

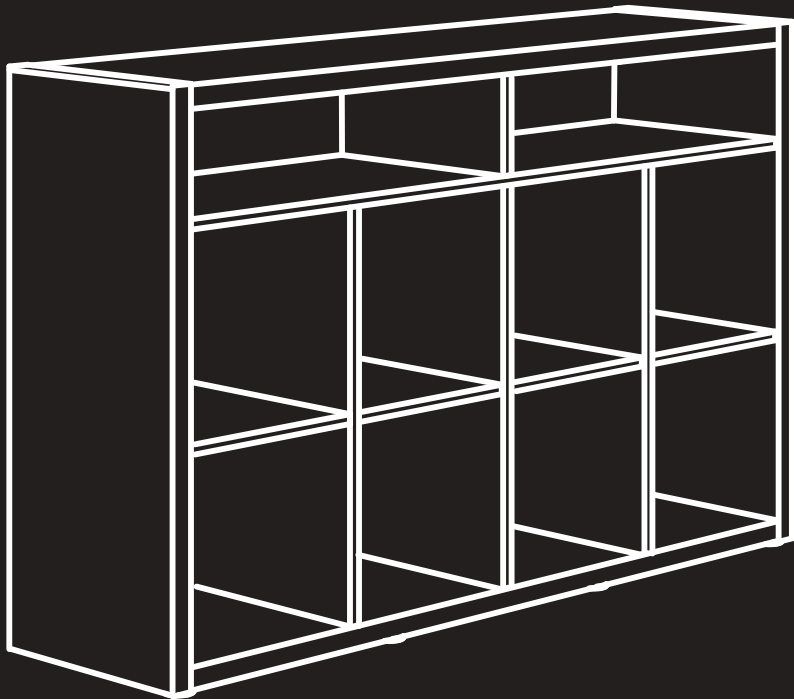
# OBEGRÄNSAD

feat. Swedish House Mafia

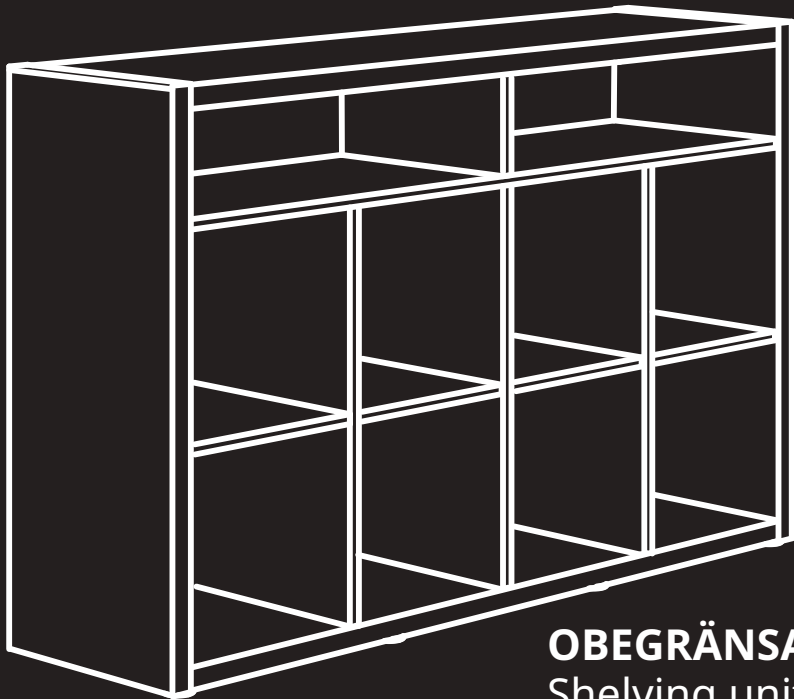
October 2022



OBEGRÄNSAD

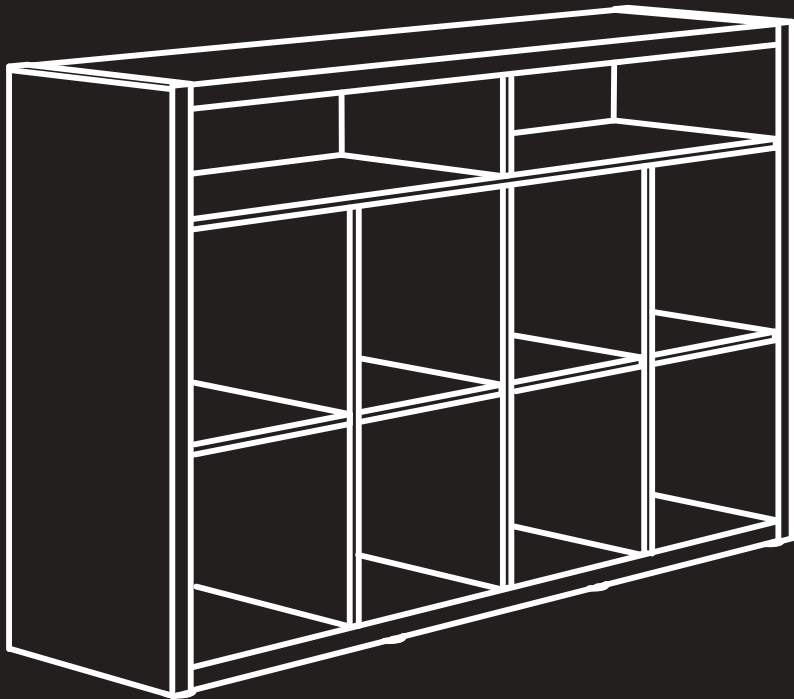


OBEGRÄNSAD



OBEGRÄNSAD  
Shelving unit  
\$179<sup>99</sup>

OBEGRÄNSAD



Home is the new studio.  
Now, find your sound.

**OBEGRÄNSAD answers the need of home music makers, and other creatives, to find their state of flow, wherever they call home.**

OBEGRÄNSAD  
Shelving unit  
**\$179<sup>99</sup>**



**“The collection is created  
for anyone who values  
and supports creativity in  
the home, and especially  
music creators.”**

Swedish House Mafia

OBEGRÄNSAD  
LED floor lamp

**\$89<sup>99</sup>**

**Swedish House Mafia  
brings their knowledge  
of home music  
production to the  
design of this collection.**

OBEGRÄNSAD  
Desk

**\$199**



OBEGRÄNSAD  
Record player  
**\$159<sup>99</sup>**

**“With this collection we  
really want to understand  
and be curious about making  
music in the home.”**

James Fletcher,  
Range & Product Design Leader



OBEGRÄNSAD

OBEGRÄNSAD  
Rug, Ø4'3"  
\$49<sup>99</sup>



# What is OBEGRÄNSAD?

A collection designed in collaboration with Swedish House Mafia and aimed at those with limited means but unlimited creativity.

Smart home furnishing solutions for producing, performing and listening to music with design that supports the technology and how it is used.

As Swedish House Mafia put it: "the design in our collection features a timeless theme with a distinct trace of our DNA."

While OBEGRÄNSAD stands on its own terms, the classic designs make each product versatile and adaptable to add into an existing home setup.



# Designer Swedish House Mafia

GRAMMY®-nominated trio Swedish House Mafia – Steve Angello and Sebastian Ingrosso and Axwell – infuse house music with swaggering hip-hop beat-craft, rock’n’roll attitude and big screen-worthy grandeur with legendary live shows.

In 2022, they focused on the one thing they hadn’t done yet, making their full-length debut album, *Paradise Again* (Republic Records). They will also unveil the OBEGRÄNSAD collection with IKEA this Autumn.





# *Designer* **Friso Wiersma**

Friso Wiersma is an IKEA designer from Friesland in the Netherlands. His outlook on design is grounded in his experience as a woodworker, boatbuilder and cabinetmaker.

He specializes in furniture with a focus on material, physicality and human scale. He also works with lamps, decorations and kitchen utensils.



OBEGRÄNSAD  
Desk  
**\$199**

# The heart of the home setup

The desk is the centerpiece of any home music creator's setup. It has a job to do, but like all the best things, it's doing its job well when you don't even notice it. In collaboration with Swedish House Mafia, we have designed the OBEGRÄNSAD desk specifically to address the needs of home music creators.

Sound is everything in music, and we have added two speaker stands to the desk in order to bring the speakers to your ear level. We have also added a pull-out shelf below the desktop. This functionality allows you to have a midi keyboard, for example, in easy reach, while maximising space on your desktop.



OBEGRÄNSAD  
Shelving unit  
**\$179<sup>99</sup>**

# Classic KALLAX remixed

KALLAX is a legend among DJs. So rather than reinvent the wheel, we remixed it. The OBEGRÄNSAD shelving unit updates KALLAX with shelf space for amps as well as the classic vinyl-sized block shelving, and a higher unit height for mixing on.

**“We wanted to play  
with an IKEA classic.”**

Friso Wiersma, Designer

**“Products designed to make it  
easier to get into a creative  
flow in your own home.”**

Swedish House Mafia



**OBEGRÄNSAD**  
Armchair

**\$149**



OBEGRÄNSAD  
LED work lamp,  
dimmable

**\$49<sup>99</sup>**

## Set the stage

Lighting sets the mood of a room, just as it does a stage. Our collaborator, Swedish House Mafia, has always known the importance of lighting in setting the emotional tone. Without it, the music wouldn't feel the same. The OBEGRÄNSAD collection includes

**“Swedish House Mafia is known for its amazing lightshows during live performances. We wanted to bring the feeling of these lightshows into a home environment.”**

Friso Wiersma, Designer

three very different pieces of lighting, to serve different functions in your home setup. The dimmable LED work lamp is task lighting with three different brightness settings to suit your needs. The LED floor and wall lamps are designed to bring an atmosphere to your workspace. The floor lamp can be directed at the wall or out into the room for different effects, and the wall lamp has five unique lighting programs and a loop of all programs, creating a visual display to inspire.

OBEGRÄNSAD  
Record stand  
**\$899**

# Stacking vinyl

Vinyl was designed in another era, and space saving wasn't one of its key strengths. Luckily, storage solutions are where we can help. The OBEGRÄNSAD record stand can hold approximately 60 vinyl records, and its simple, minimal wire structure is designed to store records without concealing them. After all, you want to see your vinyl, right?



OBEGRÄNSAD

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**“The design supports creating,  
playing, enjoying and even  
just setting the mood.”**

Swedish House Mafia

OBEGRÄNSAD  
Rug, Ø5'11"  
**\$89<sup>99</sup>**

# Are you sitting comfortably?

The perfect balance of form and function was central to this collaboration. We want to satisfy both sides of the brain – the practical and logical, the side that needs to get

**“Only the necessities in a minimalistic and practical form.”**

Swedish House Mafia

stuff done in the best possible way, and the emotional and imaginative, the side that wants to tap into the feeling. The OBEGRÄNSAD armchair is symbolic of this balance. It's

simple, minimalist design has taken the chair back to its key components, and straps on the back and underneath can be adjusted to alter the firmness of the fabric for your own personal comfort level. At the same time, the simplicity of the design creates a pure elegance.

Armchairs are a place to unwind, to reflect. All art needs that headspace where we can sit back and take it in, experience it fully. The importance of comfort is reflected not only in the collection's armchair, but also in the tactility of the rugs, cushion cover, throw and slippers.

OBEGRÄNSAD  
Armchair

**\$149**



# In vinyl we trust

Great music is timeless. And so is great technology. The death of vinyl has been predicted often, and yet nothing replaces this listening experience. The OBEGRÄNSAD record player has a sleek, minimal style and works with the ENEBY speaker.

**“The solid, chunky design gives the player a presence in the room.”**

Friso Wiersma, Designer

Vinyl is a lot of different things for different people. It can be both a social and a solitary pleasure. The joy of the secondhand record store hunt. The methodical process of placing the vinyl on the record player and lining up the needle. And that crackle and hiss as needle hits vinyl.

OBEGRÄNSAD  
Record player  
**\$159<sup>99</sup>**



PH186580.jpg

OBEGRÄNSAD  
Bag,  
W17¾×D4¾×H15"  
**\$399**

**“When we first began we really had to start from the beginning, from scratch. We used what we had at our disposal and even made our own bedroom hacks to make it easier for us to create.”**

Swedish House Mafia



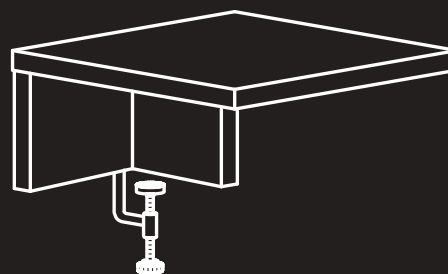
"It's for everyone, everywhere,  
beginner or pro."

Swedish House Mafia

# Just starting out

**Technology has created musical democracy. What once required a studio can now happen in your bedroom with a laptop, a midi keyboard and a mic.**

Everyone – even Swedish House Mafia – started out in a bedroom. Maybe with just a guitar, or their voice in front of the mirror, or some software on a laptop. OBEGRÄNSAD is designed as an affordable collection with simple, smart solutions to add to the room you already have. The speaker stand, for example, can be used with any desk or shelf and is designed with a wide clamping range to work even with thicker shelves. This isn't about rebuilding your whole bedroom, but adding smart functionality to make your space work even better for you.



OBEGRÄNSAD  
Speaker stand  
**\$12<sup>99</sup>**

OBEGRÄNSAD  
LED work lamp,  
dimmable  
**\$49<sup>99</sup>**



PH186329.jpg





OBEGRÄNSAD  
Armchair  
**\$149**

# Pure and simple

**Making your creative flow work for you is about a home space that reflects your taste and personality. Some of us like to keep it clean.**

OK, it's a cliché. The music producer in the dark cave of a bedroom huddled up amid a tangle of wires and black equipment. But music is personal, and so is your home setup. OBEGRÄNSAD offers simple, practical solutions to work with the kit you have, like open shelving for your vinyl or magazines, as well as smart design like the pull-out shelf for your keyboard and detachable speaker stands.

OBEGRÄNSAD  
Shelving unit  
**\$99<sup>99</sup>**

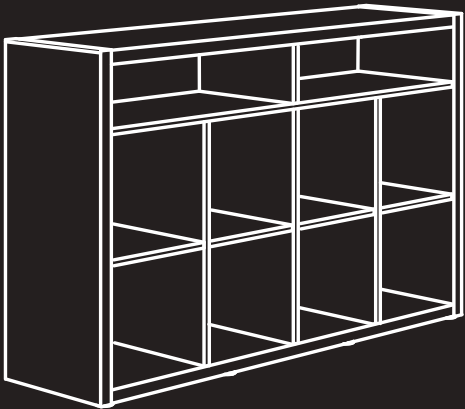




# Find your natural flow

For some of us, finding our natural rhythm is all about tuning in to the rhythms of the natural world. It's what gives us our creative energy.

That means a home studio with the warmth of different colors and the greenery of living plants. The classic black aesthetic of the collection is designed to work flexibly with your style. The understated simplicity and adaptability of accessories like the tablet stand allows you to use them with the kit you have for the setup you want.



OBEGRÄNSAD  
Shelving unit  
\$179<sup>99</sup>



OBEGRÄNSAD  
LED wall lamp  
\$89<sup>99</sup>

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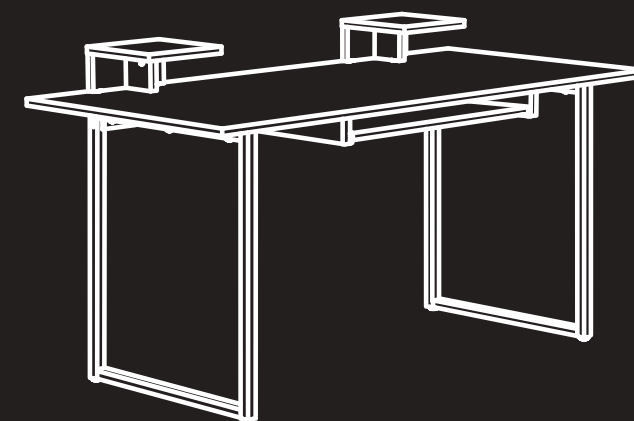
OBEGRÄNSAD  
Clock  
**\$49<sup>99</sup>**

# Going pro

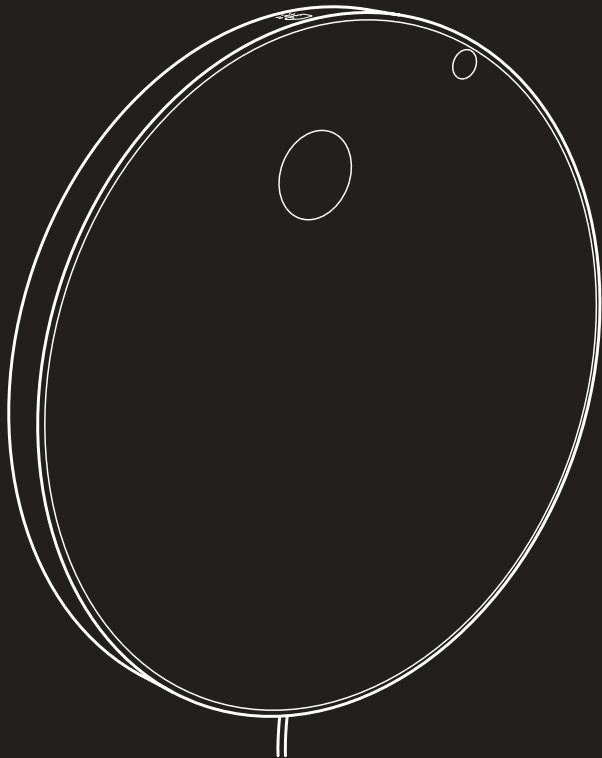
**The technology is now available to make professional quality music in your own home. Many producers are doing so. This collection can support them.**

The OBEGRÄNSAD collection has the versatility to offer solutions for your home setup whether you are a music producer, DJ or musician – as well as offering solutions for simply relaxing and listening to music that fit with the all-black style of the collection. The remake of KALLAX is designed with extra space for amps and a higher unit, while the desk has speaker stands and a pull-out shelf. A mix of lighting – including ambient light in the OBEGRÄNSAD clock – and soft furnishings bring the mood.

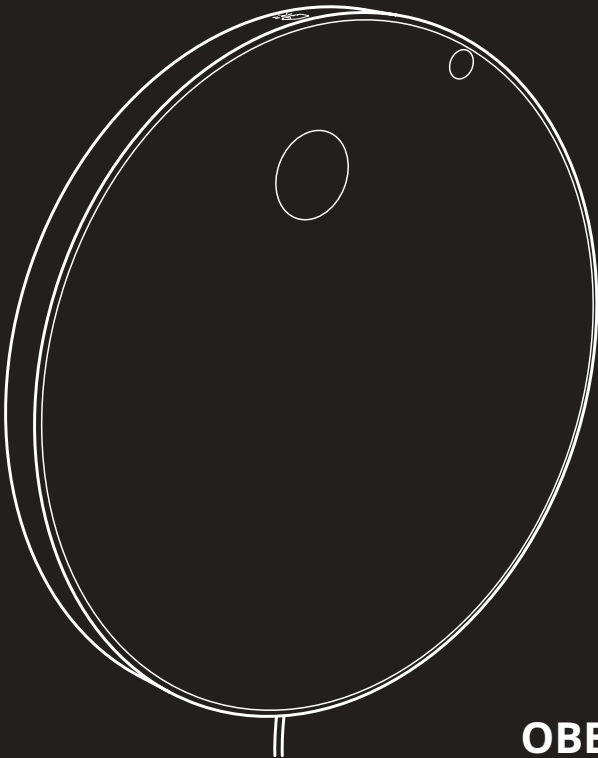
OBEGRÄNSAD  
Desk  
**\$199**



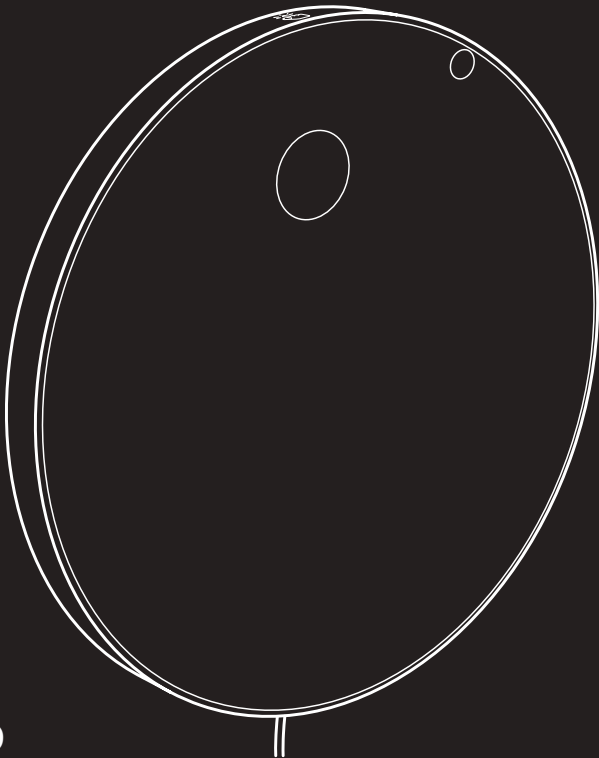
OBEGRÄNSAD



OBEGRÄNSAD




OBEGRÄNSAD




OBEGRÄNSAD  
Clock  
\$49<sup>99</sup>

# Product overview




PE872124.jpg

**New OBEGRÄNSAD Record player \$159.99** Two speed options: 33 and 45 RPM. One RCA cable (3.5 mm) and one USB cable are included. USB-A power adapter is sold separately. ABS plastic, aluminum and silicone rubber. Requires assembly. W11¾×D11¾×H5½". Black 505.263.40




PE872113.jpg

**New OBEGRÄNSAD LED work lamp, dimmable \$49.99** Three different levels of light intensity. Built-in LED light source. Requires assembly. Powder-coated steel. Shade Ø7". H16". Black 305.262.75




PE872089.jpg

**New OBEGRÄNSAD LED floor lamp \$89.99** Three different levels of light intensity. Built-in LED light source. Anodized aluminum and powder-coated steel. Requires assembly. Shade Ø2". H70". Black 905.262.44




PE872110.jpg

**New OBEGRÄNSAD LED wall lamp \$99.99** Five different light programs. USB-A power adapter is sold separately. Built-in LED light source. Polystyrene plastic and powder-coated steel. Requires assembly. W14×D2×L20". Black 705.262.59



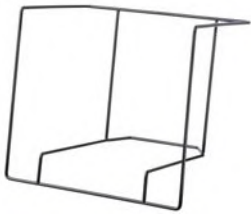
PE872025.jpg

**New OBEGRÄNSAD USB clock \$49.99** USB-A power adapter is sold separately. Requires 3-AAA batteries sold separately. ABS plastic, polystyrene plastic and tempered glass. Requires assembly. Ø15¾, D1½". Black 705.265.89




PE872083.jpg

**New OBEGRÄNSAD Laptop stand \$13.99** Supports laptops up to 17". The plate can lie straight or angled – choose the position that suits you best. Powder-coated steel. W13¾×H9¾". Black 005.264.65




PE872115.jpg

**New OBEGRÄNSAD Record stand \$8.99** Holds up to 60 vinyl records or can hold newspapers and magazines. Powder-coated steel. W13¾×D12¼×H11¾". Black 105.251.06




PE872132.jpg

**New OBEGRÄNSAD Tablet stand \$9.99** Suitable for tablets up to 13.5". This stand is suitable for both tablets and smaller drum machines. Lightweight and is easy to fold flat and tuck into your bag or backpack. Powder-coated steel. W7¾×D5¾×H4¾". Black 405.264.68




PE872135.jpg

**New OBEGRÄNSAD Speaker stand \$12.99** Suitable for speakers with a max width of 9½". Paper foil finish and powder-coated steel. Requires assembly. W9¾×D9¾×H4¾". Black 805.264.71




PE872120.jpg

**New OBEGRÄNSAD Shelving unit \$99.99** This compact shelving unit holds everything you need to enjoy music – turntables, amplifiers, compact speakers and vinyl records. Paper foil finish and powder-coated steel. Requires assembly. W31¾×D13¾×H25¾". Black 805.250.23




PE872053.jpg

**New OBEGRÄNSAD Desk \$199** The two speaker shelves can be moved, making it simple to create the "perfect triangle" when creating your music. All cables are easy to gather by using the small panel that you mount under the desk. Paper foil finish and powder-coated steel. Requires assembly. W63×D29½×H34¾". Black 005.251.16




PE872122.jpg

**New OBEGRÄNSAD Shelving unit \$179.99** Has room for both vinyl records and equipment – and the height is perfect if you want a DJ booth at home Paper foil finish. Requires assembly. W57¾×D15¾×H37¾". Black 405.251.24 Secure It! Prevent tip-over injury. Furniture with included restraints must be secured to the wall according to the assembly instructions.




PE872018.jpg

**New OBEGRÄNSAD Armchair \$149** 100% polyester and powder-coated steel. Imported. W25¼×D29½×H29½". Black 205.265.96




PE872016.jpg

**New OBEGRÄNSAD Accessory bag \$6.99** This black, neat and padded bag with elastic straps and compartments helps you keep track of everything from cables and connectors to batteries and pens. 100% polypropylene. Imported. W6¼×D2¾×H9½". Black 905.251.31




PE872021.jpg

**New OBEGRÄNSAD Bag \$3.99** Holds up to 100 vinyl records. The size of the bag is simple to adjust since it has zippers on the sides. 100% polypropylene. Imported. W13¾×D13¾×H13¾". 12 gal. Black 705.250.71




PE872126.jpg

**New OBEGRÄNSAD Shoulder bag \$6.99** Inside the bag there is a separate, padded compartment that holds one 13" laptop/tablet and two separate compartments where you can store things that you want to access quickly. 100% polypropylene. Imported. W13½×D4×H17". Black 905.396.99




PE872023.jpg

**New OBEGRÄNSAD Bag \$3.99** The zipper is easy to open and close and keeps your things securely inside the bag. 100% polypropylene. Imported. W17¾×D4¾×H15". Black 605.253.21




PE872116.jpg

**New OBEGRÄNSAD Rug \$49.99** Acrylic/modacrylic/polyester. Imported. Ø4'3". Black 505.253.26




PE872118.jpg

**New OBEGRÄNSAD rug \$89.99** Acrylic/modacrylic/polyester. Imported. Ø5'11". Black 505.253.45




PE872129.jpg

**New OBEGRÄNSAD Slippers, S/M \$12.99** 100% polyester. Synthetic rubber sole. Imported. Black 505.267.69




PE872129.jpg

**New OBEGRÄNSAD Slippers, L/XL \$12.99** 100% polyester. Synthetic rubber sole. Black 005.267.57



PE872133.jpg

**New OBEGRÄNSAD Throw \$34.99** 100% polyester. Imported. W47×L63". Black 705.264.76



PE872028.jpg

**New OBEGRÄNSAD Cushion cover \$14.99** 100% polyester. Imported. 20×20". Black 105.264.79

## Contact

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