



NO 07 OUT OF AFRICA

Swedish furniture giant IKEA has worked with 10 designers from various African countries on one of the brand's biggest collaborations to date.



A selection of designs from the ÖVERALLT range, including furniture, textiles and a tote bag.

A group of multi-talented architects, designers and artists from across Africa have, together with five designers from IKEA, created the ÖVERALLT collection, a range of furniture, accessories and textiles inspired by modern urban rituals.

The collaboration, which was launched at Design Indaba in Cape Town in February, is in fact two years in the making, having initially been announced at the Conference in 2017. "Through Design Indaba, we got the opportunity to team up with some great people, developing the design brief together," says Johanna Martin, IKEA's senior press officer.

The African creatives are fashion designer Selly Raby Kane and product designer Bibi Seck from Senegal; Ivorian architect Issa Diabaté; Kenyan furniture designers Naeem Biviji and

Bethan Rayner of Studio Propolis; Egyptian designers Mariam Hazem and Hend Riad of Reform Studio; and South African designers Laduma Ngxokolo, Sindiso Khumalo and Renée Rossouw.

Says Sindiso, "It's been interesting to see throughout the design process with IKEA how many more similarities we have rather than differences, even when our approaches are opposites."

The limited-edition 33-piece collection includes a chair made without using nails, screws or glue; a tote bag made out of recycled chips packets; and a woven basket inspired by the ritual of braiding hair.

ÖVERALLT, meaning "everywhere" in Swedish, is currently not for sale in South Africa, but it will be available in all IKEA markets from May 2019.

designindaba.com
ikea.com