

ÖMSESIDIG

Launching April 2023 | **Press kit**



**Let's get
together!**



Bringing together nine Latin American creatives, the ÖMSEIDIG collection is all about celebrating the good things in life – food, friends, family and fun!

This collection has got everything you need for effortless entertaining with a vibrant Latin American flavor at home. No need to plan, just gather your nearest and dearest, and share the feel-good mood.

Togetherness is the spice of life

At IKEA, we are always curious to learn more about life at home around the world. So, what's a better way to celebrate the opening of stores in new Latin American markets including Chile, Colombia and Peru, than launching a collection that embraces the mix of cultures and creativity that make the region so special.

Our collaborators are rising stars across a variety of creative scenes and have worked together with IKEA in-house designers Friso Wiersma and Akanksha Deo on home furnishings that mash the IKEA design values with local traditions and expressions specific to Latin America. The result is a collection rich in authentic stories.



“With this collection, we have a story to be proud of. We are curious about new countries, new people, new designers – let’s try something out.”

Tjeerd van Waijenburg

Range & Product Design Leader at IKEA

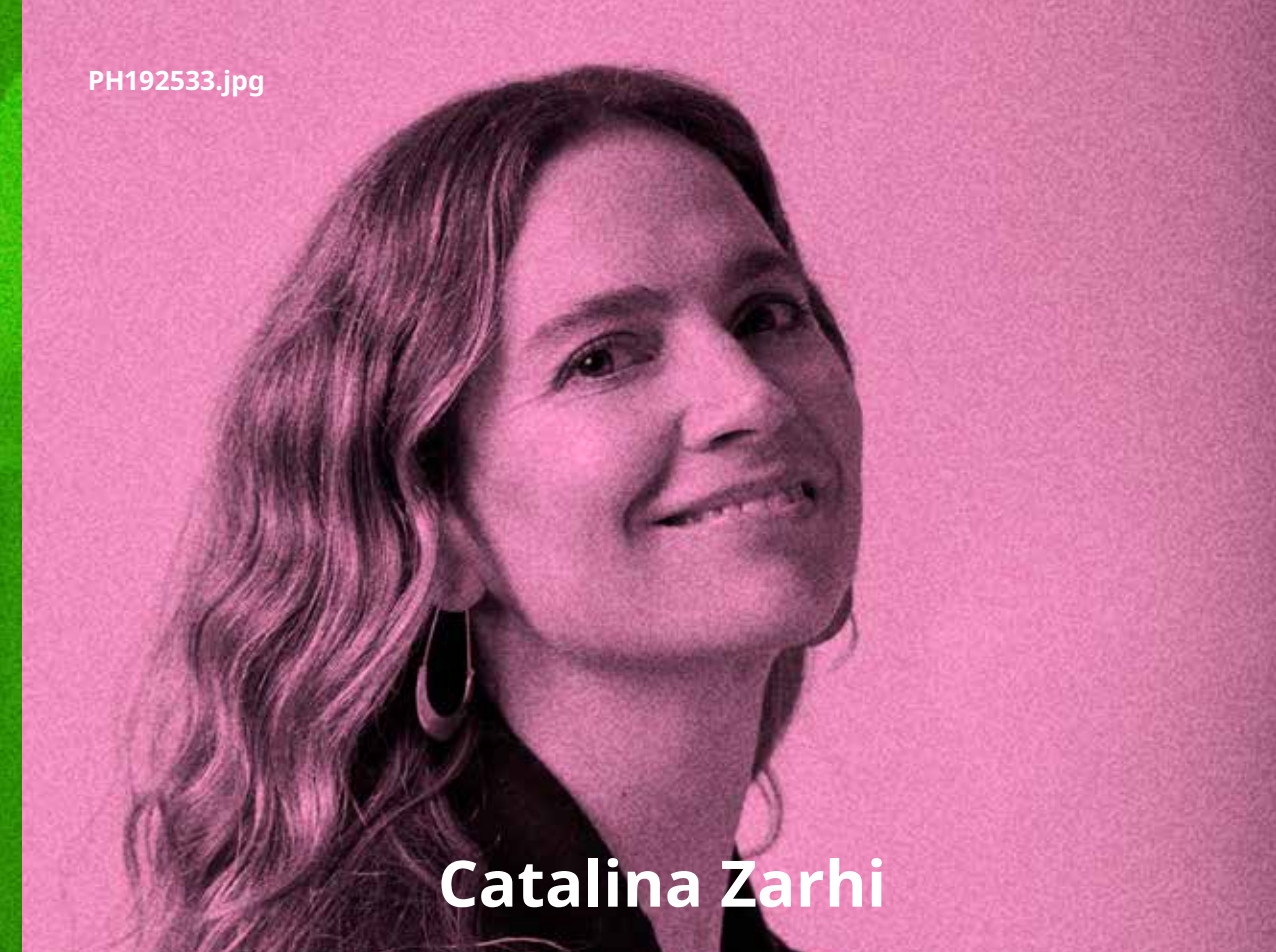




Diana Ordoñez



Abel Cárcamo Segovia



Catalina Zarhi



Agustín Nicolás Rivero

Meet the creatives

Learn more about our collaborators on pages 24–26.



Trini Guzmán



Felipe Assadi



Marisol Centeno




Liliana Ovalle

It's all in the mix

Consisting of 30 products, this collection is designed to inspire easy and spontaneous socializing for both inside and outside the home.

We have collaborated with nine creatives who bring art, fashion, food, design and architecture to the table. Their range of talents have blended together to create a playful mix of products ranging from glass- and tableware to party garlands, funky lampshades eye-catching textiles and characterful carrier bags. Just add a dash of good company and you're good to go!





"Color is the energy that everybody brings to the party."

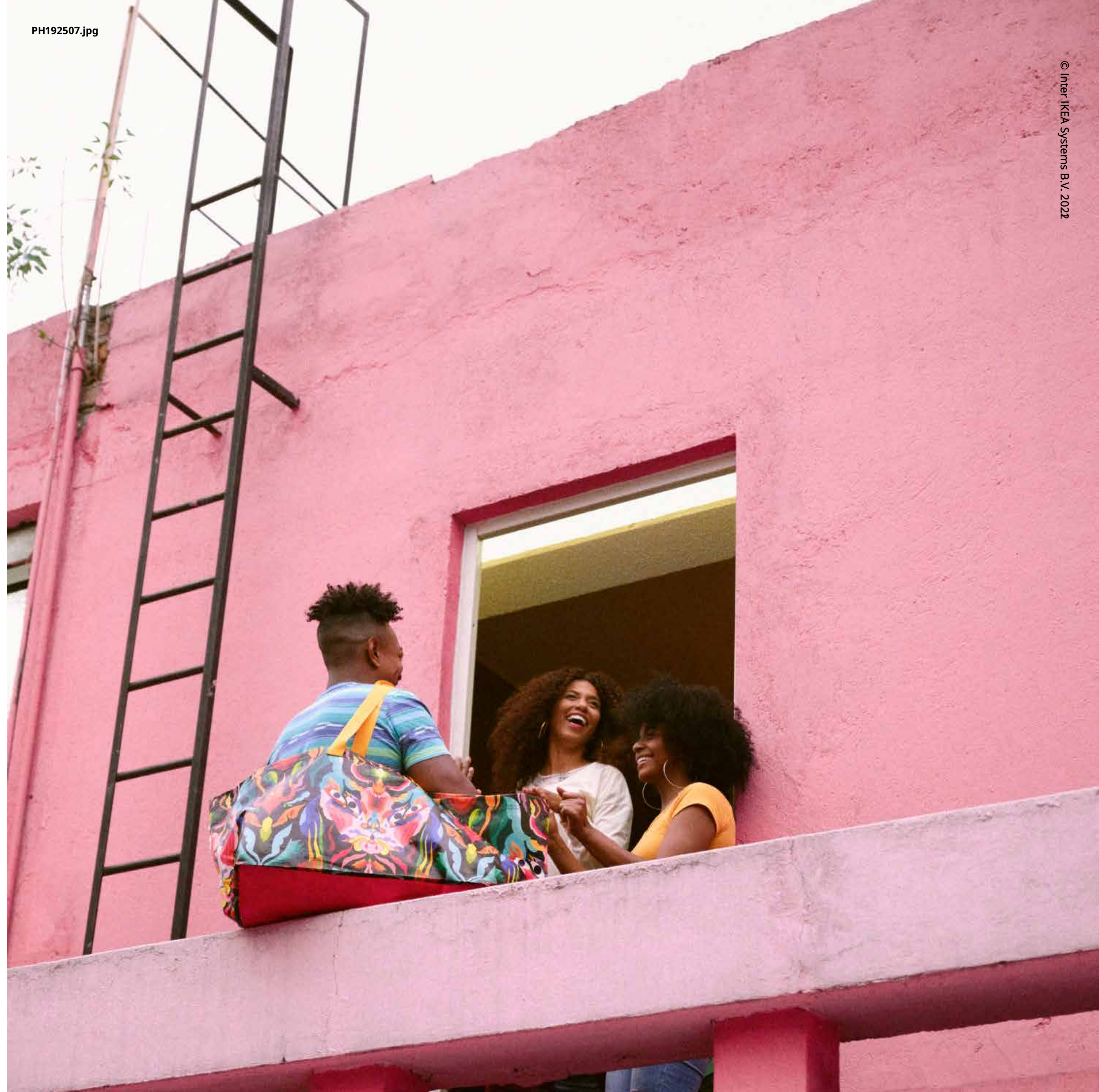
Diana Ordóñez
Designer


Get festive with your FRAKTA

You've got the invite, now you've just got to pick up some essentials. A regular IKEA FRAKTA bag would do the trick, but this colorful version designed by Colombian multimedia artist Diana Ordóñez will get you in the festive mood. The magnificent pattern is inspired by masks commonly found at Colombian carnivals as a playful form of expression.

Diana Ordóñez on the use of masks in her work:

“There are many kinds of masks in my artworks. The mask is a kind of costume that allow us to be another character. Colombian culture has many festivals, and masks are used as a way of expression, a moment when you can be a monster, a bull, a cow, a women, a man. For me, the mask is an interpretation of the many characters that are inside of us.”





"I like how hanging paper decorations can transform a space and make it festive, from 'papel picado' (paper cut) to party streamers."

Liliana Ovalle
Designer

The life and soul

The guests are on their way, the food is ready to be served and the playlist is warming up. Time for the finishing touches. This lampshade made from rice paper and designed by Liliana Ovalle is set to bring the life and soul to your gathering. With an attachable fringe that waves in the breeze, it will bring a jaunty spirit to your next celebration.



The perfect gathering gets everyone involved. This garland comes with some blank decorations that can be colored in as you like – time to call on the talents of any budding artists in the group!



Agustín Nicolás Rivero on the ÖMSESIDIG tablecloth:

“The story behind the tablecloth has a lot to do with color. When people think of Latin America, the first thing that comes to one’s mind is bright, vivid colors that resemble the biodiversity and the carnivals. However, in the Andes mountains, where I live, we have a beautiful foggy spectrum of colors. They can be quite melancholic but at the same time mystical and enigmatic. They invite the viewers to explore the less obvious stories of these lands, our deep mountains and the Páramo climate.”

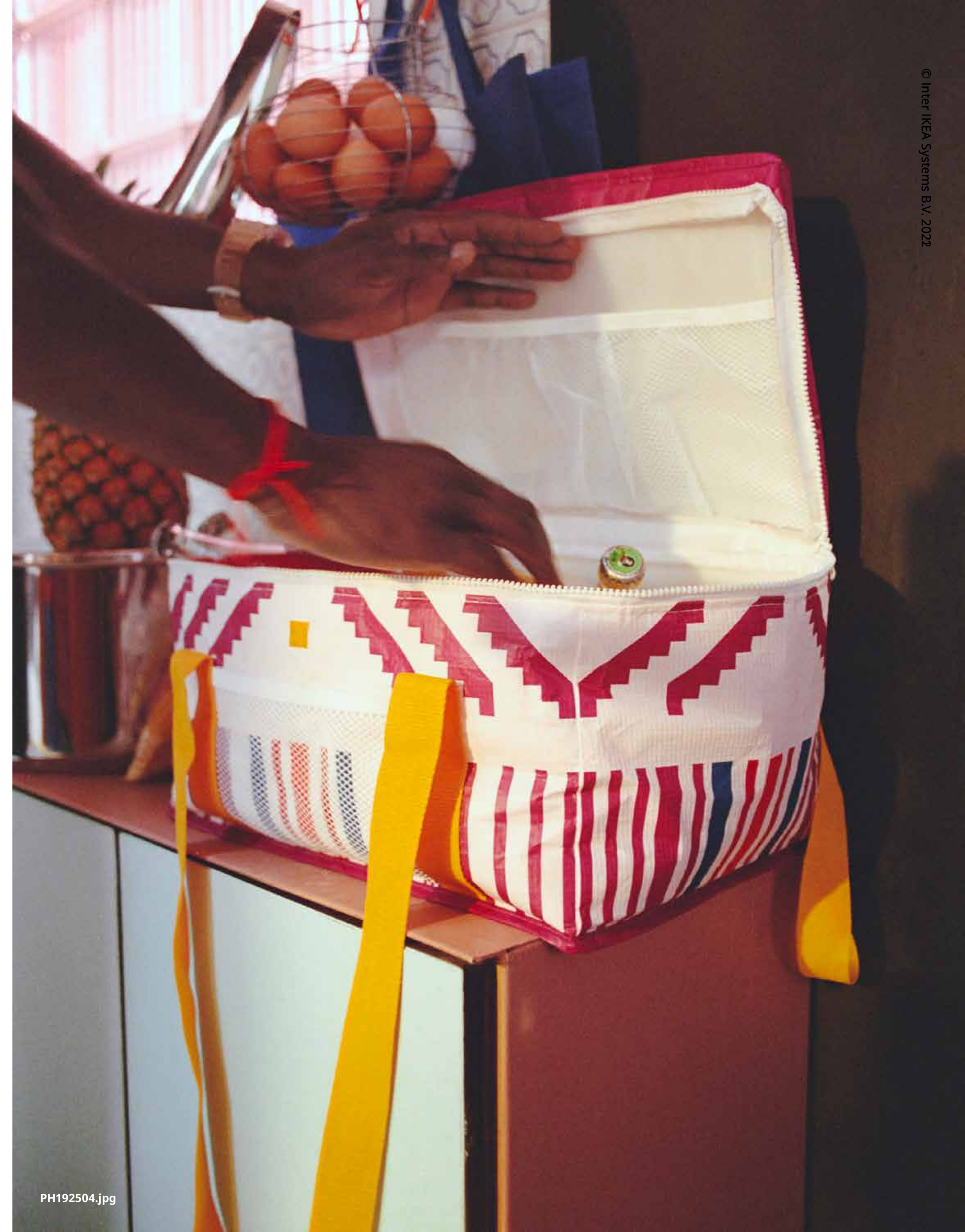




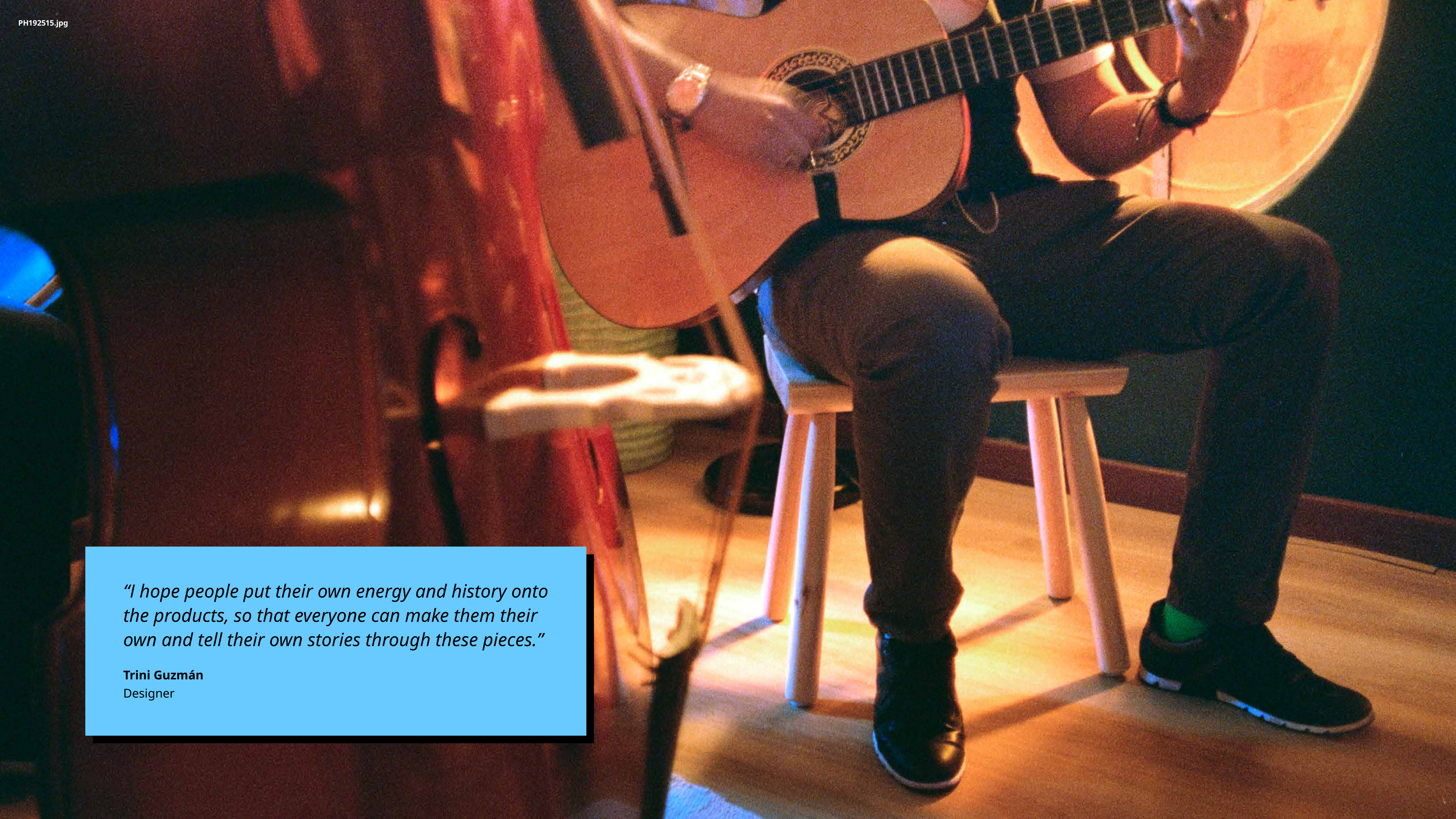
PH192485.jpg

Keep things simple with no-prep snacks for grazing. This set of two black serving bowls by Colombian chef Álvaro Clavijo can be filled and re-filled throughout the evening.

Keep the vibes chill with this carnival-ready cooling bag with a lively pattern by Mexican designer Marisol Centeno.



PH192504.jpg

A person is seated on a light-colored wooden stool, playing an acoustic guitar. The scene is dimly lit with warm, golden light, possibly from a lamp or stage light, creating a soft glow on the person's legs and the guitar. The background is dark, and the overall atmosphere is intimate and artistic. The person is wearing dark pants and dark shoes with bright green socks. The guitar is a light-colored acoustic model with a dark fretboard.

"I hope people put their own energy and history onto the products, so that everyone can make them their own and tell their own stories through these pieces."

Trini Guzmán
Designer

"I designed the picnic blanket for collective joy, to share the love by eating and drinking with friends and family."

Marisol Centeno
Designer

Spread the joy

For this collection, Marisol Centeno was inspired by the diversity of Mexican celebrations, and wanted to create textiles that could be shared. So, what's better than a picnic blanket? Roll out for cozy moments with family and friends, or take with you for an al fresco gathering. The waterproof backing ensures that wet grass won't spoil the fun.





Show off colorful servings of food against elegant stoneware. With a quirky asymmetrical shape, these ceramic dinner plates designed by Catalina Zarhi are a stylish alternative.

"I feel that good food is an amazing moment to be open to a good conversation and it also offers the freedom to feel comfortable wherever you are."

Abel Cárcamo Segovia
Designer

Get into the rhythm

A big leafy salad is an easy crowd-pleaser. These stainless-steel utensils designed by Abel Cárcamo Segovia will add a little flair to the table. The surprising curved shape was inspired by the cueca – the national dance of Chile. According to the designer, he channelled the "movement and rhythm" of the dance to create kitchen accessories with free-flowing, organic lines.



Liliana Ovalle on the ÖMSESIDIG confetti glassware:

“The confetti effect in glassware is a well-known glass blowing technique around the world, from chunky Mexican versions to traditional Murano glass from Venice. For this collection, the glassware is partially dipped at an angle on the color glass chips during the blowing process. I was interested in creating ‘corners’ of different color that would overlap when creating different arrangements of the glassware.”





Get the zest out of life

As soon as the celebrations are in full swing, it can be hard to find everything you need in the kitchen. This set of two glass bowls in the shape of zingy lime halves are eye-catching enough to never go astray. Designed by Liliana Ovalle, they are the perfect container for salt, spices, salsa and of course, a coordinating lime.



Carve out a corner

Like so many of the ÖMSESIDIG products, this solid pine hand-carved stool has a surprising story. Designer Liliana Ovalle looked to vernacular stools in her native Mexico for inspiration as well as stools from different parts for the world, including ancient Viking versions and old European milking stools. The finished design is distinctive and versatile – it can be used as a seat at the center of activities, as well as a useful side table for snacks.

"I wanted to create a stool that would have character of its own and that could bring a playful tone to a space."

Liliana Ovalle
Designer

The center of attention

Chilean multidisciplinary artist Trini Guzmán likes to keep things bold and colorful with her prints, and this cushion cover is a testament to that. With its vibrant pattern in 100% cotton, it will add an irresistible splash of fun to your home. Whether it's propped up in the middle of the party, or as a huggable accessory for chillout moments, it's set to steal the show.

"For this cushion cover, I imagined an artwork I would love to have at home that would grab my attention. So, I went all in mixing the patterns I love to create this cover that is full of personality. It's a cushion I would love to hug!"

Trini Guzmán
Designer

PH192496.jpg



PH192497.jpg

After dark

As things wind down, create a cozy atmosphere. This candle holder designed by architect Felipe Assadi has cut-out flecks that resemble the incandescent sparks from a campfire. The design creates dramatic shadows on the wall, elevating the mellow after-hours ambience.

PH192487.jpg

"I wanted to bring that campfire sensation – the sparkling fire that brings a moving warm light – but inside your room."

Felipe Assadi
Designer





Get to know the creatives

Álvaro Clavijo

Colombian chef Álvaro Clavijo began his career as a kitchen hand in Paris, before studying hospitality at the prestigious Hofmann School in Barcelona. This resulted in him being hired to work at several Michelin-starred restaurants throughout Europe, including the world-renowned Noma in Copenhagen. After several years of working abroad, he has since returned to his native Bogotá to run his restaurant, the lively El Chato which foregrounds Colombian ingredients grown by small local producers.

“Creativity for me is where I focus all of my energy, every day of my life.”



Catalina Zarhi

Catalina Zarhi is a Chilean ceramist and designer, whose work is inspired by the natural landscapes of Northern and Southern Chile. Having studied ceramics in Italy, the United States and her native Chile, her work marries traditional techniques with contemporary forms to create delicate works of art in muted tones.

“My designs are soft consisting of earth colors, simple lines, and clean, organic design.”



Diana Ordóñez

Diana Ordóñez (known as Ledania) is a Colombian multimedia artist based in Bogotá. Known for her expressive street art, Ledania also works across graphic design, photography, artistic makeup and accessory design. Her vibrant graffiti murals combine the human, natural and mythological worlds with bright geometric patterns. She is widely considered as one of the most prominent artists in the Latin American graffiti scene – her murals can be found in 22 countries including the United States, Spain and Japan.

“My inspiration is pure Latin American expression.”



Liliana Ovalle

Liliana Ovalle is a product designer from Mexico, who works with a wide range of materials and processes to explore the expressive aspect of objects. Her designs reflect narratives that often draw on her Mexican background, from referencing situations observed in the urban context to exploring vernacular craft techniques. Ovalle's work has been widely exhibited in venues such as San Francisco MoMA, Museum of Arts and Design in New York and Franz Mayer Museum in Mexico City.

"I like to create objects that can open a space for curiosity."



Agustín Nicolás Rivero

Agustín Nicolás Rivero is a designer and creative director of Colombian fashion label, A New Cross. His avant-garde creations combine his Latin American heritage and interest in artisanal crafts with a contemporary minimalistic approach. Always ethically made and produced, Rivero's unisex designs celebrate diversity and freedom of identity, as well as a combination of rural and community values.

"I combine minimalistic elements with ethnic techniques collected through my travels across the many regions of Colombia."



Marisol Centeno

A textile designer from Mexico, Marisol Centeno is creative director of Estudio Marisol Centeno and founder of Bi Yuu – a rug and textile company founded on values of quality, innovation and social responsibility. Using both industrial and artisanal techniques, her work is characterized by large format colorful narratives and a commitment to collaborative and sustainable design. Centeno's work has been exhibited widely including at the Franz Mayer Museum in Mexico City and the Cooper Hewitt Smithsonian Design Museum in New York.

"I find it fascinating to analyse the narratives behind everyday objects."



Abel Cárcamo Segovia

Born in Santiago, Chile, Abel Cárcamo Segovia designs objects and furniture that unite contemporary trends with traditional craftsmanship through collaborations with local craftspeople. In this way, his timeless designs forge a direct link between artisanal practice and modern minimalistic aesthetics. His work has been exhibited at Design Miami, Milan Design Week, and La Maison des Arts Contemporains de Pérouges.

“My inspiration comes from everything I see around me; everyday shapes that make me think of new ways to use them.”



Trini Guzmán

Trini Guzmán is a muralist and multi-disciplinary artist from Chile, whose work encompasses painting, textiles, embroidery and digital illustration. Trini’s artwork is easily recognizable due to her use of bold colors and eye-catching patterns inspired by nature. She loves to explore creativity in all its forms and discover its limitless possibilities. Trini has collaborated widely, and her murals can be found everywhere from private interiors to large public spaces.

“My work is inspired by color, nature, mixtures and curiosity.”



Felipe Assadi

Felipe Assadi is an architect and founder of his eponymous architecture studio, based in Santiago, Chile. His buildings, ranging from private residences to hotels and pavilions, are known for their angular designs composed of concrete and glass. His works have been constructed across Latin America and in the United States. Since 2011, he has been the Dean of the School of Architecture at the Universidad Finis Terrae in Santiago.

“My structures are based on weight and gravity. Those aspects belong to the earth, from our geography, our landscape.”

Products overview



PE876123.jpg

New ÖMSESIDIG Stool \$49.99

Tinted, clear lacquered solid pine. Designer: Liliana Ovalle. Requires assembly. W11¾×D17¾×H16½". 805.460.87



PE876066.jpg

New ÖMSESIDIG Pendant lampshade \$6.99

To be completed with HEMMA cord set. Paper and powder-coated steel. Designer: Liliana Ovalle. Requires assembly. Ø10, H18". White/green 205.463.92



PE876068.jpg

New ÖMSESIDIG Pendant lampshade \$6.99

To be completed with HEMMA cord set. Paper and powder coated steel. Designer: Liliana Ovalle. Requires assembly. Ø16". White/pink 505.454.90



PE876062.jpg

New ÖMSESIDIG Cushion cover \$6.99

100% cotton. Imported. Designer: Trini Guzmán. 20×20". Black/yellow 505.460.55



PE876064.jpg

New ÖMSESIDIG Cushion cover \$12.99

100% cotton. Imported. Designer: Trini Guzmán. 26×26". Multicolor 905.460.58



PE876071.jpg

New ÖMSESIDIG Picnic blanket \$29.99

100% polyester. Imported. Designer: Marisol Centeno. W59×L70¾". Blue 905.454.74



PE876125.jpg

New ÖMSESIDIG Dish towels \$6.99/2pk

100% cotton. Imported. Designer: Marisol Centeno. W14×L23". Pink/lilac 605.460.50



PE876075.jpg

New ÖMSESIDIG Plates \$17.99/2pk

Stoneware. Designer: Catalina Zarhi. Ø10". White 205.461.08



PE876077.jpg

New ÖMSESIDIG Plates \$24.99/2pk

Stoneware. Designer: Catalina Zarhi. Ø12". Black 805.500.17



PE876191.jpg

New ÖMSESIDIG Serving bowls \$7.99/2pk

Stoneware. Designer: Alvaro Clavijo. L5×W4×H2". Black. 205.500.20



PE876073.jpg

New ÖMSESIDIG Serving bowl \$19.99

Stoneware. Designer: Abel Cárcamo Segovia. W11×D9½×H4". White. 305 461.03



PE876189.jpg

New ÖMSESIDIG Serving bowls \$6.99/set of 2

Includes one of each: Ø2½, H1¾" and Ø2½, H1¾". Glass. Designer: Liliana Ovalle. Green 805.501.59



PE876118.jpg

New ÖMSESIDIG Serving set \$14.99/2pcs

Stainless steel. Designer: Abel Cárcamo Segovia. L12". 505.460.98



PE876121.jpg

New ÖMSESIDIG Serving tong \$5.99

Stainless steel. Designer: Abel Cárcamo Segovia. L10". 805.460.92



PE876193.jpg

New ÖMSESIDIG Tray with two bowls \$19.99

Includes: one tray (L11×W5¾") and two bowls (Ø5½, H2½"). Stoneware. Designer: Liliana Ovalle. Orange/gray 605.500.23



PE876049.jpg

New ÖMSESIDIG Glasses \$24.99/4pk

Glass. Designer: Liliana Ovalle. H3". 10 oz. Clear glass/mixed colors 305.500.05



PE876051.jpg

New ÖMSESIDIG Glasses \$27.99/4pk

Glass. Designer: Liliana Ovalle. H4". 17 oz. Clear glass/mixed colors 005.500.02



PE876047.jpg

New ÖMSESIDIG Carafe \$12.99

Glass. Designer: Liliana Ovalle. Ø3, H9". 1 qt. Clear glass/green 005.461.28



PE890056.jpg

New ÖMSESIDIG Panel for picture frame speaker \$30

100% polyester and ABS plastic. Imported. Designer: Diana Ordóñez. W16×H22". Mask 605.529.65



PE890046.jpg

New ÖMSESIDIG Panel for picture frame speaker \$30

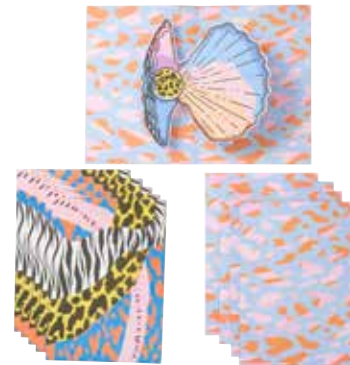
100% polyester and ABS plastic. Imported. Designer: Trini Guzmán. W16×H22". Graphical 405.529.71



PE890050.jpg

New ÖMSESIDIG Panel for picture frame speaker \$30

100% polyester and ABS plastic. Imported. Designer: Trini Guzmán. W16×H22". Leaf 005.529.73



PE876132.jpg

New ÖMSESIDIG Postcards \$4.99/10pk

Bleached chlorine-free paper. Designer: Trini Guzmán. Mixed motifs 605.499.92



PE900128.jpg

New ÖMSESIDIG Tablecloth \$14.99

100% cotton. Imported. Designer: Agustín Nicolás Rivero. W57×L94". White/gray 905.501.73



PE876060.jpg

New ÖMSESIDIG Cooler bag \$14.99

100% polypropylene and 100% BOPP plastic. Imported. Designer: Marisol Centeno. L15×W10¼×H8¾". Stripe pattern lilac 405.460.65



PE876058.jpg

New ÖMSESIDIG Candle holder \$13.99

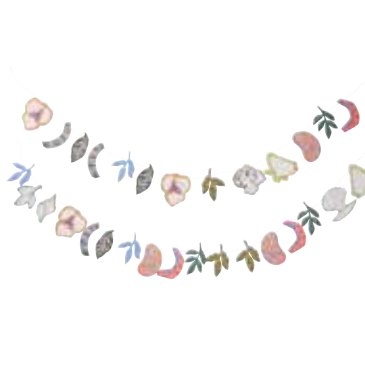
Powder-coated steel. Designer: Felipe Assadi. Requires assembly. L6×W6×H11". Black 605.460.74



PE876187.jpg

New ÖMSESIDIG Decoration \$9.99

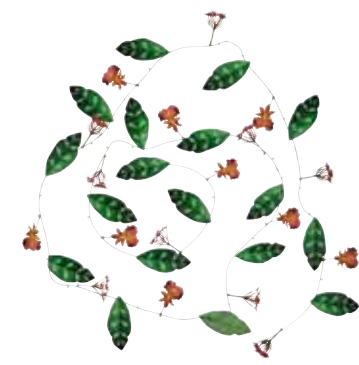
Bleached chlorine-free paper. Designer: Trini Guzmán. L11¾×D11¾×H2¾". Flower multicolor 705.499.96



PE876128.jpg

New ÖMSESIDIG Garland \$5.99/2pk

Includes: 30 decorations (24 colored and six in black and white) and two strings (L78¾"). Bleached chlorine-free paper. Designer: Trini Guzmán. Multicolor 105.499.99



PE876130.jpg

New ÖMSESIDIG Artificial garland \$7.99

100% polyester and polyethylene plastic. Imported. Designer: Diana Ordoñez. L4¼ yd. Multicolor 205.501.62



PE876056.jpg

New ÖMSESIDIG Shopping bag \$3.99

100% BOPP plastic and 100% polypropylene. Imported. Designer: Diana Ordóñez. L21¾×D14½×H14½". 19 gal. Multicolor 505.489.93



PE876054.jpg

New ÖMSESIDIG Shopping bag \$3.99

100% BOPP plastic and 100% polypropylene. Imported. Designer: Marisol Centeno. L21¾×D14½×H14½". 19 gal. Stripe pattern lilac 305.460.80

Contact

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