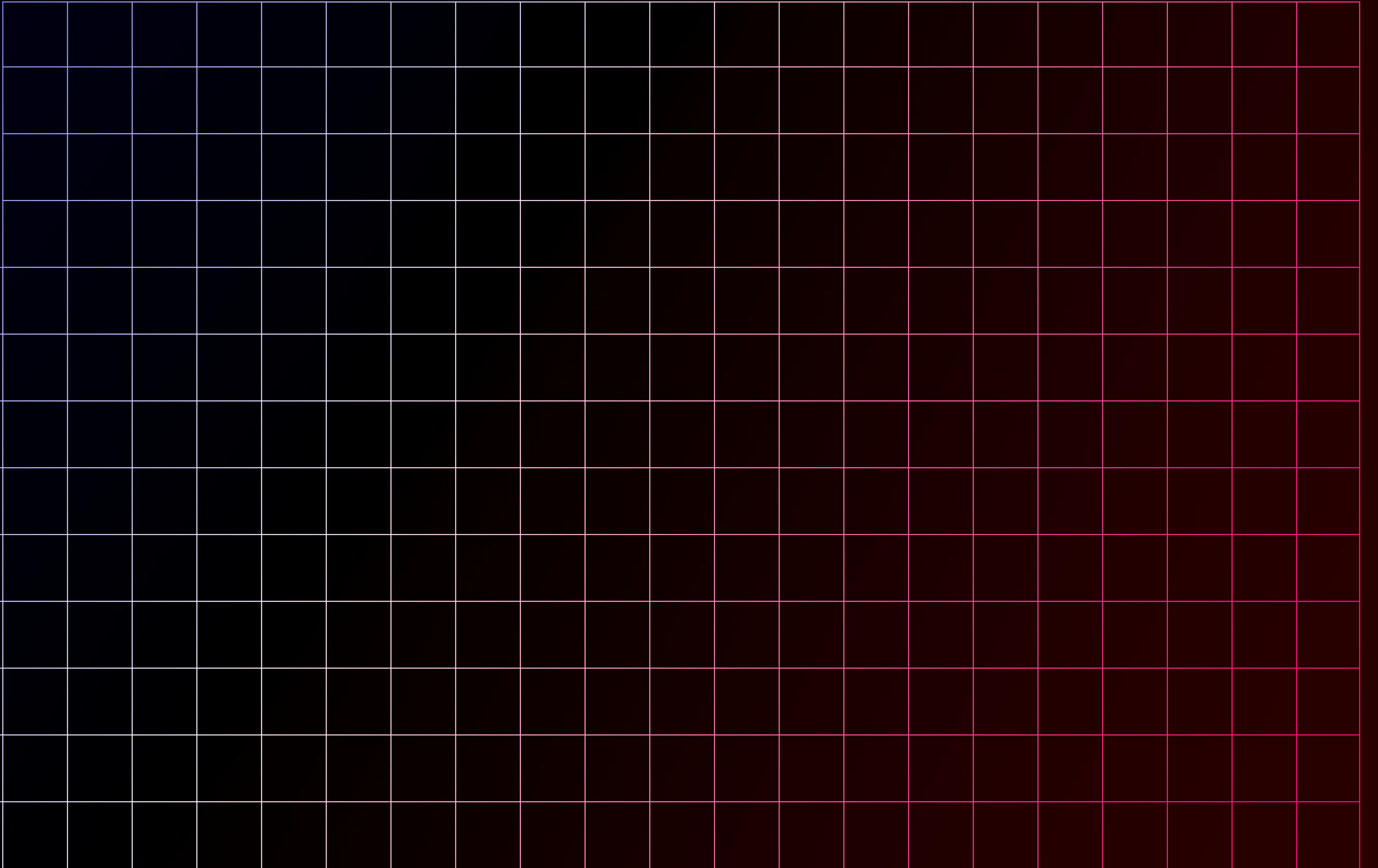
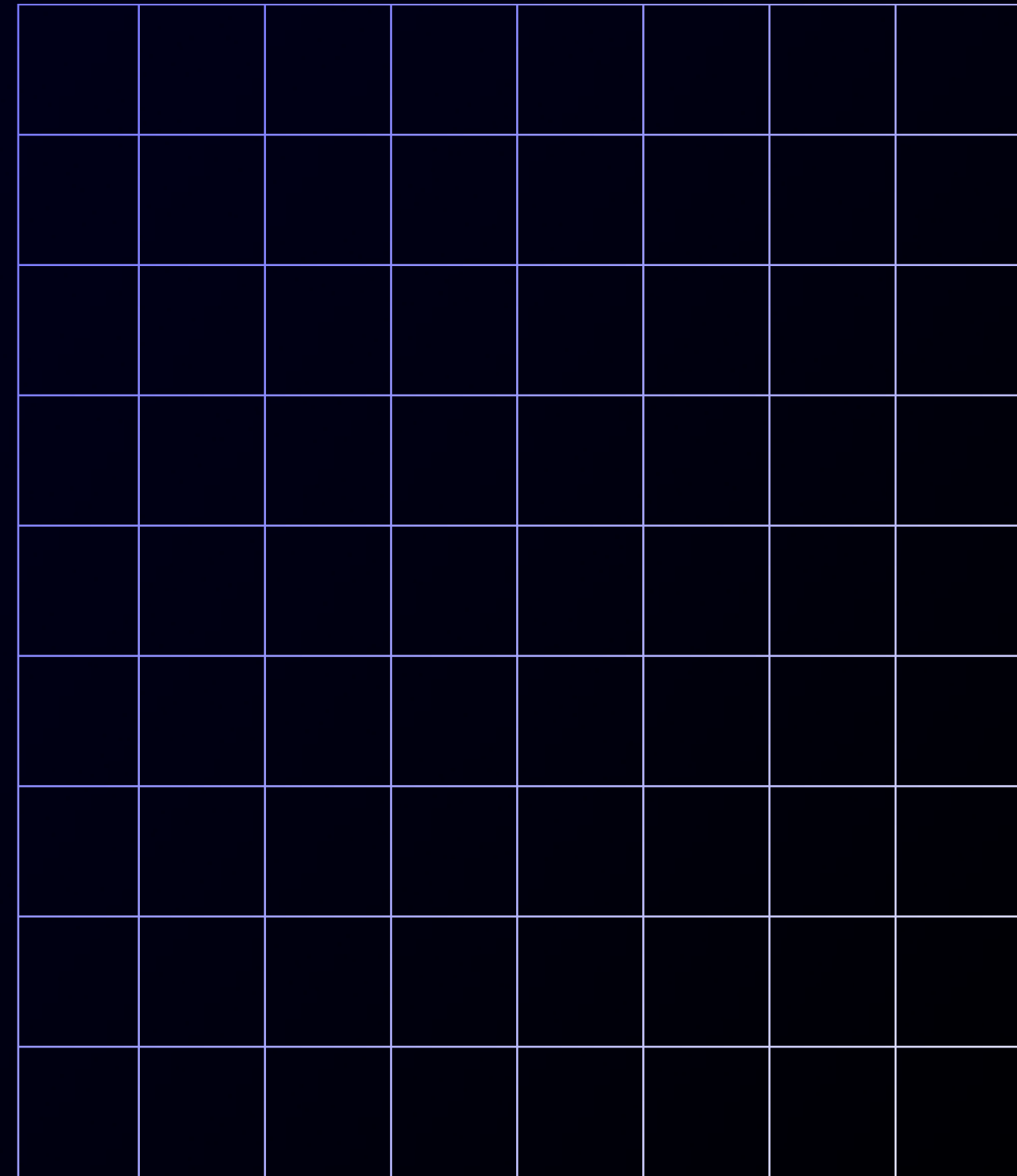


# IKEA Gaming



Launching October 2021  
In collaboration with Republic of Gamers



**Game.**

**On.**





# Furniture that puts gaming first

Welcome to experience a gaming range made up by sharp-looking ergonomic furniture and fun, functional accessories, designed to make your gaming experience better – and to make gaming blend into the home in new ways.

Created by IKEA in collaboration with Republic of Gamers, ROG, this range will make it easier for you to create your dream setup and help you stay on top.

PH180879.jpg

New

UPPPEL  
glass-door cabinet

€000

PH180879.jpg



**New**  
MATCHSPEL  
gaming chair  
**€000**

**“Gamers sit for hours, longer than most office workers. We want our products to offer better ergonomics and functions so that gamers can become even better at what they do without wearing out their bodies – become better athletes, basically.”**

**—Jon Karlsson**  
Designer IKEA

**MATCHSPEL** gaming chair is designed for great comfort – and to increase your gaming performance. There’s added flexibility in the headrest, and the armrests are adjustable to relieve strain on your arms and shoulders. Also, the chair is generous in size, it has built-in lumbar support and a mesh back that ensures a good airflow.

# Developed in collaboration with pro-gamers

At IKEA, we know lots about clever home furnishing solutions, but we're novices at gaming. So, how did we go about developing a high-performing gaming range?

We turned to the professionals, of course. Together with gaming brand ROG, Republic of Gamers, we've created products and solutions neither of us would be able to come up with on our own.

## ROG, Republic of Gamers, in short

A brand used by Asus since 2006, encompassing a range of computer hardware, personal computers, peripherals, and accessories oriented primarily towards PC gaming. Continuously ranked No.1 gaming brand from prestigious international media and fans. Has a big global follower base, and are involved in global gaming events and tournaments. They also have an e-sports club in China with 5 divisions in various leagues – Rogue Warriors.

PH180845.jpg

The IKEA gaming range includes six product families – **UPPSPEL**, **HUVUDSPELARE**, **UTESPELARE**, **MATCHSPEL**, **GRUPPSPEL** and **LÅNESPELARE**. The first, **UPPSPEL**, is designed in collaboration with ROG, the others are inspired by all we've learnt from the partnership.



**New**  
**LÅNESPELARE**  
accessories stand  
**€000**



**“With the IKEA UPPSPEL designs,  
we want to tighten the relationship  
between gamers, gaming gear and  
gaming space.”**

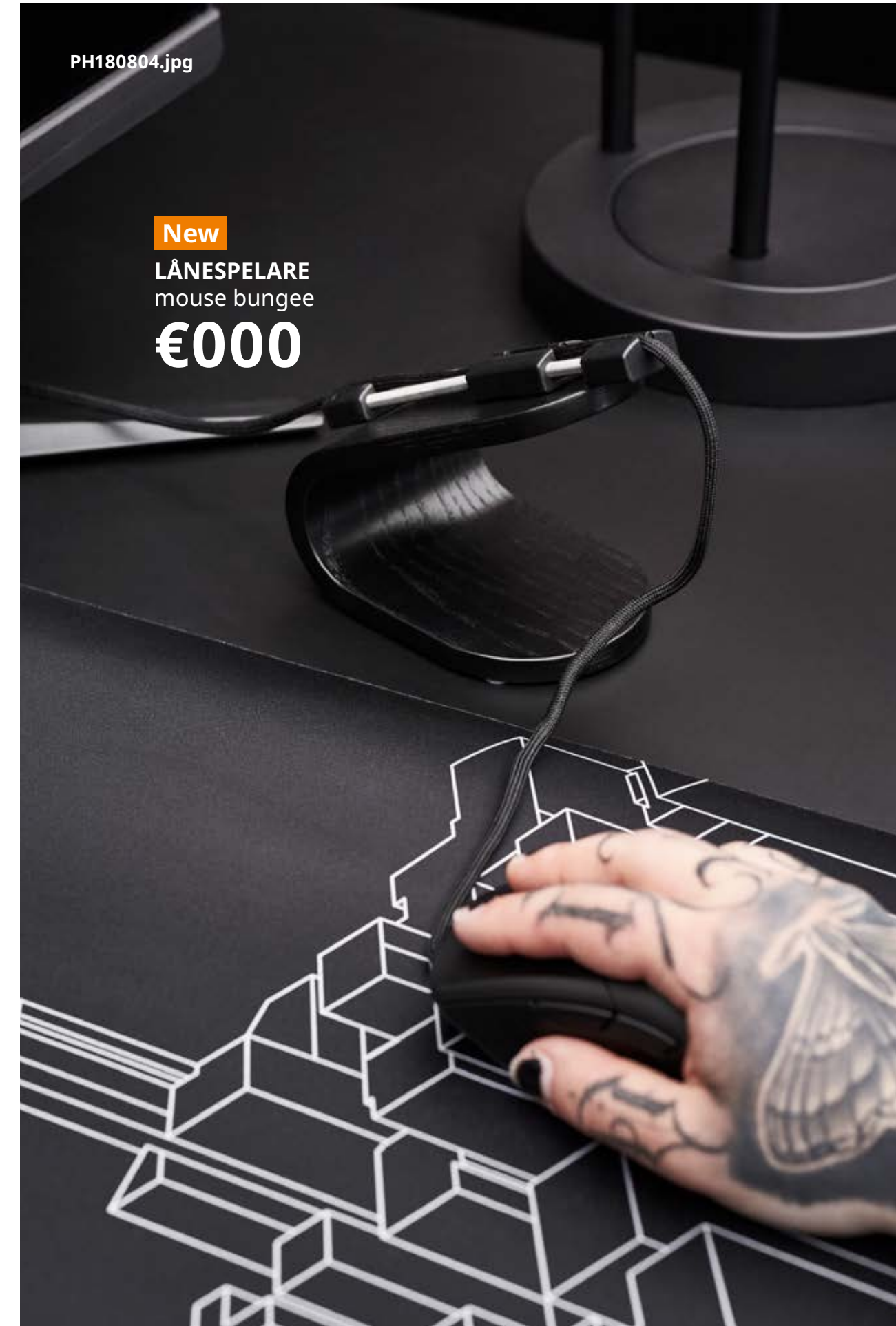
**—Johnny Chan**  
Designer Asus Republic of Gamers

**New**  
LÅNESPELARE  
ring light with phone holder  
**€000**

Improve your next stream with **LÅNESPELARE** ring light with phone holder.



**New**  
LÅNESPELARE  
mouse bungee  
**€000**



Get ahead with the right accessories, like **LÅNESPELARE** mouse bungee.

# Tailor-made for you

The world's more than 2.5 billion gamers don't have identical taste and needs, it goes without saying. Whether you're a pro or an every-once-in-a-while gamer (or anything inbetween), we want to help you realise your dream setup.

With the new IKEA gaming range it's easy to create complete, personalised solutions – whatever you need to perform and whatever you think looks fabulous.



New

LÄNPELARE  
neck pillow

€000

**“One of our starting points has been to ensure a simple, graphic design that will last. If the expression gets too much, we tend to outgrow it. You should be able to sit here and work during the day and then transform it into your battle station at night. It should stand the test of time.”**

**—Jon Karlsson**  
Designer IKEA

We believe it should be easy for everyone to create the right gaming setup and just as easy to go from game on to game off and back again. Lighting and clever organisation don't only keep you focused, they help to create a versatile solution that works whether it's game time or time for work.



New

UPPSPEL  
table top

€000

# The best of two worlds

IKEA and ROG partnering up is the meeting of two worlds and two different design languages. Right from the start, the aim has been to bring out the best in both – and to develop products that neither of us would be able to come up with on our own.

The UPPSPEL height adjustable gaming desk is a great illustration. Here, features such as the V-shape and the cyberpattern that are typical of ROG design language meet great ergonomics and clever functions deriving from the IKEA home furnishing knowledge.

The desk is every gamer's battlestation, so why not make sure it suits all your needs? **UPPSPEL** gaming desk is versatile not only because you can adjust the height. You can use either side as the front using the V-cut for easy cable management or for a more immersive layout. Also, the desk comes in two sizes – if you go for the large one, you have room for all your gear on top.

# You know the game. We help out with the rest.

Being all about the home, we believe that it should be possible for everyone, regardless of where and how you live, to create a great-looking and functional gaming space.

So. Small space? We've got gaming solutions that will fit anywhere and that doesn't make a huge hole in your savings. Sharing space? Try a gaming setup that blends into the home and that doubles as an office space. That way, even an unenlightened flatmate can enjoy it.

Create a better experience for you and your followers with a setup that's uniquely you. Our ergonomically designed furniture, solutions for lighting and sound, and fun add-ons won't just max your gaming performance - they will make you stand out on camera, too.





**New**

**UPPSPEL**  
4-piece pegboard  
accessories set

**€000**

**“We know a lot about gamer needs, pain points and expectations, and we want to design solutions for ultimate, immersive gaming experiences.”**

**—Johnny Chan**

Designer Asus Republic of Gamers

New

LÅNESPELARE  
multi-functional  
cushion/blanket

€000

We call it **LÅNESPELARE** cushion/blanket, but really it's a cushion, blanket, and onesie – all in one. Use it when you're on the go, or have it close at hand for when you need a bit of extra support, or warmth, during a game.

“We believe there’s a lot to be done to democratise the gaming experience. Now we take the first step on our gaming journey, and we do it by presenting affordable, high-performing gaming products and complete solutions that we hope reflect people’s personality and taste”.

—Ewa Rychert  
Global Business Leader  
of Workspace IKEA

Sometimes it’s the smallest things that make the biggest difference. Like **LÅNESPELARE** mug and mug holder that make sure your drink stays where it should be, and that look just right thanks to the cyberpattern designed in collaboration with ROG.



New  
LÅNESPELARE  
mug with lid and straw  
€000

# Products



PE816538.jpg

**New UTESPELARE gaming desk \$000** High-pressure melamine laminate and powder coated steel. Designer: Jon Karlsson. W160×D80, H68–78cm. Black 805.076.27



PE822969.jpg

**New UTESPELARE gaming desk \$000** High-pressure melamine laminate and powder coated steel. Designer: Jon Karlsson. W160×D80, H68–78cm. Light grey 405.076.29



PE838520.jpg

**New GRUPPSPEL gaming chair \$000** Grain leather from cattle and powder coated aluminium. Designer: Jon Karlsson. Seat W53×D51, H45–56cm. Grann black 505.075.58



PE838522.jpg

**New GRUPPSPEL gaming chair \$000** 100% polyester and powder coated aluminium. Designer: Jon Karlsson. Seat W53×D51, H45–56cm. Gunnared dark grey/red 105.075.84



PE838521.jpg

**New GRUPPSPEL gaming chair \$000** 100% polyester and powder coated aluminium. Designer: Jon Karlsson. Seat W53×D51, H45–56cm. Gunnared white/brown 605.075.86



PE807697.jpg

**New HUVUDSPELARE gaming chair \$000** 100% polyester and powder coated steel. Designer: Jon Karlsson. Seat W46×D42, H43–53cm. Black 905.076.03



PE816716.jpg

**New MATCHSPEL gaming chair \$000** 52% polyester, 30% polyurethane, 18% cotton and powder coated steel. Designer: Jon Karlsson. Seat W54×D48, H47–59cm. Bomstad black 805.076.08



PE816717.jpg

**New MATCHSPEL gaming chair \$000** 52% polyester, 30% polyurethane, 18% cotton and powder coated steel. Designer: Jon Karlsson. Seat W54×D48, H47–59cm. Bomstad white 405.076.10



PE816424.jpg

**New UTESPELARE gaming chair \$000** 52% polyester, 30% polyurethane, 18% cotton and powder coated steel. Designer: Jon Karlsson. Seat W42×D43, H39–50cm. Bomstad black 105.076.16



PE816715.jpg

**New UTESPELARE gaming chair \$000** 52% polyester, 30% polyurethane, 18% cotton and powder coated steel. Designer: Jon Karlsson. Seat W42×D43, H39–50cm. Bomstad grey 105.076.21



PE812565.jpg

**New LÅNESPELARE accessories stand \$000** Solid beech. Designer: Jon Karlsson. H34cm. 605.113.62



PE814322.jpg

**New LÅNESPELARE mouse bungee \$000** Wood veneer, plastic and stainless steel. Designer: Jon Karlsson. L11×W9, H13cm. Black 105.078.38



PE814311.jpg

**New LÅNESPELARE mug holder \$000** Wood veneer and clear lacquered aluminium. Designer: Jon Karlsson. Ø11, H9cm. Black 905.078.44  
Mug is sold separately.



PE811258.jpg

**New LÅNESPELARE mug with lid and straw \$000** Stainless steel and polypropylene plastic. Designer: Jon Karlsson. Ø9, H17cm. 500ml. 405.078.46



PE816417.jpg

**New LÅNESPELARE multi-functional cushion/blanket \$000** Outer fabric 100% cotton. Filling: 100% polyester. Designer: Jon Karlsson. Cushion L40×W60cm. Blanket L150×W150cm. 005.078.53



PE816456.jpg

**New LÅNESPELARE neck pillow \$000** Cushion cover: 100% cotton. Filling: 100% polyester - hollow fibre. Designer: Jon Karlsson. L76cm. 105.078.57

# Products



PE811366.jpg

**New UPPSPEL cpu stand with castors \$000** Powder coated steel. Designer: Jon Karlsson. W250-340mm. Dark grey 405.077.85



PE822999.jpg

**New UPPSPEL drawer unit on castors \$000** Fibreboard, particleboard and powder coated steel. Designer: Jon Karlsson. W40xD50, H58cm. Black 805.076.32



PE816536.jpg

**New UPPSPEL glass-door cabinet \$000** Painted fibreboard, powder coated steel and tempered glass. Designer: Jon Karlsson. W76xD20, H56cm. Dark grey 905.076.36



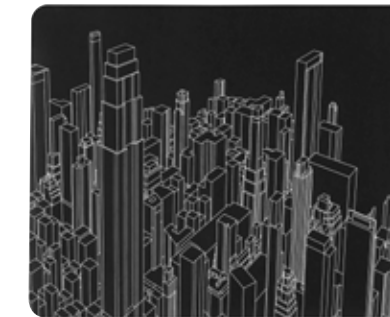
PE811367.jpg

**New LÅNESPELARE ring light with phone holder \$000** Built-in LED light source. Dimmable. Plastic and powder coated steel. Designer: Jon Karlsson. H60cm. 105.143.58



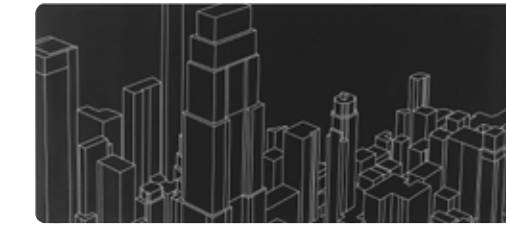
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**New LÅNESPELARE floor protector \$000** Top fabric: 100% polyester. Backing: 100% synthetic rubber. L110xW100cm. 805.077.93



PE828395.jpg

**New LÅNESPELARE gaming mouse pad \$000** Top fabric: 100% polyester. Backing: Natural rubber. L44xW36cm. Patterned 905.077.97



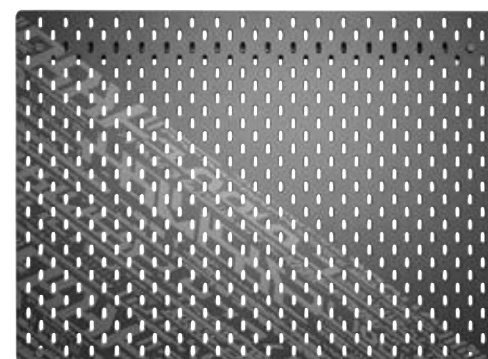
PE828400.jpg

**New LÅNESPELARE gaming mouse pad \$000** Top fabric: 100% polyester. Backing: Natural rubber. L90xW40cm. Patterned 705.078.16



PE816457.jpg

**New UPPSPEL 4-piece pegboard accessories set \$000** Comprises: 1 hook, 1 magnetic strip and 2 elastic straps. 68% polyester/32% elastane, powder coated steel and PET plastic. 705.077.79



PE816518.jpg

**New UPPSPEL pegboard \$000** Painted fibreboard. Designer: Jon Karlsson. W76xH56cm. Black 805.077.88



PE816551.jpg

**New UPPSPEL poster \$000** Paper. W70xH50cm. Neoriental 305.113.68



PE840447.jpg

**New UPPSPEL gaming desk \$000** Fibreboard and powder coated steel. Designer: Jon Karlsson. L140xW80, H72-120cm. Black 294.301.65



PE840453.jpg

**New UPPSPEL gaming desk \$000** Fibreboard and powder coated steel. Designer: Jon Karlsson. L180xW80, H72-120cm. Black 494.301.93



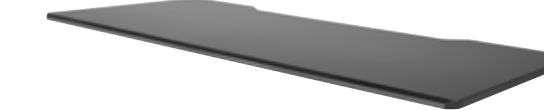
PE816438.jpg

**New UPPSPEL underframe sit/stand for table top, electric \$000** Powder coated steel. Designer: Jon Karlsson. L140/180xW80, H72-120cm. Black 305.113.49



PE816444.jpg

**New UPPSPEL table top \$000** Fibreboard. Designer: Jon Karlsson. L140xW80cm. Black 505.113.29



PE816441.jpg

**New UPPSPEL table top \$000** Fibreboard. Designer: Jon Karlsson. L180xW80cm. Black 705.113.47

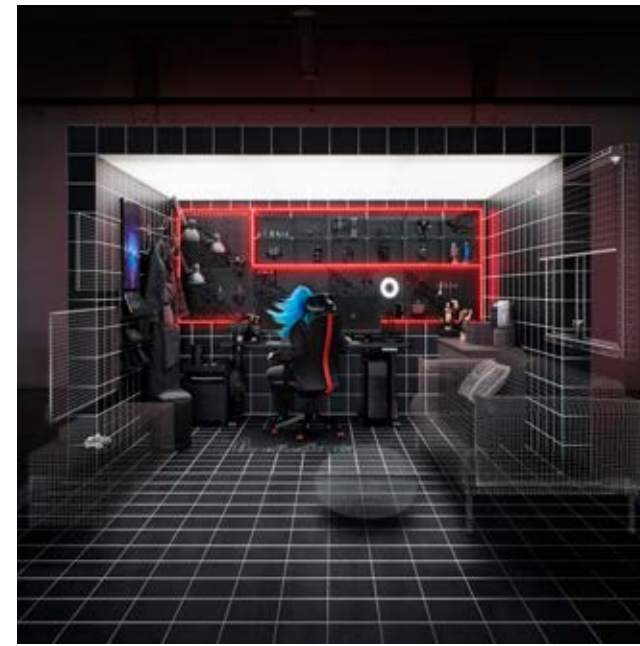
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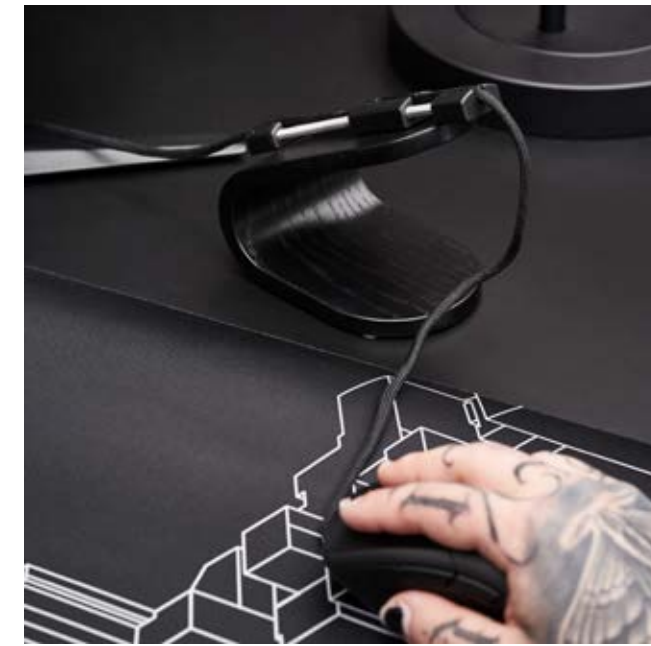
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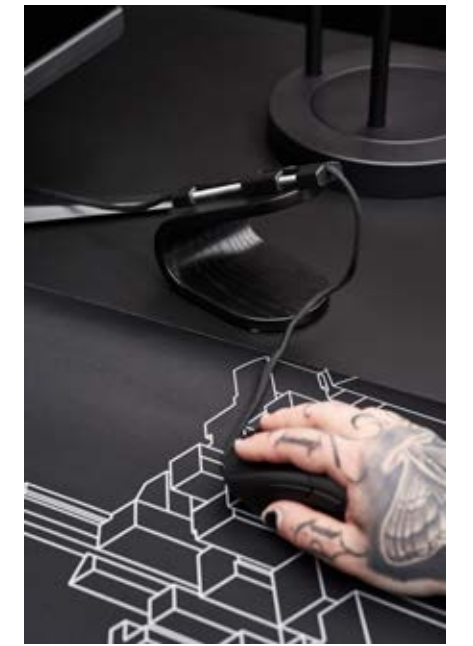
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PH180818.jpg



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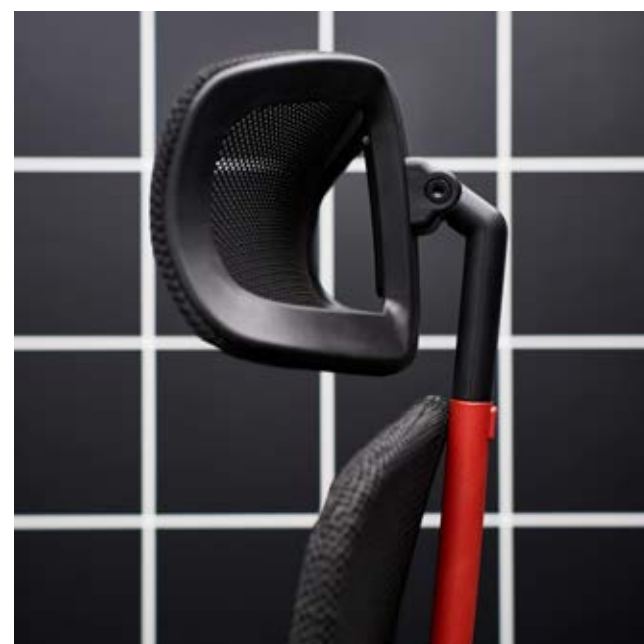
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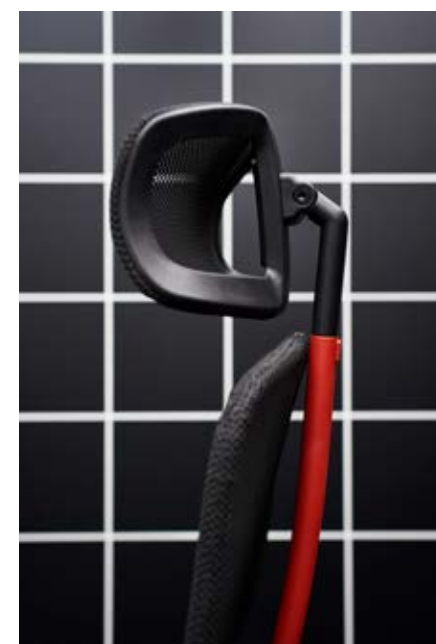
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PH180845.jpg



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## Image overview



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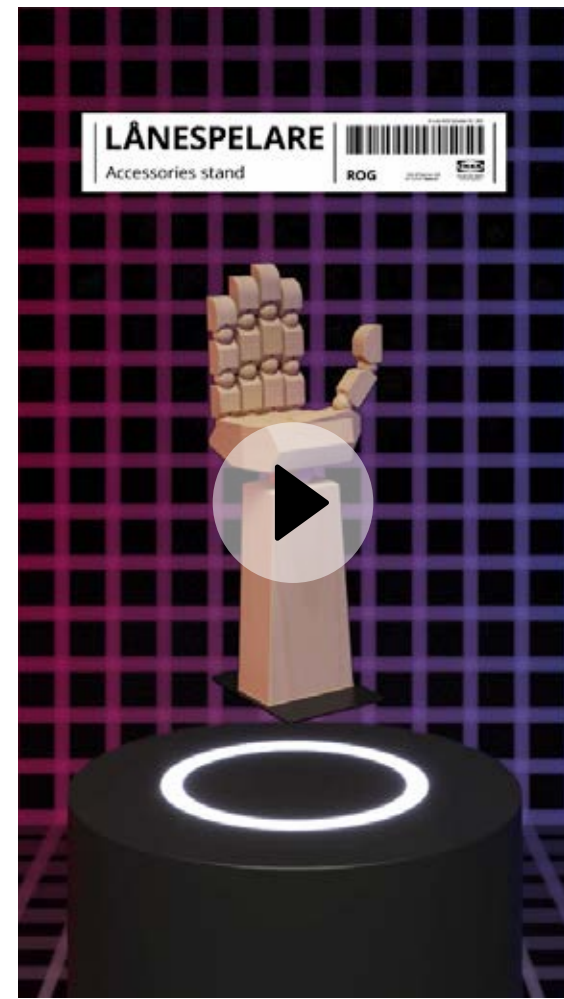


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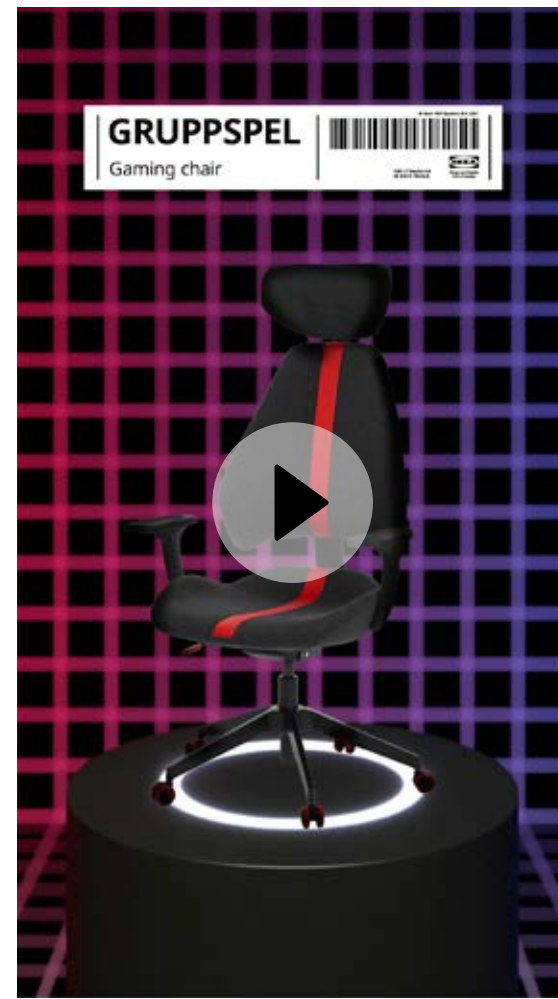


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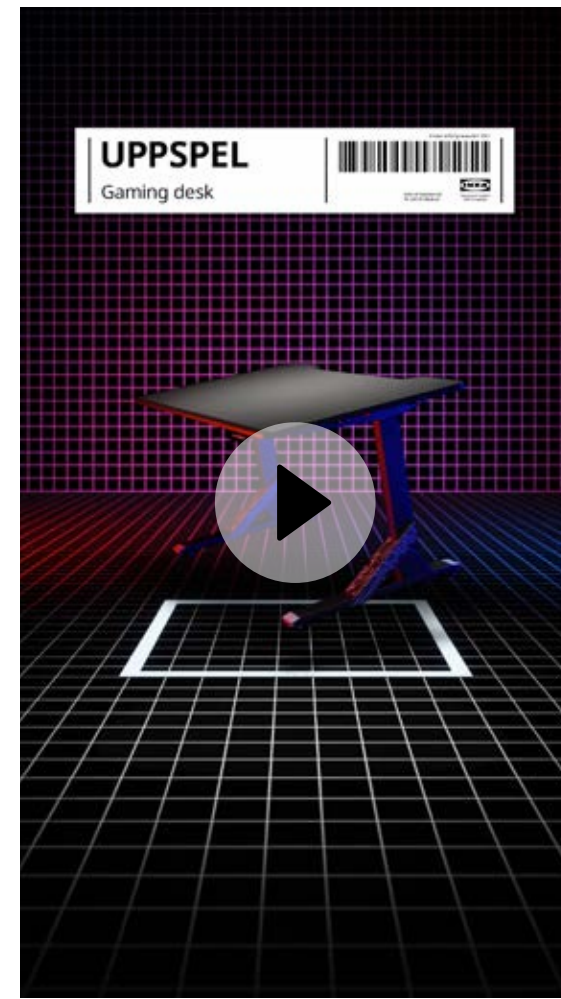
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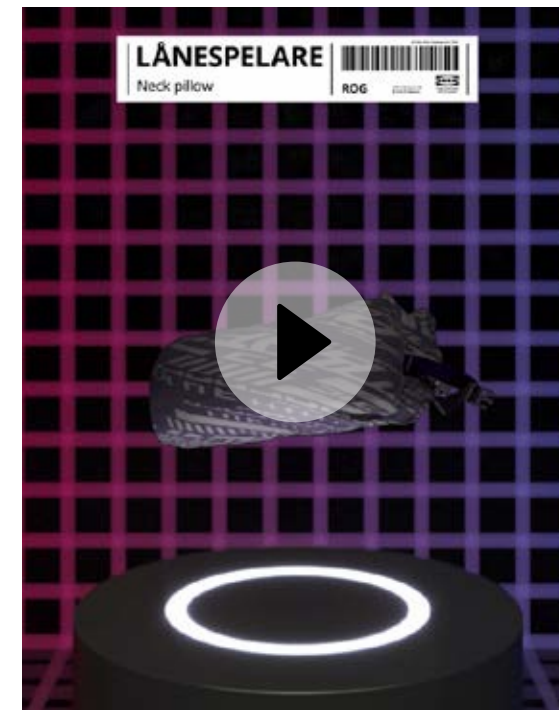
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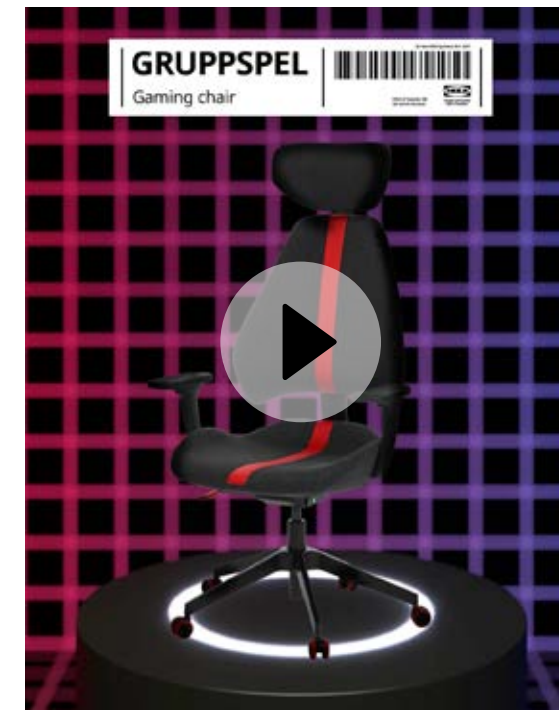
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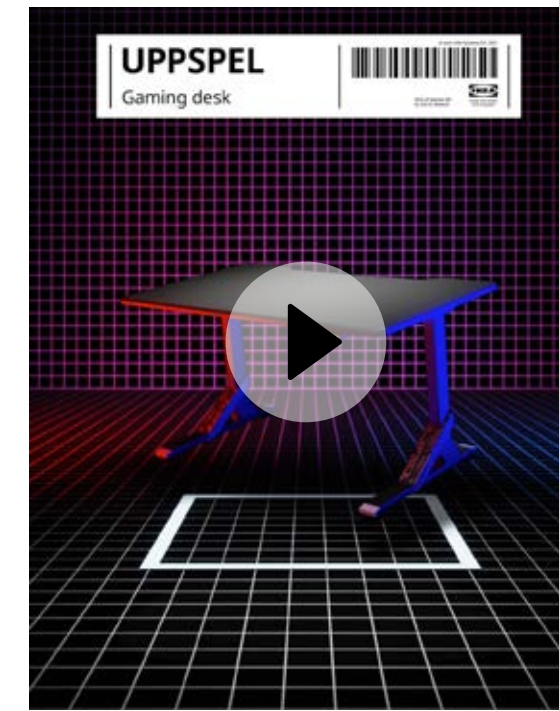
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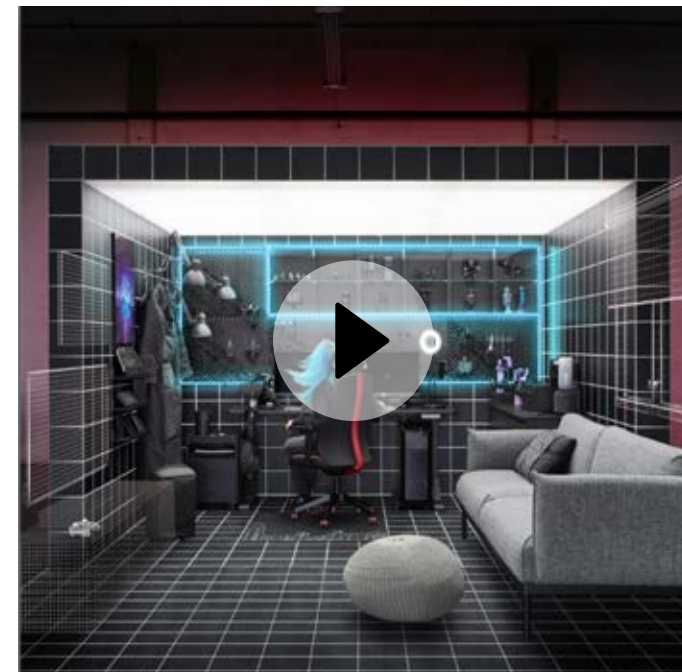
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