

IKEA PS COLLECTION 2012



Inspired by history; designed for today

The past contains something the mind can't resist. For the new IKEA PS 2012 collection, we asked our designers to find inspiration in more than 60 years of IKEA design history. Instead of simply looking back, we challenged them to bring the designs forward by updating and innovating forms, functions, materials and sustainability. And of course, we asked them to do it all with affordability in mind since we believe design – even design statements like IKEA PS – belong in real homes. A better everyday life at home for the many people is our mission for the past, present and future.

IKEA PS 2012 QUICK FACTS:

- 46 products
- 19 designers
- 7th IKEA PS collection
- Inspired by 60+ years of IKEA history
- Designs innovate form, function, sustainability and materials
- Materials like bamboo, recycled PET plastic, wood plastic composite and linen
- Includes chairs, tables, lamps, bowls, textiles, pictures and more



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IKEA PS in the past

IKEA PS is the design statement of IKEA, first launched in 1995 to strengthen a core business idea of being a design company. PS, meaning Post Scriptum, puts focus on cutting edge Scandinavian furniture design without losing sight of what makes IKEA unique – affordable, quality design for the many people.

1995

IKEA PS

Under the theme 'Democratic Design,' the first IKEA PS collection renewed the Scandinavian design tradition, created a stir and was a huge success.

1998

IKEA PS2 CONTINUATION

A natural complement to the range, the second collection focused on keeping the high design value of IKEA PS while lowering prices even more.

2001

INSIDE OUT

Multi-functionality was key with the theme, 'Bring the inside out. Bring the outside in.' The collection was designed and adapted directly on factory floors.

2003

CHILDREN'S PS

This collection of 'play furniture' was about designing for unlimited play in all its impossible and possible forms. Play was built into these designs.

2006

WHAT IF?

This collection challenged designers to think outside the box and experiment with new materials, techniques and ways of working.

2009

NEVER ENDING DESIGN STORIES

This was about stories of our roots, empowering people, innovative ways of minimizing resource use and maximizing our responsibility for our world.

Behind the collection

Foam armchairs. Small kitchen storage boxes. Tube sofas. Some products have distinct associations with the past. For the IKEA PS 2012 collection, IKEA gave 19 designers the task of reviving ideas, memories, thoughts, shapes and products of the past and translating them into the future. The designers looked through more than 60 years of catalog images and visited IKEA product archives to find inspiration in the old and create 46 new products.

"In the design world, it's sometimes fashionable to talk about vintage and release new products in old styles," says IKEA PS project leader Peter Klinkert. "We always said that we don't want to relaunch old things. It's not IKEA PS. It's not new and developing IKEA onward. Instead, we can find inspiration from the past and innovate products that belong more to the future."

The IKEA PS 2012 collection features products that are useful, relevant, stackable, sustainable, flexible, fun and surprising in a variety of materials alongside bright, solid colors. From shoe storage that doubles as seating to an insect-inspired indoor/outdoor steel easy chair or a children's shelf that mimics a dollhouse, this collection has a bit of everything and embodies everything IKEA.

"Families with kids, people who live in small spaces, people with limited budgets – there's something for everyone with this collection," says Mats Nilsson, range strategist with IKEA of Sweden. "Whether it's one piece or many, these PS products are meant to inspire people and meet their needs and desires at home."

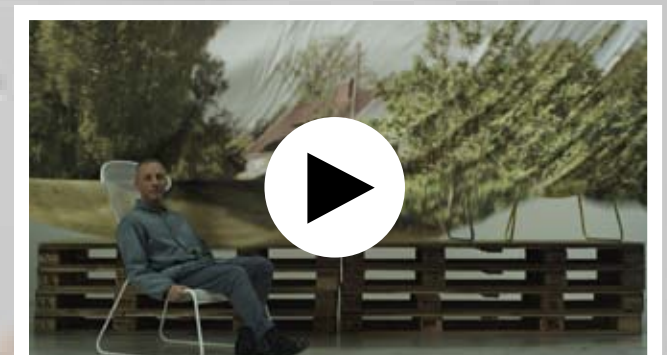
After the designers found their inspirational material, they played around with how to reinterpret and advance form, function, materials and sustainability. Like designer siblings Knut Hagberg and Marianne Hagberg, who seized

the opportunity to work with one of their own designs from the '80s. What was a children's foam indoor chair became a plastic, stackable IKEA PS 2012 children's armchair that can be used outdoors, too. Knut and Marianne also created a children's table with built-in storage to go with the new armchair.

Designer Sarah Fager found inspiration in small kitchen storage of the '60s and worked with IKEA technicians to use more sustainable materials for her IKEA PS 2012 drawer. "The drawers are manufactured from PET plastic and bamboo," Sarah says. "Bamboo is fast growing and saves sensitive forests. PET not only makes it possible to see what is hidden in the drawers, it is also easy to recycle."

Metal tube sofas of the early '70s were one the products of choice for designer Nike Karlsson. He challenged himself to create a design with better knockdown construction that didn't sacrifice comfort while employing new materials. To increase the comfort and sustainability, the IKEA PS 2012 sofa uses pocket springs. "Pocket springs are used in mattresses and are bags with small springs. Metal springs are not only easier to recycle, lots of springs also provide lots of comfort."

The rest of this year's collection includes just as many stories of innovation. "Each product somehow tells its own story of where the design is coming from," Peter says. "But we don't do IKEA PS collections just to make a kind of intellectual discourse about our design passion. It's much more about creating relevancy for the many people at home. Design belongs in real homes."



IKEA range strategist Mats Nilsson talks about IKEA PS 2012

Click above to watch the video.

The collection

Like all products in the IKEA range, each IKEA PS product is a result of teamwork. From investigating new materials and production processes to securing suppliers, every IKEA product calls on the knowledge and strength of IKEA as whole. Nonetheless, there's always a little something that inspires designers to pursue their ideas. Here's the full line-up of the IKEA PS 2012 collection, complete with designers' insights behind the products.



PE312051

IKEA PS 2012 glass-door cabinet

Designers Lisa Widén and Anna Wallin Irinarchos (WIS Design)

"Glass-door cabinets were very popular in the '80s. We like the cabinets and the possibility they give to both display and store things in an attractive way. Today, we want to highlight all sorts of things, not just porcelain. That led us to create a wall of frames in different sizes that we later connected to a door. IKEA PS 2012 glass-door cabinet is the perfect place to keep your favorite things. As long as your things fit in the cabinet there are no limits, and you can put an attractive frame around both everyday things and collectibles."

IKEA PS 2012 glass-door cabinet \$399 Painted finish and tempered glass. Designer: L Widén/A Wallin Irinarchos. Requires assembly. W28¾xD16½xH78¾". White 702.084.45



PE312089



PE279804

IKEA PS 2012 tv bench

Designers Lisa Widén and Anna Wallin Irinarchos (WIS design)

"Storage furniture is often heavy, boring and predictable. We tried to do the complete opposite. That's why IKEA PS 2012 TV bench for modern high technology was inspired by old furniture with drapery. We gave the doors a wavy look and you can even choose doors in bright yellow. A TV bench like this one really makes traditional media storage feel pale and colorless. But what about the technology? Well, it works very smoothly – for example, there's a hole in the back for leading cables into the cabinet."

IKEA PS 2012 TV bench \$179/ea Painted finish. Designer: L Widén/A Wallin Irinarchos. Max load 110 lbs. Requires assembly. W59xD18½xH16½". Yellow 102.105.35 White 602.086.67



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PE279813



PE279814



PE279811



PE279812

IKEA PS 2012 shelf

Designer Jon Karlsson

"Children can play with just about anything. With IKEA PS 2012 shelf I wanted to create a frame to play within, where the child can use their own creativity, color and imagination to fill the spaces. Children's furniture and toys often have a short lifespan. They're used for a while, then forgotten about and put away. When the child grows up, the shelf can grow with them and become a home for their trophies, books, pictures of friends or whatever it is that's important to them the older they get."

IKEA PS 2012 shelf \$99.99 Stained, clear lacquered solid pine. Designer: Jon Karlsson. Requires assembly. 602.063.81



PE312205



IKEA PS 2012 dining table

Designer Jon Karlsson

"Functional furniture in hardwood, like teak, was modern in the 1950s. I wanted to find a design that was related to the style of the '50s, but use materials that are much better for the environment. Bamboo is a material that grows quickly, and when it's layer-glued it becomes extremely hard and durable. Plus, it resembles teak. IKEA PS 2012 dining table is a table that flirts with '50s design, but is produced with concern for the future."

IKEA PS 2012 dining table \$179 Clear lacquered bamboo and powder-coated aluminum. Designer: Jon Karlsson. Requires assembly. L29½/41¾/54¾xW31½xH29½". Bamboo/white 202.068.06



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PE298367

IKEA PS 2012 nest of tables

Designers Nike Karlsson & Jon Karlsson

"Sometimes, two heads are better than one. We hadn't planned to work as a design team, but after exchanging ideas across desks we came up with the idea for IKEA PS 2012 nest of tables together. It works something like a Russian nesting doll, the kind that you open and there's a smaller doll of the same sort inside. The nest of tables consists of three tables, two in powder-coated steel and one that is covered one in wood. The tables take very little room when they're stacked, and give plenty of table space when you need it."

IKEA PS 2012 nest of tables \$99/set of 3

Clear lacquered beech veneer and powder-coated steel. Designer: J Karlsson/N Karlsson. Requires assembly. L19½×W19½×H16½". Red/beech 802.140.83 White/beech 302.084.47



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PE307081

Designer Nike Karlsson

"Many modern sofas feel heavy and clumsy. The inspiration for IKEA PS 2012 sofa came instead from old tubular steel sofas that are light and airy. At the same time, design is more and more concerned with the environment. Many sofas today contain materials that cannot be recycled. That's why we tested different solutions and chose pocket springs. Pocket springs are used in mattresses and are pockets with small springs in them. Metal springs aren't just easier to recycle, lots of springs also means a lot of comfort."

IKEA PS 2012 sofa \$899 Powder-coated steel. Designer: Nike Karlsson. Imported. Requires assembly. W87×D40½×H33½". **Blue/Svanby beige** Removable cotton, linen, viscose/rayon, and polyester cover. 902.148.55 **White/Lindö beige** Removable cotton, linen, and polyester cover. 702.148.56



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IKEA PS 2012 textiles

Designer Maria Vinka

"All my textiles have dots. Dots are energetic and spread joy. Looking through old IKEA catalogs convinced me even more. At IKEA we've always focused on simplicity and playfulness. I continued that tradition with simple and immediate patterns, but in different, carefully chosen materials. For example, IKEA PS 2012 duvet cover is made of linen because it's both cool and comfortable to sleep in. And linen can be grown in cooler climates, where artificial irrigation and pesticides are rarely needed."

IKEA PS 2012 cushion cover \$7 100% ramie. Imported. Designer: Maria Vinka. 20×20". Beige 802.178.78 **Shown with INNER inner cushion \$2.99** 100% polypropylene. Polyester fiber filling. Imported. 20×20". 300.722.17

IKEA PS 2012 fabric \$8.99/yd 100% polyester. Imported. Designer: Maria Vinka. W59". Blue 402.226.69 Green 902.154.78

IKEA PS 2012 twin duvet cover set \$49.99/2pcs Includes twin duvet cover and one queen pillowcase. Linen. Imported. Designer: Maria Vinka. Natural color 402.153.48 White 202.214.87



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PE312199

IKEA PS 2012 rugs

Designer Maria Vinka

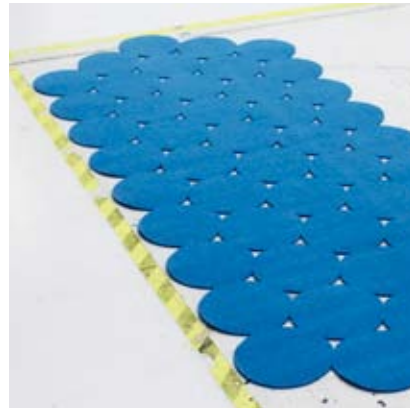
"IKEA PS 2012 rugs are the result of collaboration. It started with a visit to a rug fair, where I spoke with different producers. Thanks to those contacts, I was able to adapt my design early to the factory's capabilities, which saved both time and work. I love bright colors and dots and that became the foundation for my design. On one of the rugs the dots are cut out and on the other rug the dots are in raised relief, so the pile itself becomes a decorative element in the design."

IKEA PS 2012 rugs Non-woven polypropylene pile. Latex backing. Imported. Designer: Maria Vinka.

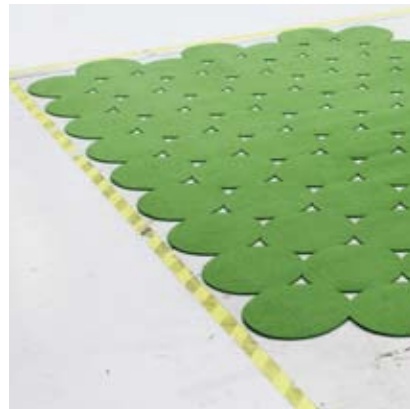
Rug, low pile \$149 W6'7"×L9'10". Red/beige 802.116.64

Rug, flatwoven \$99.99/ea W6'1"×L9'10". Green 202.116.62 Red 402.229.71

Rug, flatwoven \$49.99 W3'3"×L7'11". Blue 502.216.93



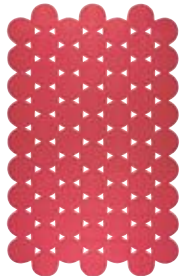
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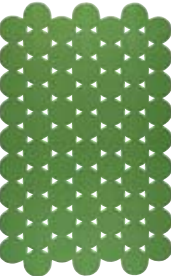
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IKEA PS 2012 bowl

Designer Marcus Arvonen

"IKEA PS 2012 bowl is produced in two versions with different materials; one in recycled PET plastic and one in WPC, a mixture of plastic and wood fiber. PET is easier to recycle than WPC, but WPC is more environmentally friendly to produce. That brings us to the real smart part; the bowls look the same and give you the chance to think about the advantages and disadvantages of the materials. And if thousands of people must choose bowls, hopefully it will lead to thousands of discussions about our environment. Which one do you choose?"

IKEA PS 2012 bowl \$Price to be determined

Recycled PET plastic. Designer: Marcus Arvonen. Ø15, H3".
Green 802.060.40 Black 602.060.41



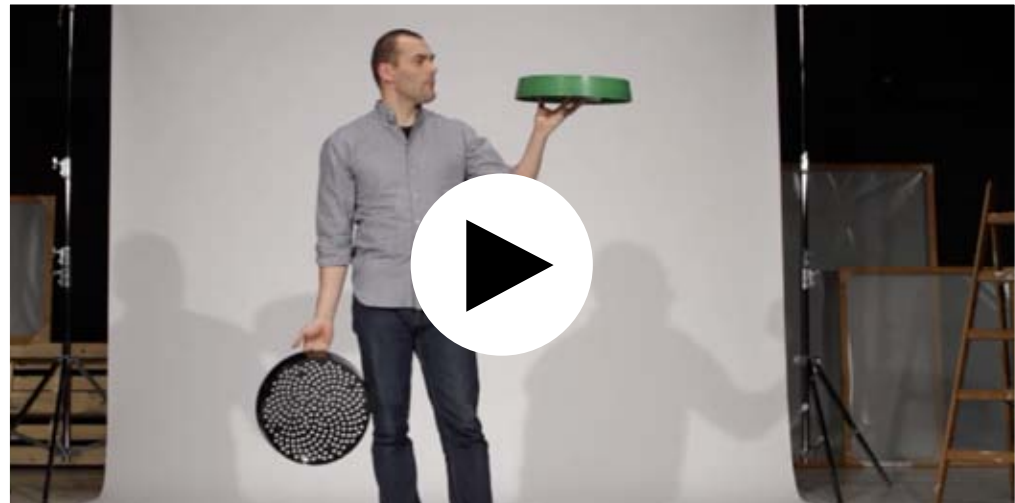
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PE282891



Designer Marcus Arvonen talks about his IKEA PS 2012 designs

Click above to watch this video.

IKEA PS 2012 armchair

Designer Marcus Arvonen

"Imagine two classic IKEA chairs, one in wood and one in plastic. What happens if you combine the two? The result is a new product in wood plastic composite, a material that brings out the best in both materials. The excellent design qualities of plastic come through and the wood composite means reduced carbon dioxide emissions when we manufacture the IKEA PS 2012 armchair."

IKEA PS 2012 armchair \$59.99/ea Wood Plastic Composite. Designer: Marcus Arvonen. Black 702.068.04 Red 402.132.74



PE312215



PE299975

IKEA PS 2012 dinnerware

Designer Anna Efvrlund

"We often have plates and bowls with small flaws and marks in the glazing left over after production. Why throw something away when you can use it? Instead of seeing imperfections, imperfections, imperfections – I saw the chance to do something new. I carefully added decals in the form of graphic dots to the leftover pieces. The dots are now applied individually to IKEA PS 2012 plates and make each one individual. We upgraded something that would have otherwise been thrown away and now it has a value in its own right."

IKEA PS 2012 series Stoneware. Designer: A Efvrlund/ M Vinka. Assorted colors

Bowl \$2.99/ea Ø6, H3". 002.069.87

Side plate \$2.99/ea Ø8". 902.069.83

Deep plate \$3.49/ea Ø9". 702.069.84

Plate \$3.49/ea Ø11". 302.069.81



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PE289125

IKEA PS 2012 pictures

Designer Anna Efvrlund

"In the '70s you could buy signed reproductions of Lars Norrman's paintings at IKEA. He often painted working women in a colorful, naive style. I like his way of depicting everyday life and found my own subjects during a business trip to southern India. When I travelled around to visit our factories I took a lot of pictures of working people. IKEA PS 2012 pictures tell a story about how we work, but also about the big, colorful world around us."

IKEA PS 2012 pictures Motif created by Anna Efvrlund.

Picture \$39.99 Polyester/cotton fabric. Inside frame: Fiberboard. 35½×35½". 402.093.85

Picture \$79.99 100% polyester fabric. Inside frame: Aluminum. W37½×H55". 302.093.81

Picture \$99.99 100% polyester fabric. Inside frame: Aluminum. W78¾×H55". 902.093.78



PE312199



PE284393



PE284394



PE284395

IKEA PS 2012 high back armchair

Designer **Ebba Strandmark**

"Armchairs are true classics and they've had a given place in our kitchens for a very long time. Today, we socialize in our kitchens more than ever before. We spend more time dining and enjoying long conversations over good wine. That puts high demands on comfort and is what inspired us to develop the IKEA PS 2012 armchair one step further. We raised the backrest and added two armrests. Now it's easier to sit down and stand up, and you can lean back comfortably and spend hour after hour in the company of good friends."

IKEA PS 2012 high back armchair \$89

Painted solid birch. Designer: Ebba Strandmark. Requires assembly. W22 $\frac{7}{8}$ "x D22 $\frac{7}{8}$ "x H38 $\frac{1}{4}$ ". Black 002.067.94



PE312165



PE300831

IKEA PS 2012 candlestick

Designer **Ehlén Johansson**

"Classic candelabras have charm and create a pleasant atmosphere. But they're not flexible and can't be adapted to suit your home or your mood. The IKEA PS 2012 candlestick is designed in separate parts that you can put together in different combinations. That leaves it up to you to decide whether you want a more traditional candlestick or an asymmetrical candelabra. Our technicians also found a good balance between design and materials. In spite of many daring combinations, the candlestick is stable every time."

IKEA PS 2012 candlestick \$19.99/ea Powder-coated aluminum.

Designer: Ehlén Johansson. Requires assembly. H8 $\frac{1}{4}$ ". White 702.113.58 Blue 302.113.84



PE312216

IKEA PS 2012 vase

Designer **Ehlén Johansson**

"It all started when I visited a glassworks to learn more about working with glass. I also visited the Venice Biennale art exhibition and was impressed with the city's architecture, something I think influenced my design as well. That's why I made the IKEA PS 2012 vase majestic. I wanted it to have a life of its own, even when it's empty. If you get flowers, it's possible to separate the vase into a larger and a smaller part, one for large bouquets and one for somewhat smaller ones."

IKEA PS 2012 vases \$29.99/set of 2 Includes two vases,

H10" and H12 $\frac{3}{4}$ ". May be combined into one taller vase.

Designer: Ehlén Johansson. H22 $\frac{3}{4}$ ". Clear glass 101.954.79



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PE275938

IKEA PS 2012 chest of drawers

Designer **Ehlén Johansson**

"Old IKEA catalogs are full of beautiful pine furniture and they made me want to design something modern using pine. The result is a piece of furniture which I think brings out the best in pine. The drawers are painted red inside and create an attractive contrast to the exterior with the visible wood grains that give the wood a natural pattern. IKEA PS 2012 chest of drawers is produced with fast-growing pine, which makes it possible for us to produce more material in less time and save sensitive forests at the same time."

IKEA PS 2012 chest of drawers Tinted and clear lacquered pine.

Designer: Ehlén Johansson. Requires assembly. Pine

5-drawer/1-door chest \$399 W51 $\frac{1}{2}$ "x D18 $\frac{7}{8}$ "x H33 $\frac{7}{8}$ ". 102.194.56

Add-on 6-drawer chest \$150 W20 $\frac{1}{2}$ "x D18 $\frac{7}{8}$ "x H18 $\frac{7}{8}$ ". 702.194.58

IKEA PS 2012 mirror \$49.99 Tinted, clear lacquered pine.

Designer: Ehlén Johansson. W20 $\frac{1}{2}$ "x D1 $\frac{3}{4}$ "x H46 $\frac{1}{2}$ ". Pine 302.194.60



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IKEA PS 2012 bench with shoe storage

Designer Francis Cayouette

"There were many nice, stackable shelving systems in IKEA catalogs in the '70s. Back then, things were stackable to make assembly easier, not to make every day life easier. The new, stackable storage is designed instead to suit our lives. IKEA PS 2012 bench/shoe storage can be adapted for life with small children or life as a retiree, and can be expanded both vertically and horizontally. You decide whether you want to use just one, or put several together in any way you like. Each is both a shoe shelf and a bench in one."

IKEA PS 2012 bench with shoe storage \$44.99/ea
Painted solid pine. Designer: Francis Cayouette. Requires assembly. W20½×D13×H25½". Red 702.067.43 Blue 002.067.46 Black 802.067.47



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IKEA PS 2012 stool

Designer Lisa Norinder

"My father, Lars, was a designer at IKEA. He made me curious about design and inspired me to choose the same profession for myself. When I started to work with IKEA PS 2012 stool I had the chance to further develop one of his chairs. By removing material from the legs and a piece from the back, I was able to give the chair a new form and function. The result is a cross between a chair and a stool. It's practical and stackable like a stool, while being a perfect extra chair that you can easily take out when you have visitors."

IKEA PS 2012 stool \$39/ea Painted finish. Designer: Lisa Norinder. Requires assembly. W14½×H25½". Seat Ø13¾, H18½". Yellow 402.067.92 Blue 202.067.88 Black 602.067.86 White 802.067.90



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IKEA PS 2012 hat and coat rack

Designer Francis Cayouette

"My inspiration came from a simple coat rack, but instead of fixed knobs we decided to use the space between the planks in the panel. You can move the knobs up and down to suit both tall adults and small children. IKEA PS 2012 hat and coat rack includes two shelves – a large shelf for hats and clothes and a smaller shelf for things like keys and mobile phones. In spite of the simple construction, there's room for most things with no problem. Simple can always be made even simpler."

IKEA PS 2012 hat and coat rack \$79.99 Painted and clear lacquered solid pine and powder-coated steel. Designer: Francis Cayouette. Requires assembly. W19½×D9½×H70½". Assorted colors 902.065.39



PE312065



PE277651

IKEA PS 2012 children's furniture

Designers Knut Hagberg & Marianne Hagberg

"At IKEA we think a lot about what children need when they play. We started with an old children's armchair that we had designed years ago, but instead of fabric and foam rubber we developed a stackable and more environmentally friendly version in plastic. We also added a practical table that has space to store toys. We believe that children want to play everywhere, which you can see by our design and choice of materials. Both IKEA PS 2012 children's armchair and table can withstand more play and the new extra wide feet make them more stable on the floor."

IKEA PS 2012 series Recommended for 18 months and older. Polypropylene.
Children's armchair \$19.99/ea Blue 402.006.53 Red 202.069.34
Children's table \$19.99 Storage space under lid. Green 902.023.86



PE312670



PE304248 PE304244 PE304231

IKEA PS 2012 oven-/serving dish

Designers Knut Hagberg & Marianne Hagberg

"IKEA has done it all, from smart wardrobes to practical jars – a tradition of good storage that we wanted to continue to develop. We were inspired by Japanese bento boxes when we designed a series of oven/serving dishes in glass. IKEA PS 2012 oven/serving dishes can be stacked inside one another or placed side by side and take little space in a cabinet. You can use them in the oven, serve food in them, put what's left over in the fridge and warm it in the microwave – all in the same dishes. Transparent dishes make it easy to see what food you have at home and encourage you to eat leftovers."

IKEA PS 2012 oven/serving dishes \$24.99/set of 6 Silicone rubber and glass. Designer: K Hagberg/M Hagberg. Includes: four oven/serving dishes (6x4x1") with two lids and two oven/serving dishes (8x6x2") with one lid. Black/clear glass 202.092.87



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IKEA PS 2012 coffee table

Designer Ola Wihlborg

"Old IKEA catalogs are filled with forgotten pearls and exciting furniture. I stumbled upon the tea trolley one day when I was browsing through catalogs. Tea trolleys feel old-fashioned, but there's still a need today for mobile things. My goal became designing different solutions for the living room, not just a piece of furniture. Instead of being just a tea trolley, IKEA PS 2012 coffee table also works for storage. The casters make it easy for you to move the table about and, when you want, to choose a new way to use it."

IKEA PS 2012 coffee table \$49/ea Powder-coated steel. Designer: Ola Wihlborg. Requires assembly. L27½xW16½xH18⅞". Dark turquoise 902.084.49 White 502.084.51



PE312100



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PE279802

IKEA PS 2012 plant stand

Designer Nicolas Cortolezzis

"I wanted to create a kitchen garden for everyone with gardening dreams. Even for people who live in small spaces or in the middle of a big city. My mobile garden lets you grow things indoors, vertically. Three plant pots give you room for both beautiful flowers and nutritious herbs, and you get lots of wonderful scents into the bargain. IKEA PS 2012 plant stand is tall, but surprisingly light and made with a minimal amount of material. You can move it from place to place easily and, if you want, you can even use it as a green room divider."

IKEA PS 2012 plant stand with three plant pots \$39.99 Galvanized/powder-coated steel. Designer: Nicolas Cortolezzis. Max Ø4¾" flowerpot. Requires assembly. H69¼". 902.062.52



PE312229



PE279019

IKEA PS 2012 bowl

Designer Ola Wihlborg

"I've worked a lot with metal and noticed that plastic has similar qualities. It can be folded in the same way, but it's easier to recycle and package. The three IKEA PS 2012 bowls in different sizes are just as practical as ordinary bowls, but can be packed as thin plastic sheets. They take a minimum amount of space and are sent in very flat packages, which drastically reduces the number of transports we have to make. Then by just folding the thin sheets in a few simple ways you transform them into generous bowls."

IKEA PS 2012 bowls \$4.99/set of 3 Polypropylene. Designer: Ola Wihlborg. Sizes: one piece (Ø8, H3"), one piece (Ø10, H3") and one piece (Ø13, H3"). Requires assembly. Red 201.984.39



PE312175



PE312263

IKEA PS 2012 wall lamp

Designer Johanna Jelinek

"Lamps often end up in the same places on ceilings and in corners and not always where light is needed most. There's a big need for smart lighting solutions and LED technology makes it possible. LED consists of small light diodes that are built into the lamp itself, so lamps can be made smaller and slimmer. LED is what makes it possible to fold IKEA PS 2012 wall lamp flat against the wall when you're not using it. It's also why it fits in every room, anywhere you need good light. And LEDs are more energy efficient than ordinary light bulbs, too."

IKEA PS 2012 wall lamp \$49.99/ea Uses LEDs which consume up to 80% less energy and last up to 20 times longer than incandescent bulbs. Powder-coated aluminum, steel and plastic. Designer: Johanna Jelinek. Requires assembly. W22xL35xH12". Red 702.117.06 Black 002.117.00 White 002.077.79



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PE298588

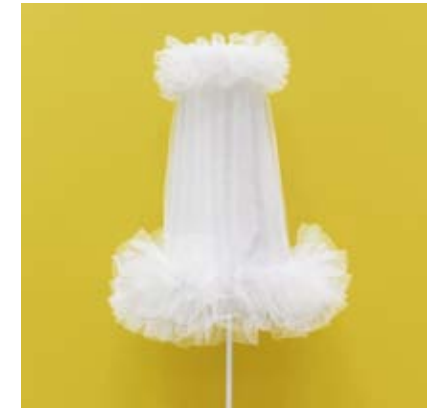
PE298587

IKEA PS 2012 floor lamp

Designer Wiebke Braasch

"Sometimes, you just fall in love with an object and want the whole world to see it. It all started when I found a small, modest table lamp. The lamp had something special about it and what really stood out was the lamp shade in tulle. I enlarged the lamp and transformed it into the large, majestic IKEA PS 2012 floor lamp. The shade, which looks a little like a ballet tutu, gives a dramatic effect when the lamp is lit thanks to the integrated LED lighting. The lamp can now be seen in any room and is anything but modest."

IKEA PS 2012 floor lamp \$99.99 Powder-coated steel with polyester microfibre shade and polyurethane/polyester microfibre outer mesh cloth. Designer: Wiebke Braasch. Requires assembly. 402.077.63



PE312092



PE298577

IKEA PS 2012 easy chair

Designer Wiebke Braasch

"I fell for an easy chair from the 1950s, an IKEA classic that we decided to update. We refined the design and developed a modern, scaled down version. The old upholstery and other unnecessary material disappeared, but we kept the original metal frame. The best things became more prominent and the decision to use only one material had many advantages. Suddenly, IKEA PS 2012 easy chair could be used both indoors and outdoors and is much easier to recycle."

IKEA PS 2012 easy chair \$Price to be determined Powder-coated steel/galvanized steel. Designer: Wiebke Braasch. W29½xD33¼xH44½". Yellow 302.049.01 Blue 102.049.02 Green 502.049.00 White 901.991.38



PE312184



PE296242

PE296240

PE296232

PE296230

IKEA PS 2012 daybed

Designer Sarah Fager

"Many people I know remember a classic daybed from IKEA that was sold a few years ago. They have fond memories of it and associate it with everything from long summer holidays to scary ghost stories. There are a lot of daybeds on the market today, some are good beds, others are better for sitting. My aim was to design something that is comfortable regardless of whether you're sitting or sleeping. I hope IKEA PS 2012 daybed will bring new fond memories. It's perfect for both long, lazy days and dark, cozy nights."

IKEA PS 2012 series Designer: Sarah Fager.
Daybed frame with two drawers \$350 Painted finish. Requires assembly. W82½xD34¼xH30¾". White/black 402.213.54
Mattress/pillows \$449 100% cotton cover. Imported. W78¾xD54¾". 4½" thick. Vansta black 502.213.58



PE312074



IKEA PS 2012 drawer

Designer Sarah Fager

"Even though I was inspired by traditional spice drawers, I wanted to have more possibilities to decide myself about the size and placement of my storage. That's why you can hang IKEA PS 2012 drawers side by side on a wall or spread them out. I'm also environmentally aware and that influenced my choice of materials. The drawers were produced in PET plastic and bamboo. Bamboo is fast growing and saves sensitive forests. PET not only lets you see what's inside the drawers, it's also easy to recycle again."

IKEA PS 2012 drawers \$44.99/set of 4 Bamboo and PET plastic. Designer: Sarah Fager. Sizes: one piece (4¾×4¾×4¾"), one piece (6¼×6¼×6¼"), one piece (7½×7½×7½") and one piece (9×9×9"). Requires assembly. Assorted colors 602.065.45



PE312208



PE296268

IKEA PS 2012 side table

Designer Henrik Preutz

"The new IKEA PS side tables are inspired by the flower stands that were popular years ago, but are designed for all of us who can't make up our minds. That's why the side tables come in three different versions, with three different table tops – all with a bamboo frame. You choose whether you want a table with a flat surface, with a big fruit bowl or with four bowls – bowls that you can use for anything from flowers to snacks. If you have a hard time choosing, you can easily combine all the tables together to make one large sideboard."

IKEA PS 2012 side tables Clear lacquered bamboo/powder-coated steel/plastic. Designer: Henrik Preutz. Requires assembly. L18⅞×W18⅞×H18⅞". White/bamboo

Side table with with bowls \$49 102.108.04

Side table \$29 602.108.06

Side table with bowl \$29 702.108.01



PE312170



PE279808

PE279807

PE279676

IKEA PS 2012 pendant lamp

Designer Henrik Preutz

"My inspiration for IKEA PS 2012 pendant lamp came from both classic pendant lamps and from modern LED technology. With LED technology, light diodes can be built into the shade itself, which reflects the light and makes it less harsh. It gives an even better light to read, eat and work in, quite simply. There are many advantages with LED. For instance, did you know that LED bulbs use up to 80% less energy than traditional incandescent bulbs and have a lifetime of up to 20,000 hours?"

IKEA PS 2012 pendant lamp \$99.99/ea Powder-coated steel. Designer: Henrik Preutz. Hardwire. Requires assembly. Blue 102.117.85 Yellow 502.117.88 Black 102.077.69



PE312055



PE303141

PE298595

PE298592

PE312173



PE312082



PE312191



PE312185



PE312186



PE312169



PE312218

PE312234



For more pictures on the factory floor, please contact:

Janice Simonsen
IKEA Design Spokesperson
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janice.simonsen@IKEA.com
phone: 610-834-0180 x5343

New ideas for a better future

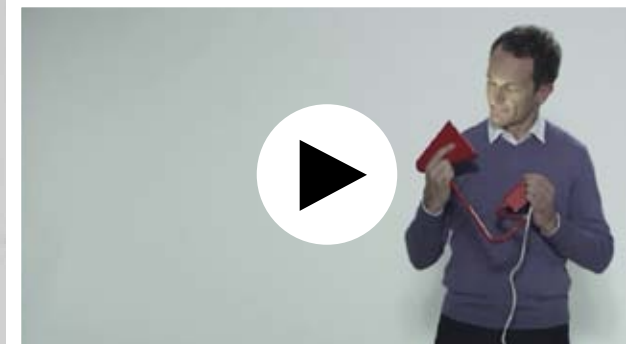
Sustainable materials and technologies

Reinventing old ideas and products means saying goodbye to wasteful materials and processes. Looking forward requires embracing today's ideas, materials and technologies to reduce environmental impact. That's why IKEA PS 2012 includes more sustainable and renewable materials like wood plastic composite, pocket springs, linen, bamboo, recycled PET plastic and LED. These advances in materials and technologies help create a better and more sustainable life at home for the many people – today and tomorrow.



Clara Guasch, raw material strategist, discusses materials

Click above to watch this video.



Steve Howard, chief sustainability officer, talks about sustainability

Click above to watch this video.

PE312236



Wood plastic composite

Wood plastic composite consists of recyclable polypropylene and wood fibers from sawmill waste. Using wood fiber makes plastic products less expensive, stronger, more rigid and gives a warmer feel.

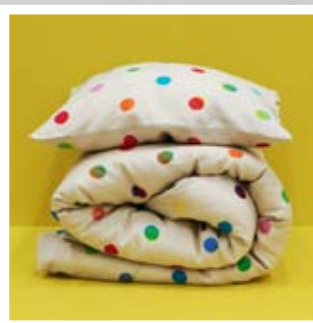
PE312181



Pocket springs

Instead of nonrecyclable foam, some bed mattresses use recyclable pocket springs to provide support while relieving pressure. In addition, pocket spring mattresses often use natural materials as filling.

PE312083



Linen

Linen is produced from extracted fibers of flax plants that grow in large fields, often in cooler climates where artificial irrigation and pesticides are rarely used. The fibers of fast-growing flax plants make linen strong and durable yet soft and breathable, too.

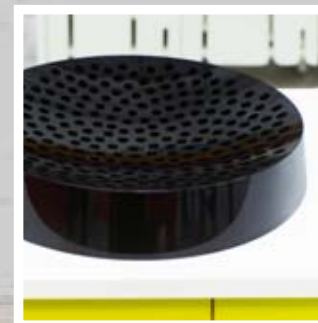
PE312170



Bamboo

A fast-growing grass, bamboo has more than a thousand species, grows mostly in the tropics and can be 98 feet tall. Strong and lightweight, less bamboo can be used to create a hardwood effect.

PE312220



Recycled PET plastic

Since plastic is made from oil, it is a non-renewable material. But PET plastic from things like old bottles can be melted down and used again. This gives plastic another life and reduces landfill waste.

PE312068



Light Emitting Diodes

LED light comes from the movement of electrons in a semiconducting material. Energy efficient and mercury-free, LED bulbs last about 20 years and consume up to 80% less energy than traditional incandescent bulbs.

Updating a family form

From father to daughter, a stool inspires change

Designer Lisa Norinder wasn't just asked to delve into the past for her IKEA PS 2012 contribution – she was asked to pull something from her family history, too. Lisa's father, Lars, who died in 1992, designed for IKEA in the '80s. Instead of scanning the archives for anything of interest, she made a sort of retrospective of her father's designs and chose three to work with. Of the three, one is being produced – the stackable and colorful IKEA PS 2012 stool, a reinterpreted version of her father's ALBERT chair released in 1986.

"We never had a chance to work together, even though we talked about that when I was younger," she says. "Now we got a chance to do something and that was really nice. Whatever I would do, it would be like an homage to my father."

Lisa updated her father's ALBERT chair by focusing mainly on what was missing – stackability. "My father had a lot of IKEA thinking in his head like knock-down construction, stackability, visiting factories," Lisa says. "The only thing this design lacked was that it wasn't stackable, which was quite strange." Before she got started sketching, Lisa called upon another family member – her sister who owns an ALBERT chair – to measure its dimensions so she could recreate what it looked like.

To add stackability, Lisa started making changes in the form, first taking a bit off the back. When that wouldn't stack, she got a new idea. "It ended up not being a chair but a stool with a handle or an indication of a backrest, which can be quite enough on a small chair like this." Still, the stacking function wasn't resolved until Lisa cut off some

of the leg. "The cut gives it a nice detail. It's like when you take a big bite of an apple, you get the shape of the bite."

Though Lisa made changes to the chair, she believes it stays true to its origins. "In the end I didn't go so far from the original, but I really enjoyed working with my father's design," Lisa says. "I knew he would have trusted me with it."

"We were very much brought up with design. The house was full of prototypes. We had maybe 60 different chairs and no two were the same. We lived with what [my father] was making."

- Lisa Norinder

Toying with form and design is something you could say Lisa has always done, even as a child playing under her father's drawing table in his home office. "That was the best place to play," she says. "We were very much brought up with design. The house was full of prototypes. We had maybe 60 different chairs and no two were the same. We lived with what he was making."

This is Lisa's first IKEA PS product, but not her first IKEA product, which was released in 1997. "I was really pleased when IKEA asked me if I wanted to take part in the project," she says. "With IKEA PS, you design with IKEA values, but can also experiment a bit more with form."



Lars, Lisa's father, designed this ALBERT chair for IKEA in 1986.



Lisa reinterpreted the chair to make a stackable stool with a backrest/handle.



Watch Lisa Norinder's designer film

Click above to watch this video.

Flower power evolves

Side tables of the '70s meet new materials and greater flexibility

In seeking inspiration for IKEA PS 2012 designs, Henrik Preutz found himself drawn to tables of the '70s. "These tables were mostly for flowers, but some were also low side tables for stereos and such," Henrik says. "I saw them and felt like they would be great things to have at home, especially if I could make the side tables more functional and flexible so they could be used in different ways."

Transforming the old into the new, Henrik created three IKEA PS side tables with updated materials, functions and form that can be joined together or used separately.

"In the beginning, we were talking about making the tables using solid wood to create chunky, big dimensions," Henrik says. "But then we started to talk about bamboo, which makes it possible to create slim, firm pieces." These designs are the first time Henrik has worked with bamboo, which he found interesting. "As a material, it's quite strong, which makes it possible to use it in such small dimensions." Strong and durable, bamboo is renewable, too, with more than a thousand types of species, mostly found in the tropics. Bamboo grows in groups that can be up to 98 feet tall and is harvested after growing for two to four years.

It's not just bamboo that modernizes the tables. The combination of materials makes the design quite fresh, Henrik says. Each table has a different plastic table top: flat top, top with bowl or top with four bowls. To decide the functions, Henrik concentrated on what people need at home and ways to incorporate flexible functions into just three tables. "I think it's good if you can find something you can use for many different things. Like the fruit bowl isn't only for fruit. Decorations. Stones. Whatever you want."

Thinking about all the possibilities also lead to different

ways of thinking about the bowls themselves. Like the '70s tables, Henrik was attracted to the idea of taking plants off the windowsill and bringing them more into a room. When he and the technician team started to imagine what people might use one of the new tables for – snacks, pencils, whatever – they knew the top needed to be easy to clean. That's why the table with four bowls also has removable, dishwasher safe inserts.

Looking at the slim, lightweight bamboo tables combined with the white plastic and metal shelves, it's hard to believe these side tables were inspired by the '70s. But they were. And Henrik hopes his inspiration in turn inspires others. "I hope that people will be inspired to use these tables in many places and different ways in their homes like for a sofa table or connect them as a side table or maybe even beside their bed."

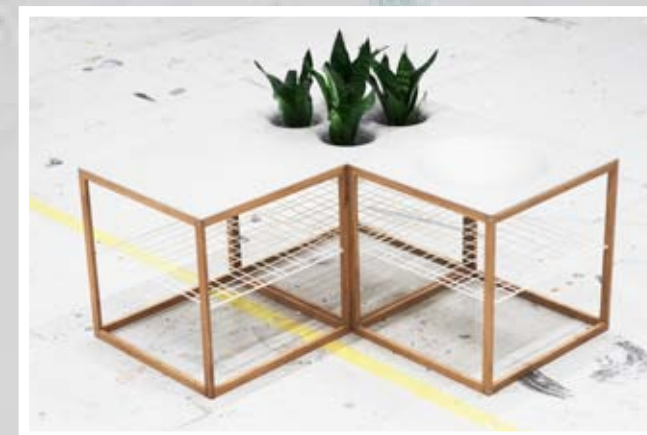
Different ways of thinking at home are encouraged by different ways of thinking about design, like with IKEA PS collections. "With IKEA PS products, you have to think about the collection so that the design becomes part of the IKEA PS family," he says. "You have to stretch the product a bit, but not too much. You have to find the right gap there so it's not too crazy and not too safe." Henrik has been a designer with IKEA since 2003.



Henrik was inspired by side tables of the '70s, especially ones for plants.

"I saw [the '70s tables] and felt like they would be great things to have at home, especially if I could make the side tables more functional and flexible so they could be used in different ways."

- Henrik Preutz



Each side table has a different table top. Use the tables separately or join them.

Modest no more

IKEA PS 2012 floor lamp exudes sustainable elegance

As she stood in an IKEA product archive, browsing a shelf filled with lamps, one little table lamp caught designer Wiebke Braasch's eye. "It was a bit odd and stood out from the others," Wiebke says. "It was quite small, quite shy and looked like a ballerina dress in a way with its shade covered in tulle." Filled with inspiration, she took the lamp with her and started working on what became the IKEA PS 2012 floor lamp.

Following the theme of the IKEA PS 2012 collection that draws from the history of IKEA to push design forward, Wiebke was inspired to bring this 1950s wooden table lamp into today's context. "Because it was quite shy, I decided it would be nice to blow up the design and make it more elegant, majestic, daring and contemporary," she says. Aside from its increase in size and evolved form, the new lamp tapped into technology to increase its sustainability, too.

Inside the shade is the secret of the floor lamp's modern improvements, thanks to LED technology that uses small diodes to create big integration possibilities. "My original thinking was that I wanted the shade to glow," Wiebke says. "You shouldn't see the kind of light source – it should just glow." Working with product technicians, the team figured out a way to place a plate-like ring of LEDs inside the bottom of the shade that not only illuminate the shade, but focus light downward too. Unlike traditional fluorescent lighting, LED doesn't get hot and uses up to 80% less energy. And since LED last for about 20,000 hours, the floor lamp can glow for plenty of time to come.

The lamp's form, Wiebke says, is inspired by a dancing ballerina. "It's like this picture of a ballerina standing on one leg on pointe – very vertical and light in a way," she says. "I've never been a ballerina, but maybe it was something I was longing for."

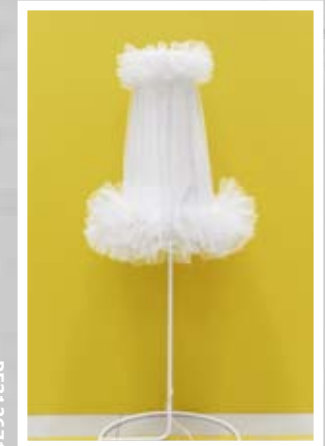
One way Wiebke achieved the dancing form was to replace the old lamp's solid wood round base with one steel tube that turns into a circle on the floor. "It's still something that is round and circular, but now it's much more simple and the tube creates a line that is a strong and beautiful contrast to the volume of the shade," she says.

For the form of the shade, Wiebke bought tulle from a small textile boutique in Älmhult and sewed the original prototype by hand. "I was really keen to have the tulle so the shade would have ruffled, very voluminous parts like a dress," she says. "The middle should be quite straight, too, so there's a contrast between the fluffy and the straight parts. And because it was just a textile shade, I thought it would be great if we had constructed the shade like a real dress, so you dress the lamp."

From a shy table lamp to a majestic ballerina floor lamp that glows sustainably, Wiebke's IKEA PS 2012 lamp stands tall and proud as a part of the collection, adding personality and softness to a home whether lit or unlit. Wiebke has been a designer with IKEA of Sweden since 2003.



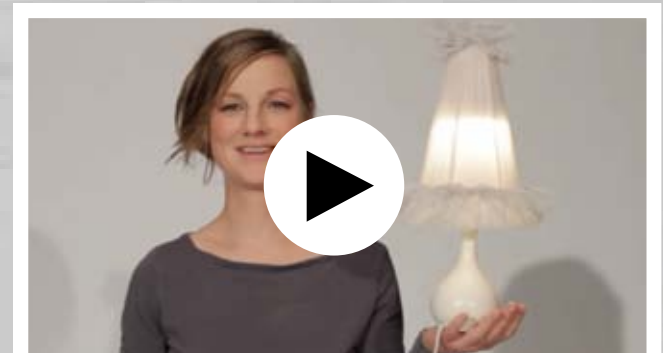
Wiebke found this shy table lamp in the IKEA product archives.



Wiebke turned the table lamp into a majestic ballerina floor lamp with LED.

"It's like this picture of a ballerina standing on one leg on pointe – very vertical and light in a way."

- Wiebke Braasch



Watch Wiebke Braasch's designer film

Click above to watch this video.

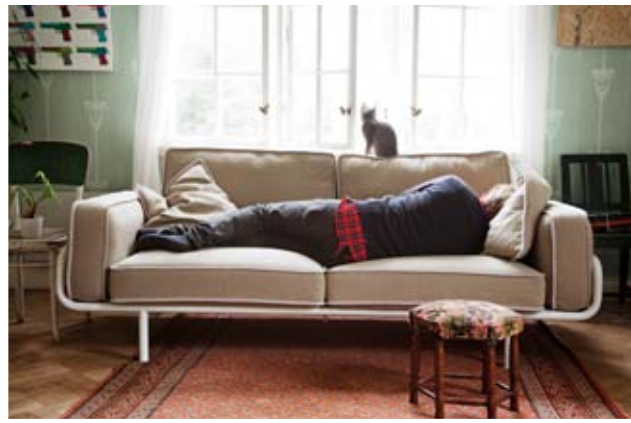
Real products for real homes

PE312988	PE313006	PE312980	PE313163
PE313033	PE313047	PE313123	PE312981
PE313117	PE313169	PE312982	PE312984
PE312987	PE313142	PE312972	PE312989
PE312959	PE313018	PE313022	

At IKEA, we believe design icons aren't just for the few people. They're for the many people and belong in real homes. That's why an IKEA team photographed IKEA PS 2012 products in six different homes around Sweden from modern apartments to turn of the century houses.



PE312985



PE312975



For more pictures on the factory floor, please contact:
 Janice Simonsen
 IKEA Design Spokesperson
 email: janice.simonsen@IKEA.com
 phone: 610-834-0180 x5343

The designers

Lots of minds and talents go into the creation of any IKEA product and IKEA PS 2012 collection is no different. Here you'll find more information about each of the 19 designers involved in creating this collection, presented alphabetically by last name.

Marcus Arvonon Sweden

"What motivates me most is knowing there is always – always! – a better way of doing things. It's the starting point for all my design work. Something with a greater appeal. Something that works better. And preferably, of course, something that packs flatter, as well!"

Marcus studied furniture design at Gothenburg University's School of Design & Crafts, and has an MA from the University of Art and Design in Helsinki, Finland. He has also worked as a cabinet-maker, a sculptor and stage-set designer. In addition to exhibitions of his furniture designs in Scandinavia and in Japan, he has also had commissions for Örebro University and the Finnish Embassy in Moscow.

Marcus has worked as a designer with IKEA of Sweden since February 2005, creating functional furniture for millions of ordinary homes around the world – and loving every minute of it!

Products: IKEA PS 2012 bowl, IKEA PS 2012 armchair



PE168807

Wiebke Braasch Germany

"For me, the biggest motivator is solving practical problems in a way that makes everyday life at home more convenient and more fun. Simple designs, appealing shapes and smart solutions are only half the story. The real challenge is to develop products that are easy to manufacture. Because that's the only way to put a low price tag on a high quality design."

Wiebke took a carpentry course at a vocational college in her hometown of Lübeck, Germany, before studying graphic and industrial design at the Muthesius Academy of Fine Arts in Kiel. After internships with German design studios and IKEA of Sweden, she graduated with a Diploma in Industrial Design in 2004.

Since September 2004 Wiebke has been part of the IKEA of Sweden design team in Älmhult.

Products: IKEA PS 2012 floor lamp, IKEA PS 2012 easy chair



PE145986

Francis Cayouette Canada

"Starting a project with a fresh mind is important to me. When I start a project I focus on needs and less on the product. I want the result to be surprising and innovative as well as honest and accessible for everyone."

Francis has a bachelor's degree in Industrial Design from the University of Montreal, Canada. Before managing his own firm, Francis worked in design studios in Canada from 1994 to 1999. Then he moved to Copenhagen, Denmark, where he founded Unit 10 Design together with designer Anne Marie Raaschou-Nielsen.

Francis is a member of the Danish Designers and has received several awards for his work. He started working together with IKEA in 2001 on a freelance basis.

Products: IKEA PS 2012 bench/shoe storage, IKEA PS 2012 hat and coat rack



PE151468

Nicolas Cortolezzis Switzerland

Good design is – according to Nicolas – the synthesis of a useful function, the right choice of materials and the ideal construction expressed in a well-balanced form. It stirs an emotion, contains an element of surprise and mirrors its time.

Nicolas has been working with IKEA since 1993. He has designed, among other things, tables, chairs, lamps, cutlery, working in many different materials.

Nicolas studied industrial design at the ECAL/ University of Art and Design in Lausanne between 1987 and 1992.

Product: IKEA PS 2012 plant stand



PE051101

Anna Efverlund Sweden

Anna aims to bring fun and laughter to everyday life with her use of form and color. This philosophy is immediately evident in her designs, which are full of humor and joie de vivre. She is also constantly on the lookout for simple, functional solutions – all in order to create products that, in her own words, "won't cost you an arm and a leg."

Since 1980, Anna has designed furniture, lighting, toys, flooring and much more for IKEA.

Between 1971 and 1975 Anna studied industrial design at what is now Gothenburg University's School of Design & Crafts. Before becoming part of the IKEA design team, she also worked in Brazil for a time, designing bicycles and mopeds.

Products: IKEA PS 2012 pictures, IKEA PS 2012 plates



PE050955

Sarah Fager Canada & Sweden

Sarah's aim as a designer is to come up with smart solutions for everyday items, which she says is a dream come true at IKEA.

"To work as a designer at IKEA is really fun, yet challenging.

One source of inspiration are the many meetings with people of great knowledge in Älmhult and around the world." Sarah says she is most happy as a designer when the balance between good functionality and aesthetics is fulfilled. Born on the east coast

of Canada by Swedish parents, Sarah credits her upbringing as developing her strong interest for international social culture. In 2006, she earned her bachelor's of fine art in furniture design from Carl Malmsten School in Stockholm. After graduation, she worked as a designer for a Singaporean furniture company and since 2007 she has been working at the design department at IKEA.

Products: IKEA PS 2012 daybed, IKEA PS 2012 drawers



PE228772

Knut Hagberg and Marianne Hagberg

Sweden

The brother-and-sister design team of Knut and Marianne often find themselves working with plastic and metal in bright colors and cheerful shapes. It may have something to do with their relentless search for really ingenious solutions and their uncompromising attitude to functionality and simplicity.

Home office workstations, lighting and children's furniture are just some of the many areas to which they have turned their attention since they first started working for IKEA in 1979. They have received the Excellent Swedish Design award for their work on several occasions.

Although there is five years' difference in their ages, they both trained at the same time at the same schools: the Academy of Interior Design, and Fredriksberg's Technical College in Copenhagen, Denmark. Knut and Marianne are both qualified interior architects.

Products: IKEA PS 2012 children's armchair, IKEA PS 2012 children's table, IKEA PS 2012 oven/serving dishes



PE051287

Johanna Jelinek

Sweden

"For me, good design puts the user in focus and not the product itself. When a product has a functional design and an attractive form, that's excellent to me. And if it is sustainable in any way as well, then I have reached my goal. I also like designing extra benefits, smart solutions and features that make the user happy." Johanna has a history of working in graphic design, textile design and furniture design. In 2002, she graduated from the furniture design program at Denmark Design School. Johanna first joined IKEA 20 years ago as a catalog apprentice. Since 2002, she has been a full-time designer at IKEA of Sweden, designing anything from lamps and chairs to vases and cooking tools.

Product: IKEA PS 2012 wall lamp



PE100585

Ehlén Johansson

Sweden

"First and foremost, a product has to be functional, but it also has to have the kind of intrinsic values that appeal to our senses as well." According to Ehlén, design is all about getting the very best out of the conditions and constraints under which you have to work in each individual instance.

Ehlén used to be part of the IKEA in-house design team, but now she has her own company and she works for IKEA on a freelance basis. She has received the Excellent Swedish Design award and the Red Dot for high design quality for her work.

Ehlén graduated from the Product Design programme at the School of Design & Crafts at Gothenburg University in 1984.

Products: IKEA PS 2012 candlestick, IKEA PS 2012 vase, IKEA PS 2012 chest of drawers



PE051320

Jon Karlsson

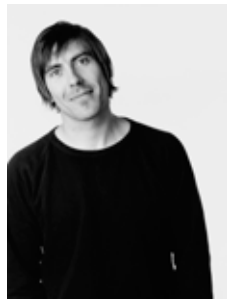
Sweden

"I always see rooms in relation to people – functional spaces whose potential needs to be maximized by the way they're furnished. In the same way, I like to look at the opportunities that manufacturing processes provide for transforming my ideas into reality as rationally and efficiently as possible."

Jon studied architecture at Lund University, and furniture and design at the Carl Malmsten School in Stockholm before starting work as a freelance designer for IKEA in 1999.

Since 2004 he has been a full-time member of the IKEA of Sweden design team.

Products: IKEA PS 2012 shelf, IKEA PS 2012 dining table, IKEA PS 2012 nest of tables (with Nike Karlsson)



PE129850

Nike Karlsson Sweden

Creating furniture for IKEA is, as Nike so eloquently expresses it, all about “furnishing for the people.”

Nike started to collaborate with IKEA while he was still a student and his work has since been recognized with the Excellent Swedish Design award.

Today he lives on the Swedish island of Gotland in the Baltic Sea. Since September 2008 Nike has been part of the IKEA of Sweden design team in Älmhult.

After school, Nike studied furniture-making at Capellagården School of Craft & Design on the Swedish island of Öland, becoming a fully qualified cabinet-maker in 1984. He then continued his studies at the University College of Arts, Crafts and Design in Stockholm, where he specialized in interior architecture and furniture design and graduated in 1993.

Products: IKEA PS 2012 sofa, IKEA PS 2012 nest of tables (with Jon Karlsson)



PE051283

Lisa Norinder Sweden

“My design is based on visual, functional and emotional experiences. And contains a great deal of humor.”

Lisa was born in Stockholm in 1972. She started as a design assistant with IKEA and today she is a freelance furniture designer based in Stockholm. Having trained at Beckmans College of Design and studied furniture design and interiors at the University College of Arts, Crafts and Design (both in Stockholm), she went on to gain a further degree from the Royal College of Art in London in 1998.

Lisa has won numerous awards and scholarships for her innovative, playful designs. Her work has also been on display at a number of the major international furniture fairs.

Product: IKEA PS 2012 stool



PE078379

Henrik Preutz Sweden

“It’s a huge challenge to work for IKEA. Not only are there so many different types of product, but they need to appeal to so many different cultures in dozens of countries. The only common denominators are good design, low prices – and a twinkle in the eye!”

After art school studies close to home in the north of Sweden, Henrik went on to graduate from Gothenburg University’s School of Design & Crafts with a Masters degree in Fine Arts in 2003. He says that the offer of employment as an IKEA designer that followed was “a dream come true.”

Henrik has been a full-time designer at IKEA of Sweden since 2003. He doesn’t see himself as a specialist in any particular area. All projects, large or small, hold the same fascination. If he were to choose a personal favorite, it would be children’s furniture. But so far he’s been as happy working with kitchen utensils and tables, as he has been designing swivel chairs and sofas. And there’s much more yet to come.

Products: IKEA PS 2012 side tables, IKEA PS 2012 pendant lamp



PE129849

Ebba Strandmark Sweden

“I want my products to be strong, simple and smart. That means creating designs that meet people’s needs. It also means making the best possible use of materials and production techniques, without letting my designs lose their individuality.”

Ebba has a Masters Degree in furniture and interior design from Gothenburg University’s School of Design & Crafts. After studying Ebba set up her own design company in 2002. That marked the start of a successful freelance career with commissions that have ranged from designing shelving systems and lamps to creating cinema interiors and working on design projects for the offshore industry.

Since 2003 Ebba has been working for IKEA of Sweden, where products like her BJÖRDAL mirror provide living proof of her commitment to a language of design that is “strong, simple and smart.”

Product: IKEA PS 2012 armchair



PE151844

Maria Vinka Sweden

A humorous twinkle in the eye is the hallmark of Maria's designs, and she hopes that, in this way, her own cheerful attitude to life will rub off on the users. At the same time, however, she is also very concerned to ensure that her products will retain their appeal over the years.

As an IKEA designer Maria is used to working with many different types of material, but she confesses that she feels the greatest affinity for ceramics and textiles. She has a naturally inquisitive streak, and is always on the lookout for new ways of doing things.

She has studied at two different art schools and has worked with painting, photography and graphics. She also attended the School of Design & Crafts at Gothenburg University between 1992 and 1997.

Products: IKEA PS 2012 rug, IKEA PS 2012 duvet cover set



PE219342

Lisa Widén and Anna Wallin Irinarchos (WIS Design) Sweden

Since the formation of WIS Design in 2006, designers Anna Wallin Irinarchos and Lisa Widén have been creating designs that are often poetic with playful expressions that add something extra to objects that surround us in everyday life. Located in Stockholm, both Anna and Lisa are 2006 art and design graduates of Beckmans College of Design.

Working with IKEA on a freelance basis, these PS pieces are their first for IKEA. "Over the years, WIS Design has designed both products and furniture with exclusive materials, sometimes with antique touches, as well as simpler productions with price-efficient materials. When we received the assignment to design furniture for IKEA PS 2012, we had to put more energy and thoughts on getting the pieces to combine beautiful shape and good function at a low price. The challenge has been very progressive and positive for us."

Products: IKEA PS 2012 glass-door cabinet, IKEA PS 2012 TV bench



PE285622

Ola Wihlborg Sweden

"I want my designs to surprise people. I like people to discover there's more to the products I create than meets the eye. One way to do this is to combine an attractive form with practical functions at a price that's a pleasant surprise in itself."

Ola graduated from Beckmans College of Design in Stockholm in 2004. He was awarded the Kosta Boda design scholarship in 2003, and the following year received scholarships from both IKEA and the Stockholm design trio of Claesson Koivisto Rune.

Ola has his own company and works for IKEA on a freelance basis.

Products: IKEA PS 2012 coffee table, IKEA PS 2012 bowls



PE153017

Contact:

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