A new beginning

AVSIKTLIG
LAUNCH MAY 2017
IKEA and 10-gruppen

When three young designers at IKEA join hands with the iconic design collective 10-gruppen (Ten Swedish Designers) the result is 14 powerful patterns applied on bedding, plates, trays, rugs and meter fabric, plus more.

Fusing the present and the past every single piece proves that what was spectacular 45 years ago can be just as bold today – and that it’s possible to celebrate history and still be super contemporary.
“10-gruppen represents the very best of Scandinavian design history – democratic ideals, aesthetic innovation and an unbeatable feeling for materials. Their design style has not aged a second; it’s youthful, radical and as bold today as it was in the Seventies.”
- Marcus Engman, Design Manager, IKEA of Sweden
A new beginning

It didn’t take much consideration. When IKEA got the chance to bring 10-gruppen’s design treasure into the future, we jumped at it. The rebellious collective shook up the 70’s world of textile design and has kept going ever since, always looking forward, forever curious. Their influence on the Swedish design movement in general, and on IKEA in particular, really can’t be exaggerated.

“Our ambition was to clean up the design swamp... we wanted to create a better world without war using colours, patterns and music.”
- Carl Johan De Geer, co-founder 10-gruppen
Forget about nostalgia

AVSIKTLIG collection and the collaboration with 10-gruppen are all about what lies ahead. Together we fuse the past and the present in what’s actually more of a new-old collaboration than an altogether new one. During the years IKEA and 10-gruppen have worked together in different constellations and in a variety of projects. AVSIKTLIG is the latest addition, and hopefully the first of many to come.

Inez Svensson’s classic Kuba is from 10-gruppen’s very first collection in 1972. It’s a rhythmical, geometric pattern brought to life by the hand-drawn lines. In AVSIKTLIG Kuba comes in new colours.
The power of pattern

Among the patterns found in AVSIKTLIG are three 10-gruppen classics – patterns that are just as spectacular today as they were 45 years ago. But AVSIKTLIG is also the result of the collaboration with Iina Vuorivirta, Ida Pettersson and Hanna Dalrot, three young designers at IKEA. Together with Tom Hedqvist, one of the founders of 10-gruppen, they’ve created a playful collection that mirrors the design collective’s long and diverse history – but that’s still contemporary more than anything.

“Although all the patterns are so different and artistically strong in their own individual right, they work together...it feels good to present a collection where the individual parts form such a powerful whole.”
- Tom Hedqvist, co-founder 10-gruppen and creative coordinator for AVSIKTLIG
AVSIKTLIG designers and patterns

Iina Vuorivirta, IKEA
Iina has always been fascinated by dots and the different movements they can create – which her pattern for AVSIKTLIG is a proof of.

Hanna Dalrot, IKEA
Hanna finds inspiration and energy in nature and is known for her organic style. She likes how the hand’s line shows in her pattern for AVSIKTLIG.

Ida Pettersson, IKEA
Ida likes to work with bright colours and contrasts. 10-gruppen has always been a great inspiration, which can be seen in her pattern for AVSIKTLIG.

Birgitta Hahn, 10-gruppen
Birgitta’s leaf pattern Jamaica from 1978 is well-known and loved by many. And now it’s back in production for more than 40 years. Now it’s back.

Britt-Marie Christoffersson, 10-gruppen
The playful pattern Jazz, signed Britt-Marie and originally created in 1980, makes a colourful comeback.

Birgitta Hahn, 10-gruppen
Birgitta’s leaf pattern Jamaica from 1978 is well-known and loved by many. And now it’s back in production for more than 40 years. Now it’s back.

Ingela Håkansson Lamm, 10-gruppen
Ingela prefers to work with clear forms which you can tell from her geometric AVSIKTLIG pattern.

Inez Svensson (1932-2005) 10-gruppen
The classic pattern Kuba is from 10-gruppen’s very first collection in 1972. For AVSIKTLIG it comes in new colours.

Tom Hedqvist, 10-gruppen
Tom’s hallmark is the stripe. For AVSIKTLIG he has created a pattern of horizontal and vertical lines inspired by a newly ploughed field.

Lotta Hagerman, 10-gruppen
Lotta’s ocean-motif pattern for AVSIKTLIG is based on one of her own paintings.

Ingela Håkansson Lamm, 10-gruppen
Ingela prefers to work with clear forms which you can tell from her geometric AVSIKTLIG pattern.

Susanne Grundell, 10-gruppen
Susanne’s contribution to AVSIKTLIG is a geometric motif inspired by balcony railings.

Gunila Axén, 10-gruppen
Gunila was inspired by her own garden when creating her winding leaf pattern for AVSIKTLIG.

Kristina Abelli Elander, 10-gruppen partner
Kristina’s pattern for AVSIKTLIG features aliens peeking out from behind tree trunks and was designed with her newborn grandson in mind.

Anders Wenngren, 10-gruppen partner
For AVSIKTLIG, Anders has created a maze-like pattern based on facades from the concrete architecture of the 1960’s.
Ingela Håkansson Lamm, 10-gruppen, has contributed to the AVSIKTLIG collection with a geometric pattern that has gradual transitions between the straight and diagonal lines.
“I wanted to create a ‘classic’ 10-gruppen collection, featuring patterns people recognise as well as new favourites. The collection comprises three colour groups: emerald green, ultramarine blue and lemon yellow with black and white elements. This makes it easy to combine the different patterns in an interior.”
- Tom Hedqvist, 10-gruppen

AVSIKLIG collection.
Armchair $159/ea W68xD67, H80cm.
Assorted colours 403.696.42
Cushion cover $9.90 L50xW50cm.
Assorted patterns 403.613.25
Cushion $30/ea L54xW54cm. Blue/white 103.614.40
Bedspread/blanket $19.90 W150xL240cm. Leaf/blue 003.612.09
Rug, flatwoven $249 W170xL240cm. Black/white 703.703.09
“10-gruppen has always represented a modern, youthful design. We have changed with the times and have always been in the limelight.”
- Ingela Håkansson Lamm, 10-gruppen

AVSIKTLIG collection.
Rack with 3 hooks $12.90/ea
L26×D13, H45cm. Assorted colours 003.696.39
Tote bag $9.90/ea L36×H42cm.
Assorted patterns 503.613.63
Pre-cut fabric $19.90 (Here sewn as a seat cover for a vintage chair.)
W150×L300cm. Assorted patterns/blue 803.613.14
Bedspread/blanket $19.90
W150×L240cm. Leaf/blue 003.612.09
AVSIKLIG collection. Rug, flatwoven $199 W133×L195cm. Black-blue 003.703.03

“There’s a nerve in the hand’s line, rather a bit shaky than perfectly straight. That’s how we’ve always worked.”
- Tom Hedqvist, 10-gruppen
AVSIKLIG collection.

Cover two-seat sofa $100

100% cotton. Designer: Inez Svensson. Alvared black/blue 003.618.41 (KLIPPAN two-seat sofa is sold separately.)

Tray $19.90 Ø56cm. Assorted patterns 003.491.37

Box with lid, set of 3

$19.90 Sizes: 15×15×15cm, 20×20×20cm and 25×25×25cm. Black/white 603.491.39
AVSIKLIG collection.

Mug $3.90 36cl. Dots 103.618.74
Box with lid, set of 3 $19.90
Sizes: 15×15×15cm, 20×20×20cm
and 25×25×25cm. Black/white 603.491.39
Note-book $3.90/ea L21×W15cm.
Assorted patterns/black 203.700.19

Djungel, signed Carl Johan De Geer, hasn’t been in production for over four decades – it was too bold at the time – and we just love being able to bring it back.
“I wanted to play around with the pattern and make sure the work of the hand was visible. The result is a repeated pattern where the repetitions hopefully aren’t so obvious.”
- Hanna Dalrot, designer at IKEA

Hanna Dalrot is inspired by nature and often work with organic shapes, as in her pattern for the AVSIKTLIG bedding.

AVSIKTLIG collection.
Quilt cover and pillowcase,
single size $49/ea Quilt cover W150×L200cm. Pillowcase L50×W80cm. Assorted colours 603.637.76
Quilt cover and pillowcase,
single size $39.90/ea Quilt cover W150×L200cm. Pillowcase L50×W80cm. Green 703.637.90
Pre-cut fabric $19.90/ea
(Here seen as cushion covers.) W150×L300cm. Assorted patterns/green 503.613.15
AVSIKTILIG collection.

Stool $24.90
Ø35, H45cm. Assorted colours 503.632.39

Pre-cut fabric $19.90
(Here used as wall decoration.) W150×L300cm.
Assorted patterns/green 503.613.15
“The vast majority of people like stripes. They don’t upset anybody, and that suits my diplomatic disposition.”
- Tom Hedqvist, 10-gruppen
AVSIKTLIG quilt cover and pillowcase, single size $39.90/ea
Quilt cover W150×L200cm. Pillowcase L50×W80cm.
Green 703.637.90

Quilt cover and pillowcase, single size $49/ea
Quilt cover W150×L200cm. Pillowcase L50×W80cm. Assorted colours 603.637.76

AVSIKTLIG collection. Hand towel $12.90/ea W50×L100cm. Assorted colours 903.687.63

Bath sheet $29.90/ea W100×L150cm. Assorted colours 703.685.23
One of IKEA designer Ida Pettersson’s greatest influences is 10-gruppen, which is illustrated by her colourful contribution to the AVSIKLIG collection.
Ida Pettersson loves working with bright colours, like in the pattern for the pre-cut AVSIKTLIG fabric that here serves as a tablecloth.

AVSIKTLIG collection.
Pre-cut fabric $19.90/ea W150×L300cm. Assorted patterns 103.613.17
Mug $3.90/ea 36cl. Zigzag pattern 603.618.76
Stool $24.90/ea Ø35, H45cm. Assorted colours 503.632.39

"10-gruppen has always been one of my greatest influences. I absolutely love their design style, it’s bold, colorful and geometric in its expression."
- Ida Pettersson, designer IKEA
AVSIKTLIG collection.
Mug $3.90/ea 36cl. Zigzag pattern 603.618.76
Serving plate $9.90/ea L31×W17, H4cm. Zigzag pattern 303.567.39
Plate $3.90/ea Ø20cm. Zigzag pattern 303.618.73 Dots 503.618.72
Serving plate $6.90 L24×W13, H4cm. Dots 103.567.40
Place mat $1.90/ea W37×L37cm. 003.520.40
Pre-cut fabric $19.90/ea W150×L300cm. 103.613.17
AVSIKTLIG collection.
Serving plate $9.90  L31×W17, H4cm. Leaf 703.567.99
Bowl $9.90/ea  Ø28cm. Leaf 903.568.78
Bowl $13.90  Ø34cm. Leaf 903.566.18
Mug $3.90  36cl. Leaf 803.618.75
Tray $19.90  Ø56cm. Assorted patterns 003.491.37
Birgitta Hahn designed the classic 10-gruppen pattern *Jamaica* on a hot summer’s day in the Stockholm archipelago. “Both the pattern and the name came to me straight away, they were just perfect.” In AVSIKLIG the original from 1978 comes in new colours.
AVSIKTLIG tray $10.90 ø43cm. Black/white leaves 903.545.20

AVSIKTLIG cushion $9.90 Designer: Iina Vuorivirta. L30×W60cm. White/blue 203.458.12
Some say all good things must come to an end. In the case of 10-gruppen we’re many who hope not. When the remaining members of the iconic design collective decided to close for business in 2015, despite still going strong, the obvious question was what would happen to the brand. Co-founder Tom Hedqvist:

“I suggested that we contact IKEA and then I texted Marcus Engman* to ask if he was interested. He answered yes straight away”, says Tom, whose initiative resulted in IKEA now being the proud safekeeper of a large part of the 10-gruppen pattern treasure.

The idea wasn’t as far-fetched as it might seem. Over the years there have been several collaborations between IKEA and 10-gruppen and many of the design collective’s members have made guest appearances as freelancers, so the companies have more in common than first meets the eye. Before we say more about the IKEA and 10-gruppen love story, we’ll make a quick journey back in time.

At the start, in the beginning of the 1970’s, 10-gruppen was part of the anti-establishment force of the time, turning against the current aesthetic ideals. One of the co-founders, Carl Johan De Geer, puts it this way in the new book 10-gruppen. Patterns and People: “10-gruppen was a non-profit association, our ambition was to clean up in the design swamp... We wanted to create a better world without war using colours, patterns and music.”

“There was a call to take matters into your own hands. It was a sign of the times. We didn’t want to accept that there were companies and producers that didn’t believe in us. Instead we got to work and proved ourselves that way. It was about entrepreneurship, long before the word was invented”, says Tom.

“At the time we were quite self-absorbed, all of us, but it was a passing egocentricity. Even though we always went our own way, we soon realised how inspiring it is to do designs that actually work and that people like.”

The 10-gruppen members were united in their belief in the impact of textile patterns. Together they created colourful collections that were bold, loud and fun-loving in equal measures.

“The main objective was always to create good design without compromising – and to reach out.”

The clientele was, and is, large and varied.

“I worked in the store in Stockholm almost every Saturday for 20 years. During that time, I saw people grow up and go from reluctant 10-year olds coming in with their parents, via teenagers about to decorate their own room, to young adults that just got their own flat. Another few years later some of them came in with their own kids.”

For Tom, whose day jobs have been in advertising and graphic design (he’s worked as an art director and a teacher, been the artistic manager at Orrefors, the director at Röhsska Museum in Gothenburg and the principal at Beckmans College of Design in Stockholm, and more), 10-gruppen’s always been a symbol of freedom.

“10-gruppen has allowed me to constantly return to the free arts. It’s been a refuge where I’ve had to do fewer compromises and the opportunity to work with people I know well.”

In the early days much of the inspiration came from Pop Art and from the graphics, radical fashion and music in 60’s and 70’s London. The members of 10-gruppen have always stayed interested in the world around them. For some, like Tom, it’s a lifelong addiction.

“I’m forever curious, that’s how I stay alive.”

* Design Manager, IKEA of Sweden
That very curiosity, running through all 10-gruppen’s work, is part of the success and has contributed to a design style that hasn’t aged, but is just as youthful, radical and bold as it was when the group first started out. That IKEA, more than 45 years after 10-gruppen first started out, got the opportunity to safepoole their pattern treasure can be described as something of a natural progression. Not only have many of the 10-gruppen designers freelanced at IKEA during the years, their contributions have had a profound effect on the textile range and on the way IKEA work with colours and patterns even today.

“Our whole idea was to spread good design to as many people as possible, that was why we used industrial printing techniques instead of hand print. We wanted to contribute with what we were good at, in the best way we could”, says Tom.

“Naturally you can’t compare a small company like 10-gruppen with IKEA, but the philosophies – providing people with good, affordable products – are similar. For me the ideas and designs 10-gruppen represent can’t find a better home.”

Now it’s finally time to launch the first ever collection since 10-gruppen moved in to IKEA. Tom’s starting point was to create a collection built on differences, not co-ordination, while still leaning on some kind of colour scheme that connects the patterns.

“It was important to make a collection you recognise as 10-gruppen’s. We’ve used different scales – I’ve always believed that small patterns work as a glue between two larger. That’s an approach I don’t want to let go off. With that exception everyone was free to do what they wanted, in the same spirit as always.” In the end AVSIKTLIG came to consist of 14 different patterns by the same number of designers. Even before he started working on the collection, Tom knew that he wanted IKEA to be in on the design.

“10-gruppen’s invited many guest designers over the years. It’s how we’ve always worked”, says Tom, who was familiar with the work of the young IKEA designers Ida Pettersson, Iina Vuorivirta and Hanna Dairiot before they came onboard, thanks to his involvement in art and design educations in Stockholm.

“It felt important to bring in a new generation. Otherwise everyone behind the collection would be 70+”

He’s happy with the outcome.

“I’ve had a good feeling about this all along. I like that the collection includes patterns from our early years as well as more recent additions and, of course, the brand new designs. It all works really well together – and the result is truly contemporary. Hopefully the IKEA customers will agree.”

There are already other collaborations between Tom and IKEA in the pipeline.

“I’m looking forward to it. This is a super interesting way to work. And of course it’s fantastic to be able to reach out to millions of people all over the world. Everything is possible at IKEA.”

Tom and 10-gruppen in short
Tom Hedqvist lives and works in Stockholm. He’s well known for his striped patterns, and has created several in his work for 10-gruppen. The 19-year old Tom was 10-gruppen’s youngest member when it formed in 1970. At the time he worked as an assistant to Inez Svensson, one of the promoters behind the group. When 10-gruppen closed for business in 2015, Tom was one of three members who had been in on the whole journey. He is also the one who has coordinated the work with AVSIKTLIG.

AVSIKTLIG book, 10-Gruppen Patterns and people $15.90 10-gruppen’s patterns are playful, vital and forever young. They represent the very best in Scandinavian design history- democratic ideals, aesthetic innovation and unbeatable feeling for materials. Discover an amazing treasure of patterns! 603.521.84
Moving Media

10-gruppen story slideshow
Loud, fun and bold. 35 sec slideshow telling the story of IKEA and 10-gruppen.

Pattern slideshow
All the fab AVSIKTLIG patterns in an everlasting loop.

Context image slideshow
Enjoy the colourful AVSIKTLIG items in pictures.

10-gruppen. Patterns and People
That’s the go to book if you want the whole 10-gruppen story. Have a sneak peek here.
AVSIKTLIG cushion $30 The cover is easy to keep clean as it is removable and can be machine washed. Fits AVSIKTLIG armchair. 100% cotton. Designer: Ingela Håkansson-Lamm. L54×W54cm. Black/white 703.614.42

AVSIKTLIG cushion $30 The cover is easy to keep clean as it is removable and can be machine washed. Fits AVSIKTLIG armchair. 100% cotton. Designer: Ingela Håkansson-Lamm. L54×W54cm. Blue/white 103.614.40

AVSIKTLIG bedspread/blanket $19.90 Can be used as bedspread for a single bed or as a large blanket. 100% polyester. Designer: Birgitta Hahn. W150×L240cm. Leaf/blue 003.612.09

AVSIKTLIG hand towel $12.90/ea The long, fine fibres of combed cotton create a soft and durable towel. 100% cotton. Designer: Anders Wenngren. W50×L100cm. Assorted colours 903.687.63

AVSIKTLIG bath sheet $29.90/ea The long, fine fibres of combed cotton create a soft and durable towel. 100% cotton. Designer: Tom Hedqvist. W100×L150cm. Assorted colours 703.685.23

AVSIKTLIG stool $24.90/ea The stool can be stacked, so you can keep several on hand and store them on the same space as one. Painted finish. Ø35, H45cm. Assorted colours 503.632.39

AVSIKTLIG quilt cover and pillowcase, single size $49 Concealed press studs keep the quilt in place. 100% cotton. Designer: Hanna Dalrot. Quilt cover W150×L200cm. Pillowcase L50×W80cm. Assorted colours 603.637.76

AVSIKTLIG quilt cover and pillowcase, single size $39.90 Concealed press studs keep the quilt in place. 100% cotton. Designer: Kristina Abelli-Elander. Quilt cover W150×L200cm. Pillowcase L50×W80cm. Green 703.637.90

AVSIKTLIG quilt cover and pillowcase, single size $39.90 Concealed press studs keep the quilt in place. 100% cotton. Designer: Tom Hedqvist. W100×L150cm. Assorted colours 703.685.23

AVSIKTLIG hand towel $12.90/ea The long, fine fibres of combed cotton create a soft and durable towel. 100% cotton. Designer: Anders Wenngren. W50×L100cm. Assorted colours 903.687.63

AVSIKTLIG armchair $159/ea Chairs which can be stacked and take up less room when not being used. Handmade by skilled craftspeople, which makes every product unique in design and size. Stained, clear lacquered rattan. Designer: Nike Karlsson. W68×D67, H80cm. Assorted colours 403.696.42

AVSIKTLIG stool $24.90/ea The stool can be stacked, so you can keep several on hand and store them on the same space as one. Painted finish. Ø35, H45cm. Assorted colours 503.632.39

AVSIKTLIG quilt cover and pillowcase, single size $49 Concealed press studs keep the quilt in place. 100% cotton. Designer: Hanna Dalrot. Quilt cover W150×L200cm. Pillowcase L50×W80cm. Assorted colours 603.637.76

AVSIKTLIG bedspread/blanket $19.90 Can be used as bedspread for a single bed or as a large blanket. 100% polyester. Designer: Birgitta Hahn. W150×L240cm. Leaf/blue 003.612.09

AVSIKTLIG hand towel $12.90/ea The long, fine fibres of combed cotton create a soft and durable towel. 100% cotton. Designer: Anders Wenngren. W50×L100cm. Assorted colours 903.687.63
AVSIKTILIG rug, flatwoven $199
The rug has the same pattern on both sides, so you can turn it over and it will withstand more wear and last even longer. 100% wool. Designer: Tom Hedqvist. W133×L195cm. Assorted patterns/white 003.703.07

AVSIKTILIG rug, flatwoven $249
The rug has the same pattern on both sides, so you can turn it over and it will withstand more wear and last even longer. 100% wool. Designer: Susanne Grundell. W170×L240cm. Black/white 703.703.09

AVSIKTILIG note-book $3.90/ea

AVSIKTILIG pre-cut fabric $19.90/ea
100% cotton. W150×L300cm. Assorted patterns/green 503.613.15

AVSIKTILIG pre-cut fabric $19.90/ea
100% cotton. W150×L300cm. Assorted patterns/blue 803.613.14

AVSIKTILIG pre-cut fabric $19.90/ea
100% cotton. W150×L300cm. Assorted patterns/black 303.613.16

AVSIKTILIG pre-cut fabric $19.90/ea
100% cotton. W150×L300cm. Assorted patterns/white 703.613.15

AVSIKTILIG tote bag $9.90/ea
You can do something good for the environment by using this bag instead of disposable bags. 100% cotton. L36×H42cm. Assorted patterns 503.613.63
AVSIKTLIG deep plate/bowl $3.90 Made of feldspar porcelain, which makes the bowl impact resistant and durable. Designer: Birgitta Hahn. Ø17cm. Leaf 703.618.71

AVSIKTLIG bowl $9.90 Made of feldspar porcelain, which makes the bowl impact resistant and durable. Designer: Birgitta Hahn. Ø28cm. Leaf 903.568.78

AVSIKTLIG tray $6.90 Laminated paper board. L28×W20cm. Assorted patterns 003.491.04

AVSIKTLIG tray $19.90 Laminated paper board. Ø56cm. Assorted patterns 003.491.37

AVSIKTLIG paper napkin $2.90/30pcs The napkin is highly absorbent because it’s made of three-ply paper. L38×W38cm. Assorted patterns 803.491.38

AVSIKTLIG place mat $1.90 Protects the table top surface and reduces noise from plates and cutlery. Polypropylene plastic. Designer: Tom Hedqvist. W37×L37cm. 003.520.40

AVSIKTLIG hook $5.90/ea Handmade by skilled craftspeople, which makes every product unique in design and size. Stained, clear lacquered rattan. Designer: Nike Karlsson. H33cm. Assorted colours 403.696.37

AVSIKTLIG rack with 3 hooks $12.90/ea Handmade by skilled craftspeople, which makes every product unique in design and size. Stained rattan. Designer: Nike Karlsson. L26×D13, H45cm. Assorted colours 003.696.39


AVSIKTLIG paper napkin $2.90/30pcs The napkin is highly absorbent because it’s made of three-ply paper. L33×W33cm. Assorted patterns 703.491.05
**AVSIKTLIG book, 10-Gruppen Patterns and people $15.90**

10-Gruppen's patterns are playful, vital and forever young. They represent the very best in Scandinavian design history—democratic ideals, aesthetic innovation and unbeatable feeling for materials. Discover an amazing treasure of patterns! 603.521.84

**AVSIKTLIG tray $10.90**

Laminated paper board. Ø43cm. Black/white leaves 903.545.20

**AVSIKTLIG fabric $4.90/m**

100% cotton. Designer: Britt-Marie Christoffersson. W150cm. White/multicolour 403.459.10

**AVSIKTLIG fabric $7.90/m**

100% cotton. Designer: Iina Vuorivirta. W150cm. Dotted/white/black 303.458.21

**AVSIKTLIG fabric $7.90/m**

100% cotton. Designer: Britt-Marie Christoffersson. W150cm. White/multicolour 403.459.10

**AVSIKTLIG cushions $9.90**

Can be used as a comfortable neckroll to support your neck or a lumbar cushion for your lower back. Cover: cotton. Filling: polyester. Designer: Ida Pettersson. L30×W60cm. Multicolour 303.456.99

**AVSIKTLIG cushions $9.90**

Can be used as a comfortable neckroll to support your neck or a lumbar cushion for your lower back. Cover: cotton. Filling: polyester. Designer: Inez Svensson. L30×W60cm. Black/white 003.458.13

**AVSIKTLIG cushions $9.90**

Can be used as a comfortable neckroll to support your neck or a lumbar cushion for your lower back. Cover: cotton. Filling: polyester. Designer: Iina Vuorivirta. L30×W60cm. White/blue 203.458.12

**AVSIKTLIG curtains $39.90**

65% polyester, 35% cotton. Designer: Birgitta Hahn. Curtains, 1 pair W145×L250cm. White/black 803.464.18

**AVSIKTLIG curtains $39.90**

65% polyester, 35% cotton. Designer: Birgitta Hahn. Curtains, 1 pair W145×L250cm. White/black 803.464.18

**AVSIKTLIG rug, low pile $69**

The thick pile dampens sound and provides a soft surface to walk on. The rug is machine woven. Pile: 100% polypropylene. Backing: latex. Designer: Iina Vuorivirta. W133×L195cm. White/black 303.480.61

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