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KÅSEBERGA

May 2022



A collection by WSL and IKEA. Made for high vibes and low impact.

IKEA has teamed up with the World Surf League (WSL) to better understand the everyday life of people living in sync with the ocean. No sport relies on open waters as much as surfing, and therefore protecting it comes naturally.

Together with former pro surfers Rob Machado, Kassia Meador and +3500 other surfers, IKEA has created a collection of products that address everyday needs of surfers and global challenges of our planet.

By connecting sustainability with an active life, we aim to inspire people to help fight plastic pollution and choose renewable and recycled materials — or, as Kassia puts it: high vibes and low impact.



KÅSEBERGA
Bag
\$999

First things first, why is a company known for furniture making a surf collection?

IKEA is a curious and innovative company, and we're always looking for new partnerships that support our vision of creating a better everyday life for the many people.

So to better understand people that have a mobile and active life in close rhythm with the ocean, we teamed up with World Surf League (WSL). Established in 1976, they are the global home of surfing and are dedicated to positively impacting the world. By creating events, experiences, and story-driven content, they inspire a growing community of ocean enthusiasts, the world's best surfers, and their fans.

Today, there are 370 million people across the world interested in surfing and more than 40 million active surfers. And since the sport, quite naturally, takes place in open waters, surfers are generally passionate about tackling environmental challenges such as reducing plastic pollution in the oceans.



KÅSEBERGA
Pegboard
\$99⁹⁹



KÅSEBERGA



KÅSEBERGA
Bag
\$9.99

“Well, IKEA knows how to make lives better at home. At the same time, they’re also concerned with this planet that we all call home. Surfers have an inherent connection to nature, so who better for IKEA to partner with than the WSL? Though an IKEA X WSL collaboration may seem like an unlikely pairing, it actually makes a lot of sense.”

James Futcher
IKEA Range Development Leader



Meet the designers

To ensure our collection addressed real needs of real surfers and ocean lovers, we brought renowned surfers Kassia Meador & Rob Machado into the heart of our design process.

“IKEA’s longtime approach to sustainable design plus Rob and Kassia’s vast experience in living as surfers make for a collection that is not only sustainable, but also functional. Most importantly, it is authentic to the surf community at a price people can afford.”

Wiebke Braasch
Designer at IKEA



KÅSEBERGA
Beach chair,
outdoor

\$39⁹⁹

Kassia Meador

California born and bred, Kassia Meador began surfing at age 14. And just three years later, she was a sponsored pro-longboarder travelling the world. Known for her graceful surf style, she was crowned the "queen of noseriding" by the New York Times. In 2015, she launched KASSIA+SURF, a brand for women by women that focuses on planet conscious solutions with designs rooted in authenticity gained through 23 years of surf experience.

"To me, 'high vibe low impact' is beautiful design, super cool visual aesthetics, great functionality, and then low impact. Like: Hey! We're taking plastics out of the ocean, and we're not polluting waterways, and we're inspiring people that it's possible."



Rob Machado

Rob Machado is one of the world's most recognizable surfers as well as a committed environmentalist. Known for his zen-like flow, both on land and in the water, Machado earned 12 WCT victories before being inducted into the Surfing Hall of Fame in 2000. In 2004, he established the Rob Machado Foundation to educate and empower young people to make sustainable choices.

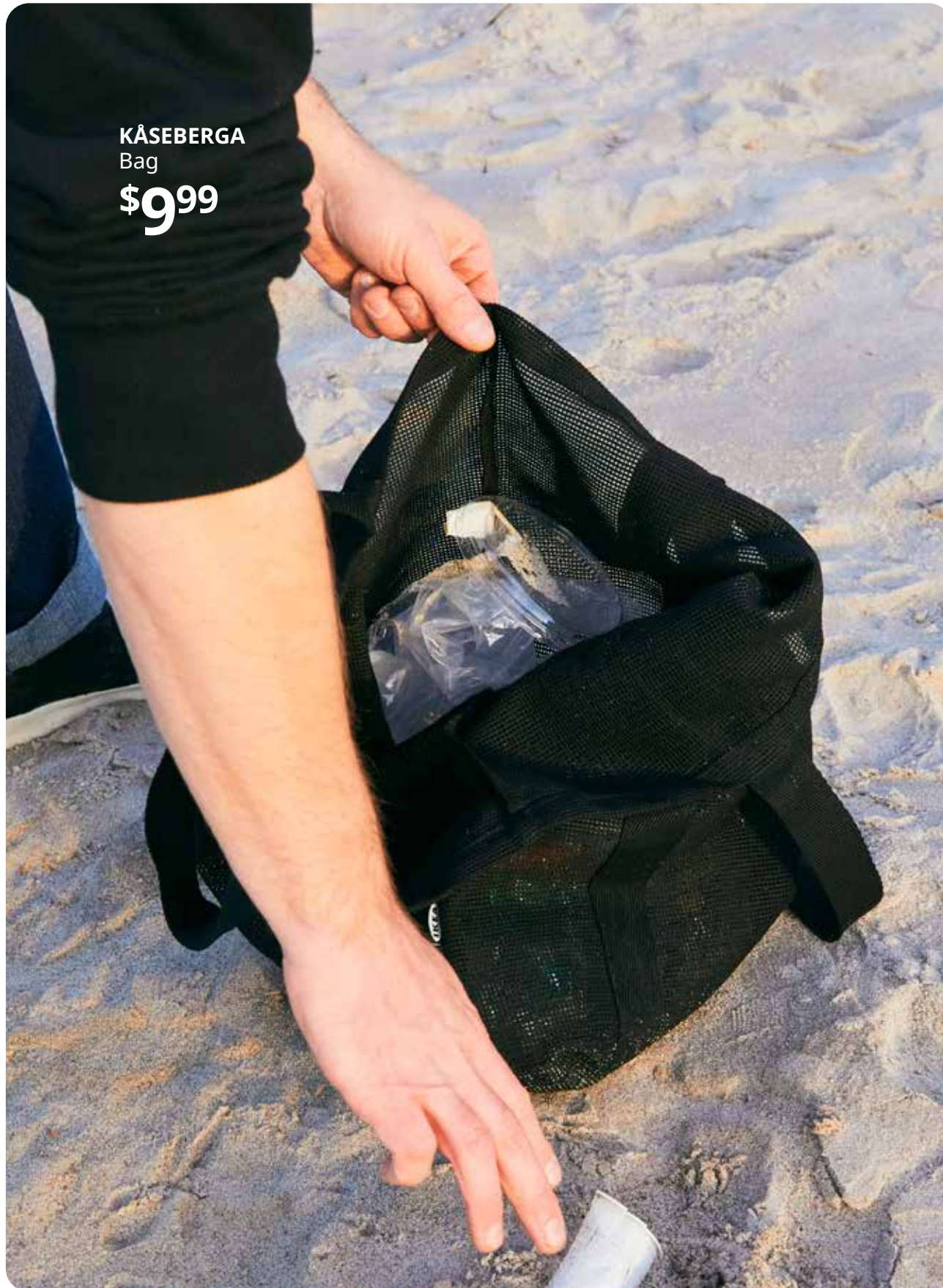
"Since my son was born, I've taken him to the beach. Around a year ago, I saw him start picking up trash. I didn't ask him to; he just started doing exactly what I did. This made me think that it's just all about leading by example, right? If you can show people a good way to do things, they will just naturally do it."

Consisting of 26 unique items, the collection addresses the needs and wants of a healthy, sustainable and mobile everyday life — in and around water.

The products are made from renewable and recycled materials and are designed for people who embrace the surfer's mindset, regardless of whether they ride waves or not.

KÅSEBERGA
Coffee table
\$99⁹⁹





High Vibes & Low Impact

While most of the products in the collection are made for everyone, a few were designed specifically for surfers. Take the Surfbag as an example: Inspired by the iconic bag FRAKTA — which is already a favorite among surfers due to its durability and water resistance — it takes functionality to another level. By adding additional inserts, a dedicated space for wet items, and a double bottom that lets you change standing in the bag — and just let the wetsuit drop down — the iconic bag is now more tailored for surfers than ever before.

On the other hand, some products were designed to nurture sustainable living. The KÅSEBERGA trash bag is made from ocean-bound plastic to help keep both beaches and oceans clean. It's reusable, easy to bring around and most importantly: helps spread the message.



Co-created with +3500 surfers

To make sure we tackled real needs, more than 3500 surfers were brought into our process. From Brazil, Japan, Sweden, and Hawaii, they gave design input, conducted research, and tested prototypes. Among other products, this led to the creation of a versatile indoor boardholder, a surf-inspired backpack and a balance board made from renewable materials.



KÅSEBERGA
Handboard for
bodysurfing
\$18⁹⁹

The thinking behind the designs with Kassia Meador and Wiebke Braasch



KÅSEBERGA water bottle

"Water is life and is vital for your health, but plastic bottles ruin our environment. That's why we wanted to create a durable bottle that you can refill again and again. The result is KÅSEBERGA water bottle in stainless steel. It holds 34 oz, is simple to carry and has a shape that makes it easy to grip and drink from. We hope it will be a given part many people's everyday lives, including yours, so we can together have a positive impact on the climate – and our oceans."

KÅSEBERGA bath poncho

"Changing at the beach can be challenging. That's why we decided to create something cool that makes changing clothes easier. The result is the spacious KÅSEBERGA bath poncho with a hood and holes in the kangaroo pocket that you can stick your hands through when changing. Easy to roll up and put in your backpack. The soft, warming cotton terry is nice to crawl into after a refreshing swim or shower at home. We hope you love it as much as we do."

KÅSEBERGA bag

"Our main idea with KÅSEBERG bag was to create something that could make it both easy and fun to pick up litter at the beach, but of course you can use it for whatever you like. It's lightweight, easy to fold up and takes up little space. It's also made of mesh fabric so that sand can flow through. We really hope that the bag inspires more people to pick up litter – and that they in turn can inspire more to do the same. This planet needs help from all of us."

KÅSEBERGA bag (FRAKTA)

"We know that many surfers use our well-known blue bag to carry their gear and stand in when changing in order to protect the wetsuit from sand. KÅSEBERGA bag can be used in the same ways, but we've upgraded it with a reinforced bottom, cool colors and two removeable compartments – one that's open and one with a handle and zipper that you can use as a bag if you want to pop out of the sun and go buy snacks. We hope that it makes beach life easier for both surfers and families."



The thinking behind the designs with Rob Machado and Mikael Axelsson

KÅSEBERGA handboard for body surfing

"The whole idea with KÅSEBERGA handboard was to make surfing so easy that everyone can throw themselves over waves and have fun. The simple yet effective shape makes it possible to glide on the water with just your body. And if you live far from the ocean, we still hope that the board finds a place in your home with its soft and decorative shapes – and awaken a dream of one day experiencing the magical feeling of gliding weightlessly over the water."

KÅSEBERGA pegboard bamboo

"Surfing is a lifestyle and avid surfers always want to be ready for the next wave. KÅSEBERGA pegboard makes it easy to have everything close at hand – the surfboard, keys and a bath poncho. Putting up several boards also gives you space for hats, caps and backpacks. Both the consoles and shelves can be moved, so you can easily adapt the pegboard to the changing needs of you and your family. And it's a great added bonus that everything is made of durable and natural bamboo."

KÅSEBERGA yoga mat

"We wanted to create something that could inspire people to take care of their health and well-being. The result is KÅSEBERGA yoga mat in pure natural materials – soft cork closest to the body and rubber on the underside to keep it in place. So decorative that you can have it on display. Who knows, maybe you can persuade friends to join on a workout, whether it's yoga, sit-ups or push-ups. If this mat can inspire even one person to start exercising, we've succeeded."



Product overview



PE849335
New KÅSEBERGA Backpack \$49.99
Waterproof pocket. Adjustable straps underneath for sleeping pad. Padded top pocket. Several spacious outer pockets. Side pockets for water bottle. Inside mesh pockets. Adjustable/padded shoulder straps. 100% polyester. Imported. Designer: K Meador/W Braasch. W13½×D7×H19¾". 10 gal. Multicolor 305.144.05



PE849351
New KÅSEBERGA Beach towel \$12.99
100% cotton. Imported. Designer: K Meador/W Braasch. W59×L71". Multicolor 505.143.23



PE849367
New KÅSEBERGA glass \$4.99
Dishwasher safe. Mouthblown glass. Designer: K Meador/W Braasch. H4". 12 oz. Blue 405.144.08



PE849337
New KÅSEBERGA Bag \$9.99
The bag has an inner pocket for small things. 100% mesh polyester. Imported. Designer: K Meador/ W Braasch. W14½×D4¾×H17¾". Black 105.143.15



PE849353
New KÅSEBERGA Belt bag \$12.99
Adjustable waist strap. Adjustable straps on the underside where you can fasten a water bottle, towel or sweater. Padded top compartment is perfect for sunglasses. Mesh pockets on the inside. 100% polyester. Imported. Designer: K Meador/W Braasch. W11×D4×H6". Multicolor 705.143.22



PE849369
New KÅSEBERGA Handboard for bodysurfing \$18.99
Rinse in warm water after daily use and wipe dry with a cloth. Do not leave this product in water or in direct sunlight for a long period of time. Wood veneer. Designer: R Machado/M Axelsson. L14¼W7×H¾". 905.143.02



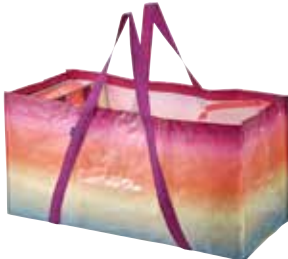
PE849339
New KÅSEBERGA Bag \$9.99
Two removeable compartments – one open compartment for wet swimwear and one with handles and a zipper that you can use as a bag. 100% polypropylene. Imported. Designer: K Meador/W Braasch. L31½×D13¾×H11¾". Black/white 605.143.08



PE849356
New KÅSEBERGA Canopy \$49.99
Includes: two poles, four anchoring screws and four ropes. 100% polyester and aluminum. Imported. Designer: K Meador/W Braasch. Requires assembly. W98¾×D98¾×H63". Black/white 705.143.03



PE849371
New KÅSEBERGA Hat \$14.99
100% polyester. Imported. Designer: K Meador/W Braasch. L/XL (hat size 8½). Black/white 805.141.09



PE849339
New KÅSEBERGA Bag \$9.99
Two removeable compartments – one open compartment for wet swimwear and one with handles and a zipper that you can use as a bag. 100% polypropylene. Imported. Designer: K Meador/W Braasch. L31½×D13¾×H11¾". Multicolor 205.143.05



PE849359
New KÅSEBERGA carafe \$9.99
Dishwasher safe. Suitable for cold beverages. Mouthblown glass. Designer: K Meador/W Braasch. Ø3, H11". Holds 34 oz. 905.143.40



PE849373
New KÅSEBERGA Hat \$14.99
100% polyester. Imported. Designer: K Meador/W Braasch. S/M (hat size 7½). Multicolor 405.141.06



PE849345
New KÅSEBERGA Bath poncho with hood \$34.99
100% cotton. Imported. Designer: K Meador/W Braasch. L/XL (L47¼"). Black/white 105.131.08



PE849361
New KÅSEBERGA Coffee table \$99.99
Bamboo and powder-coated steel. Designer: R Machado/M Axelsson/ W Braasch. Max load 44 lbs. Requires assembly. L47¼×W16½×H12¼". 305.141.21



PE849375
New KÅSEBERGA Lampshade \$49.99
Complete with a cord set for pendant lamp or floor lamp base of your choice. Bamboo. Designer: K Meador/W Braasch. Ø15, H14". 605.143.32



PE849347
New KÅSEBERGA Bath poncho with hood \$29.99
100% cotton. Imported. Designer: K Meador/ W Braasch. S/M (L36¾"). Multicolor 505.131.11



PE849363
New KÅSEBERGA Cool basket \$34.99
Clear lacquered bamboo box with 100% cotton inner/outer fabric. Imported. Designer: R Machado/ M Axelsson. Max load 22 lbs. L9¾×W13¾×H10¼". 305.141.16



PE849380
New KÅSEBERGA Rug, flatwoven \$39.99
Machine washable. 100% polyester. Imported. Designer: K Meador/ W Braasch. W3'11"×L5'11". White/yellow 705.143.36



PE849349
New KÅSEBERGA Beach chair, outdoor \$39.99
Solid acacia and 100% polyester. Imported. Designer: R Machado/ M Axelsson. Max load 220 lbs. Requires assembly. W15×D24¾×H21¼". Black/white 005.144.05



PE849365
New KÅSEBERGA Frame with poster \$34.99
This framed motif is printed on cold-pressed paper with structure. It is available as a limited edition where each artwork has a unique number. Bamboo and paper. Designer: K Meador/J Penning/K Hogan/ D Willon. W20¾×H28¾". Surfers 805.141.28



PE849379
New KÅSEBERGA Portable charcoal barbecue \$49.99
For outdoor use. Steel and bamboo. Designer: R Machado/M Mehmetalioğlu. Ø13¾, H10¼". 7 lbs. Black 105.141.17

KÅSEBERGA



PE849382
New KÅSEBERGA Water bottle \$9.99
Suitable for cold drinks only.
Handwash. Powder-coated steel and polypropylene plastic. Designer: K Meador/W Braasch. H11". 34 oz. Black 105.144.19



PE849384
New KÅSEBERGA Water bottle \$9.99
Suitable for cold drinks only.
Handwash. Powder-coated steel and polypropylene plastic. Designer: K Meador/W Braasch. H11". 34 oz. Orange 505.144.22



PE849388
New KÅSEBERGA Yoga mat \$64.99
Wipe clean with a soft cloth dampened in water and a mild dish detergent or soap, if necessary. Natural rubber and cork. Designer: R Machado/M Axelsson. L72×W24". 705.144.16



PE849384
New KÅSEBERGA Pegboard \$99.99
Rail for wall mounting included. Includes: three shelves (10×10"), two knobs (1¾"), four hooks (2¾") and two hooks (12¼"). Position the hooks, brackets and shelves wherever you like. Bamboo. Designer: R Machado/ M Axelsson. Requires assembly. W30¼×H20". 805.141.33



PE849343
New KÅSEBERGA Balance board set \$89.99/2pcs
Suitable for ages 12 years and older. WARNING! Exercising with a balance board can cause injuries. Before you start – make sure you begin by balancing yourself on the board while holding on to something stable. Birch plywood and cork. Designer: R Machado/M Axelsson. Max load 265 lbs. Requires assembly. L30¾×W15¼× H4¼". 605.144.12

Paddling on

At IKEA, we want to support long-lasting societal changes towards living within the limits of the planet. The KÅSEBERGA collection has helped us explore different opportunities with a community that already has a conscious and sustainable way of living.

Their passion for making a positive change for the things they love has been an inspiration for all of us at IKEA. Imagine if all people saw nature from a surfer's perspective? And would translate that view into their own world, even if they are not surfers themselves?





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