

GET READY TO TURN UP THE HEAT



LOOK OUT FOR JASSA!

We're excited to announce the upcoming limited edition JASSA collection. Look out for bright cotton prints, furniture and accessories – woven from all-natural rattan, bamboo, water hyacinth, and sea-grass – that turn up the heat and cast a sunny glow, even on a grey day.

GET TO KNOW JASSA FROM THE GROUND UP



JASSA encourages people to come together, and that's how it's been from the very start. The collection was created by a team of five designers, developing and sharing their ideas around a common theme. With the help of local craftspeople, they built the prototypes on the factory floor, experimenting with natural materials, organic shapes and traditional techniques.

Soon you'll be able to see the results! Look out for the JASSA limited-edition collection in IKEA stores everywhere, from March 2017.

"With JASSA we're taking familiar things like hand-woven natural fibre objects and batik textiles, and transforming them into something new and exciting."

— Creative leader Karin Gustavsson



"You can't control natural raw materials that much. They act a bit differently every time."

— Designer Iina Vuorivirta



"While developing JASSA, I also developed a deep appreciation for the skills of the local craftspeople."

— Designer Nike Karlsson



"When designing for my own studio, I always focus on simple efficiency. In that respect, designing for IKEA was no different."

— Designer Piet Hein Eek



"There are lots of competing colours: pinks and yellows and blues and greens. To begin with, you wonder how they can possibly work together. But in the end they just do!"

LINKS TO USE IN NEWSLETTER:

- Link to the [JASSA Prelaunch](#) page

IMAGES:

- PH140796
- PH140801
- PH140804
- PH140803
- PH140807
- PH140808
- PH140809

TARGET:

- Members