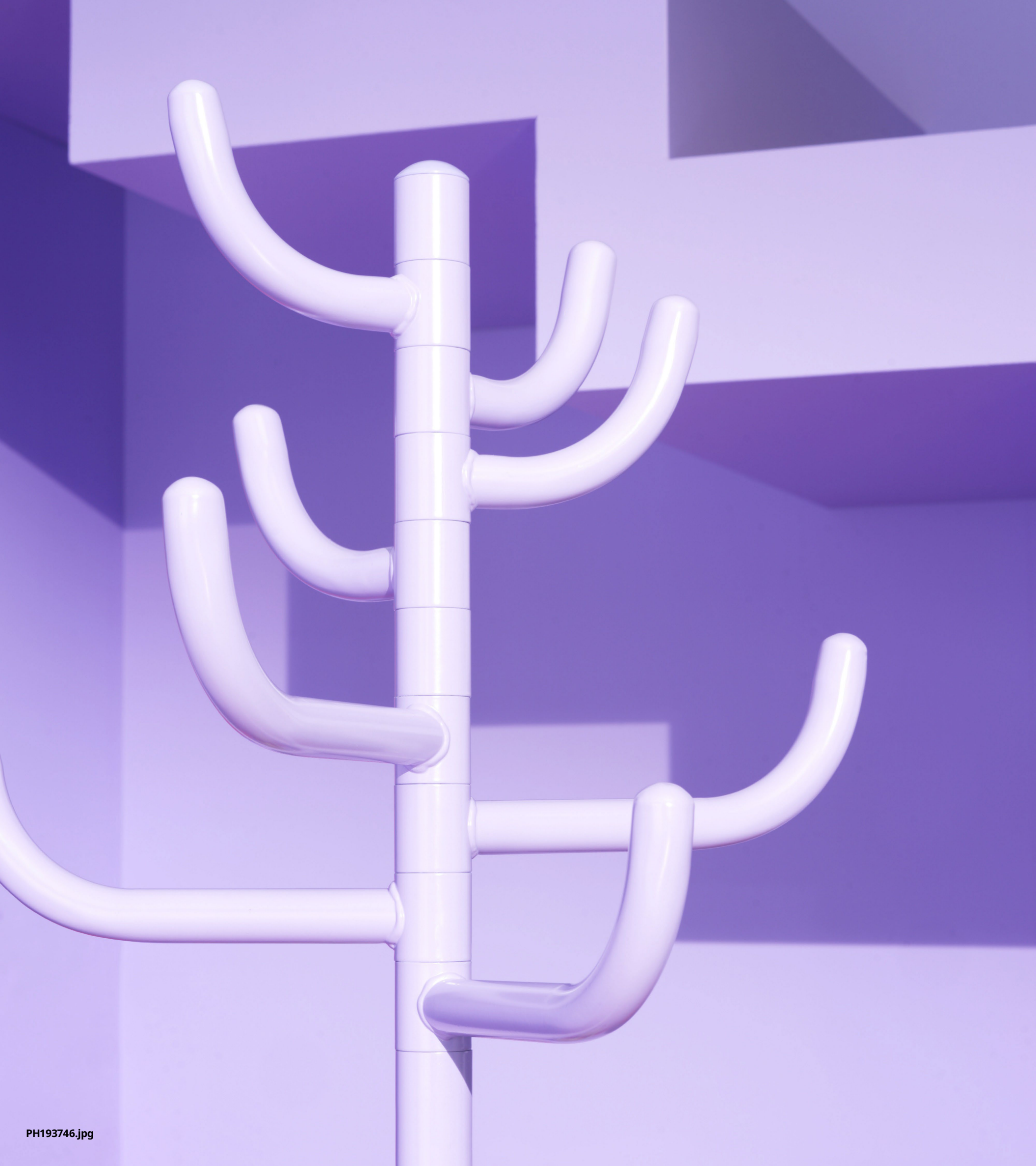


The Nyttillverkad collection

IKEA PR Kit | Launching July 2023

Press kit





It's the future. Again.

At IKEA, the past, the present and the future are all connected.

As we prepare to celebrate our big 80th birthday this year, we want to show you how our past has always been inspired by the possibilities of the future, and our future defined by our achievements in the past.

That's why we've decided to bring back a selection of our iconic designs from our archive. Reimagined in fresh, joyful colours and new materials, the new Nytillverkad collection celebrates our unique take on design as simple, functional and always a little playful. With Nytillverkad, we are returning to the future, again.



Classics for tomorrow

After 80 years, we've designed a lot of furniture. So, it's only natural that we'd get a little curious about what we did in the past. To mark this momentous occasion, we decided to open up our treasure chest and take a look inside.

What we found were surprising designs that didn't feel old or dated but ready for a new lease of life. In fact, some of these pieces were as inspiring to us now as they were when they were originally produced.

In multiple launches over the next few years, we will release a series of carefully selected home furnishings from our archive, updated to match the bold outlook of the next generation. This is the first Nytillverkad launch, coming July 2023.





**“It was a signature
for this collection
to be very bold and
very colourful.”**

Karin Gustavsson
Range Identity Leader,
IKEA of Sweden

Design that dares

For the first Nyttillverkad launch, we are going back to our roots as trailblazers. Characterised by clean, graphic lines and vibrant colourways, these furnishings – ranging from side tables to accessories and bedding – are statement makers. Even one piece will take your home's personality up a notch.

The collection stays true to the original designs but reinvents them in striking shades and updated materials. The result is a collection that dares to be truly timeless.



“The Nytillverkad products have a simple, well-thought-out design. They look good and work well.”

Johan Ejdemo
Design Manager,
IKEA of Sweden

A love letter to a beloved side table

Let’s rewind to 1956. Elvis Presley is on the radio singing “Heartbreak Hotel” and IKEA is preparing to open its first home furnishing store (in Småland, Sweden in 1958). Earlier in the decade, IKEA produced its first pieces of flatpack furniture, but 1956 would see the launch of one of its most iconic: LÖVET, a three-legged side table with a shiny wooden surface. In the catalogue that year, founder Ingvar Kamprad described it as “a lovely little thing, in ultra-modern design.”

Befitting of the optimistic mood of the time, the LÖVET side table was a masterclass in sleek, airy and functional furniture that could be picked up and re-arranged however you liked. The tapered legs, with their little brass covered feet, could simply be screwed on and off – a revelation!

This is not the first time that this iconic table has been re-released in its 67-year lifetime. It was reintroduced in 2013 and 2021, too, under its new name LÖVBACKEN but this is the first time that we see it in bright colours.

The new edition comes in orange, blue and light green with an ash veneer top. It remains as lovable now as it was back then, but just a little bolder.



Above: LÖVET in IKEA catalogue 1960 Below: LÖVET in IKEA catalogue 1956 Left: LÖVBACKEN side table 2023



A vibrant red rotary telephone sits on a blue wooden table. Next to it is a red notebook with a red pen resting on it. The background is a wall of red and purple square tiles. The scene is brightly lit, casting soft shadows.

**“A lovely little thing, in
ultra-modern design.”**

Ingvar Kamprad
Founder,
IKEA



First appearing in our catalogue over 60 years ago, the LÖVBACKEN side table is a real icon of mid-century modern design. Now available in eye-catching colours with an equally iconic IKEA price tag, it means everyone can have a piece of design history in their homes.

Get into the groove

Perhaps no element in the Nytillverkad collection represents our desire for joyous design, better than Swedish textile designer Sven Fristedt's groovy KRYPKORNELL pattern. The happy multicoloured print sprouts up across bedding, kitchen accessories, pre-cut fabric and cushion covers.

In its former life, this pattern was known as BLADHULT and first appeared on a cover for the legendary KLIPPAN sofa in 1980. Back then, the print epitomised the more-is-more aesthetic of the upbeat '80s. The strong primary colours were emblematic of the expressive times, while the soft, organic forms typified Scandinavian design.

Today, this vivid pattern is even more daring than it was back then. It will add a sunny boost of colour and character wherever you choose to put it.



PH193709.jpg



The collection also includes Sven Fristedt's clean diagonal pattern, LAGERMISPEL, in candy pink, sky blue and banana yellow.



Meet the designer Sven Fristedt

Known for his wildly colourful and organic patterns, textile designer Sven Fristedt, is considered one of Sweden's most esteemed designers. After studying at Beckmans College of Design and working abroad in Italy, Sven went on to make his name at several textile companies. During the 1960s, '70s and '80s, his lush designs were exported around the world. Concurrently, between 1968 and 1985, Sven worked for IKEA, designing an array of bold and beautiful textiles including the attention-grabbing BLADHULT, ILEX and ALFI patterns. Adorned with free flowing leaves, wavy forms, and stripped back motifs, it's easy to see why Sven's lively designs fit so easily into any modern home.



Above: The BLADHULT pattern on the KLIPPAN sofa in 1980
Below: KRYPKORNELL pre-cut fabric 2023





PH193720.jpg

“I like the simple stool. You can never have too many. It’s a great combination: the solid wood, the metal and the bright colour.”

Johan Ejdemo
Design Manager,
IKEA of Sweden

80 years of no frills, no fuss

Simplicity has been a key component in the IKEA DNA since the beginning. And for this collection, we want to continue with that 80-year tradition. Take a look at the DOMSTEN stool over there. Smooth pine top, metal legs in cool contemporary colours, stackable, one on top of the other. It doesn't get simpler than that.

Originally designed by Karin Mobring, appearing under the name JERRY in the IKEA catalogue in 1973, it's a perfect specimen of Scandinavian design. Lightweight with distinctive contrasting materials, it's functional furniture at its best. And now with a fresh lick of paint, at its most fun, too.





**“We dare to be different.
We can start a new
movement in colour and
Scandinavian design.”**

Karin Gustavsson
Range Identity Leader,
IKEA of Sweden



A candy-coated return

Can you believe that this playful metal coat stand was first made available in IKEA stores in 1978? It's not so surprising though if you consider the progressive vibe of that time: IKEA shook up expectations with youthful, modular furnishings in loud colours and funky shapes. The 1970s was a radical moment in terms of design, and SMED – as this coat stand was called back then – was a hallmark of that vibe.

Sticking with that fearless energy, we have restyled this unique hat and coat stand under the name BONDSKÄRET. It now comes in two new colours: dreamy lilac and cheerful yellow, as well as the classic black. Originally designed by Rutger Andersson, its tubular, tree-like shape is an ingenious example of postmodern design. For today, tomorrow and well into the future.

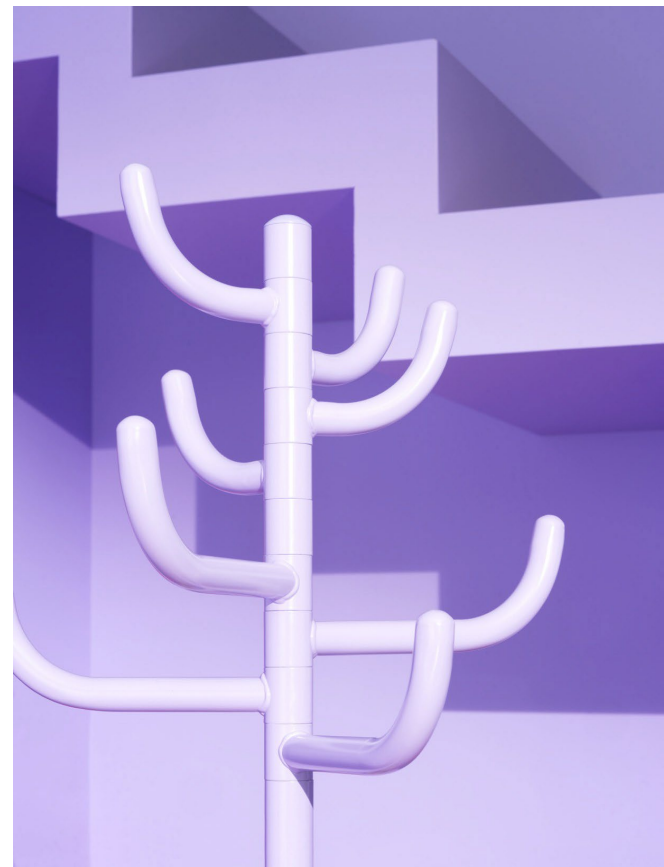
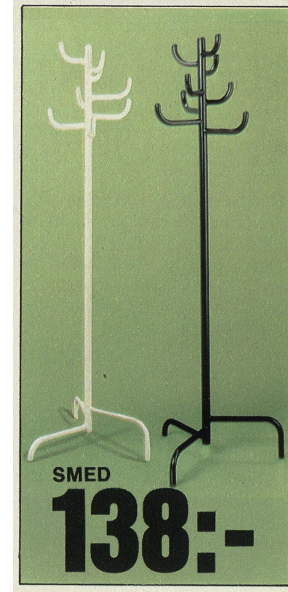
**“Only time can tell
if something is
timeless. If you put
something away
and then bring it
back decades later
and it sti l works,
then it’s timeless.”**

Rutger Andersson
Designer



Meet the designer Rutger Andersson

“It looks a bit like cactus,” says designer Rutger Andersson of his distinctive coat and hat stand. The cutting edge accessory was his first ever design for IKEA, having joined the team in 1975, first as a constructor and then as a designer. He ended up staying over twenty years. At IKEA, Rutger says, “everything was possible”. SMED, as the coat stand was called, was the product of an “unstructured design project” fuelled by Rutger’s desire to make a mountable coat stand that could come in flatpack. Rather than making it in one piece of wood, he wanted to “show that it could be done differently” and so this remarkable metal coat stand was born.



Above: SMED in IKEA Catalogue 1980
Below: BONDSKÄRET hat/coat stand 2023



Originally published in the IKEA catalogue in 1957 as BALJA, this plant stand epitomises the simple, fuss-free design that IKEA has always been known for. And now revamped as KULTURSKOG in light green, it feels fresher than ever. Fill it up with flower pots, knick-knacks, magazines or books, and it's a versatile plant stand like no other.





**“This collection
is loud, colourful
and fun. A lot of the
products have a
story behind
them.”**

Karin Gustavsson
Range Identity Leader,
IKEA of Sweden



Small with big impact

Adding a sense of individuality to your home can be easily achieved through the addition of characterful accessories. This set of three candle holders in striking shades of lilac, primary green and blue, will bring a splash of colour to your dining table or mantelpiece.

These sleek accessories are the work of sibling designer duo Knut and Marianne Hagberg. Now called TUVKORNELL, these candle holders were first made available in 1980 as CYLINDER. Their minimalist, unembellished design acquires a vibrant quality in these new expressive pigments.

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Meet the designers Knut and Marianne Hagberg

Brother-sister design duo, Knut and Marianne Hagberg were a part of the IKEA family for over forty years before retiring in 2020. After joining the design team in 1980, they went on to design over 2100 IKEA products, specialising in small functional objects like the CYLINDER candle holders. Among their greatest achievements was being tasked with finalising the design for the most iconic IKEA product of all: the sturdy FRAKTA bag, and the award-winning children's furniture PUZZEL. For the duo, timeless design means "To design and offer people great products that can live over time, and that fit into different homes, cultures and generations."



Above: CYLINDER in IKEA Catalogue 1982
Below: TUVKORNELL candle holders
2023





“The simplicity in the design – how they look – and how they help you in your everyday life is what makes this collection so special.”

Johan Ejdemo
Design Manager,
IKEA of Sweden

Products overview



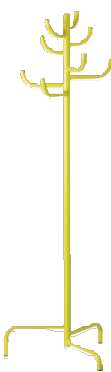
PE894994.jpg

BONDSKÅRET hat and coat stand W59,900
Powder coated steel.
Designer: Rutger Andersson.
W60×D60, H175cm. Black.
505.604.47



PE894995.jpg

BONDSKÅRET hat and coat stand W59,900
Powder coated steel.
Designer: Rutger Andersson.
W60×D60, H175cm. Lilac.
905.604.45



PE894996.jpg

BONDSKÅRET hat and coat stand W59,900
Powder coated steel.
Designer: Rutger Andersson.
W60×D60, H175cm. Yellow.
405.604.43



PE894988.jpg

DOMSTEN stool W39,900
Powder coated steel and clear lacquered solid pine.
Designer: Karin Mobring. Ø34, H45cm. Light green/pine.
205.604.39



PE894989.jpg

DOMSTEN stool W39,900
Powder coated steel and clear lacquered solid pine.
Designer: Karin Mobring. Ø34, H45cm. Lilac/pine.
005.604.35



PE894990.jpg

DOMSTEN stool W39,900
Powder coated steel and clear lacquered solid pine.
Designer: Karin Mobring. Ø34, H45cm. Orange/pine.
605.604.37



PE894945.jpg

KULTURSKOG plant stand W59,900
Powder coated steel. Ø58, H42cm. Black.
405.609.71



PE898352.jpg

KULTURSKOG plant stand W59,900
Powder coated steel. Ø58, H42cm. Light green.
805.609.69



PE905716.jpg

STOENSE rug, low pile W149,000
Pile: 100% polypropylene.
Backing: EVA plastic.
Ø195cm. Blue.
205.623.77



PE896671.jpg

LÖVBACKEN side table W99,900
Tinted, clear lacquered ash veneer and solid beech.
L77×W39, H51cm. Blue.
305.604.29



PE896672.jpg

LÖVBACKEN side table W99,900
Tinted, clear lacquered ash veneer and solid beech.
L77×W39, H51cm. Light green.
905.604.26



PE896673.jpg

LÖVBACKEN side table W99,900
Tinted, clear lacquered ash veneer and solid beech.
L77×W39, H51cm. Orange.
905.604.31



PE894973.jpg

TUVKORNELL candle holder, set of 3 W13,900
Comprises: 3 candle holders (H15, 12 and 9cm). Powder coated steel. Designer: K Hagberg/M Hagberg. Mixed colours.
605.603.43



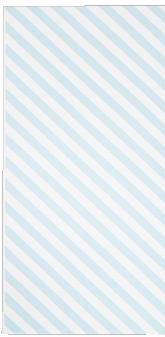
PE905705.jpg

LAGERMISPEL cushion cover W7,900
100% mixed fibres. Designer: Sven Fristedt. L50×W50cm. Pink/white/stripe.
205.603.35



PE894899.jpg

LAGERMISPEL cushion cover W7,900
100% mixed fibres. Designer: Sven Fristedt. L50×W50cm. Yellow/white/stripe.
905.603.32



PE894900.jpg

LAGERMISPEL pre-cut fabric W29,900
100% mixed fibres. Designer: Sven Fristedt. W150×L300cm. Light blue/white/stripe.
705.603.28



PE907824.jpg

SLÖJSILJA duvet cover and pillowcase W39,900
80% cotton, 20% viscose/rayon. Designer: Sven Fristedt. Duvet cover W150×L200cm. Pillowcase L50×W80cm. Light blue/white/stripe.
305.614.00



PE907827.jpg

SLÖJSILJA duvet cover and 2 pillowcases W59,900
80% cotton, 20% viscose/rayon. Designer: Sven Fristedt. Duvet cover W200×L230cm. Pillowcases L50×W80cm. Light blue/white/stripe.
205.613.87



PE894893.jpg

KRYPKORNELL pre-cut fabric W29,900
100% mixed fibres. Designer: Sven Fristedt. W150×L300cm. Leaf pattern/multicoloured, light.
105.603.26



PE894887.jpg

KRYPKORNELL cushion cover W7,900
100% mixed fibres. Designer: Sven Fristedt. L50×W50cm. Leaf pattern/multicoloured, light.
505.604.09



PE907411.jpg

KANTDRACENA duvet cover and pillowcase W39,900
80% cotton, 20% viscose/rayon. Designer: Sven Fristedt. Duvet cover W150×L200cm. Pillowcase L50×W80cm.
705.613.75



PE907413.jpg

KANTDRACENA duvet cover and 2 pillowcases W59,900
80% cotton, 20% viscose/rayon. Designer: Sven Fristedt. Duvet cover W200×L230cm. Pillowcases L50×W80cm.
505.613.62



PE903840.jpg

ROSTVINGE tray W12,900
High-pressure melamine laminate. Designer: Sven Fristedt. Ø43cm. Leaf pattern light blue.
805.603.37

Image overview



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PH193699.jpg



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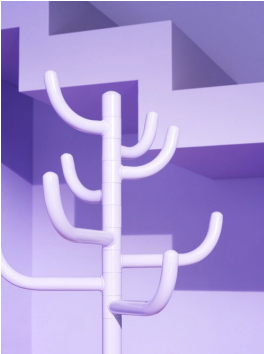
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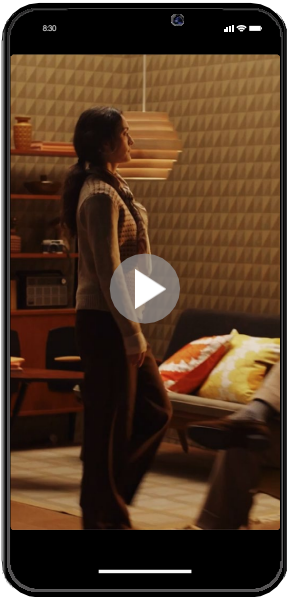
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Video overview

Launch videos



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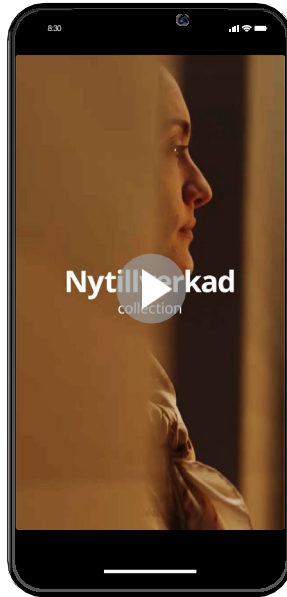
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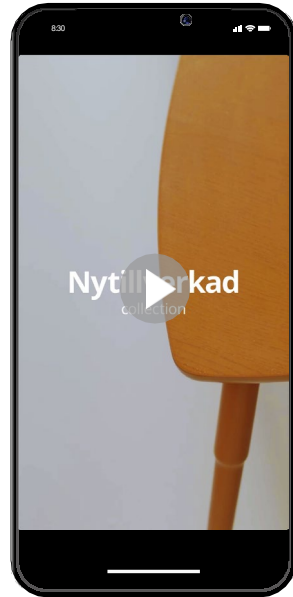
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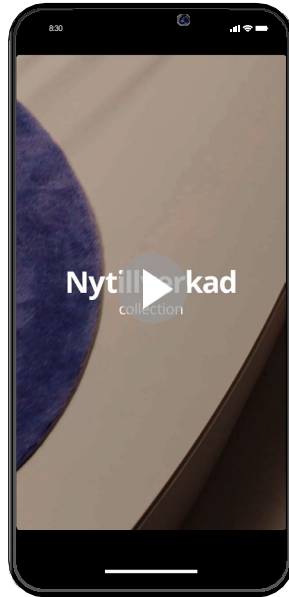
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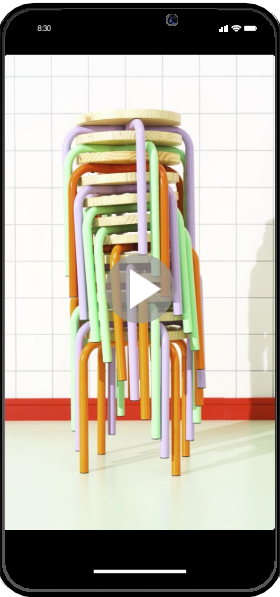


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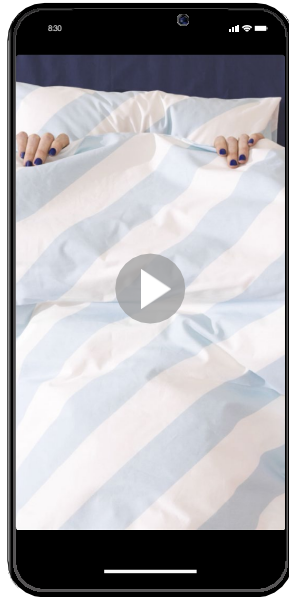
Product animations



Video
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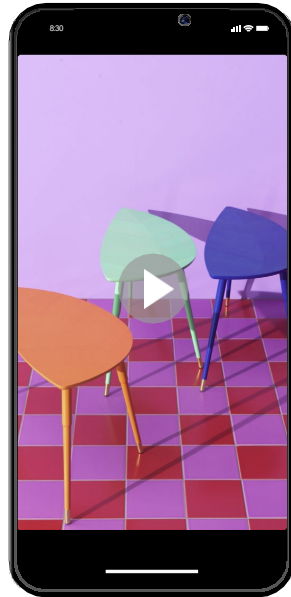
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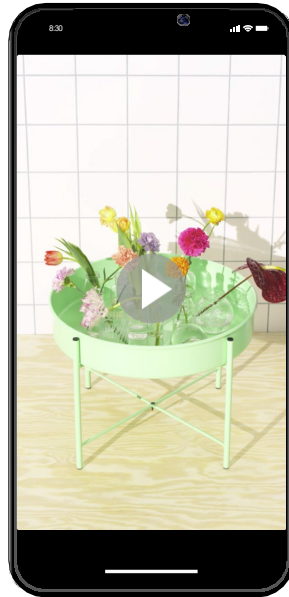
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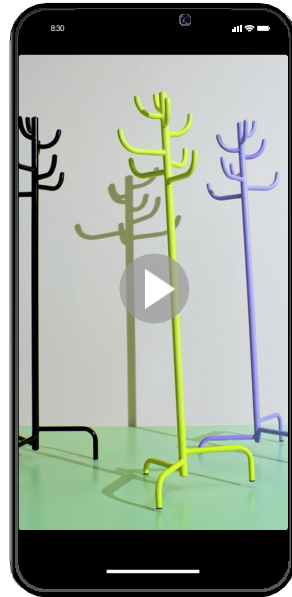
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Video
Nytillverkad_mo-
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Duration 15 sec

Available in format:
3:4, 9:16



Video
Nytillverkad_mo-
tion_5_9x16

Duration 15 sec

Available in format:
3:4, 9:16

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