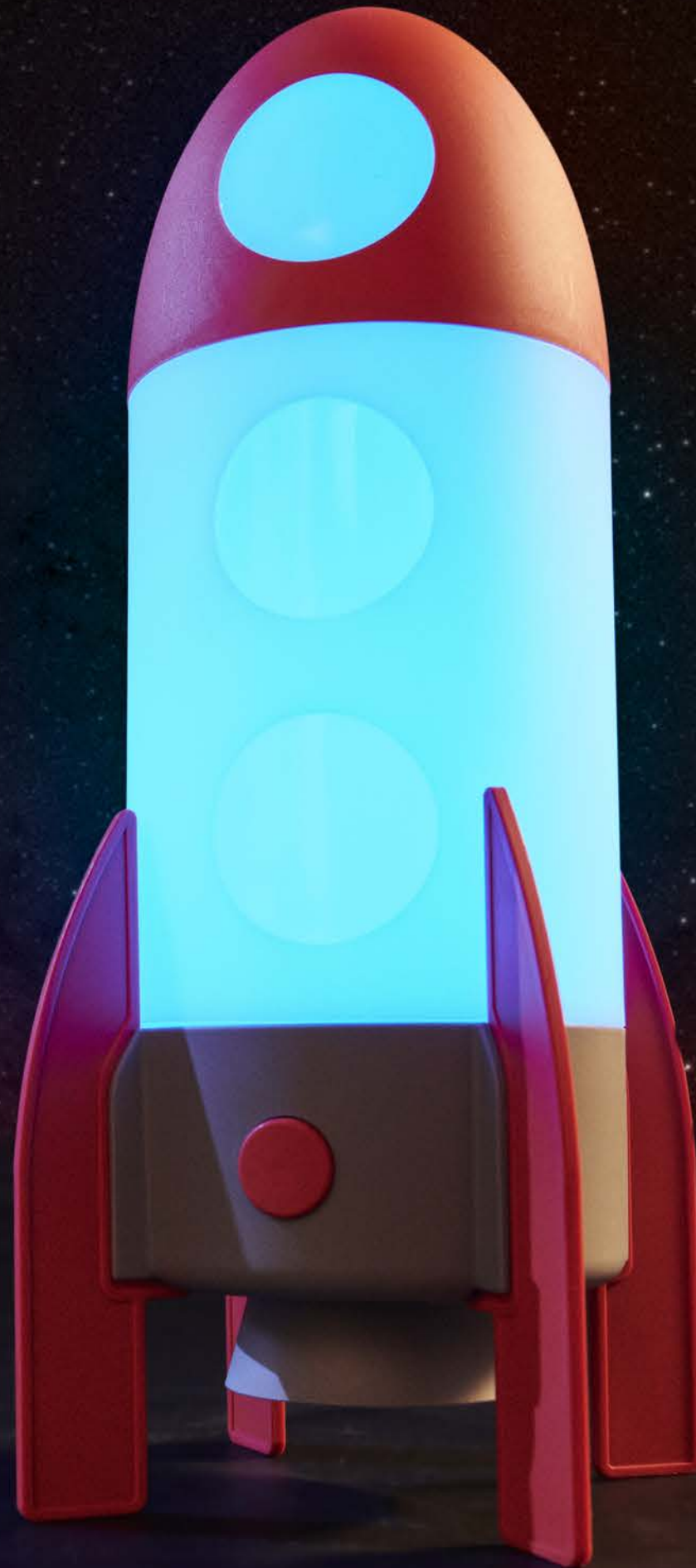



Play

AFTONSPARV | Launching October 2023



**The biggest
playground of all
is never far away**





Our new AFTONSPARV collection brings outer space into the home space!

Designed to spark play and curiosity in children aged 3-7 years, it contains a host of space-themed toys including soft-toy astronauts and aliens, a cardboard rocket play tent, a spaceship, finger puppets, space-age lamps, galaxy-inspired bed textiles, and a glow-in-the-dark curtain.

Much like space, **a child's imagination has no boundaries, which makes it the biggest playground of all.** So jump on board, this spaceship is heading for the stars – and the only fuel it needs is imagination!

Created together with children

The ideas behind the AFTONSPARV collection were **developed in collaboration with a group of young space enthusiasts** between the ages of 3 and 7.

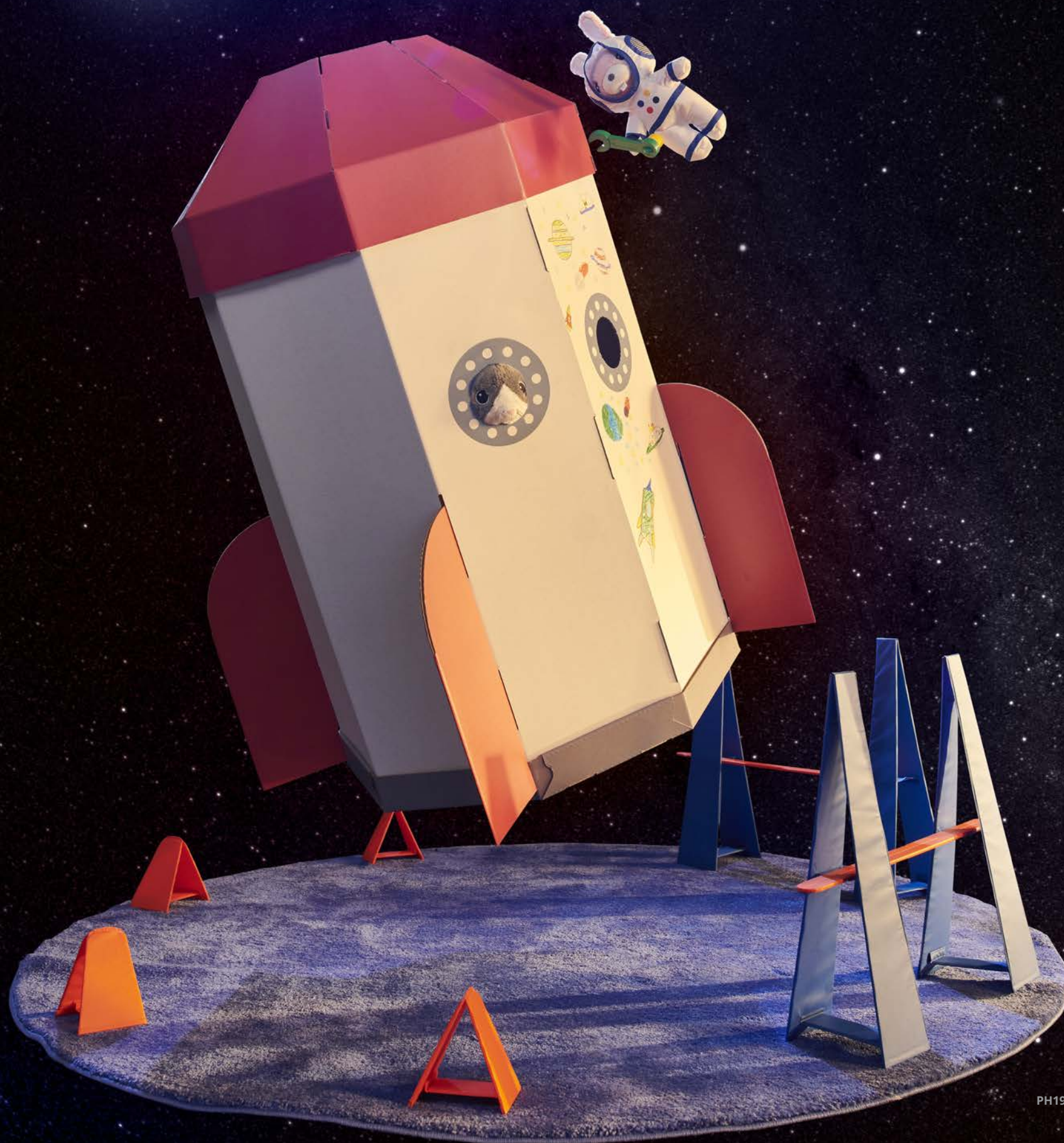
We wanted to get the **children's perspective from the outset of the project**, so designer Marta Krupińska asked children what outer space meant to them. We were curious to find out what they thought lived in space, what things in space looked like, and what kind of transport they imagined in space.

Through a series of workshops, we explored all these questions, collaborating with the children to bring these ideas to life.

"We discovered that the children knew a lot of facts about space – they talked enthusiastically about asteroids, space dust, space travel, black holes and more. We also learnt that they had lots of their own fun ideas too."

Marta Krupińska
Designer





PH194282.JPG

Because play is learning for life

At IKEA we take play very seriously.

Play is essential for a better everyday life at home. Through play, adults and children learn to connect, create, recharge, escape and explore. For kids, play is crucial for their development and growth. It's how they learn to express themselves and to discover the world.

Young voices also need and deserve to be heard. We hope that the AFTONSPARV collection empowers children to pursue their curiosity about outer space and develop their creativity as they do so.

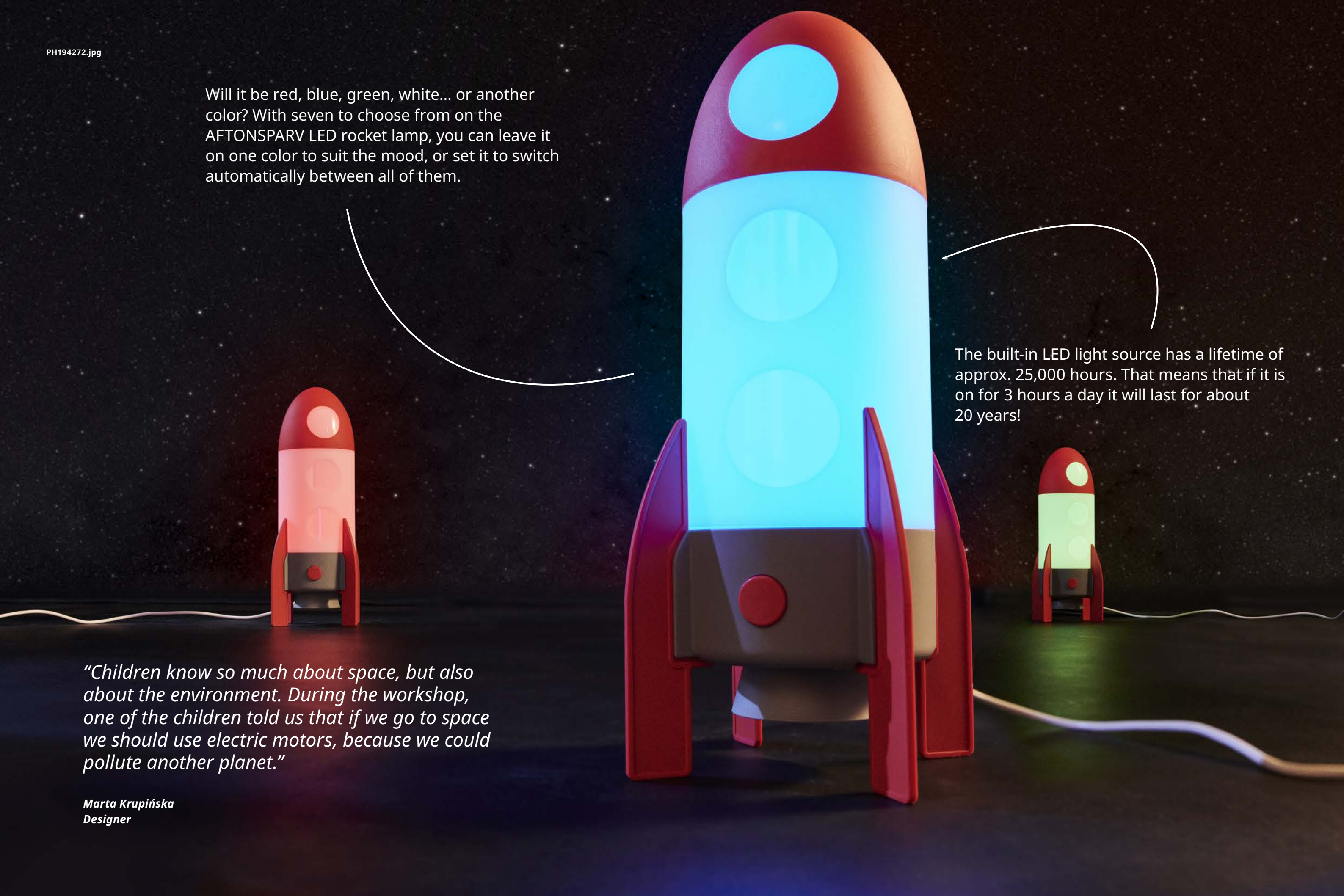
New AFTONSPARV Children's tent \$24.99 605.564.64
New AFTONSPARV Soft toy with astronaut suit \$9.99 Cat 005.515.39 Rabbit 105.515.34

Will it be red, blue, green, white... or another color? With seven to choose from on the AFTONSPARV LED rocket lamp, you can leave it on one color to suit the mood, or set it to switch automatically between all of them.

The built-in LED light source has a lifetime of approx. 25,000 hours. That means that if it is on for 3 hours a day it will last for about 20 years!

"Children know so much about space, but also about the environment. During the workshop, one of the children told us that if we go to space we should use electric motors, because we could pollute another planet."

Marta Krupińska
Designer





Creating new space explorers

During the workshops, the children contributed their ideas and input to the soft toys. **When it came to aliens, the children imagined them in all sorts of different colors**, yellow, pink, brown and orange, as well as green. We've gone with green for now, but who knows, new beings may be discovered later!

They all agreed that white was a good color for the space suit for the bear, cat and bunny astronauts. **But they were most excited by the fact that the suit could be removed** and came up with lots of ideas for alternative outfits for the toys once they'd landed back on earth. Parents will love that they're easily washable too!

Who'd go to space without a washable space suit?

PH194296.JPG

New AFTONSPARV Soft toy with astronaut suit \$9.99 Cat 005.515.39



“I’ve been here before”

Because I’m 100% recycled.

When we asked children to visualize their idea of a space hero, the most popular character they drew was an alien. So we created this friendly green being. Like all the rest of the space-travelling **soft toys, along with the finger puppets and the planet-shaped cushion**, it is made from **100% recycled polyester**.

Journey to another world

Where do the kids want to go today? Whether they're heading into space or landing back on earth, the AFTONSPARV tent rocket is ready for all kinds of space adventures – **because it runs on the most sustainable fuel of all, imagination.**

It's also our first play tent made entirely from cardboard – with an outside surface that can easily be painted – so kids can create a customised rocket that gets noticed wherever it goes.

"We wanted to create a play tent that was made from recycled materials. So the rocket play tent is made out of that all-time children's favorite – cardboard – which is minimum 70% recycled."

Marta Krupińska
Designer





Explore new creative galaxies

The AFTONSPARV collection encourages kids to be creative.

Drawing, coloring and crafting are great ways to turn space dreams and ideas into reality, so our space-themed paper coloring roll, desk pad and 15-piece cardboard template set let kids immerse themselves in deep space.

They are perfectly paired with things like pens, paints, pencils and scissors from the **MÅLA series** to set the scene for intergalactic creativity.

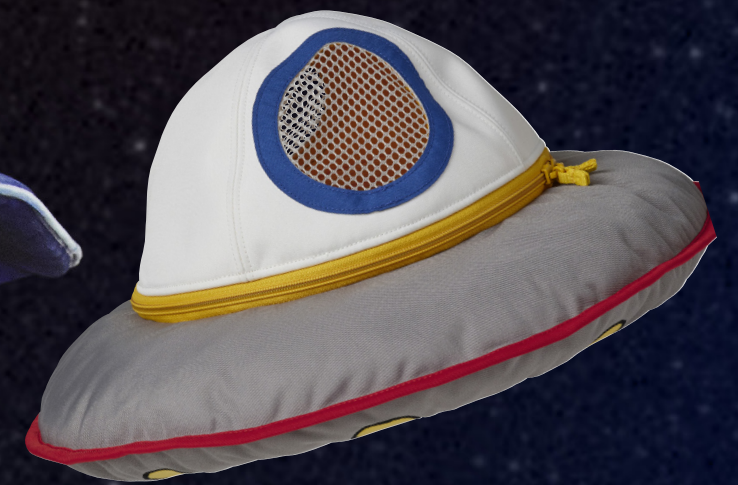
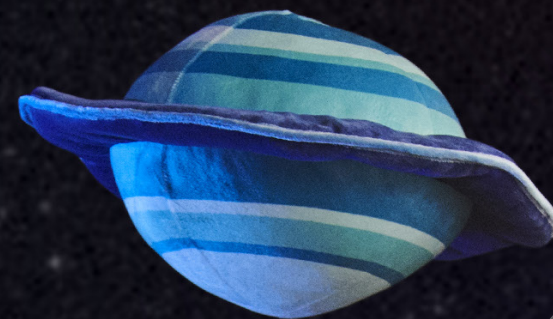
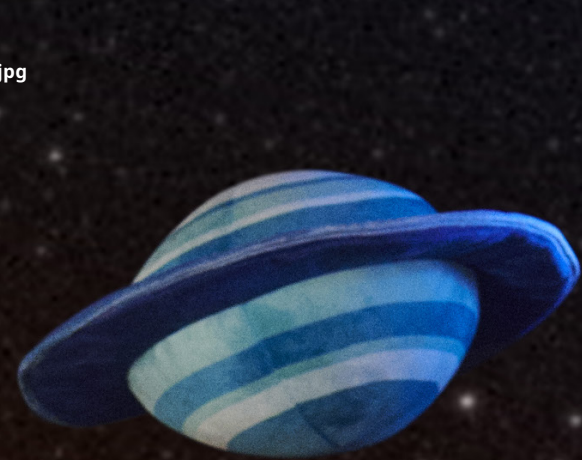
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New AFTONSPARV Desk pad \$7.99 805.540.63
New AFTONSPARV Cardboard template set \$4.99/15pcs 705.566.18

A universe of characters

From finger puppets and soft toy astronauts to aliens and even a spaceship, the AFTONSPARV collection has lots of fun and cute characters for **space-themed role play**.

Good to know: the soft toys fit perfectly in the spaceship so they can easily make it to their destination!





Create a space-age bedroom

Our AFTONSPARV bedroom accessories include a **blue intergalactic KURA bed tent**, making it easy to bring **space-themed style** to any child's room.

Extra softness comes from the tufted **solar-system-inspired rug** – it's a perfect spot for playtime and a great backdrop for space-themed games.

- New AFTONSPARV Soft toy \$4.99 Earth 905.624.25
- New AFTONSPARV Soft toy \$14.99 Spaceship 205.516.37
- New KURA Bed tent \$40 Space/blue 005.540.62
- New AFTONSPARV Twin duvet cover set \$34.99/2pcs Space/blue 805.540.44
- New AFTONSPARV Soft toy \$6.99 L13". Alien 805.515.59
- New AFTONSPARV Rug \$39.99 705.540.54
- New AFTONSPARV Cardboard template set \$4.99/15pcs 705.566.18
- New AFTONSPARV Finger puppet set \$7.99/5pcs 205.516.42



Bed textiles that reach for the stars

Our **AFTONSPARV bedroom textiles** make it easy to create space-themed snuggles at sleep time.

The galaxy-inspired **glow-in-the-dark curtain** brings the starry night sky inside, whatever the weather.

Three duvet cover and pillowcase sets, covered with different motifs of shooting stars, planets, asteriods and aliens, set the scene for space-age drifting-off and dreaming.

New AFTONSPARV Pair of curtains with tie-backs \$24.99 205.610.28
New AFTONSPARV LED table lamp \$29.99 Rocket /multicolor 105.552.35
New AFTONSPARV Twin duvet cover set \$19.99/2pcs Space/black/white 905.540.34
New AFTONSPARV Soft toy \$4.99 Earth 905.624.25
New AFTONSPARV Soft toy \$1.99 L4". Alien 705.624.31
New AFTONSPARV Soft toy with astronaut suit \$9.99 Bear 705.515.45
New AFTONSPARV LED decoration lighting \$29.99 Planet shape/multicolor 205.592.09

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Small things can start big adventures!

Because we believe that all children have a right to play, we are doing our best to make sure our Play products are affordable for as many people as possible.

These AFTONSPARV finger puppets are small in size and price but there's no limit to the adventures they can lead to. That's the great thing about play – it has an amazing ability to travel beyond things and toys.

New AFTONSPARV Finger puppet set \$7.99/5pcs 205.516.42

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Join us in a galaxy far, far away!

There are no boundaries when it comes to where play can take you. Of course, kids know this. Turning everyday activities into play in- and outside the home is second nature for them.

It's why the AFTONSPARV collection has been designed to **incorporate all types of play, whether that's active, creative or role play**, in whatever the setting – from early morning rocket launches to spaceship story time.

New AFTONSPARV Soft toy \$6.99 L13". Alien 805.515.59

New AFTONSPARV Soft toy \$4.99 Earth 905.624.25

New AFTONSPARV Twin duvet cover set \$19.99/2pcs Space/multicolor 905.540.53

New AFTONSPARV Children's tent \$24.99 605.564.64

Welcome to the AFTONSPARV collection



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New AFTONSPARV Cardboard template set \$4.99/15pcs
You can color and fold these templates together to create various adventures where you explore the universe. In an imaginary world, anything's possible! Paperboard. Designer: Marta Krupińska. Space 705.566.18 WARNING! CHOKING HAZARD -- PAPER CAN BE BITTEN INTO SMALL PARTS. NOT FOR CHILDREN UNDER 3 YEARS OF AGE.



PE898288.JPG

New AFTONSPARV Finger puppet set \$7.99/5pcs
100% polyester. Imported. Designer: Marta Krupińska. Multicolor 205.516.42 Recommended for children 3 years and older.



PE898262.JPG

New AFTONSPARV Soft toy with astronaut suit \$9.99
Removable/washable spacesuit. 100% polyester. Imported. Designer: Marta Krupińska. L11". Bear 705.515.45 Recommended for children 2 years and older.



PE897294.JPG

New AFTONSPARV Children's tent \$24.99 Corrugated board. Designer: Marta Krupińska. Requires assembly. Ø32¼", W46½"×H53¼". Rocket white/red 605.564.64 WARNING! CHOKING HAZARD -- PAPER CAN BE BITTEN INTO SMALL PARTS. NOT FOR CHILDREN UNDER 3 YEARS OF AGE.



PE902205.JPG

New AFTONSPARV LED decoration lighting \$29.99 The light source has a lifetime of approx. 25,000 hours. Shines in 7 different colors, so your child can choose a favorite or let the LED table lamp switch automatically. PET plastic. Designer: Marta Krupińska. L15×W¾"×H10". Planet shape/multicolor 205.592.09



PE898264.JPG

New AFTONSPARV Soft toy with astronaut suit \$9.99
Removable/washable spacesuit. 100% polyester. Imported. Designer: Marta Krupińska. L11". Rabbit 105.515.34 Recommended for children 2 years and older.



PE897293.JPG

New AFTONSPARV Coloring paper roll \$4.99 Bleached chlorine-free paper. Designer: Marta Krupińska. W17×L394". Space 105.564.66 Recommended for children 3 years and older.



PE902204.JPG

New AFTONSPARV LED table lamp \$29.99 The light source has a lifetime of approx. 25,000 hours. Shines in 7 different colors, so your child can choose a favorite or let the LED table lamp switch automatically. Polypropylene plastic. Designer: Marta Krupińska. Ø6", H12". Rocket/multicolor 105.552.35



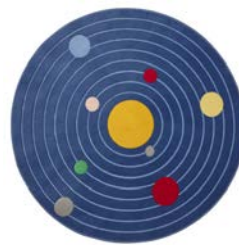
PE898263.JPG

New AFTONSPARV Soft toy with astronaut suit \$9.99
Removable/washable spacesuit. 100% polyester. Imported. Designer: Marta Krupińska. L11". Cat 005.515.39 Recommended for children 2 years and older.



PE896778.JPG

New AFTONSPARV Pair of curtains with tie-backs \$24.99
The pattern on these curtains glows in the dark! Polyester/cotton. Imported. Designer: Marta Krupińska. Requires assembly. W47×L98" each panel. Space blue/white 205.610.28 Recommended for children 3 years and older.



PE896984.JPG

New AFTONSPARV Rug \$39.99
100% polyester pile. 100% synthetic rubber backing. Imported. Designer: Marta Krupińska. Ø4'4". Space rounded/blue 705.540.54 Recommended for children 3 years and older.



PE896993.JPG

New KURA Bed tent \$40
Fits KURA reversible bed. 100% polyester (min. 90% recycled). Imported. W38¼×L60¾×H26¾". Space/blue 005.540.62 Recommended for children 3 years and older.



PE896997.JPG

New AFTONSPARV Twin duvet cover set \$34.99/2pcs
Includes twin duvet cover and pillowcase. Lyocell/cotton. Imported. Designer: Marta Krupińska. Space/blue 805.540.44 Recommended for children 3 years and older.



PE898315.JPG

New AFTONSPARV Soft toy \$1.99 The loop on top of the head makes it easy to hang the soft toy as a decoration or attach it to a backpack. 100% polyester. Imported. Designer: Marta Krupińska. L4". Mini-alien/green 705.624.31 Recommended for children 3 years and older.



PE896847.JPG

New AFTONSPARV Twin duvet cover set \$19.99/2pcs
Includes twin duvet cover and pillowcase. Cotton and viscose/ rayon. Imported. Designer: Marta Krupińska. Space white/black 905.540.34 Recommended for children 3 years and older.



PE898265.JPG

New AFTONSPARV Soft toy \$6.99 100% polyester. Imported. Designer: Marta Krupińska. L13". Alien/green 805.515.59 Recommended for children 12 months and older.



PE898578.JPG

New AFTONSPARV Twin duvet cover set \$19.99/2pcs
Includes twin duvet cover and pillowcase. Cotton and viscose/ rayon. Imported. Designer: Marta Krupińska. Space/multicolor 905.540.53 Recommended for children 3 years and older.



PE898289.JPG

New AFTONSPARV Soft toy \$14.99 A perfect travel companion for children who want to fly into space with the help of their imagination. Just open the zipper, put in a soft toy and start the journey out into the universe. Your child can also use the spaceship as a flying disc when they want to play with relatives and friends who come to visit. 100% polyester. Imported. Designer: Marta Krupińska. Spaceship/multicolor 205.516.37 Recommended for children 2 years and older.



PE898286.JPG

New AFTONSPARV Soft toy \$4.99 You can play catch with this softie, just like a ball. 100% polyester. Imported. Designer: Marta Krupińska. Earth/multicolor 905.624.25 Recommended for children 12 months and older.

Contact

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