

Press kit
Launching October 2023

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Nyttilverkad part 2:

A color blast from the past



Designing through the looking glass

In 80 years, we've had a lot of fun at IKEA. We've made some crazy furniture. And some simple stuff, too. We've had successes and failures. And we've learned, tweaked and evolved.

Over the next few years, we are excited to bring back a series of carefully selected favorites from our archive, updated to meet the needs and expectations of a new generation.

The Nytillverkad collection celebrates our unique take on design as simple, functional and always a little playful. This is the second drop of products, coming October 2023.

Welcome to the future. Again.





“We have an entire cellar full of drawings and an unbelievable archive of valuable products. How can we revitalize an old success to meet today’s needs?”

Ingvar Kamprad
Founder,
IKEA





Bold then, bold now

In October, we are bringing back patterns and products by designers like Niels Gammelgaard, Bent Gantzel-Boysen and Inez Svensson.

Updated to meet today's requirements in materials and construction, this latest selection of products for the Nyttillverkad collection celebrates the colorful and radical vibe of the late '70s and early '80s.

Dip or dive? You decide.

Dip only your toes or dive headfirst into this new colorful selection. Whether you want it all or just need a piece, this launch allows both bold dives and shy tries.

Turn heads with a sculptural armchair in steel. Or transform your living room with color-clashing patterns on cushion covers.

Characterized by deep contrasting colors, striking patterns, and clean, simple shapes – this launch encourages you to express yourself.





**“We wanted to
bring back our
favorites and
remake them with
the technology and
material of today.”**

Sebastian Svensson
Product Innovation Leader,
IKEA of Sweden



**“To see my designs
in new colors in
the Nytillverkad
collection makes
me really happy.”**

Sven Fristedt
Designer

A bright idea

During a visit to a supplier that manufactured steel furniture, sibling designer duo Knut and Marianne Hagberg noticed a lot of leftover materials after production. They decided to use the scrap metal to create a set of simple cylindrical candle holders. In 1982, the candle holders were presented to IKEA customers under the fitting name CYLINDER.

The set of three candle holders has been re-launched several times since. For its release as TUVKORNELL in Nyttillverkad, the candle holders have been updated with a broader base and added weight to improve stability. It now also comes in the color of the season: orange.



**“Finding solutions
on the factory floor
is something IKEA
is known for. It has
affected our way
of innovating and
is still today critical
to our product
development.”**

Johan Ejdemo
Design Manager,
IKEA of Sweden



So soft and sophisticated it's hard to believe it's a stool

HOLMSJÖ stool was first launched in the IKEA Catalog in 1963 as DOLE. It was then part of a series of comfortable, high-end living room stools going under the names OLE, DOLE, DOFF.

With a wide seat and a seat cushion with wadding made from 57 % recycled polyester, the HOLMSJÖ stool allows you to sit comfortably for longer. And with solid beech legs with visible Mortise and Tenon joints, the stool looks really nice while you do.



Introducing steel wire furniture

In the early 1980s, in the middle of booming stock markets, shoulder pads and postmodern design, IKEA started thinking about making new products in steel and other metals. Furniture made of steel tubing had of course been made since the 1930s, but the tubing was expensive and heavy to transport.

In the quest for a simpler and more affordable alternative, IKEA founder Ingvar Kamprad encouraged the designers to go to the factories and find new solutions.

The answer was found at a company that manufactured shopping carts. Here, the wire was delivered directly to the factory in large rolls, making it cost far less to buy than the metal tubing made especially for furniture. This discovery laid the foundation for Niels Gammelgaard's series MOMENT and the JÄRPEN easy chair (now SKÅLBODA), both made of thick metal wire.

Following the success, IKEA began making more products in industrial metal – such as the NIKLAS shelf, which was made in factories that normally made ladders and bicycles.

“At the factories we learned all about processes and opportunities. Our job was to adapt our design into something the factories could produce.”

Niels Gammelgaard, designer
SKÅLBODA armchair

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Det är ett stående krav på produktgruppen att försöka ordna en fåtölj i 100-kronors klassen, som skall kunna säljas med hygglig avans. Det är en tuff uppgift och nu kan vi alltså presentera denna nätfåtölj i tre färger.										Niels Gammelgård					
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Let the empty space speak

In the early '80s, IKEA founder Ingvar Kamprad asked designer Niels Gammelgaard to make an affordable easy chair that could be produced industrially without filling or fabric.

Niels had already designed a folding chair for IKEA in metal with square holes, but for this chair, Ingvar suggested making the holes bigger to remove a third of the material. It worked. The easy chair was still comfortable but now at a lower price. The new design also gave the chair an appreciated sculptural look.

When JÄRPEN was released in 1983, it was the least expensive of all the easy chairs and armchairs in the range and IKEA reached a new audience: teenagers.

Brought back once before as RÅANE in a limited edition for our 75th anniversary, the chair is now returning to stay under the name of SKÅLBODA in black and orange.



“If the design is good and the next generation still find it trendy, then we have succeeded. I think we have succeeded with this chair. And I’m very proud, forty years later.”

Niels Gammelgaard
Designer



Meet the designer Niels Gammelgaard

The industrial designer Niels Gammelgaard first met IKEA founder Ingvar Kamprad in Denmark, 1975. Niels wanted IKEA to start selling his furniture, but instead, Ingvar challenged him to design a new type of chair in steel and plastic. Niels accepted the challenge and 14 days later, he presented the first model of the FOLKE chair.

It was the starting point of a collaboration that would last three decades and result in over 50 designs, including well-known favorites like TED, JÄRPEN, GUIDE and MOMENT.

“Ingvar fascinated me. His idea that everyone should be able to afford good design really appealed to me”, Niels remembers.

In March 2023, Niels was awarded the Thorwald Bingesbøll medal by the Royal Danish Academy of Fine Arts. The award letter especially mentioned his collaboration with IKEA and his work in creating “furniture classics for the people”.



Above: HOFF in the IKEA Catalog 1984
Below: JÄRLÅSA side table on casters 2023





Small, sturdy and easy to store

The JÄRLÅSA side table on casters was introduced in the IKEA Catalog in 1984 as HOFF. By reusing tabletops from the popular TED table, designer Niels Gammelgaard could keep costs down while still creating a simple and stylish rolling side table.

In its original design, the side table could be folded through hinges. But in its new release, the two shelves on JÄRLÅSA are supported with a solid metal bar and removable wing nuts to avoid injury. Still foldable, but this time only with intention. And with the help of reinforcement profiles, the table now meets new weight requirements and can hold up to 220 lbs.

Use this rolling little helper for serving drinks or carrying books. And when you no longer need it, just fold it flat and let it disappear in your closet.

Flat as a leaf, round as a ball

Bent Gantzel-Boysen designed this round pendant lamp that first appeared in the IKEA Catalog in 1979 as CIRKEL.

Today it reappears as the HAVSFJÄDER pendant lampshade. Watch this flat-packed pendant lampshade shape up to spread a dim, decorative light on its surroundings. Combine it with your own choice of cord set for a personalized look.



Meet the designer Bent Gantzel-Boysen

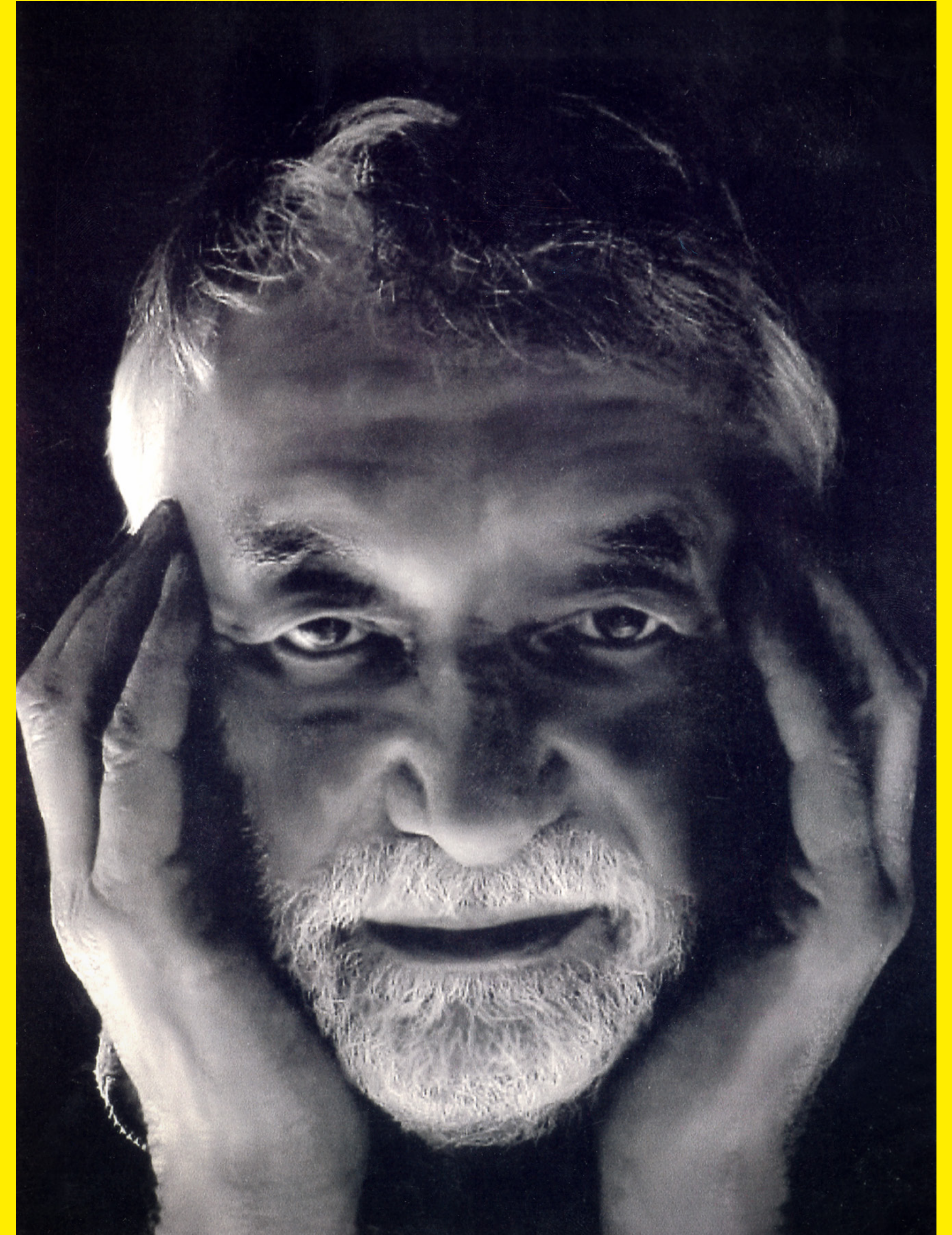
Bent Gantzel-Boysen (1930-2008) had a background in electromechanics and engineering. In 1956 he was employed by the Danish lighting company Louis Poulsen and by the 1970s, he became head of their design team. During this time, he created the critically acclaimed LamPetit, a lamp unfortunately often wrongly attributed to his colleague, Verner Panton.

In the late '70s, Bent started his own firm and from 1979 to 1987, he designed lights for IKEA. His first creation was the CIRKEL pendant lamp, which we now bring back as HAVSFJÄDER. Another well-known design is the DUETT pendant lamp made with six metal screens.

Bent Gantzel-Boysen was a humble man and not much for awards or ceremonies. Some might even have forgotten his name and his legacy. But in the IKEA Catalogs, his name sits proudly next to his illuminating designs, and we count ourselves lucky to have been part of his story.



Above: CIRKEL in IKEA Catalog 1979
Below: HAVSFJÄDER pendant lampshade 2023





Stand out to blend in

In this launch, color is king. And the STOENSE low pile rug in striking red is the dot over the i. First seen in the IKEA Catalog as RONDO in 1959, this classic never gets old.

Meet the designer Inez Svensson

In the 1970s, IKEA had an exciting development within textiles and many customers came to the stores just for the fabrics. With colorful geometric patterns, freelance designer Inez Svensson was a contributing factor to that success.

Inez paved the way for a new generation of textile designers as she fought for a bolder use of color and form. At the same time, the textile department at IKEA had a lot of creative freedom and dared to show the world that bold patterns could be commercial.

Inez also co-founded the textile design collective 10-gruppen (The Ten Swedish Designers). The collective wanted greater ownership of their designs and began selling finished fabrics to the companies instead of pattern sketches. Their work transformed the industry and the status of textile designers in Sweden.

When Inez passed away in 2005, a great creative star and a true pioneer was lost. For the Nyttillverkad collection, we are now bringing back her well-known pattern STRIX/STRAX as NICKFIBBLA.



Above: STRIX/STRAX on the IKEA Catalog cover 1972



Made to match

This popular striped pattern with its mirrored companion was developed for IKEA by textile designer Inez Svensson in the early '70s. STRIX in orange with white lines and STRAX in white with orange lines.

The stripes were hand-drawn and not meant to be perfectly straight. However, in the first shipment, the stripes bent too much making them unsuitable for larger formats. As a solution, the fabric was used for pillows and other minor things where the error was less visible. Luckily, the next shipment was more successful and the pattern has had many color expressions since its first appearance on the catalog cover in 1972.

Today both versions of the pattern are called NICKFIBBLA and come as 20×20" cushion covers.





**“I wanted the products
to stand on their own,
like sculptures that
stand out in any room.”**

Karin Gustavsson
Range Identity Leader,
IKEA of Sweden

Products overview



PE903824.jpg

JÄRLÅSA Side table on casters \$49.99
Powder-coated steel. Designer: Niels Gammelgaard. Requires assembly. L25½×W17¾×H31⅞". Red
005.552.74



PE903837.jpg

JÄRLÅSA Side table on casters \$49.99
Powder-coated steel. Designer: Niels Gammelgaard. Requires assembly. L25½×W17¾×H31⅞". White
005.543.83



PE896475.jpg

SKÅLBODA Armchair \$99.99
Powder-coated steel. Designer: Niels Gammelgaard. Requires assembly. W25¼×D27⅞×H28". Orange
405.553.09



PE896474.jpg

SKÅLBODA Armchair \$99.99
Powder-coated steel. Designer: Niels Gammelgaard. Requires assembly. W64×D69×H71cm. Black
905.543.88



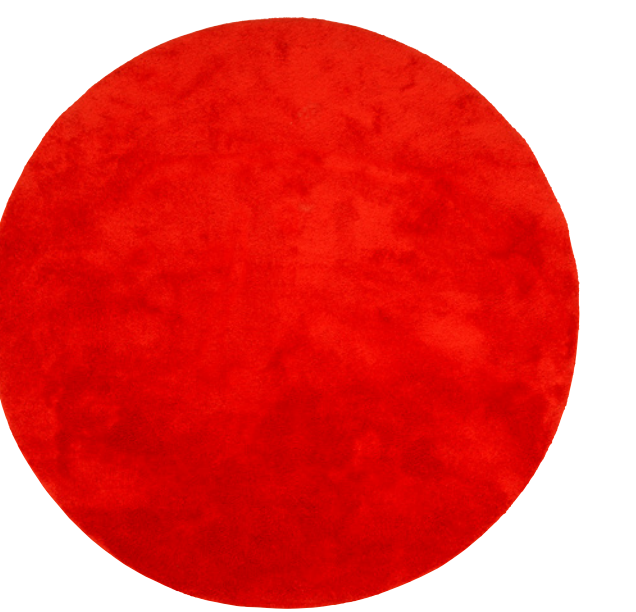
PE895924.jpg

HOLMSJÖ Stool \$49.99
Polyurethane coated polyester/ cotton fabric. Clear lacquered solid beech. Imported. Requires assembly. W18½×D18⅞×H16½". Beech/Jonsbyn black
105.609.96



PE906630.jpg

HAVSFJÄDER Pendant lampshade \$39.99
HEMMA cordset is sold separately. Polystyrene plastic. Designer: Bent Boysen. Requires assembly. Ø17, H14". White
705.551.00



PE895700.jpg

STOENSE Rug, low pile \$119.99
100% polypropylene. Imported. Ø6'5". Red
505.623.66



PE896345.jpg

NICKFIBBLA Cushion cover \$7.99
Cotton/polyester. Imported. Designer: Inez Svensson. 20×20". Orange white/stripe
605.609.89



PE896346.jpg

NICKFIBBLA Cushion cover \$7.99
Cotton/polyester. Imported. Designer: Inez Svensson. 20×20". White orange/stripe
205.609.91



PE896353.jpg

SVEDJENÄVA Cushion cover \$4.99
Cotton/polyester. Designer: Sven Fristedt. Imported. L20×W20". Multicolored, dark
005.609.87



PE903833.jpg

TUVKORNELL Candle holders \$9.99/set of 3
Includes: one of each candle holder (H5, 6 and7¼"). Powder-coated steel. Designer: K Hagberg/M Hagberg. Orange
805.543.84

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