SÄLLSKAP COLLECTION
LIMITED EDITION OCTOBER 2016

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GREAT DESIGN FOR BEING TOGETHER

This October 2016, IKEA presents SÄLLSKAP – a collection inspired by the Scandinavian arts and crafts tradition and by the once groundbreaking idea of rooms designed for the whole family. It’s a collection of furniture, textiles and dinnerware that brings inspiration from the past into the present in the best way we could think of – by moving things forward.
ROOM FOR LIFE

There was a time, a century or two ago, when children were to be seen but not heard and beautiful design was reserved for the wealthy. Then something changed. Influential Swedes such as author Ellen Key and artists Karin and Carl Larsson sowed the seed of what later became known as the “allrum”, room for all, where the whole family could get together. But it wasn’t just about having a common space where everyone was allowed – it was also about making room for beauty and quality and promoting the idea that everyone should be able to get their hands on great design. SÄLLSKAP is about all that.

“SÄLLSKAP is inspired by the Scandinavian arts and crafts movement of the late 19:th and early 20:th century. It’s a collection that celebrates traditions without loosing touch with modern life”, says Mette Nissen, Creative Leader at IKEA of Sweden.
“SÄLLSKAP is a collection that celebrates traditions without loosing touch with modern life.”

Mette Nissen,
Creative Leader IKEA of Sweden
AT THE HEART OF SÄLLSKAP

There’s nothing saying you can’t love city life but still nurse a quiet longing for rural bliss. SÄLLSKAP is made up of furniture, lamps, textiles and dinnerware that bring in a scent of Swedish traditions and country life, regardless of where your home is. Better still, SÄLLSKAP is designed to fit perfectly into every space. The furniture is smaller than its century old inspirations – and has multifunctional qualities that add to the compact living value. The main material is solid wood, because nothing beats sturdy when you want to make room for the whole family – given that you add as many soft cushions and blankets as you fancy.

“At the heart of SÄLLSKAP are home textiles that are inspired by traditional patterns and techniques, such as splash painting and ikat weave”, says Mette Nissen.
The SÄLLSKAP apron is inspired by Swedish artist Karin Larsson's own dress design – and looks equally great on all cooks.
Adding textiles is an easy way to change a room. The SÅLLSKAP cushions have prints inspired by traditional Swedish patterns – and bring in a scent of updated country life.

**SÅLLSKAP cushion covers**

- L50×W50cm RM19.90/each 203.417.34
- L40×W65cm RM29.90/each 403.417.28
The SÄLLSKAP fabrics revives beautiful patterns from the past. "In the 18:th century splash painting was an affordable way to create your own wallpaper. It's a pattern that feels just as right in a contemporary context as in a traditional setting", says designer Maria Vinka.
Use the fabric to create your very own SÄLLSKAP-pet. Just find two of the same kind, cut along the dotted lines and sew them together.
A glass-door cabinet is perfect for all the things you want to hide away in plain sight. Don't stuff it too much, though – the inside has a splash pattern that deserves to be shown off.
The SÄLLSKAP storage bench and chair in solid pine are smaller than their century old inspirations but still perfect for putting away all your bits and bobs. "We wanted to use the multifunctionality that was common in traditional furniture", says designer Mikael Warnhammar.
The small wall cabinets are great for the safekeeping of whatever you fancy – spices, keys, eggcups, you name it.
The SÄLLSKAP hook racks come in different colours and sizes and so work for all spaces and for all kinds of things – like tea towels with brushed up traditional prints.

SÄLLSKAP series. Rack with 5 hooks RM19.90 303.340.21
Handpainted bowls and sideplates for a traditional soup dinner with a twist.

SÄLLSKAP tableware. Bowl RM11.90/each 303.413.90
Side plate RM14.90/each 503.413.89
According to some folk traditions a four-leaf clover in the bottom of the soup bowl brings good luck to the dinner crowd. Regardless, it makes the SÄLLSKAP terrine look great even when dinner’s over.

SÄLLSKAP soup ladle RM19.90 Stoneware. L25cm. White 903.423.82

SÄLLSKAP soup terrine RM99 Stoneware. Ø26, H15cm. 2.5l. White 103.413.91
The SÄLLSKAP rug is long and narrow and works perfectly for hallways and corridors.
Put the things that keep getting lost just by the mirror to avoid everyday frustration, or forget about keys and hairbrushes and go for picture perfect.
Notebooks covered in geraniums and four-leaf clovers, for writing in style.

SÄLLSKAP note-book RM22.90/each Each notebook comprises 40 unlined pages. Handmade paper. Designer: Maria Vinka. L18×W26cm. 703.418.59
Light up your life with four-leaf clovers. The SÄLLSKAP lamp shade works both as a pendant and as a table lamp.
Bring dinner to light with lamp shades the shape of bells.

SÄLLSKAP lamp shade RM49.90/each Ø24, H20cm. 603.334.40
Sometimes what’s old feels brand new – like the multifunctional storage bench and chair that come in a size that fits all.

SÄLLSKAP chair with storage RM320/each 903.389.69
PRODUCT IMAGES
### SÄLLSKAP / IKEA PRESS KIT / OCT 2016 / 23

<table>
<thead>
<tr>
<th>Product Code</th>
<th>Description</th>
<th>Price</th>
<th>Material and Dimensions</th>
<th>Designer</th>
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<tbody>
<tr>
<td>PE598798</td>
<td>SÄLLSKAP chair with storage RM320/each</td>
<td>320</td>
<td>Stained, clear lacquered solid pine. Designer: Mikael Warnhammar. W44×D47, H75cm. Assorted colours 903.389.69</td>
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<tr>
<td>PE598799</td>
<td>SÄLLSKAP back cushion RM59.90</td>
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<td>100% cotton. Designer: Maria Vinka. L110×W45cm. Black/green 603.416.09</td>
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<td>PE598800</td>
<td>SÄLLSKAP side plate RM11.90/each</td>
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<td>PE598807</td>
<td>SÄLLSKAP glass-door cabinet RM990</td>
<td>990</td>
<td>2 fixed and 4 adjustable shelves included. Stained, clear lacquered solid pine and tempered glass. Designer: Mikael Warnhammar. W140×D42, H120cm. Black 703.367.68</td>
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<td>PE598808</td>
<td>SÄLLSKAP bowl RM11.90/each</td>
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<td>Hand-painted by a skilled craftsman. Stoneware. Designer: Maria Vinka. Ø15, H7cm. Assorted colours 303.413.90</td>
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<td>SÄLLSKAP wall cabinet RM199/each</td>
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SÄLLSKAP lamp shade RM59.90
Painted powder-coated steel.
Designer: Maria Vinka.
Ø32, H20cm. Black/yellow 003.334.57

SÄLLSKAP lamp shade RM49.90
Painted powder-coated steel.
Designer: Maria Vinka.
Ø24, H20cm. Pink/white 603.334.40

SÄLLSKAP note-book RM22.90/each
L18×W26cm. Assorted patterns 703.418.59

SÄLLSKAP soup terrine RM99
Stoneware. Designer: Maria Vinka.
Ø26, H15cm. 2.5l. White 103.413.91

SÄLLSKAP soup ladle RM19.90
Stoneware. L25cm. White 903.423.82

SÄLLSKAP paper napkin RM7.90/30pcs
Paper.
Designer: Maria Vinka.
L38×W38cm. Assorted patterns 503.342.18

SÄLLSKAP pre-cut fabric RM49.90/each
100% cotton. Designer: Maria Vinka.
W150×L300cm. Assorted colours 403.417.28

SÄLLSKAP mirror RM199
Do not use the frame as a shelf for candles. Powder-coated steel and mirror glass.
Designer: Hanna Dalrot.
L75×D19, H52cm. Black 803.432.16
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<thead>
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<th>Code</th>
<th>Description</th>
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<th>Designer</th>
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