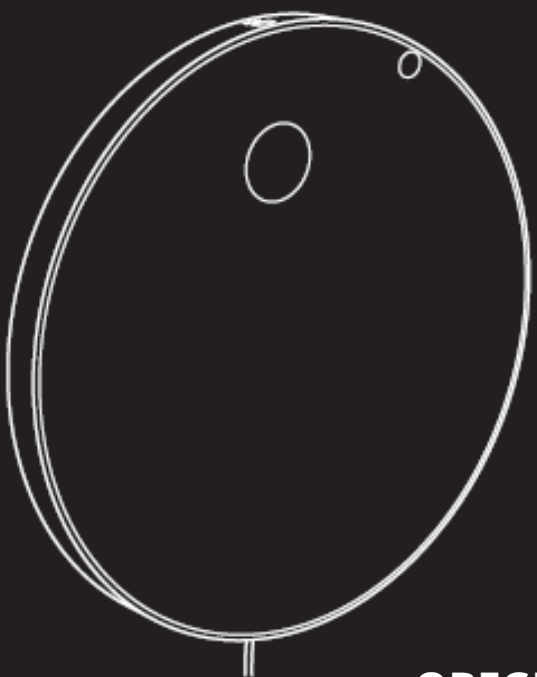
₩249,000



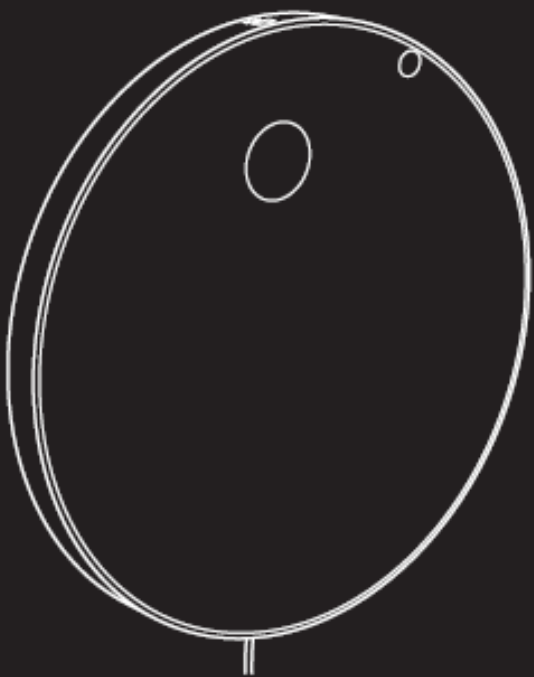
OBEGRÄNSAD



OBEGRÄNSAD



OBEGRÄNSAD



OBEGRÄNSAD
CLOCK

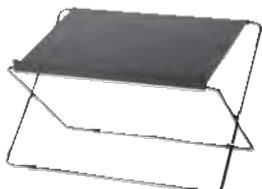
~~₩~~69,900

Product overview



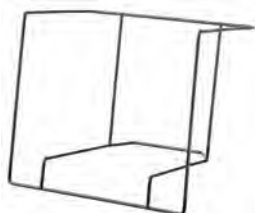
PE872025.jpg

New OBEGRÄNSAD clock
W69,900 ABS plastic, polystyrene plastic and tempered glass. Ø40cm. USB black 105.265.87



PE872083.jpg

New OBEGRÄNSAD laptop stand **W12,900** Powder coated steel. W35×H25cm. Black 805.264.66



PE872115.jpg

New OBEGRÄNSAD record stand **W9,900** Powder coated steel. W34×D31, H30cm. Black 905.251.07



PE872132.jpg

New OBEGRÄNSAD tablet stand **W12,900** Powder coated steel. W20×D15, H11cm. Black 205.264.69



PE872135.jpg

New OBEGRÄNSAD speaker stand **W10,000** Particleboard, paper foil and powder coated steel. W25×D25, H12cm. Black 605.264.72



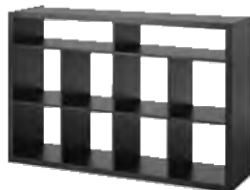
PE872120.jpg

New OBEGRÄNSAD shelving unit **W99,900** Particleboard, paper foil and powder coated steel. W81×D35, H65 cm. Black 605.250.24



PE872053.jpg

New OBEGRÄNSAD desk **W249,000** Particleboard, paper foil and powder coated steel. W160×D75, H88cm. Black 805.251.17



PE872122.jpg

New OBEGRÄNSAD shelving unit **W159,000** Particleboard, fibreboard and paper foil. W147×D39, H96cm. Black 105.251.25



PE872018.jpg

New OBEGRÄNSAD armchair **W99,900** 100% polyester and powder coated steel. W64×D75, H75cm. Black 005.265.97



PE872016.jpg

New OBEGRÄNSAD accessory bag **W6,900** 100% polypropylene. W16×D7, H24cm. Black 105.251.30



PE872021.jpg

New OBEGRÄNSAD bag **W3,900** 100% polypropylene. W35×D35, H35cm. Black 305.250.73



PE872126.jpg

New OBEGRÄNSAD shoulder bag **W9,900** 100% polypropylene. W34×D10, H43cm. Black 405.251.38



PE872023.jpg

New OBEGRÄNSAD bag **W3,900** 100% polypropylene. W45×D12, H38cm. Black 205.253.23



PE872116.jpg

New OBEGRÄNSAD rug **W99,900** 40% acrylic, 40% modacrylic and 20% polyester. Ø130cm. Black 305.253.27



PE872118.jpg

New OBEGRÄNSAD rug **W129,000** 40% acrylic, 40% modacrylic and 20% polyester. Ø180cm. Black 305.253.46



PE872129.jpg

New OBEGRÄNSAD slippers, S/M **W12,900** 100% polyester. Black 005.267.62



PE872129.jpg

New OBEGRÄNSAD slippers, L/XL **W12,900** 100% polyester. Black 705.267.49



PE872133.jpg

New OBEGRÄNSAD throw **W39,900** 100% polyester. W120×L160cm. Black 505.264.77



PE872028.jpg

New OBEGRÄNSAD cushion cover **W14,900** 100% polyester. W50×L50cm. Black 905.264.80

contact

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