Presskit
Launching September 2026

KONSTRUNDA



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Say hello to KONSTRUNDA

The art of making art affordable

Art and IKEA. Some say that’s a funny combination. Well, we’re not here to be the traditionalists, so we beg to differ. Which in this case means that we’re launching an art collection made to be affordable and inspiring to as many people as possible. The collection, called KONSTRUNDA, is crafted by seven creators with different ideas and perspectives.

KONSTRUNDA is the result of a never-ending curiosity. It’s an exploration of what art is, what it can do and why it matters. And since it’s IKEA, we’ve tried our hardest to make the price tags pieces of art, too.



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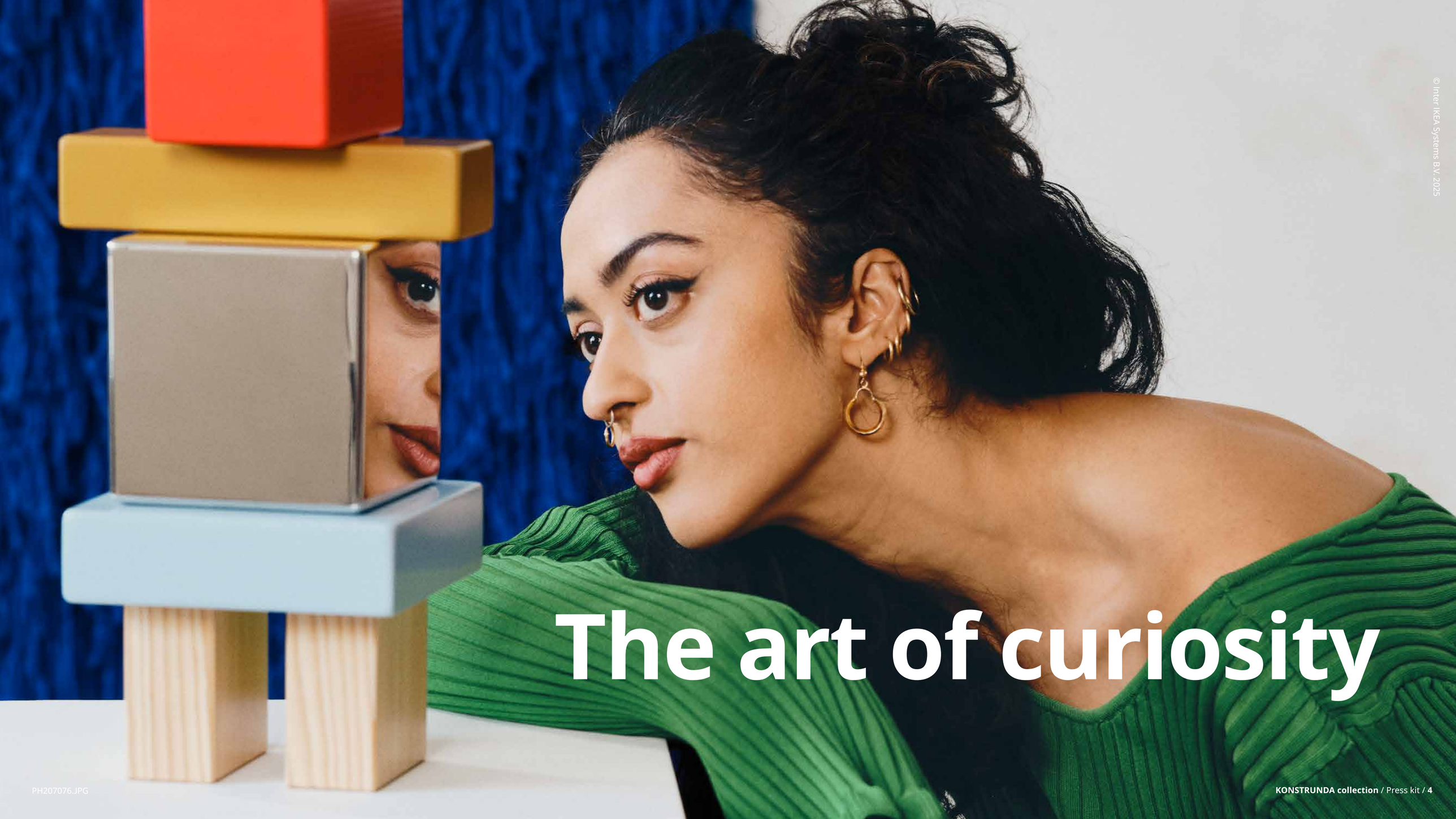


KONSTRUNDA

The creators of the collection

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PH207104.JPG



The art of curiosity

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PH207073.JPG

Meet the creator

Akanksha Deo

Akanksha Deo is a designer and visual artist who combines Indian textile history and techniques to create clean and playful outcomes. Several of her products for IKEA have been made in close collaboration with Indian artisans, using a combination of traditional and modern techniques.

Akanksha, born and raised in New Delhi, India, was drawn to art from an early age. After missing the deadlines to art school, she turned to design and fashion. And it was during a workshop at her university, the National Institute of Fashion Technology, NIFT, that she first encountered IKEA.

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PH207235.JPG

“We find ourselves in somewhat of a loneliness epidemic where more people live in isolation. This longing led me to explore the idea of objects not just as things, but as companions – silent yet present, filling a space with the spirit of something familiar, like the presence of a friend.”

Akanksha Deo

New

KONSTRUNDA
Decoration
€34.99

PH207082.JPG

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The art of creating a soul

PH207077.JPG

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PH207070.JPG

Meet the creator

Andu Masebo

Andu Masebo is a product designer from London with a background in carpentry, metalwork and ceramics. Having previously worked in the fabrication industries before completing a masters in product design at the Royal College of Art, he often shifts between the role of the designer and the maker.

Andu’s work is characterised by simplicity and efficiency, with an aim to tell clear and accessible stories around his design practice. This emphasis on storytelling aims to shorten the distance between the process of making things and the way they can be understood by their eventual audience.

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New

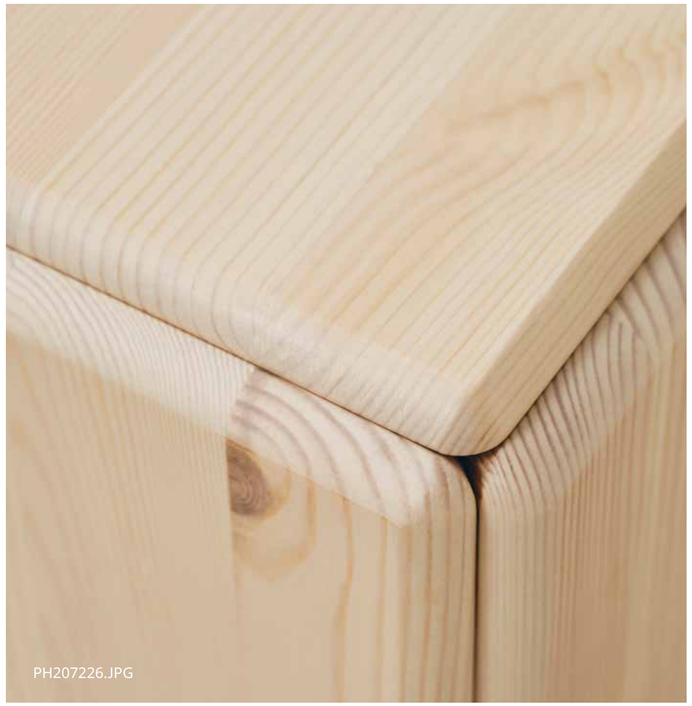
KONSTRUNDA
Side table
€149.00

PH207094.JPG



PH207229.JPG

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PH207226.JPG

“I try to put myself in places and spaces where I don’t belong. There’s so much energy in that. I’ve always thought that the process is super important, like understanding the intention of the project and how the materials work. The end-result shouldn’t just be an object, but an object with a soul.”

Andu Masebo

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New

KONSTRUNDA
Stool
€49.00

PH207102.JPG



The art of daydreaming

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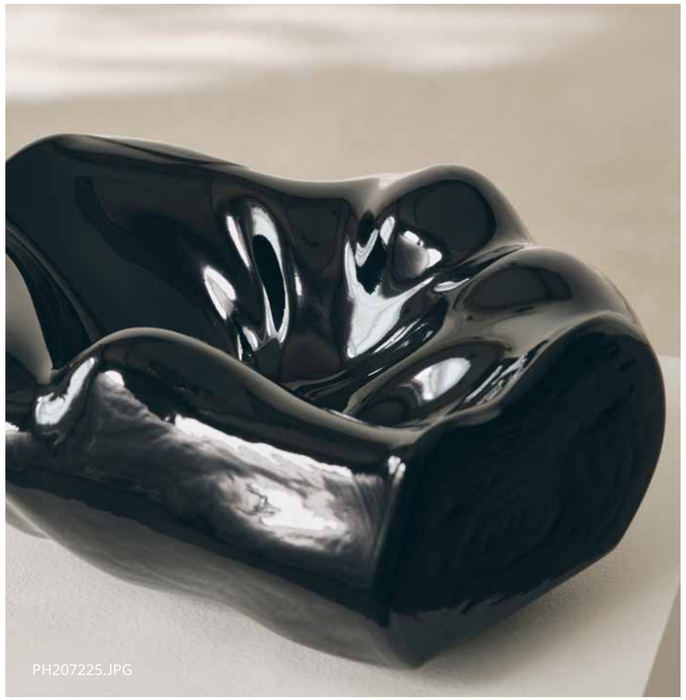
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Meet the creator

Lisa Reiser

Lisa Reiser produces small scale glass, ceramics and metal objects in Småland. She comes from northern Sweden and graduated from Beckmans College of Design 2018. Her work carries a distinctive trademark of simplicity, originality and a touch of the mysterious. A blend that’s not only seductive but also quite addictive.

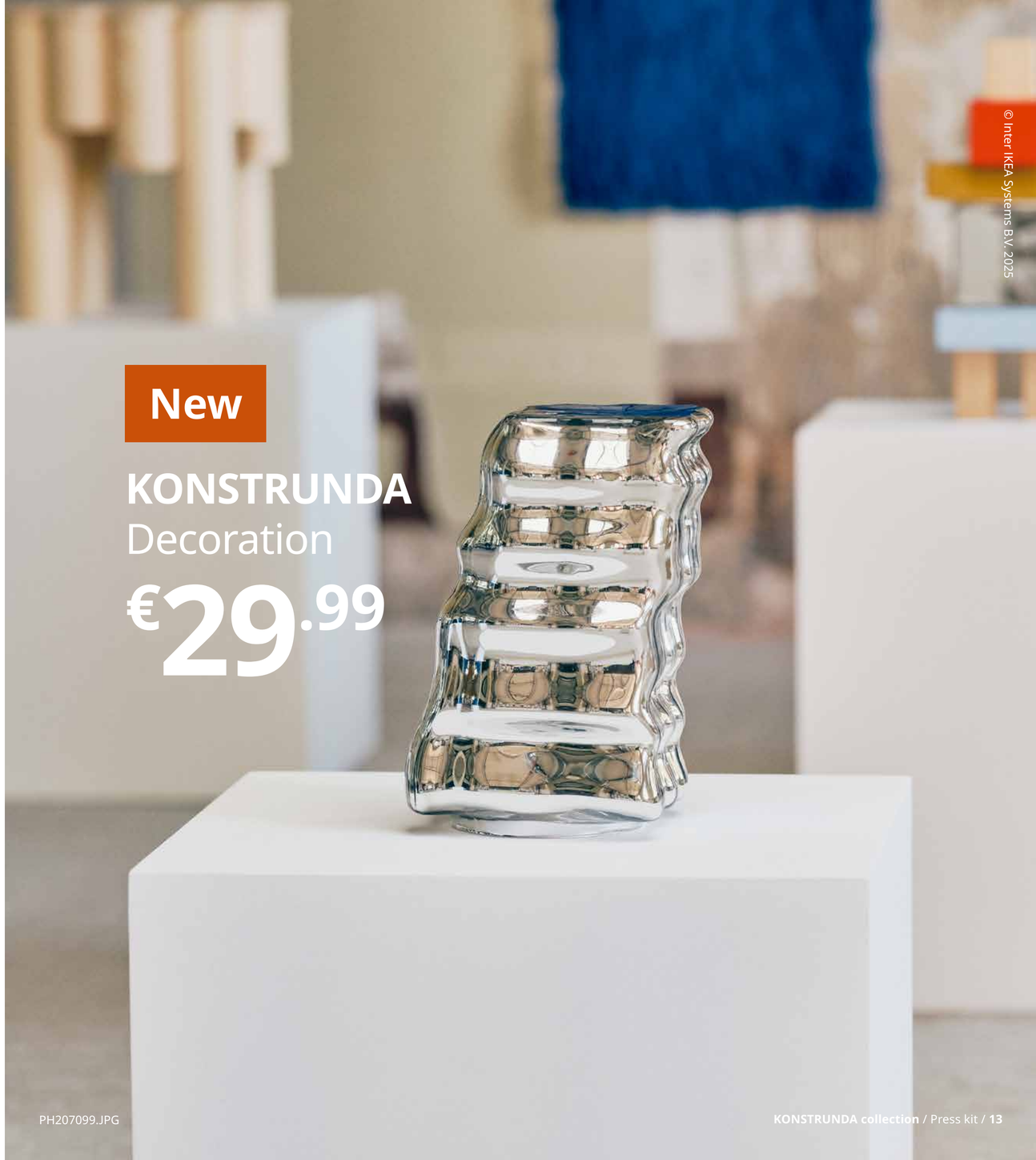
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“I suppose you could call me a daydream designer. Many of my ideas start as day-dreams. A thought here, a thought there. All of a sudden, a design is coming along. I’m not trying to be perfect and I’m not afraid to get it wrong. I just want to be me – and create things that last for a long time.”

Lisa Reiser



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New

KONSTRUNDA

Decoration

€24.99

PH207088.JPG



PH207090.JPG

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The art of surprise

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PH207078.JPG



PH207072.JPG

Meet the creator

Emanuele Stamuli

Specialising in interior design for the fashion and retail sector, Emanuele works in a collective of creatives, architects and technical experts who share a rationalistic approach to design, combined with a passion for detail and sustainability.

A rationalistic approach that leaves room for wonder is their driving force.

With a scope spanning from fashion and retail stores to residential projects, Emanuele strives to incorporate forward-thinking materials, combining conceptualism with a passion for colour, textures and geometries.

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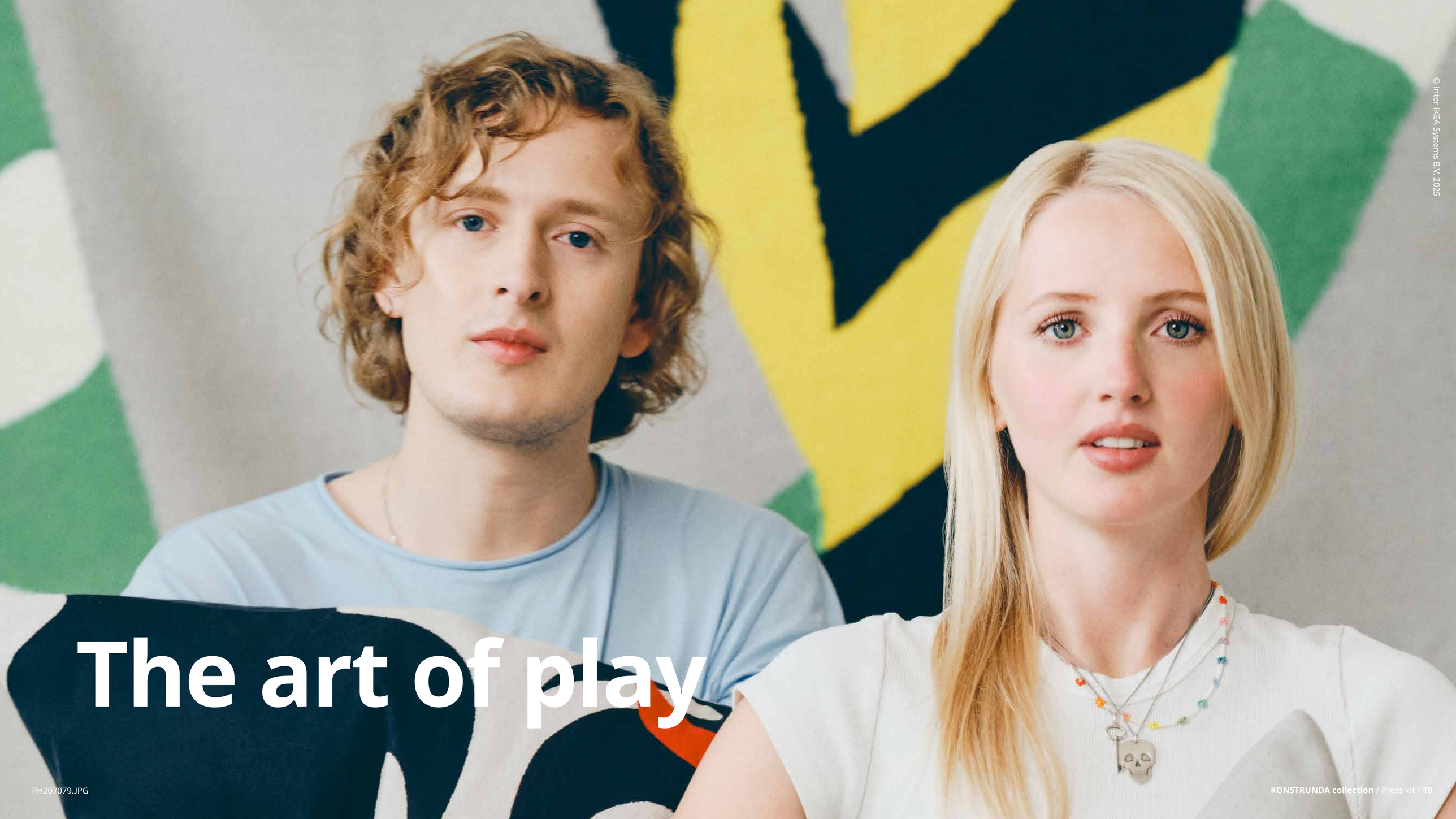
“I guess it’s every creator’s ambition to do the unexpected. It certainly is mine. I want my things to be memorable and intense, even a little bit off. It’s funny that I really enjoy the technical stuff and building things – and on the other hand – I just love the uncomplicated beauty of nature.”

Emanuele Stamuli

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New

KONSTRUNDA
Rug
€99.00



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PH207079.JPG



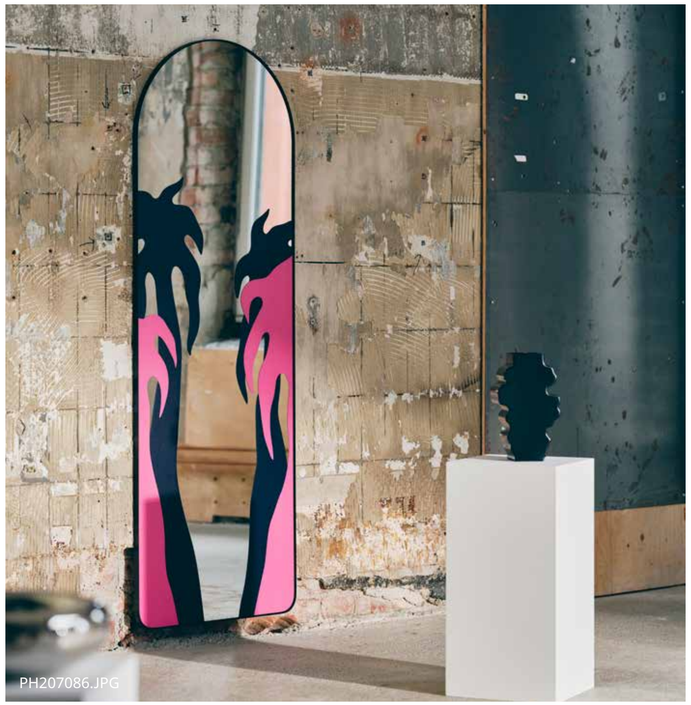
PH207074.JPG

Meet the creator

Ingrid Leander Berg and Igor Holtermann

Ingrid and Igor create their own room of visual impressions through mural paintings. The duo explores the borderland between interior and art which results in patterns that can be applied however and wherever the imagination allows. They works in different fields and platforms with their striking patterns and bold graphics.

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PH207086.JPG

“We treat pattern and color like play—shifting stripes, blocks, and shapes until something ordinary takes on new character. It´s serious design, but it never takes itself too seriously.”

Ingrid Leander Berg and Igor Holtermann

New

KONSTRUNDA

Cushion cover

€17.99

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PH207085.JPG



The art of triggering emotions

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PH207075.JPG

Meet the creator

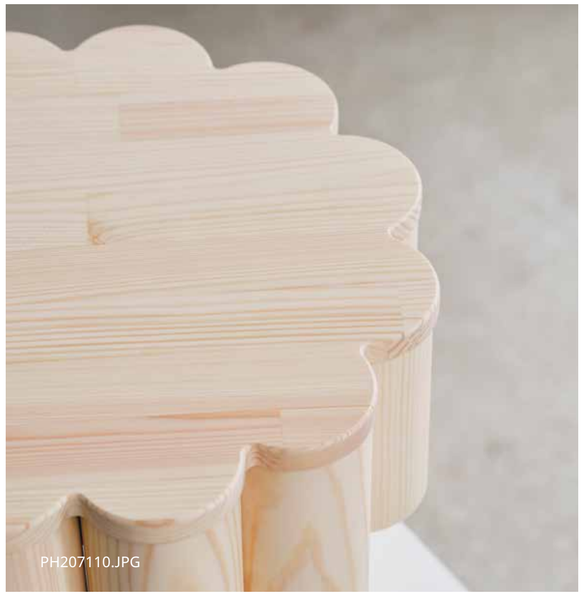
Lisa Hilland

Lisa Hilland is one of Sweden’s most acclaimed and awarded contemporary designers, creating designs with a poetic twist, combining modern high-tech production techniques with artisan quality craftsmanship.

After graduating from Central St Martin’s College of Art, she worked ten years as a designer in London.

Lisa Hilland has solid experience spanning more than two decades as a professional designer. Her designs are also regularly sold through auction houses. Her ambition is to create long lasting, high-quality design to be passed down for generations.

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PH207110.JPG

“I like to go out of my comfort zone because it brings the unexpected into play. It’s like a wave of freshness, just hop on and see where it takes you. For me, it’s about trusting my instincts and trying to trigger people’s emotions. Make them happy, maybe even feel that they’re part of something bigger.”

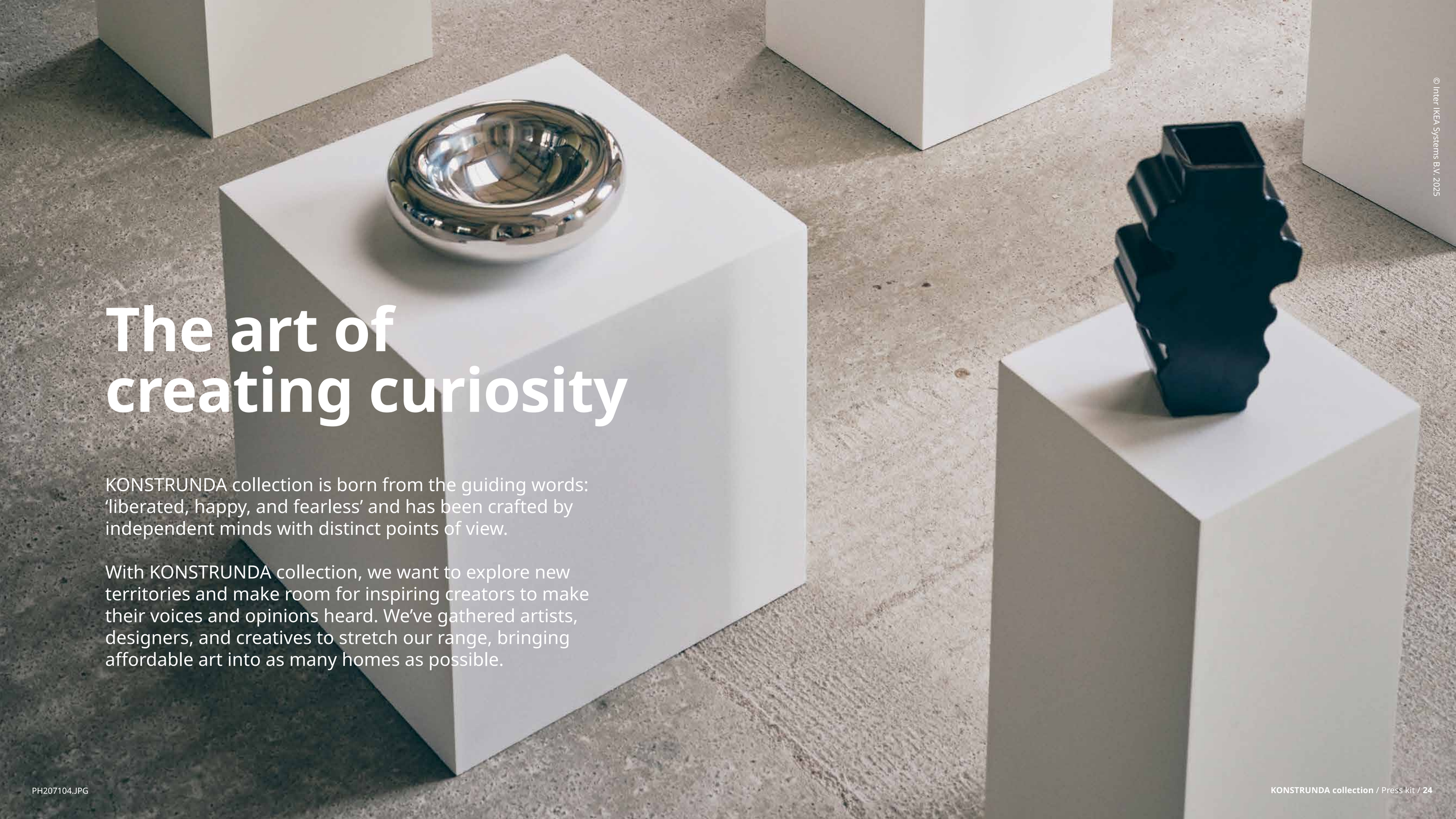
Lisa Hilland

New

KONSTRUNDA
Stool
€89.00

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PH207089.JPG



The art of creating curiosity

KONSTRUNDA collection is born from the guiding words: ‘liberated, happy, and fearless’ and has been crafted by independent minds with distinct points of view.

With KONSTRUNDA collection, we want to explore new territories and make room for inspiring creators to make their voices and opinions heard. We’ve gathered artists, designers, and creatives to stretch our range, bringing affordable art into as many homes as possible.

PH207104.JPG

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PH207104.JPG

The hopeful beauty of the impractical

At IKEA, we don’t claim to define or explain art. Instead, our role is to create space for it. IKEA has extensive knowledge and experience in creating and building things. We understand materials, sizes, proportions, colours and durability. We have the suppliers and resources to bring ideas to life – and the stores to make it accessible to the many.

Through the art collections, we share our resources and open channels for the artists behind the objects, allowing their perspectives to shine. A world where art is made and valued is a hopeful world. It’s a world where people are free to experiment and explore, unbound by narrow definitions of what is ‘practical’, ‘measurable’, or ‘useful’. Sometimes, the impractical, the indefinable, and the useless are exactly what we need.

Product overview



PE993544.JPG

New **KONSTRUNDA decoration €000** Clear acrylic lacquered stainless steel.
Designer: Akanksha Deo:
L18×D14, H40cm. Multicolour
706.113.56



PE993572.JPG

New **KONSTRUNDA decoration €000**
Stainless steel.
Designer: Akanksha Deo.
L22×D21, H15cm.
106.113.59



PE993578.JPG

New **KONSTRUNDA hanging tapestry €000** 100% polyester.
Designer: Akanksha Deo.
W50×H160cm. Blue
306.118.10



PE999234.JPG

New **KONSTRUNDA side table €000** Metallized steel. Designer: Andu Masebo. W62×L71, H38cm.
Silver-colour
206.113.54



PE1007148.JPG

New **KONSTRUNDA side table €000** Powder coated steel.
Designer: Andu Masebo
W62×L71, H38cm. Blue
106.339.50



PE999231.JPG

New **KONSTRUNDA stool €000**
Clear acrylic lacquered solid pine.
Designer: Andu Masebo.
W33×D29, H44cm. Blue
406.237.18



PE1000090.JPG

New **KONSTRUNDA stool €000**
Clear acrylic lacquered solid pine.
Designer: Andu Masebo.
W33×D33, H38cm. Pine
806.237.16



PE993542.JPG

New **KONSTRUNDA deco €000**
Stainless steel. Designer: Andu Masebo. Ø28, H9cm.
306.113.58



PE1000082.JPG

New **KONSTRUNDA side table €000** Powder coated steel.
Designer: Emanuele Stamuli
Ø30, H45cm. Metal
206.113.49



PE993581.JPG

New **KONSTRUNDA rug €000**
100% polyester. Backing: 100% cotton. Designer: Emanuele Stamuli. W80×L160cm.
White/black
406.113.53



PE996379.JPG

New **KONSTRUNDA vase €000**
Pigmented powder coated earthenware. Designer: Emanuele Stamuli. H22cm.
White/black
006.113.50



PE996380.JPG

New **KONSTRUNDA vase €000**
Pigmented powder coated earthenware. Designer: Emanuele Stamuli. Ø10, H29cm.
White/black
606.113.52



PE1000242.JPG

New **KONSTRUNDA cushion cover €000** 100% cotton.
Designers: Igor Holtermann/ Ingrid Leander Berg.
W65×L65cm. Multicolour
706.118.13



PE1000243.JPG

New **KONSTRUNDA cushion cover €000** 100% cotton.
Designers: Igor Holtermann/ Ingrid Leander Berg.
W65×L65cm. Red/black
406.114.33



PE993579.JPG

New **KONSTRUNDA rug €000**
100% wool. Designers: Igor Holtermann/ Ingrid Leander Berg. W155×L220cm. Multicolour
606.114.32



PE1007151.JPG

New **KONSTRUNDA mirror €000**
Aluminium. Designers: Igor Holtermann/ Ingrid Leander Berg. W60×H170cm.
806.114.31



PE1000085.JPG

New **KONSTRUNDA stool €000**
Clear acrylic lacquered solid pine. Designer: Lisa Hilland. Ø38, H40cm. Pine
306.114.38



PE993575.JPG

New **KONSTRUNDA decoration €000** Pigmented powder coated earthenware. Designer: Lisa Hilland. L32×D19, H36cm. Orange
006.145.65



PE993546.JPG

New **KONSTRUNDA decoration €000** Tinted clear lacquered glass. Designer: Lisa Reiser.
L18×D16, H25cm. Green
106.112.03



PE993569.JPG

New **KONSTRUNDA decoration €000** Glass. Designer: Lisa Reiser.
L21×D18, H28cm. Silver effect
506.113.43



PE993574.JPG

New **KONSTRUNDA decoration €000** Tinted clear lacquered glass. Designer: Lisa Reiser.
L26×D22, H10cm. Black
106.135.46



PE993585.JPG

New **KONSTRUNDA vase €000**
Tinted clear lacquered glass.
Designer: Lisa Reiser. W8×L17, H28cm. Black
306.113.44

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Motion media overview 1/2

Launch SoMe

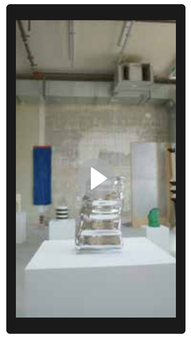


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+ CLEAN version

Duration 30s

Format 4:5

Instore

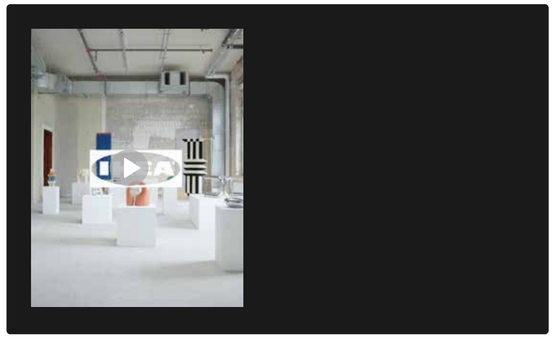


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Format 9:16

Launch Web



Asset name:
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Designers_15s_4x5_Launch_Webb

Duration 15s

Format 4:5

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Motion media overview 2/2

SoMe 6 x Designer films



Asset name:
FY27_L1_KONSTRUNDA_
EmanueleStamuli_30s_4x5_SoMe
+ CLEAN version

Duration 30s

Format 4:5



Asset name:
FY27_L1_KONSTRUNDA_
LisaReiser_30s_4x5_SoMe
+ CLEAN version

Duration 30s

Format 4:5



Asset name:
FY27_L1_KONSTRUNDA_
AkankshaDeo_30s_4x5_SoMe
+ CLEAN version

Duration 30s

Format 4:5



Asset name:
FY27_L1_KONSTRUNDA_
LisaHilland_30s_4x5_SoMe
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Duration 30s

Format 4:5



Asset name:
FY27_L1_KONSTRUNDA_
AnduMasebo_30s_4x5_SoMe
+ CLEAN version

Duration 30s

Format 4:5



Asset name:
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IngridLeanderBergIgorHoltermann_30s_4x5_SoMe
+ CLEAN version

Duration 30s

Format 4:5

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Image overview 1/5 | Portraits + Collection images



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Image overview 2/5| Context product pictures



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Image overview 3/5| Context product pictures



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Image overview 4/5 | Quality product pictures


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Image overview 5/5 | Quote pictures



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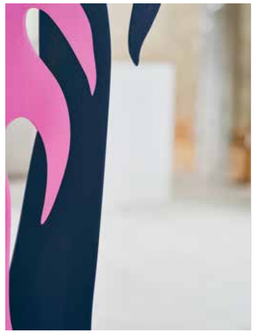
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PH207237.JPG



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