

AMMAN. DELHI. BANGKOK.

Contemporary local design meets traditional craft

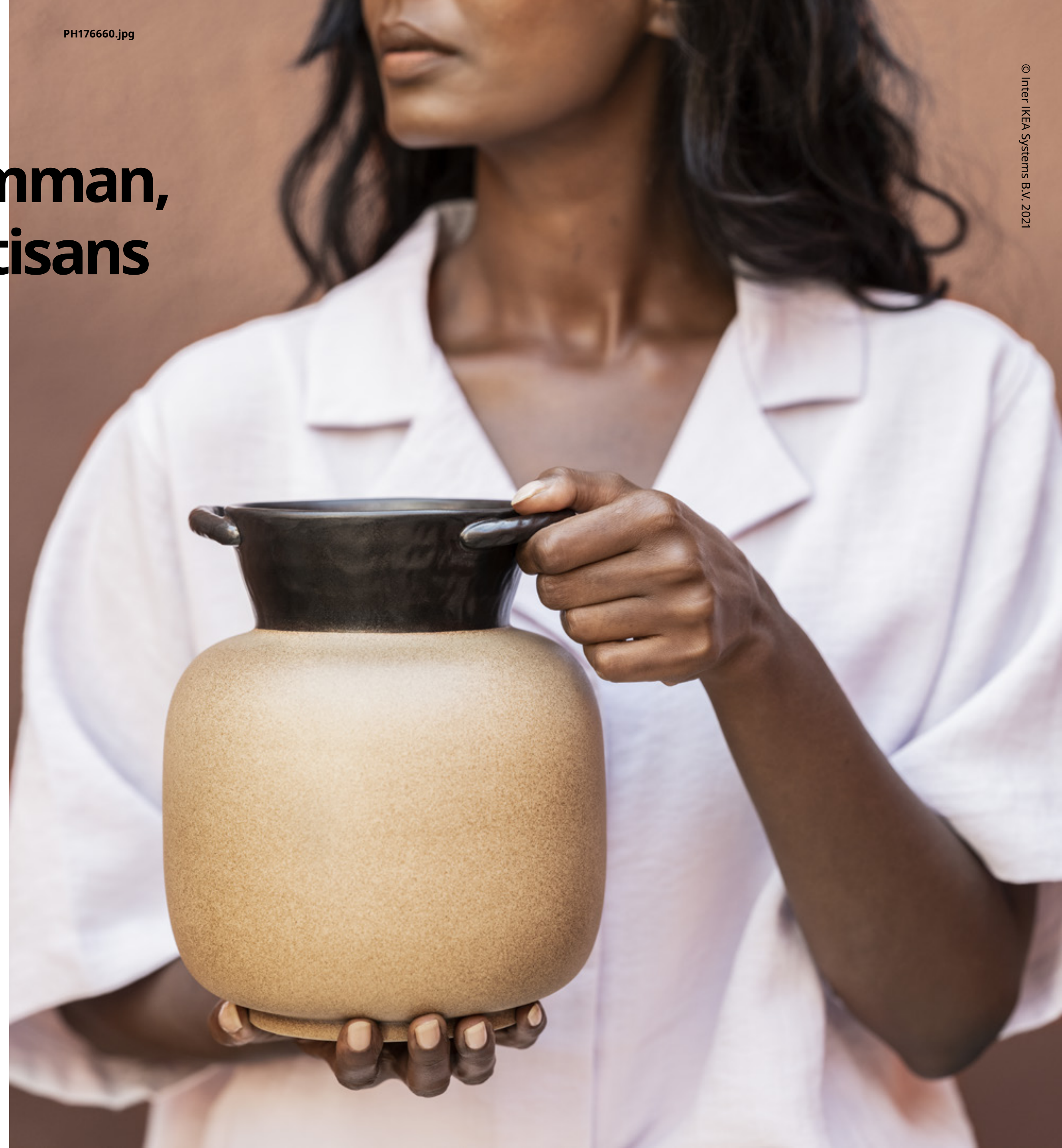


LOKALT limited collection coming June 2021



What happens when four young contemporary designers from Amman, Delhi and Bangkok meet local artisans and local traditions?

**You get LOKALT collection
- launching June 2021.**



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“I looked for designers with a modern expression because I wanted to show that handicraft doesn’t have to look traditional or old-fashioned. It can be modern and even avant-garde.”

- Maria O’Brian
Creative Leader at IKEA

LOKALT collection is produced by social businesses in Jordan, Thailand and India. Every cushion cover, rug, basket and bowl is handmade by skilled artisans and creates work in regions where it’s most needed.

Tania Haddad

AMMAN.

Amman is the focus for your LOKALT designs, why is that?

Amman is a very special city for me. It's beautiful and charming and a bit chaotic with all the people, the colourful cars, the small alleyways and the rooftops that double as living rooms. I call it beautiful chaos – a chaos I miss every time I'm away. I wanted to show all that in my design.

What was it like to work with a social business like Jordan River Foundation*?

I've worked with social businesses right from the start of my brand, but when you're a small brand, you only reach a limited number of people. Partnering up with IKEA changes that. In Jordan, there are very, very many crafty women who want to work and it's great to bring that opportunity to them.

How did the collaboration with the artisans play out?

I asked them how they could incorporate embroidery into my prints, but I also wanted them to add their personal touch. They are really talented. For example, it's mind-bending to watch how they can draw an image directly on the fabric, using an embroidery sewing machine.

Learn more about Jordan River Foundation on page 29

Tania Haddad was born in Amman, Jordan, in 1989. She started her career by studying fashion in Italy. Today she runs her fashion brand Tania George from Amman and London.





“I take lots of pictures of pickups, and almost every time the driver stops and tells me the story of the design and how proud he is of the car. They are very representative of Amman.”

- Tania Haddad

LOKALT cushion covers. L50×W50cm 149:- White/yellow.
L50×W50cm 149:- White/pink



In Amman, there's a whole culture around designing the pickup of your dreams. Now you can own your own, with hand-embroidered details.

LOKALT cushion covers. L50×W50cm 149:- White/yellow. L50×W50cm 149:- White/pink. L65×W40cm 149:- White/lilac



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Looking at the throw with its hand-embroidered details is like taking a tour of the old part of Amman. Here you find the water tanks, the satellite dishes and the oasis of greenery that characterise the bustling city.

LOKALT throw 499:-

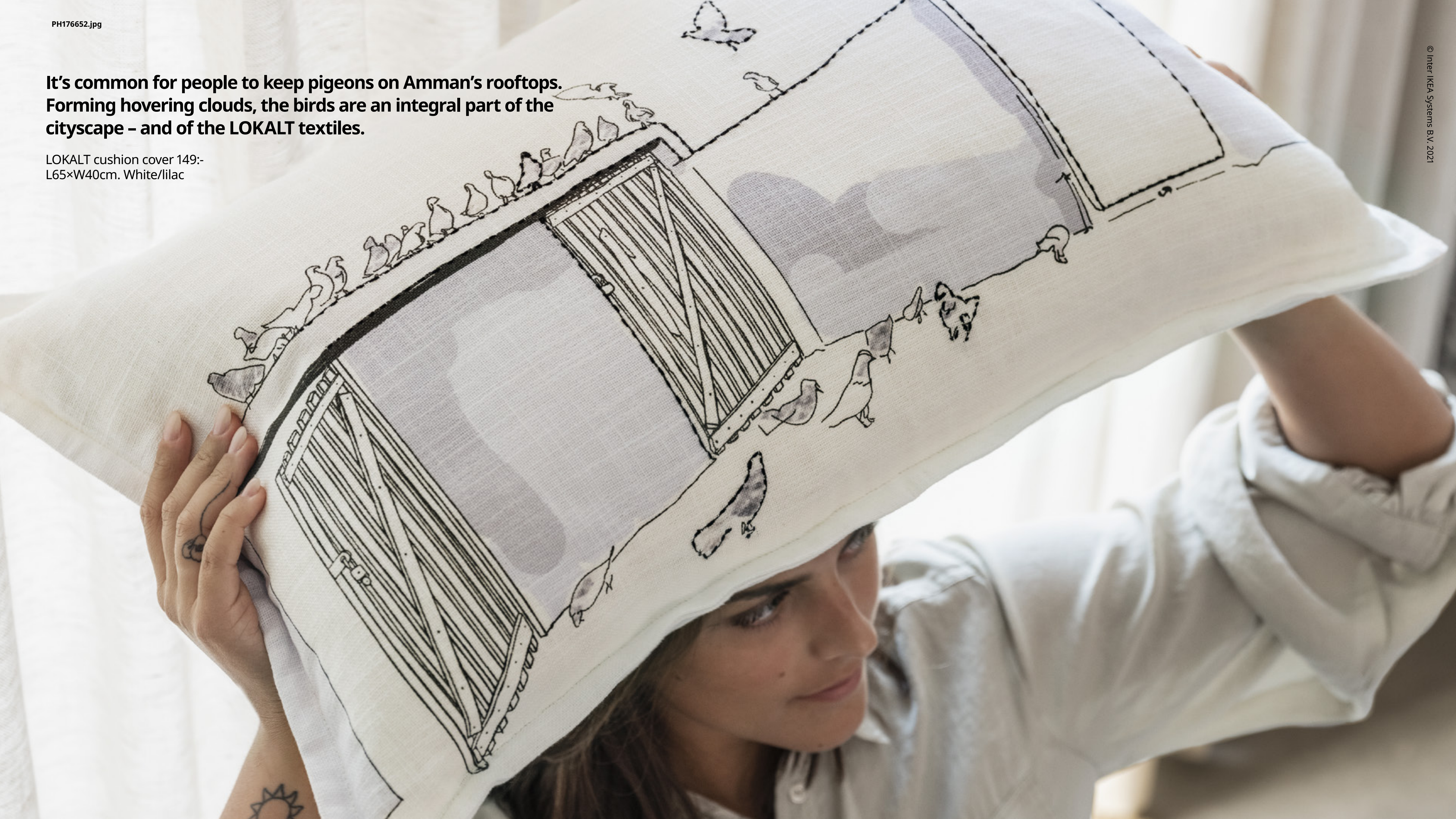
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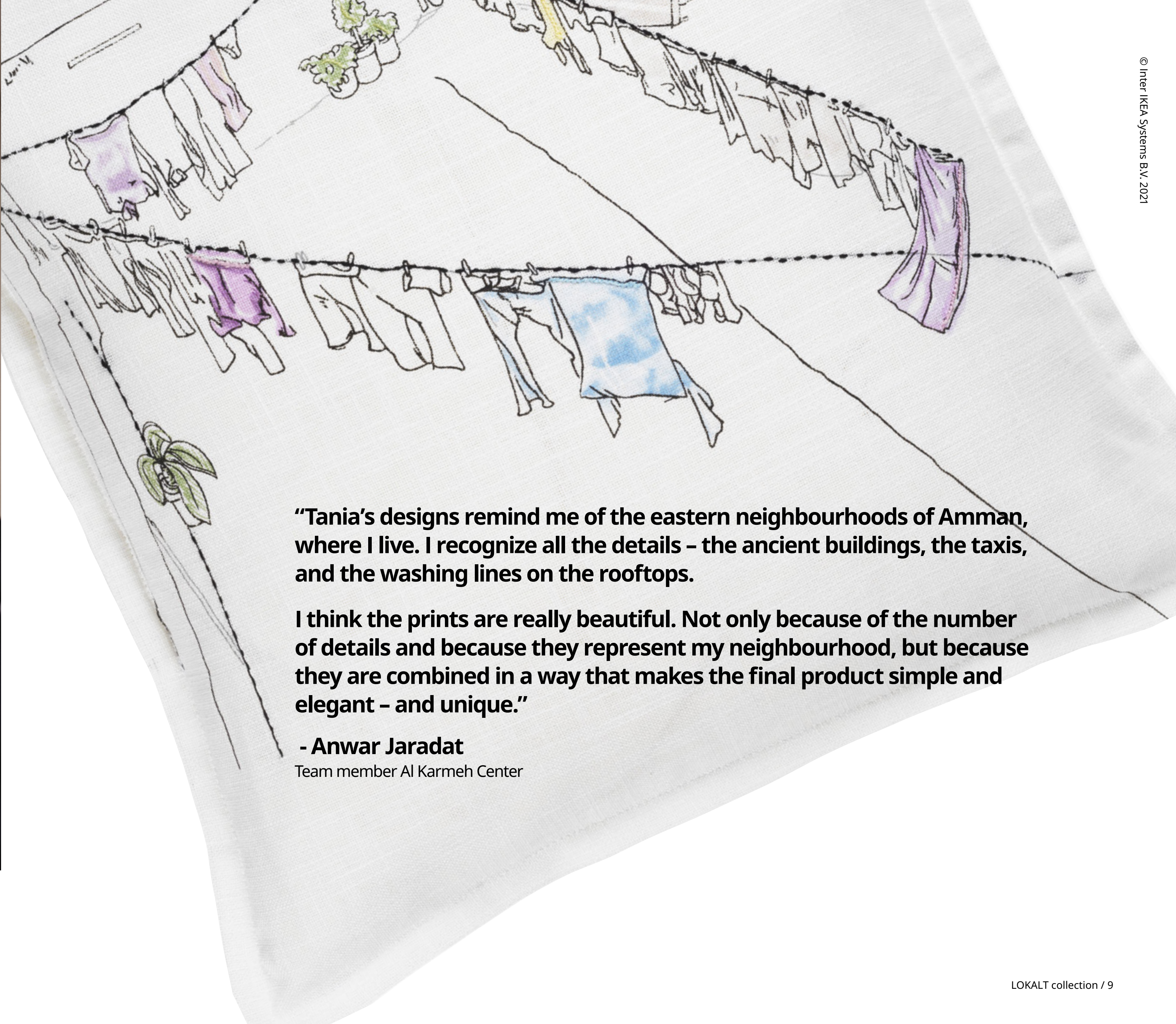
It's common for people to keep pigeons on Amman's rooftops. Forming hovering clouds, the birds are an integral part of the cityscape – and of the LOKALT textiles.

LOKALT cushion cover 149:-
L65xW40cm. White/lilac





23-year old Anwar Jaradat lives in East Amman together with her mother, father and brother. She's worked at Al Karmeh Center, run by Jordan River Foundation, since 2018.



“Tania’s designs remind me of the eastern neighbourhoods of Amman, where I live. I recognize all the details – the ancient buildings, the taxis, and the washing lines on the rooftops.

I think the prints are really beautiful. Not only because of the number of details and because they represent my neighbourhood, but because they are combined in a way that makes the final product simple and elegant – and unique.”

- Anwar Jaradat

Team member Al Karmeh Center

Akanksha Deo

DELHI.

What was your starting point for LOKALT collection?

My main inspiration comes from the local practices of my culture and from my immediate surroundings here in Delhi. I've also looked for similarities to other cultures and transformed my findings into patterns and forms that are playful, figurative and modern. The designs were finalised in 2019, so it's fantastic to finally see it in the stores.

What does working with local artisans add to your design?

The artisans have so much to teach us, mastering skills that sometimes go back many generations. Thanks to their contribution, we can create unique, handmade products that tell the story of the makers, their community and their culture – and share them with the world.

LOKALT is created by you and by designers from Jordan and Thailand. What do you bring with you from the experience?

I've learnt a lot. It's amazing how something that's perceived as traditional in one cultural context can be considered totally modern in another. Still, the most striking thing of all is how similar we all are, despite coming from different backgrounds.

Akanksha Deo (b. 1991) grew up in Delhi, India, where she also studied fashion technology. In 2016 she started working as an in-house designer at IKEA, based in Delhi.



All LOKALT rugs are handwoven in wool – a material that tends to outshine the competition. Why? Well, it's sustainable, renewable, durable and beautiful (just to mention something).

LOKALT rug 1495:- W133xL195cm.



“This rug is inspired by the traditional Indian kantha embroidery. The curved shapes that look like enlarged embroidery is in fact part of the hand-woven design.” - Akanksha Deo

LOKALT rug 499:- W80×L150cm.





For her contributions to LOKALT collection, designer Akanksha Deo revisits the objects and shapes that have defined India - and gives them a contemporary twist. The collaboration with local artisans is what makes each item unique.



The pattern on the wool rug takes its cue from the matka, a pot traditionally used as a home water cooler, and the organic forms and curves that can be seen everywhere in India.

“The idea was to take a traditional motif and give it a modern expression.”

- Akanksha Deo

LOKALT rug 1995:- W170×L240cm.

The elevated figure on the cushion cover is made in the same way as the colourful pile on the rug - with a traditional hand tufting technique.

LOKALT cushion cover 149:-
L50×W50cm. Natural/lilac



Every cushion cover and rug is unique – handmade by skilled Indian artisans in collaboration with Delhi-based designer Akanksha Deo.

LOKALT cushion cover 149:-





Two things guarantee that no LOKALT baskets and lampshades are identical. They are made from banana bark, a fibre with natural colour variations, and they are made by hand.

LOKALT lampshade 299:-





This banana fibre basket is a job maker. It's hand-braided by women artisans working for Industree*, an Indian social business with a clear purpose – to provide long-term livelihoods where it's most needed.

*learn more about Industree on page 29

LOKALT basket 79:-
Ø32, H10cm.



LOKALT lampshade 299:-
LOKALT basket 69:-
Ø20, H12cm.

THINKK design studio

BANGKOK.

You design everything from accessories and furniture to entire hotel interiors. Where do you find your inspiration?

We get inspired by things around us, by looking at them in new ways. It can be everyday objects, it can be antiques, anything that speaks to us. Sometimes we find an interesting item in the street and bring elements of it into our design.

So, what inspired the design of LOKALT?

Sharing meals and dining together is an integral part of Thai culture. It brings family and friends together. With that – and the rich Thai history of ceramic artefacts – as our starting point, we designed a set of dishes, bowls and vases. The artisans have made a great job, manifested through the finger imprints that add to the beauty of the finished piece.

What does working with local artisans bring to your work?

Working with local artisans is a good way to bring the aesthetics, the essence, of a place like Doi Tung to the world. We hope that each product will give the person who brings it home a sense of us, and of the artisans producing it.

Ploypan Theerachai (b. 1981) and Decha Archjananun (b. 1980) both grew up in Bangkok, Thailand. After studies abroad, they returned to the Thai capital, and in 2008 they started THINKK design studio.



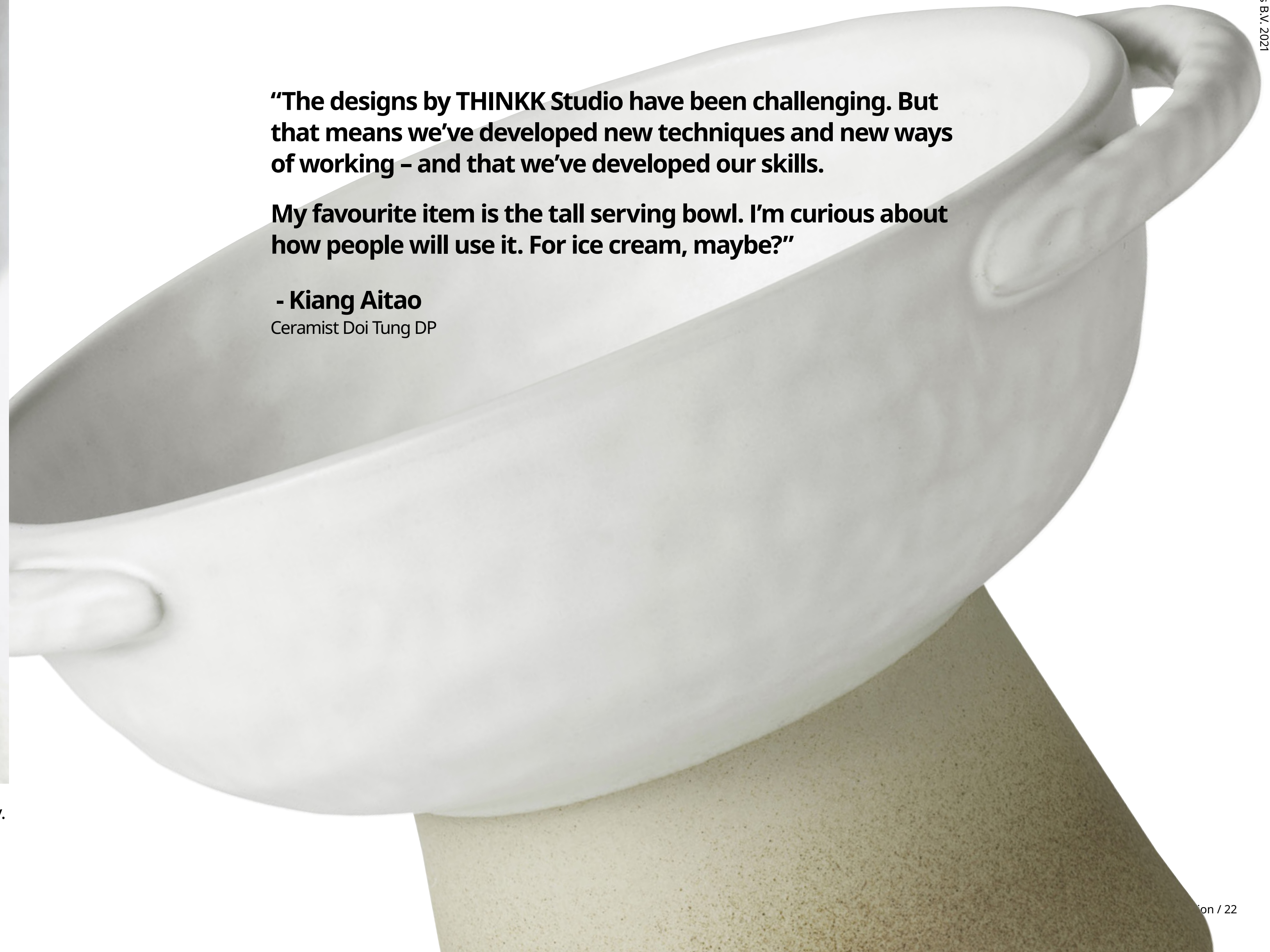


It's nearly 20 years since Kiang Aitao first started working at the Doi Tung factory. Today she's a supervisor and responsible for the glazing of the products. She lives in a nearby village together with her husband and their two children.

“The designs by THINKK Studio have been challenging. But that means we’ve developed new techniques and new ways of working – and that we’ve developed our skills.

My favourite item is the tall serving bowl. I’m curious about how people will use it. For ice cream, maybe?”

- Kiang Aitao
Ceramist Doi Tung DP





Fusing contemporary Thai design with traditional handicraft is a recurring theme for THINKK studio. The handmade element is emphasized by the finger imprints left on the surface of the bowls, vase and plate.

LOKALT serving bowl 179:- Ø15, H12cm.





In Thailand, it's customary to offer, or accept, something with both hands as a sign of respect. The two handles on the LOKALT ceramics reflect that tradition.

LOKALT serving bowl 179:- Ø15, H12cm.



For LOKALT collection, THINKK design studio works with local artisans from Doi Tung in northern Thailand. They are in turn employed by Doi Tung DP, a social business – and long-time partner to IKEA – that creates jobs for tribal people in northern Thailand. Learn more on page 29.

LOKALT vase 299:-



LOKALT
Serving bowl 129:- Ø13 H5.5cm



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With the LOKALT ceramics, the designer duo Ploypan Theerachai and Decha Archjananun celebrate traditional Thai handicraft and the traditional way of serving food while adding a modern twist.

LOKALT series. Vase 299:-. Serving bowl 179:- Ø15, H12cm. Serving bowl 129:- Ø13, H5.5cm. Serving plate 199:-

Creative leader

MARIA O'BRIAN

How did you decide which designers to work with?

I looked for designers with a modern expression because I wanted to show that handicraft doesn't have to look traditional or old-fashioned. It can be modern and even avant-garde. Also, the designers needed to be open to collaborating and wanting to be a part of creating better opportunities for vulnerable communities.

How do you collaborate with the artisans?

It is a constant process where you start with an idea and together find a way to what is possible. The collaborations between the different designers and the artisans are very much explored in the prototype phase. For example, we sent out rough ideas for the carpets we wanted to create to the supplier before we visited – but when Akanksha Deo and I came to the factory, we got lots of new input from the craftswomen. In the end, we developed a couple of completely new designs based on the techniques they showed us.

Which are the best parts of partnering up with social entrepreneurs?

These collaborations give my team and me such a clear purpose. They are a way for us as a big company to help to create jobs in areas where they are needed the most. Also, we learn so much about handicraft and cultures – and what possibilities and restrictions we have to consider when there are people behind every stitch.

Maria O'Brian lives in Malmö, Sweden and works for IKEA since 2015



LOKALT collection would have come to nothing without the local partners: Jordan River Foundation, Doi Tung DP, Industree and Diamond. We decided to find out a bit more about three of them.

JRF. INDUSTREE. DOI TUNG.

What's Jordan River Foundation about?

Jordan – a country of only 9 million people with high rates of unemployment – has taken on a great responsibility hosting many of the region's refugees. The non-profit organization Jordan River Foundation (JRF) is working hard to tackle the crisis.

What's the idea behind the IKEA and JRF partnership?

When IKEA and JRF team up it's to create jobs for Jordanian women and women refugees, and contribute to the integration, in a hard-pressed region – while at the same time creating products that represents courage and visions in terms of design.

How many jobs have been created so far?

At the end of 2020, the partnership had resulted in 250 new jobs and the expansion continues.

What's the idea behind Industree?

Indian social enterprise Industree gives rural women the chance to earn a living through their artisanal skills – transforming banana bark into fab baskets, carpets and more.

How does IKEA come into the equation?

Being a longterm partner, IKEA contributes to a great business idea that doesn't only create jobs but tackles the root causes of poverty.

What about the results, what's been achieved to date?

So far the collaboration has led to seven collections sold in stores in Europe, Japan, and Korea – with more to come. 700 artisans have been part of the production of LOKALT.

Why does IKEA work with Doi Tung DP?

The IKEA collaboration with Doi Tung DP has resulted in a bounty of unique, handmade products sold in IKEA stores across the world – while creating jobs for villagers in northern Thailand.

What's the background story?

Doi Tung DP was founded in 1988 on the edge of the “Golden Triangle” opium-growing region that straddles the borders of Myanmar, Laos and Thailand. The mission was to revive natural forests devastated by the production of opium and to improve healthcare and education for the people of the region.

How many people have been reached so far?

Today more than 1 700 households, almost 11 000 people, in 29 villages have a better and safer economic situation thanks to the initiative.

Products overview



PE810843.jpg

LOKALT cushion cover 149:-
100% cotton. Designer: Tania Haddad. L50×W50cm. White/pink. Produced by social business Jordan River Foundation in Amman 304.887.25



PE810845.jpg

LOKALT cushion cover 149:-
100% cotton. Designer: Tania Haddad. L50×W50cm. White/yellow. Produced by social business Jordan River Foundation in Amman 204.887.16



PE810847.jpg

LOKALT cushion cover 149:-
100% cotton. Designer: Tania Haddad. L65×W40cm. White/lilac. Produced by social business Jordan River Foundation in Amman 404.887.15



PE810861.jpg

LOKALT throw 499:-
100% cotton. Designer: Tania Haddad. W120×L160cm. White/multicolour. Produced by social business Jordan River Foundation in Amman 004.887.17



PE810840.jpg

LOKALT cushion cover 149:-
60% wool, 40% cotton. Designer: Akanksha Deo. L50×W50cm. Natural/green. Produced by social business Diamond in India 704.887.14



PE810842.jpg

LOKALT cushion cover 149:-
100% polyester. Designer: Akanksha Deo. L50×W50cm. Natural lilac. Produced by social business Diamond in India 104.887.26



PE810865.jpg

LOKALT bolster 249:-
Cover: 75% wool, 25% cotton. Designer: Akanksha Deo. Ø20, L58cm. Green. Produced by social business Diamond in India 804.668.58



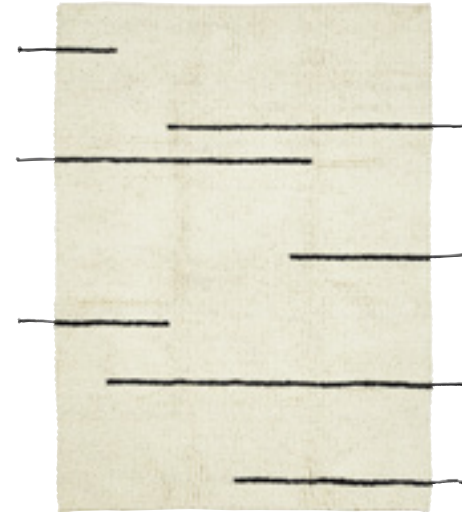
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LOKALT rug 1995:-
100% wool. Designer: Akanksha Deo. W170×L240cm. Natural/multicolour. Produced by social business Diamond in India 804.887.18



PE810857.jpg

LOKALT rug 499:-
100% wool. Designer: Akanksha Deo. W80×L150cm. Natural/black. Produced by social business Diamond in India 604.887.19



PE810855.jpg

LOKALT rug 1495:-
100% wool. Designer: Akanksha Deo. W133×L195cm. Natural/black. Produced by Indian social business Diamond. 804.887.23



PE810858.jpg

LOKALT vase 299:-
Stoneware. Coloured glaze. Designer: THINKK Studio. Ø18, H21cm. Beige/black. Produced by social business Doi Tung DP in Northern Thailand 504.887.53



PE810862.jpg

LOKALT serving bowl 129:-
Stoneware. Coloured glaze. Designer: THINKK Studio. Ø13, H5.5cm. Black. Produced by social business Doi Tung DP in Northern Thailand 804.887.56



PE810859.jpg

LOKALT serving bowl 179:-
Stoneware. Coloured glaze. Designer: THINKK Studio. Ø15, H12cm. Beige/white. Produced by social business Doi Tung DP in Northern Thailand 004.887.55



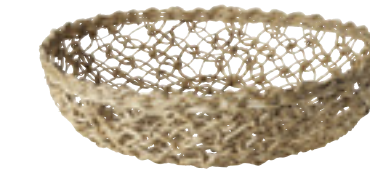
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LOKALT serving plate 199:-
Stoneware. Coloured glaze. Designer: THINKK Studio. Ø25, H4.5cm. Blue. Produced by social business Doi Tung DP in Northern Thailand 604.887.57



PE810854.jpg

LOKALT lampshade 299:-
Clear lacquered banana fibres. Designer: Akanksha Deo. Ø44, H25cm. Produced by social business Industree in India 104.887.31



PE810850.jpg

LOKALT basket 79:-
Clear lacquered banana fibres. Ø32, H10cm. Produced by social business Industree in India 904.887.27



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LOKALT basket 69:-
Clear lacquered banana fibres. Ø20, H12cm. Produced by social business Industree in India 304.887.30

Image overview



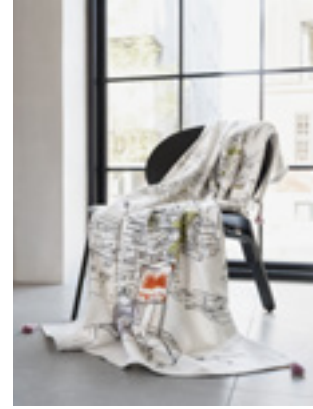
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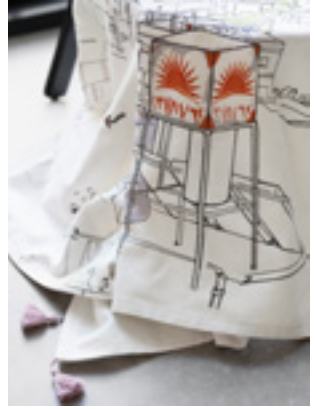
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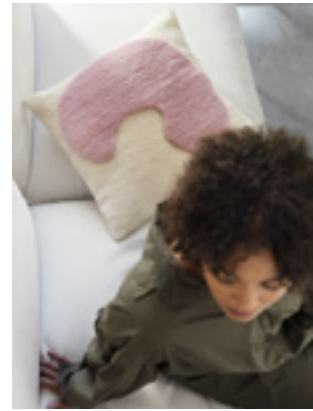
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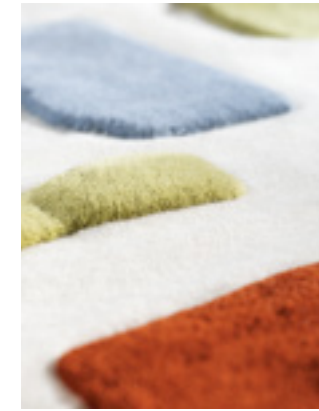
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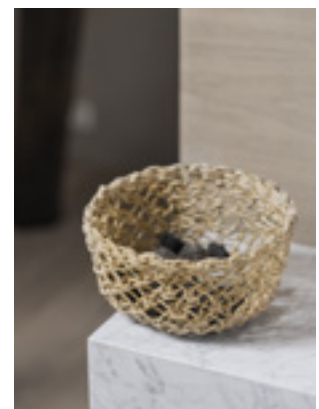
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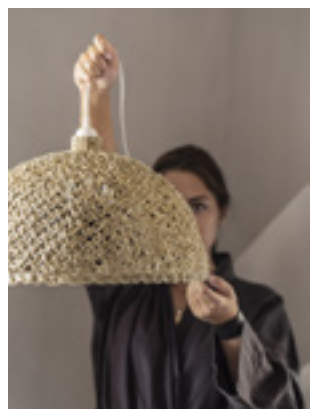
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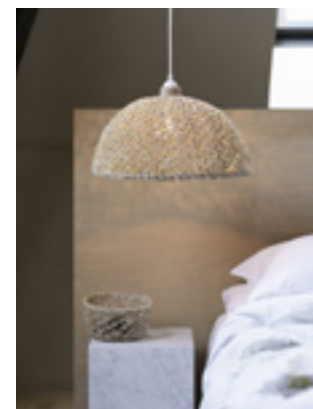
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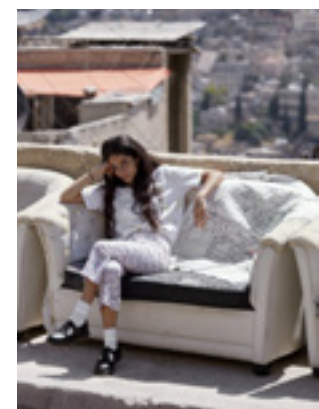
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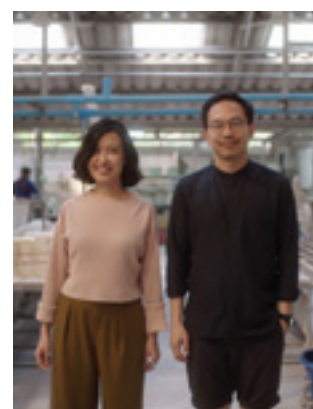
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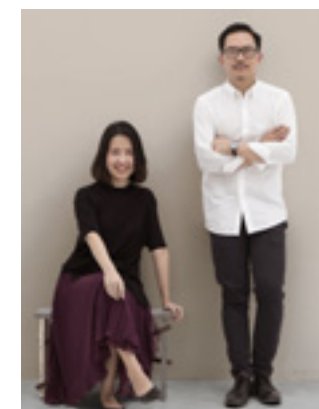
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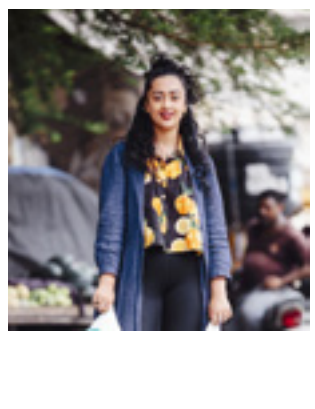
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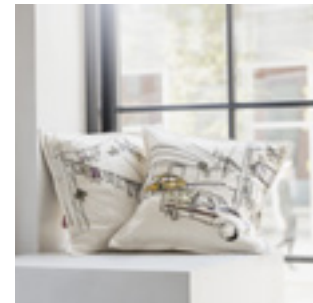


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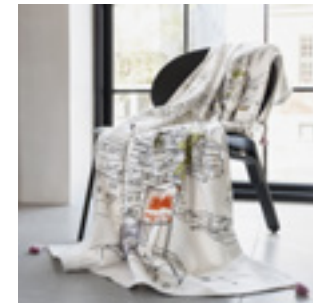
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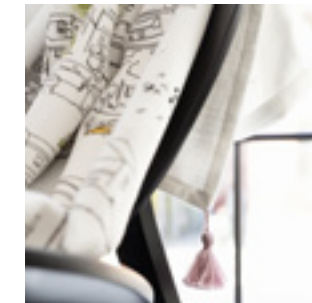
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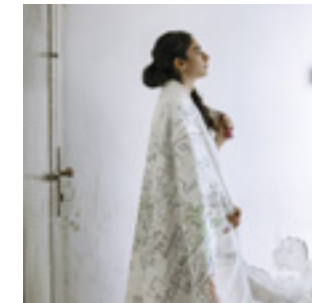
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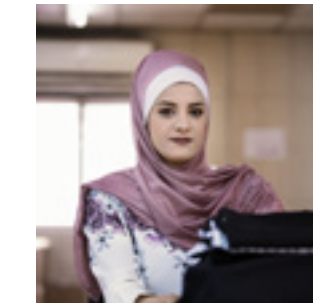
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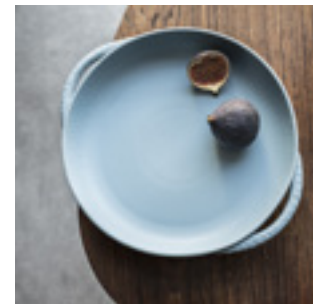
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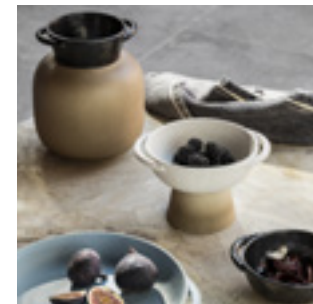
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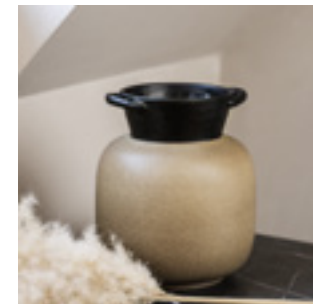
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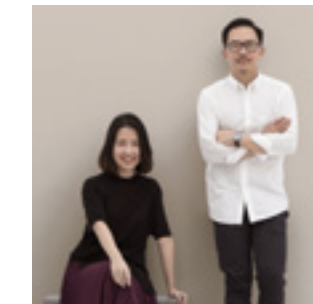
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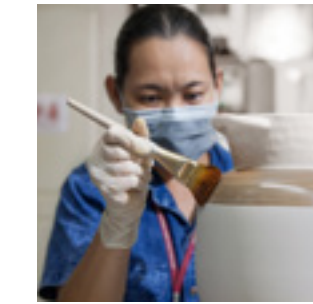
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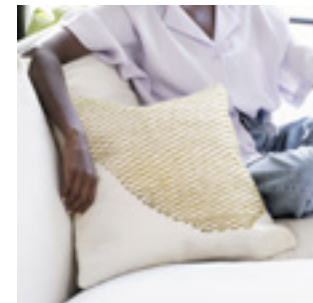
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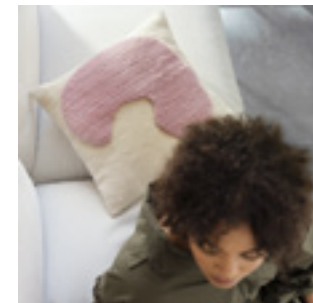
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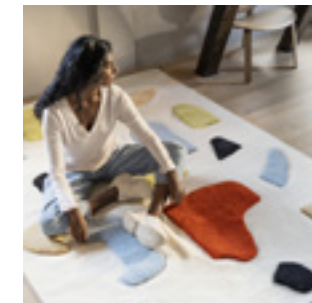
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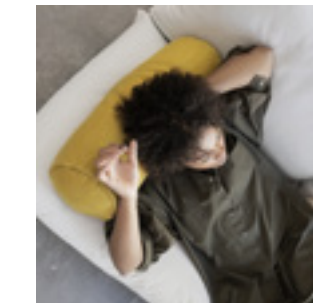
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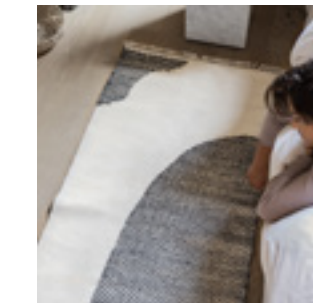
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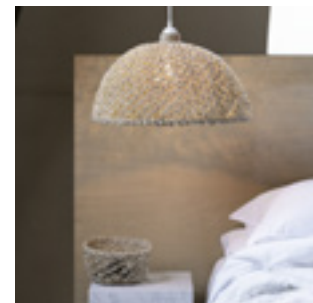
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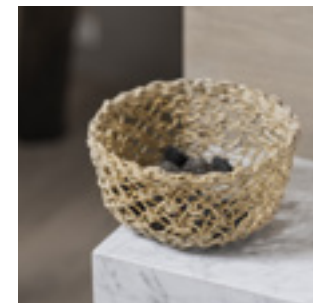
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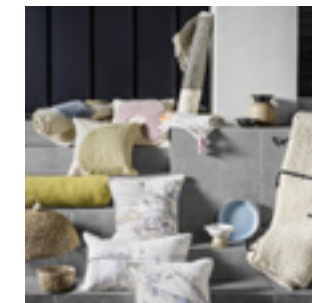
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