



SOLUPPGÅNG collection

PR Kit



Get a little nature

“I want to inspire people to get out into nature. The design mixes Japanese aesthetics, urban-outdoor influences, and timeless functionality, using durable natural materials in calm, earthy tones with a sporty touch.”

– Darja Nordberg,
Designer, IKEA of Sweden

Where Nordic *friluftsliv* meets Japanese urban-outdoor aesthetics

In a world of constant scrolling and information overload, many of us crave simplicity and a moment of calm. Even a short break outdoors can bring a sense of peace – and that’s what the SOLUPPGÅNG collection aims to inspire.

The collection draws from Japanese urban-outdoor culture, where city dwellers swap office wear for hiking gear on weekends and head into nearby mountains for a few restorative hours in nature. This lifestyle has shaped a new wave of Japanese brands blending outdoor functionality with contemporary city style.

SOLUPPGÅNG is equally rooted in the Nordic concept of *friluftsliv* – the love of everyday outdoor living, from hiking and picnicking to simply enjoying fresh air.

By blending the spirit of *friluftsliv* with the style of Japanese urban-outdoor design, SOLUPPGÅNG creates a harmonious collection that makes it easy – and inspiring – to enjoy the outdoors, wherever you are.

Into the not-so-wild

The SOLUPPGÅNG collection has everything you need for everyday adventures – big or small. A foldable stool and table that are easy to bring along? Check. Durable tableware and a handy spork? Check. A bucket hat that looks great with any 'fit? Check, check, check!



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PE1007997.JPG **New SOLUPPGÅNG LED Lantern**



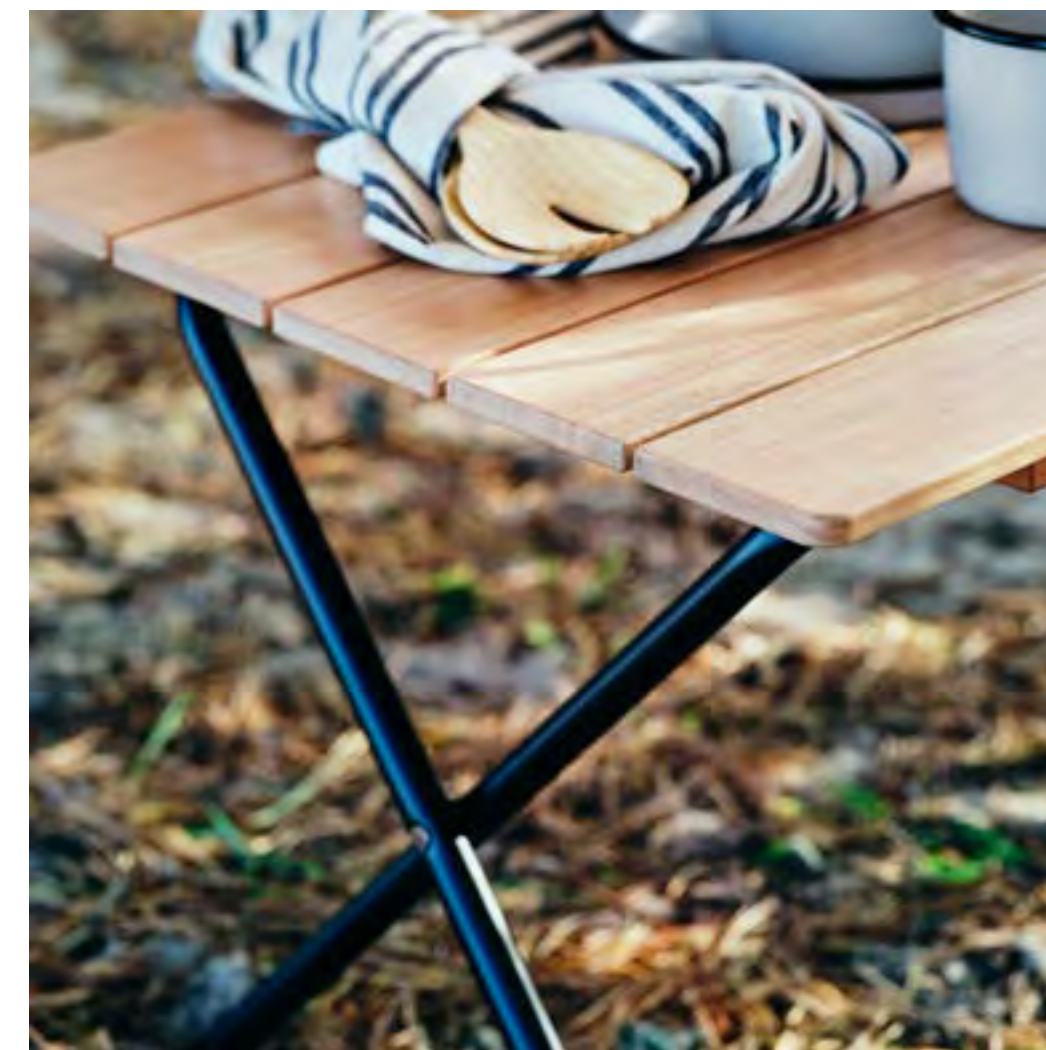
New SOLUPPGÅNG Cooler basket

PE1008002.JPG



New SOLUPPGÅNG Cooler basket

PE1008006.JPG



New SOLUPPGÅNG Folding table

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New SOLUPPGÅNG Stool

PE1008029.JPG

Embracing life outdoors

A Q&A with designer Ola Wihlborg

Ola Wihlborg is a product designer at IKEA of Sweden. He has designed the cooking and eating products of the SOLUPPGÅNG collection. Based in Älmhult, Sweden and a self-professed lover of the outdoors, he enjoys hiking and spending time in nature with his family.

What was it like working with the SOLUPPGÅNG collection?

It was a great experience, especially because my family and I love the outdoors. The team and I developed products that encourage simple and enjoyable outdoor activities without making things complicated or overwhelming. The goal was to make it easy for everyone to get out and enjoy nature.

The collection was partly inspired by Nordic *friluftsliv*. Can you tell us a little bit about it?

Yes, I think that word perfectly captures my connection to nature! *Friluftsliv* has deeply influenced

my designs, even for home items like sofas. In Sweden, we have *Allemansrätten* (the Right of Public Access) – a right that allows everyone to freely explore the outdoors. You can hike in forests, visit lakes, and bike on scenic routes. Living in Älmhult makes it easy to embrace this lifestyle, with nature just outside your window.

Aside from creating products that make it easy and inspire people to spend time in nature, what other considerations did you have in the design process?

When I was designing the products, it was important for me that they're not just for the outdoors but can be used at home too. They're versatile.



For example, the foldable table is perfect as an extra table in the living room. So, you are not storing them away once you're back at home but integrating them into your everyday life.

How did you work with different materials?

Material quality was important for the collection. For example, we used bamboo for the serving bowls, salad servers and cutting board.



FRILUFTSLIV

Literally translated as 'open-air living', *friluftsliv* is a Nordic lifestyle that emphasises spending time outdoors, connecting with nature, and enjoying outdoor activities – whether it's through hiking, camping, or simply enjoying a walk in the park. Close to the heart of almost every Swede, it highlights the importance of spending time outside for both spiritual and physical well-being.



Bamboo is a hardwood that resists moisture and lasts long without bending or scratching easily. For the spork, mugs and plates, we used metal with enamel coating for its lasting durability, so these items can be used for a long time.

What can you say is the similarity of life at home and life outdoors?

Life at home and outdoors are similar because you often tend to create a cozy, familiar space. When you're outdoors, setting up a fire or taking a break feels like recreating a home-like atmosphere. With just a few familiar items, you can bring that comforting, secure feeling outdoors.

Any tips for would-be adventurers who are not so used to spending time in nature?

Start small. You don't need a long adventure – just step outside and find a patch of grass to sit and connect with nature. It doesn't have to be complicated.



Using durable materials such as bamboo and enamel is central to the design process, ensuring the products not only withstand outdoor conditions but also stay beautiful and functional for years to come.



“When I was designing the products, it was important for me that they’re not just for the outdoors but can be used at home too. So, you are not storing them away once you’re back home but integrating them into your everyday life.”

- Ola Wihlborg, Designer, IKEA of Sweden



PE1008030.JPG **New** SOLUPPGÅNG Barbecue

Food just tastes better outdoors, doesn't it?

There's something special about cooking under open skies – the smell of smoke, the warmth of a shared meal, the sound of laughter. The SOLUPPGÅNG collection has everything you need to make it happen, from durable tableware and handy dish towels to a sturdy cast-iron barbecue. You can create simple yet memorable outdoor meals – smoky, steamy, and full of atmosphere.

PE1007879.JPG



New SOLUPPGÅNG Waist apron

PE1008032.JPG



New SOLUPPGÅNG Barbecue

PE1007892.JPG



New SOLUPPGÅNG Pot holders



New SOLUPPGÅNG Spork

PE1008020.JPG



New SOLUPPGÅNG Salad servers

PE1007873.JPG



New SOLUPPGÅNG Spork

PE1008011.JPG



New SOLUPPGÅNG Salad servers

PE1007868.JPG



“Bamboo is a hardwood that resists moisture and lasts long without bending or scratching easily. We also used metal with enamel coating for its durability so these items can be used for a long time.”

– Ola Wihlborg, Designer, IKEA of Sweden

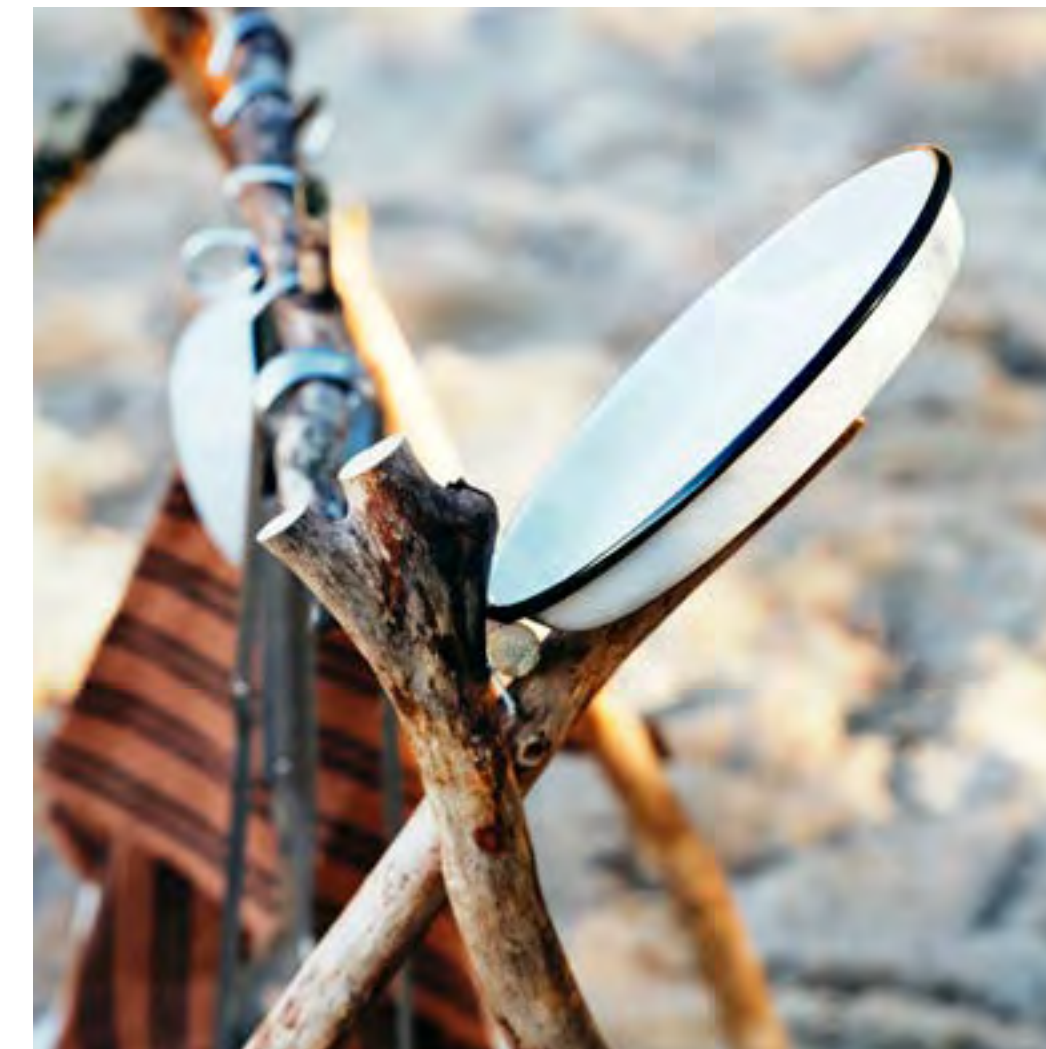
New SOLUPPGÅNG Serving bowl PE1007872.JPG



“The apron is designed to move with you – perfect whether you’re cooking, gardening, or doing ceramics. The slit allows you to sit or kneel comfortably, and it includes a roomy pocket and a small loop for hanging a dish towel or utensils.”

– Darja Nordberg, Designer, IKEA of Sweden

PE1007880.JPG **New SOLUPPGÅNG** Waist apron



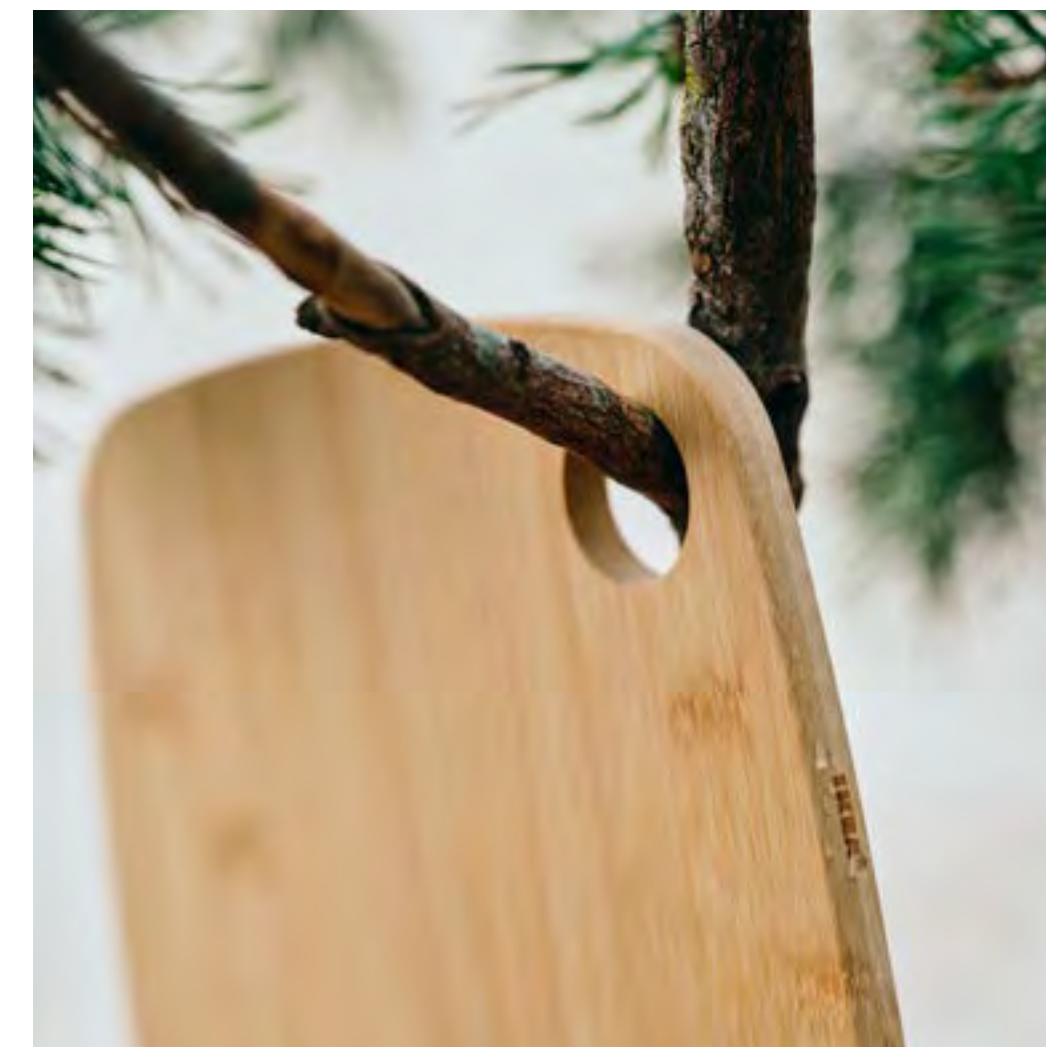
New SOLUPPGÅNG Plate

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New SOLUPPGÅNG Dish towels

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New SOLUPPGÅNG Cutting board

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New SOLUPPGÅNG Pot holders

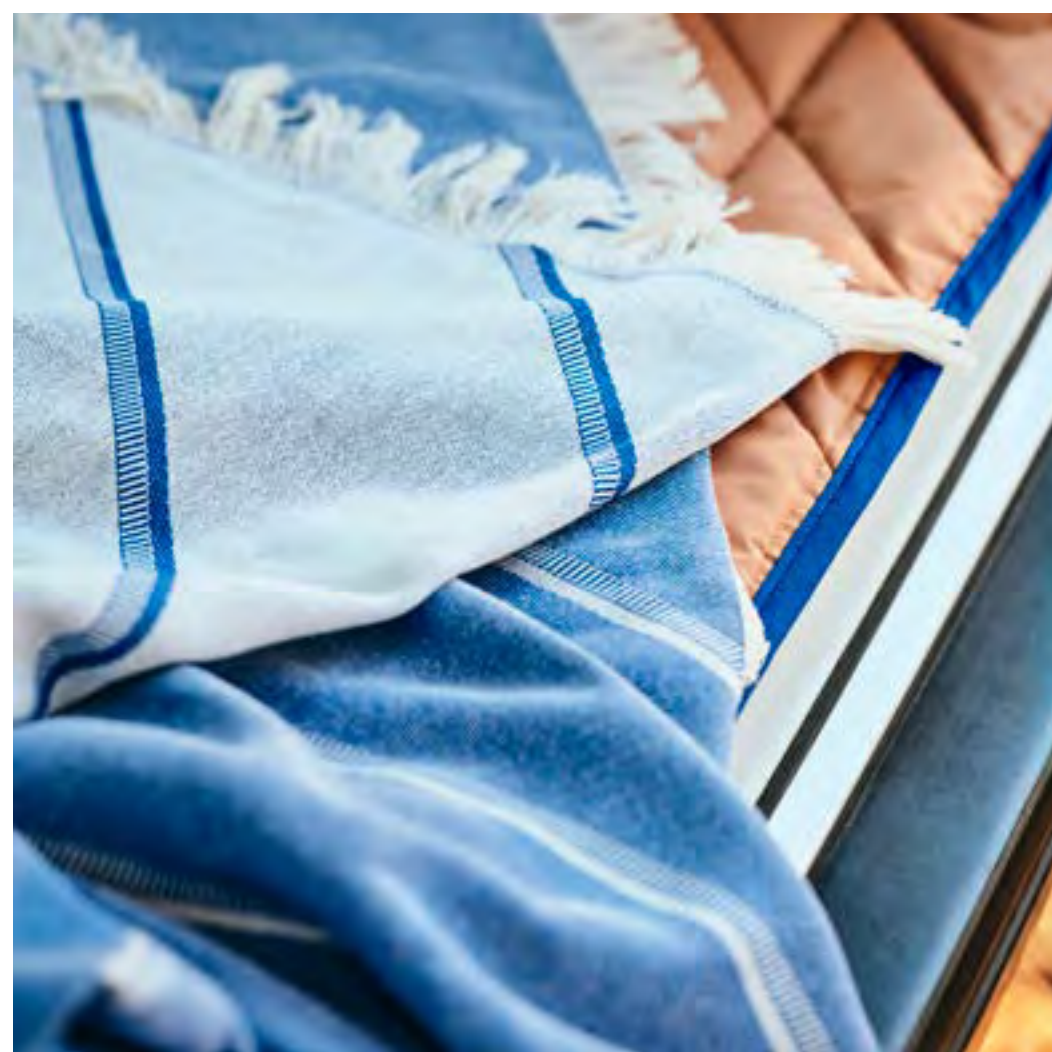
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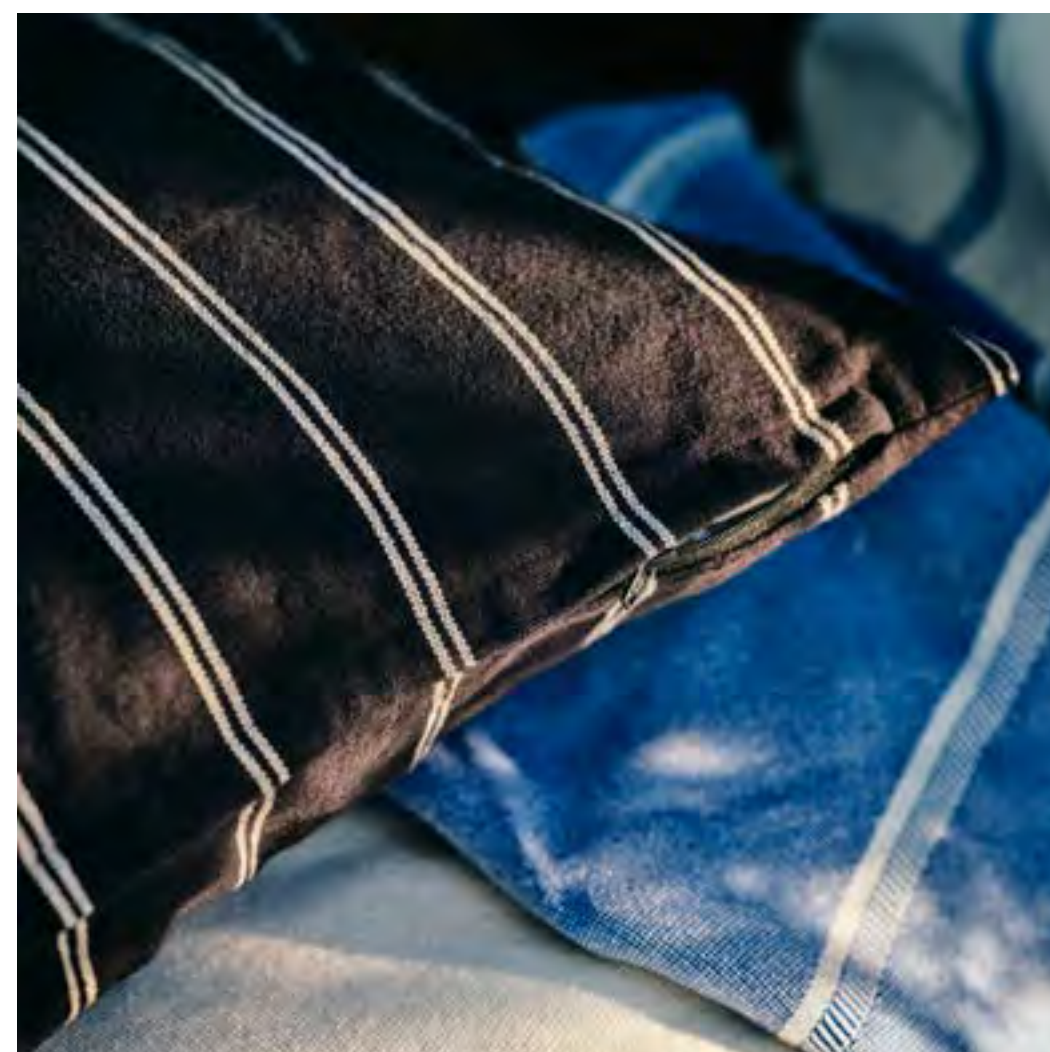
Wish you were here

It doesn't take much to enjoy nature – just a comfy spot and good company. The SOLUPPGÅNG collection brings low-effort, high-comfort moments outdoors – where soft cushions, warm blankets and fresh air create that perfect feeling of “let's stay here forever.”



New SOLUPPGÅNG Throw

PE1007876.JPG



New SOLUPPGÅNG Cushion cover

PE1007805.JPG



New SOLUPPGÅNG Cushion cover

PE1013594.JPG



New SOLUPPGÅNG Cushion cover

PE1007809.JPG



“We experimented a lot with weaving techniques and fabric structures to find the right look and feel. Even though the patterns are simple, there’s a lot of craftsmanship behind them.”

– Darja Norberg, Designer,
IKEA of Sweden

New SOLUPPGÅNG Cushion cover

PE1007804.JPG

The softer side of nature

A Q&A with designer Darja Nordberg

Darja Nordberg is a textile designer at IKEA of Sweden. Her work explores the relationship between color, material, and space. Outside of work, she finds inspiration in nature – hiking around the world, enjoying sauna sessions, and taking cold swims. Her dream adventure? A month-long bike journey across Europe with her partner.

Can you tell us a little bit about the design process behind the collection?

The idea is to bring people closer to nature, even if they live in the city. We wanted to design products that make it easy to step outside, go to the park, cook outdoors, or simply enjoy fresh air.

The design language is clean, functional, and understated. Nothing too loud or complicated – just timeless pieces that feel natural and easy to live with.

Aside from inspiring people to spend time outdoors, what were your main considerations in the design process?

Material choice and quality were key in designing the textiles. We focused on natural materials wherever possible, because they give such a warm and tactile feeling. Also, we wanted the materials to tell the story – to let texture and quality stand out rather than relying on bold or decorative design.



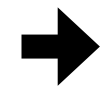
Is experimentation a big part of the process?

Yes, we experimented a lot with weaving techniques and fabric structures to find the right look and feel. By playing with the warp and weft, we could achieve subtle variations – where either the darker or lighter thread takes over. It creates a quiet depth and richness that give the textiles their character.



Darja's favourite items from the SOLUPPGÅNG collection

I really love the pot holders and dish towels for being so simple yet so playful. I think cooking is a great indoor and outdoor activity – to meet and gather around food. So, designing a great pair of pot holders and dish towels that both look and feel good is so important.



The collection was partly inspired by Japanese urban outdoor aesthetics. How did that influence the design?

Yes, that was part of the inspiration. I've actually never been to Japan, so I did a lot of research – looking into Japanese homes, landscapes, and colors. There's something so special about the Japanese approach to design: it's simple, but still full of expression.

That balance really inspired us by keeping things minimal and calm, but adding small, thoughtful details, like little pops of color. That makes it also very IKEA – functional and practical, yet playful. You can see it in pieces like the dish towels: simple stripes brought to life with the bright-colored loops.

Any advice for people who want to enjoy the outdoors more?

Keep it simple. You don't have to travel far – just step outside. Go to a park, have a coffee with a friend, take a short walk. Spending time outdoors doesn't need to be complicated; it's about being present and enjoying the moment.



What 3 things would you bring on a not-so-wild adventure?

We asked the designers of SOLUPPGÅNG what items they would bring on an outdoor excursion. Looks like there's a clear favourite.

Darja Nordberg
Designer, IKEA of Sweden



1

Knife. I will never go outdoors without a knife. It's a must!



2

Mug. I will definitely bring the mug because coffee is essential for me when I'm outdoors.



3

Picnic blanket. When I go alone or with one of my children out in nature, we usually bring a blanket or small seat pads to sit on. This picnic blanket is just perfect, it's super nice that it lets you create this small space where you can sit.



Ola Wihlborg
Designer, IKEA of Sweden

1

Knife. (Laughs) Definitely the knife - always handy!



2

Bag. I'd bring the bag, because it fits everything. And of course some food, maybe apples. Just in case I get lost in the park and need a snack!



3

Throw. I'd bring the throw. It's important to keep warm.





“The bag is simple but full of clever details – like an expandable top that can be folded up and closed with a drawstring, and a darker base that keeps it from getting dirty.”

– Darja Nordberg, Designer, IKEA of Sweden



For big adventures and small escapes

Go a little further. Wander somewhere new. Or simply call a friend and meet at the park to enjoy *komorebi* – the Japanese word for sunlight filtering through the trees.

However you choose to spend time outdoors, the SOLUPPGÅNG collection makes it easier – and more enjoyable. A picnic blanket to keep you comfortable, a practical bag for your snacks and essentials, and plenty more thoughtful products designed to help you slow down, unwind, and enjoy a breath of fresh air.



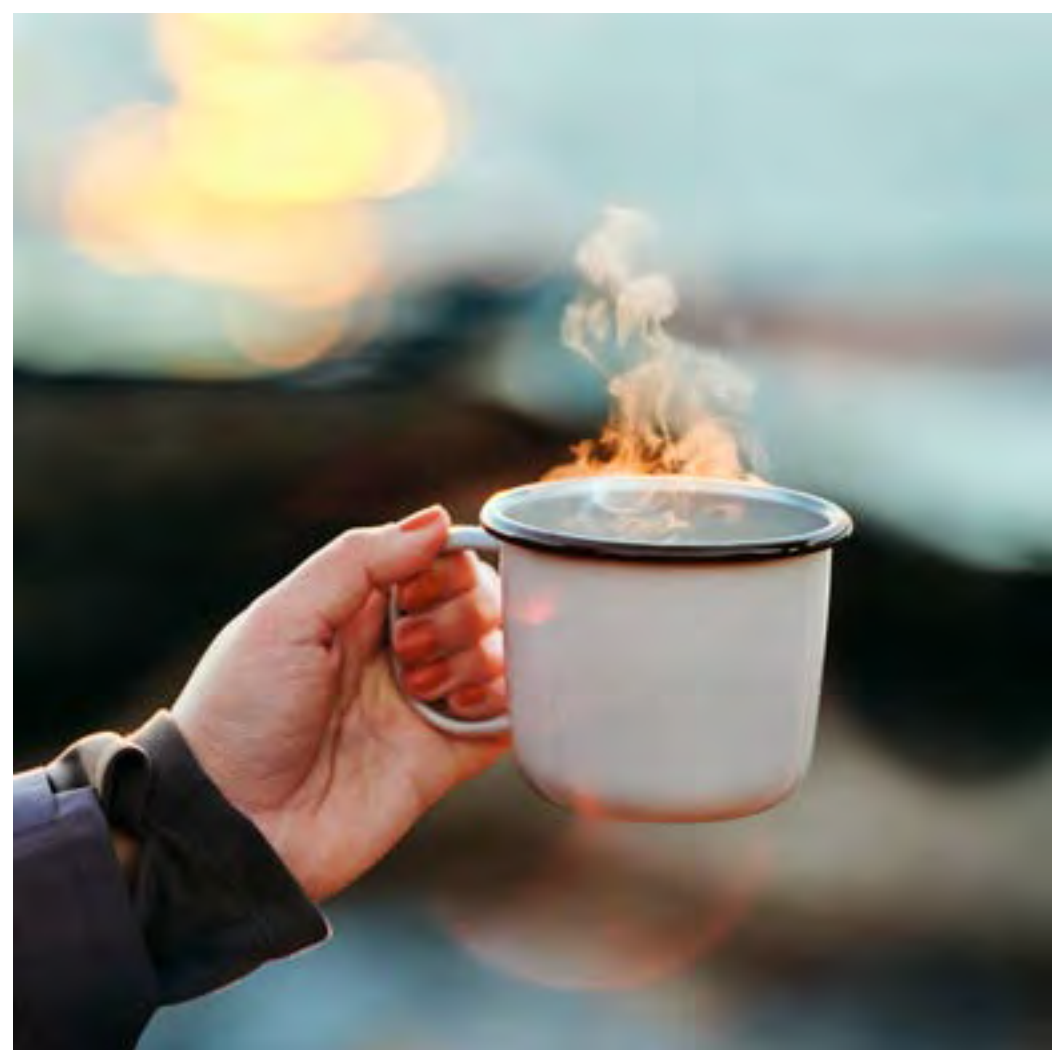
New SOLUPPGÅNG Mug

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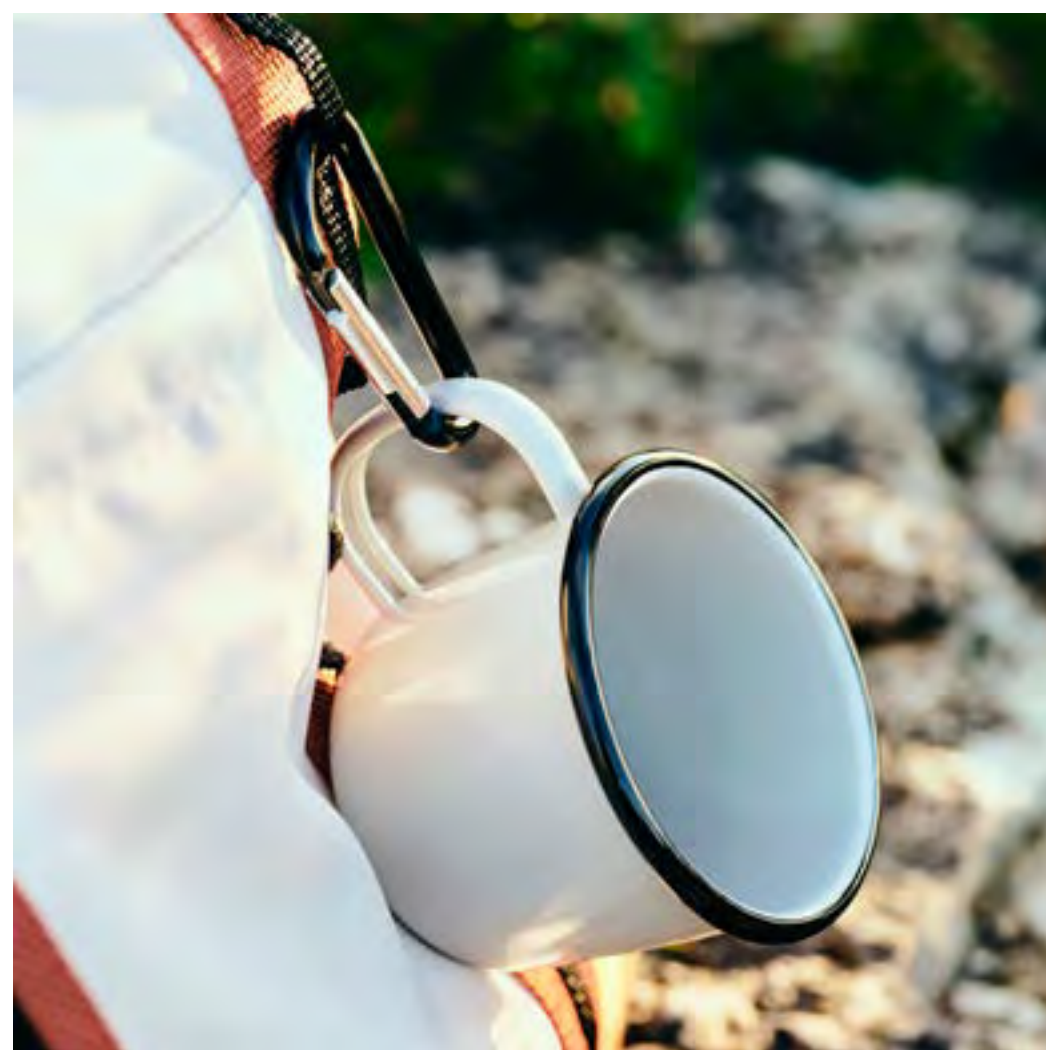
New SOLUPPGÅNG Picnic blanket

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New SOLUPPGÅNG Mug

PE1008021.JPG



New SOLUPPGÅNG Mug

PE1008023.JPG



New SOLUPPGÅNG Hat

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PE1008023.JPG



PE1007829.JPG



PE1007828.JPG



PE1007793.JPG



PE1007832.JPG



PE1007831.JPG



PE1007891.JPG



PE1007890.JPG



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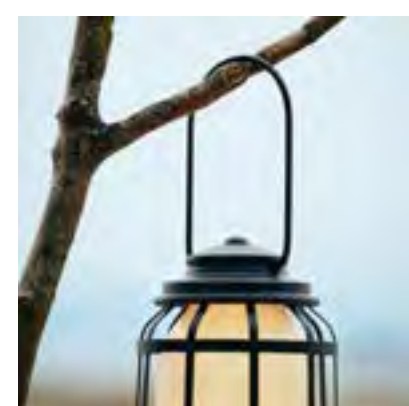
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PE1007805.JPG



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PE1007809.JPG



PE1007876.JPG



PE1007378.JPG

New SOLUPPGÅNG Cutting board \$7.99 Oiled bamboo. Should be treated with food approved oil. Handwash only. Designer: Ola Wihlborg. L13¾xW9". 106.198.69



PE1007388.JPG

New SOLUPPGÅNG Salad servers \$4.99/2pc set Oiled bamboo. Should be treated with food approved oil. Handwash only. Designer: Ola Wihlborg. L9". 506.198.67



PE1007389.JPG

New SOLUPPGÅNG Serving bowls \$24.99/2pc set Clear lacquered bamboo. Designer: Ola Wihlborg. 906.198.65



PE1007377.JPG

New SOLUPPGÅNG Bowl \$3.99 Enamelled steel. Handwash only. Not microwave-safe. Designer: Ola Wihlborg. Ø6, H2". Vol 17oz. 006.213.11



PE1007385.JPG

New SOLUPPGÅNG Plate \$4.99 Enamelled steel. Handwash only. Not microwave-safe. Designer: Ola Wihlborg. Ø8, H1". 406.213.09



PE1007383.JPG

New SOLUPPGÅNG Mug \$4.99 Enamelled steel. Suitable for hot and cold beverages. Handwash only. Not microwave-safe. Designer: Ola Wihlborg. H3". Vol 14 oz. 106.213.15



PE1007390.JPG

New SOLUPPGÅNG Spork \$3.99 Metallized stainless steel. Can be used as both a spoon and a fork. Dishwasher-safe. Designer: Ola Wihlborg. L7½". Dark gray 206.253.32



PE1007382.JPG

New SOLUPPGÅNG Knife \$19.99 Metallized stainless steel. 15-year limited warranty. See IKEA.us/warranty for details. Handwash only. Solid walnut handle. 100% polyester cover. Imported. Designer: Ola Wihlborg. Black 506.213.23



PE1007376.JPG

New SOLUPPGÅNG Barbecue \$79.99 Cast iron and stainless steel. This product is pre-treated with vegetable soybean oil. For outdoor use only. Designer: Ola Wihlborg. Assembly required. L16¾xW8¼xH7¾". Cast iron 006.213.06



PE1007380.JPG

New SOLUPPGÅNG Folding table \$59.99 This foldable table has a weather-resistant underframe and a eucalyptus top. Powder-coated steel and acrylic stained solid eucalyptus. Designer: Ola Wihlborg. Assembly required. L32xD17¾xH16½". Eucalyptus 706.212.99



PE1007391.JPG

New SOLUPPGÅNG Stool, outdoor \$25 Acrylic stained solid eucalyptus. This product has been tested for camping use. Lightweight and foldable. Designer: Ola Wihlborg. L16¾xW15xH15¾". Eucalyptus 706.213.03



PE1007379.JPG

New SOLUPPGÅNG Cooler basket \$39.99 Clear acrylic lacquered bamboo. This cooling bag with a nice bamboo shell has room for most things needed and has practical compartments to keep them in place. Hand wash in warm water. Assembly required. Designer: Mikael Axelsson. L13½xW8¾xH14¼". Bamboo 006.302.78



PE1007387.JPG

New SOLUPPGÅNG Pot holders \$5.99/2pk Loop for hanging and easy storing when not in use. Machine wash normal cycle. Cotton/linen. Felted polyester layer in between gives good heat insulation. Imported. Designer: Darja Nordberg. L8xW8". Blue/brown 806.197.95



PE990340.JPG

New SOLUPPGÅNG Waist apron \$14.99 Machine wash normal cycle. 100% cotton. Imported. Designer: Darja Nordberg. W33¼xH32¼". Black 806.197.62



PE990336.JPG

New SOLUPPGÅNG Dish towels \$5.99/2pk Machine wash normal cycle. Cotton/linen. Imported. Designer: Darja Nordberg. W24xH24". Brown/beige 406.197.64



PE1007381.JPG

New SOLUPPGÅNG Hat \$7.99 Enjoy a perfect fit by tightening and locking the crown cord to the position that suits you best. 100% cotton. Imported. Designer: Darja Nordberg. Size: up to 26". Off-white 806.197.76



PE1007384.JPG

New SOLUPPGÅNG Picnic blanket \$39.99 100% water-repellent polyester. Imported. Designer: Darja Nordberg. L66¾xW51¾". Brown 706.198.52



PE1007375.JPG

New SOLUPPGÅNG Bag \$16.99 The bag can be expanded in height when more space is needed, and is easy to pull together and close by using the drawstring. Machine washable. 100% polyester. Imported. Designer: Darja Nordberg. W17¼xD4¾xH14½". Mixed colors 206.197.98



PE990338.JPG

New SOLUPPGÅNG Throw \$19.99 Cotton/lyocell. Imported. Designer: Darja Nordberg. W67x51". Double sided blue/off-white 506.197.73



PE990333.JPG

New SOLUPPGÅNG Cushion cover \$9.99 100% cotton. Imported. Designer: Darja Nordberg. W16xL23". Black/white 906.197.71



PE990332.JPG

New SOLUPPGÅNG Cushion cover \$9.99 Cotton/jute. Imported. Designer: Darja Nordberg. L20xW20". Beige/blue 306.197.69



PE990335.JPG

New SOLUPPGÅNG Cushion cover \$9.99 Cotton/jute. Imported. Designer: Darja Nordberg. L20xW20". Black/beige 706.197.67



PE1000196.JPG

New SOLUPPGÅNG LED lantern, \$24.99 In/outdoor. Dimmable. Requires 3-AA batteries, sold separately. IKEA recommends LADDA rechargeable battery 2450 mAh HR6 AA 1.2V. Powder-coated steel and plastic. Designer: Mikael Axelsson. Assembly required. Ø5, H9". Black 406.212.86

Thank you!

Contact

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