

# HJÄRTELIG

Designed by IKEA,  
Maja Ganszyniec &  
Andreas Fredriksson



# LET'S PAUSE

Many people know that their mental and emotional wellbeing is as important as and can affect good physical health. In our busy, modern lives we can often feel removed from nature and even ourselves.

Launching this April, the limited edition HJÄRTELIG collection invites us to press the "pause" button, if only for a little while, on a daily life that's often hectic, complicated and online.

Whether to practice some yoga, tend to a plant or simply relax amongst beautiful, natural materials, the HJÄRTELIG collection is about the moments to re-focus and to revitalise ourselves.

Designed with a delicate touch, these home furnishing products have a light and peaceful feeling, yet are useful and durable for everyday life at home.



# THE DESIGNERS

*"With the HJÄRTELIG collection, we want to reach all your senses. Namaste." – Maja Ganszyniec, Designer*

The designers of HJÄRTELIG collection are Andreas Fredriksson and Maja Ganszyniec.





# WARM, NATURAL AND BEAUTIFUL

From a multi-functional bed for stretching out, to scented candles for a calming ambience, the HJÄRTELIG collection is a range of furniture, home furnishing accessories and a yoga kit that's designed to create a pleasant atmosphere for rest, relaxation and gentle exercise.

Special attention was given to the use of beautiful, natural materials that appeal to the senses and help us to feel grounded.

Cotton from more sustainable sources, rattan, linen, cork and solid pine all lend their unique qualities to different items. The calming appearance, the reassuring textures and even the natural scent – all these make HJÄRTELIG collection an everyday pleasure to use.



**HJÄRTELIG**  
yoga rug  
**£15**

**HJÄRTELIG yoga rug**

100% cotton. Designer: Maja Ganszyniec. 162xW183cm. Grey.  
604.160.01

PH149925



# ABOUT THE MATERIALS

Materials in the HJÄRTELIG collection are important for their sensual qualities, which make them ideal for everyday use. They also make a statement about the common desire to live in closer connection to the natural world.

The IKEA approach is to lead the way towards more sustainable materials and processes. We always aim to use materials that are renewable, recycled or recyclable, whilst ensuring our products are a price that many people can afford.

For example, since September 2015 all IKEA cotton is either recycled or grown in a more resource-efficient way that also benefits the people who grow it. And, by 2020, all wood will be recycled or certified by the Forest Stewardship Council (FSC).

Other natural materials in the collection such as cork, linen, rattan and seagrass are durable for day-to-day use. And they also have long-term benefits for the wider world, as resources that are more sustainable to harvest and process.





PH149922



**HJÄRTELIG**  
jewellery cone set of 3  
**£7**/each

**HJÄRTELIG jewellery cone set of 3**

Comprises: 1 cone (Ø3,5, H7cm), 1 cone (Ø7, H10cm) and 1 cone (Ø11, H5cm). Glass. Designer: Maja Ganszyniec. Yellow-brown 204.063.44

PH149897



**HJÄRTELIG**  
hanger 3 pack  
**£4**/each

**HJÄRTELIG hanger set of 3**

Handmade by skilled craftspeople, which makes every product unique. Clear lacquered rattan. Designer: Andreas Fredriksson. W43cm. 904.024.27



## HJÄRTELIG headboard

*"The HJÄRTELIG headboard fits all types of beds and since you mount it to the wall, it's easy to set up whenever you like. If you have a double bed you'll need two. I chose to make it in woven rattan, a decorative and natural material that makes your bedroom feel warm and snug."*

- Maja Ganszyniec

### HJÄRTELIG beside table £29

Stained, clear lacquered solid pine and powder coated steel. Designer: Maja Ganszyniec. Ø45, H61cm. Pine/black 704.008.39

### HJÄRTELIG headboard, wallmounted £60

Clear lacquered rattan. Designer: Maja Ganszyniec. W100×H80cm. Rattan 904.116.7

### HJÄRTELIG quilt cover and 2 pillowcases £60

100% cotton. Designer: Maja Ganszyniec. Quilt cover W240×L220cm. Pillowcases L50×W60cm. Dark blue 904.101.49

### HJÄRTELIG basket £19

Each basket is woven by hand and is therefore unique. Clear lacquered seagrass. Designer: Maja Ganszyniec. W38×D38, H18cm. 804.024.18

### HJÄRTELIG platform £75

Stained, clear lacquered solid pine. Designer: Maja Ganszyniec. L100×W100, H28cm. Pine 804.008.29





## HJÄRTELIG bench with clothes rack/bedside table

*"When we looked at bedroom habits, we realised that many of us have clothes in a pile. We then created a suitable piece of furniture – HJÄRTELIG bench with clothes rack. Here you can hang clothes for tomorrow and clothes that you don't want in the wardrobe or thrown in the laundry. Under the bench you can store your nice shoes – and try them on seated. We were also inspired to create the matching HJÄRTELIG bedside table. Perfect for an evening book or your favourite plant."*

- Maja Ganszyniec

### **HJÄRTELIG plant pot with trellis £16**

Red clay and powder coated steel. Designer: Maja Ganszyniec. Fits flowerpots up to 17cm in diameter. Ø22, H29cm. Terracotta 804.116.58

### **HJÄRTELIG plant pot with trellis £10**

Red clay and powder coated steel. Designer: Maja Ganszyniec. Fits flowerpots up to 12 cm in diameter. L46×W16, H23cm. Terracotta 204.116.61

### **HJÄRTELIG bench with clothes rack £79**

Stained, clear lacquered solid pine and powder coated steel. Designer: Maja Ganszyniec. W122×D45, H97cm. Pine/black 904.008.38





## HJÄRTELIG throw/cushion covers

*"With the HJÄRTELIG collection, we want to reach all your senses. For the sake of feeling, I chose the natural material linen for HJÄRTELIG throw and cushion covers. They will also make your bedroom feel warm and snug."*

- Maja Ganszyniec

### **HJÄRTELIG floor cushion £95**

Cover: 80% cotton, 20% linen. Designer: Maja Ganszyniec. L100×W100cm. 18cm thick. Natural colour 204.111.85

### **HJÄRTELIG carafe with glass £8**

Comprises: 1 carafe (1l) and 1 glass (14cl). Each carafe is mouth blown by a skilled craftsman. Glass. Designer: Maja Ganszyniec. 704.104.85

### **HJÄRTELIG cushion cover/2 pack £12**

100% linen. Designer: Maja Ganszyniec. L50×W50cm. Blue/green 904.111.58

### **HJÄRTELIG cushion cover/2 pack £12**

100% linen. Designer: Maja Ganszyniec. L50×W50cm. Golden-brown/light brown-pink 504.111.60

### **HJÄRTELIG vase £12**

The glass vase is mouth blown by a skilled craftsman. Glass and copper-plated steel. Designer: Maja Ganszyniec. Ø20, H29cm. 204.063.39

### **HJÄRTELIG back cushion £30**

Cover: 80% cotton, 20% linen. Designer: Maja Ganszyniec. L70×W38cm. 17cm thick. Natural colour 504.111.84



PH149916

HJÄRTELIG

floor cushion

£95



PH149915

### HJÄRTELIG

scented candle in glass/2 pack

**£7.50**/each

### HJÄRTELIG scented candle

*"With the HJÄRTELIG collection we want to reach all your senses, and smell is one of the most important. That's why scented products and candles are becoming more common in homes. HJÄRTELIG scented candles have a herbal tone with ginger, orange and patchouli that changes the atmosphere in your room. The small glass jars also have lids so that you can keep in the scent if it gets too intense. And when the candles burn out, the jar can be a decorative storage space for your jewellery."*

- Maja Ganszyniec

### HJÄRTELIG scented candle in glass/2 pack £7.50

Glass and scented paraffin/vegetable wax. Designer: Maja Ganszyniec. Ø10, H7cm. Herbs 304.082.29

### HJÄRTELIG jewellery bowl £3

Glass. Designer: Maja Ganszyniec. Ø7, H5cm. 904.063.50



## HJÄRTELIG bed canopy

"The bedroom is a special, almost sacred space in a home. It's where we relax after a long day and recharge our batteries. But what happens if we only have one room? We looked closer at this and how the bed can be "framed" to create a room in the room. In the end, the solution was HJÄRTELIG bed canopy – inspired by traditional bed canopies. The sheer fabric is a mix of linen and cotton which makes your sleeping environment feel airy, natural and clean."

- Maja Ganszyniec

### HJÄRTELIG room divider £99

Tinted, clear lacquered solid pine. Designer: Andreas Fredriksson. W118×D40, H160cm. Pine 104.008.37

### HJÄRTELIG bed canopy £TBC

To be completed with EKORRE hooks. Canopy fabric: 58% linen, 42% cotton. Frame: Powder coated steel. Designer: Maja Ganszyniec. L200×W200, H135cm. Natural 904.079.5

### HJÄRTELIG platform £75

Stained, clear lacquered solid pine. Designer: Maja Ganszyniec. L100×W100, H28cm. Pine 804.008.29

### HJÄRTELIG throw £30

100% linen. Designer: Maja Ganszyniec. W120×L180cm. Natural 604.050.0





PH149899



**HJÄRTELIG**  
yoga bag  
**£10**

### **HJÄRTELIG yoga bag**

*"In the HJÄRTELIG yoga bag there is room for everything you need to bring to your yoga class. There is plenty of room for both exercise clothes and towels, and pockets to keep smaller accessories safe. I also created openings in the straps on the outside where you can slide in your yoga mat or an extra top. It is also made by cotton from more sustainable sources."*

- Maja Ganszyniec

### **HJÄRTELIG decoration box set of 2 £7**

Comprises: 2 boxes (H8.5cm), 1 lid (Ø8cm) and 1 trellis (H8cm). Stoneware and powder coated steel. Designer: Maja Ganszyniec. Black 304.116.65

**HJÄRTELIG quilt cover and pillowcase £40** 100% cotton. Designer: Maja Ganszyniec. Quilt cover W150×L200cm. Pillowcase L50×W60cm. Dark green 704.102.49

### **HJÄRTELIG glass cone with base £12**

The glass cone is mouth blown by a skilled craftsman. Glass, stoneware and cork. Designer: Maja Ganszyniec. Ø22, H30cm. Black 504.063.33

### **HJÄRTELIG yoga bag £10**

100% cotton. Designer: Maja Ganszyniec. W44×H41cm. Natural 104.049.58 Designer: Maja Ganszyniec. Black 304.116.65



## HJÄRTELIG yoga strap

*"Sometimes the body can feel a bit stiff, especially when doing new exercises. Not to worry, the HJÄRTELIG yoga strap can help you. It works as an extension of your arms and helps you to get into positions when you need to reach your feet and toes. I hope this simple strap will make your yoga feel healthy and supportive. Namaste."*

- Maja Ganszyniec

### HJÄRTELIG yoga rug £15

100% cotton. Designer: Maja Ganszyniec.  
L62×W183cm. Grey 604.160

### HJÄRTELIG yoga strap £3

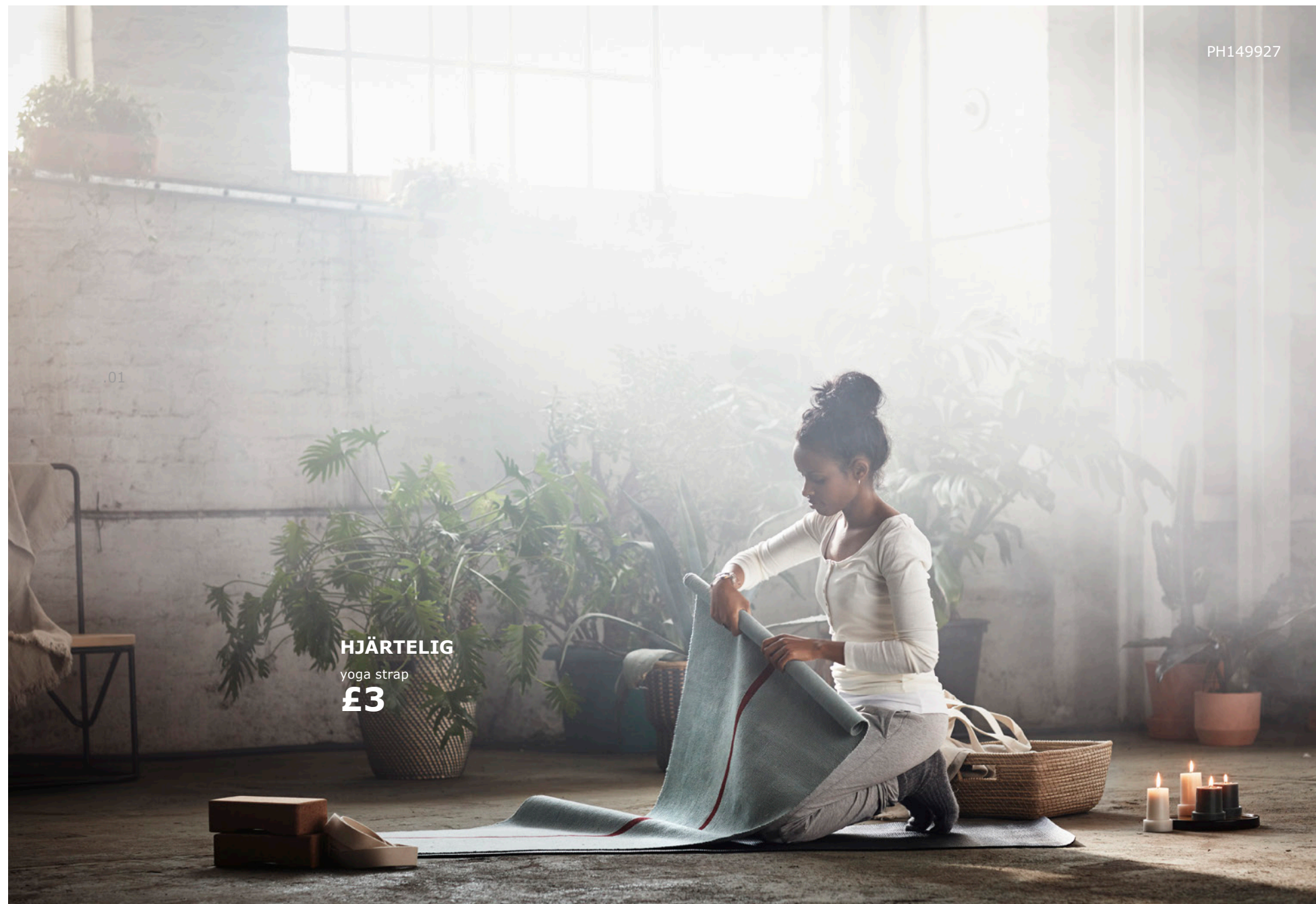
93.5% cotton, 6.5% polyester. Designer:  
Maja Ganszyniec. W4×L250cm. Natural  
304.049.62

### HJÄRTELIG unscented block candle £6

Comprises: 1 block candle (H7.5cm) and 1 block  
candle (H10cm). Paraffin/vegetable wax. Designer:  
Maja Ganszyniec. Grey-beige/grey-green 904.082.31

### HJÄRTELIG yoga block £13

Cork. Designer: Maja Ganszyniec. L23×W12, H7cm.  
203.940.82





## OVERVIEW: PRODUCTS



PE660568

### HJÄRTELG bedside table £39

Stained, clear lacquered solid pine and powder coated steel. Designer: Maja Ganszyniec. Ø45, H61cm. Pine/black 704.008.39



PE660573

### HJÄRTELG bench with clothes rack £79

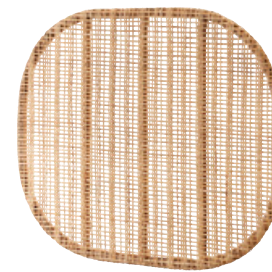
Stained, clear lacquered solid pine and powder coated steel. Designer: Maja Ganszyniec. W122×D45, H97cm. Pine/black 904.008.38



PE660580

### HJÄRTELG room divider £99

Tinted, clear lacquered solid pine. Designer: Andreas Fredriksson. W118×D40, H160cm. Pine 104.008.37



PE660791

### HJÄRTELG headboard, wall-mounted £60

Clear lacquered rattan. Designer: Maja Ganszyniec. W100×H80cm. Rattan 904.116.72



PE660543

### HJÄRTELG platform £75

Stained, clear lacquered solid pine. Designer: Maja Ganszyniec. L100×W100, H28cm. Pine 092.530.69



PE664912

### HJÄRTELG quilt cover and 2 pillowcases £60

100% cotton. Designer: Maja Ganszyniec. Quilt cover W240×L220cm. Pillowcases L50×W60cm. Dark blue 304.101.52



PE664919

### HJÄRTELG quilt cover and pillowcase £40

100% cotton. Designer: Maja Ganszyniec. Quilt cover W150×L200cm. Pillowcase L50×W60cm. Dark green 004.102.57



PE664913

### HJÄRTELG quilt cover and 2 pillowcases £60

100% cotton. Designer: Maja Ganszyniec. Quilt cover W240×L220cm. Pillowcases L50×W60cm. Dark green 904.101.54



PE662565

### HJÄRTELG back cushion £30

Cover: 80% cotton, 20% linen. Designer: Maja Ganszyniec. L70×W38cm. 17cm thick. Natural colour 504.111.84



PE662567

### HJÄRTELG loor cushion £95

Cover: 80% cotton, 20% linen. Designer: Maja Ganszyniec. L100×W100cm. 18cm thick. Natural colour 204.111.85



PE660835

### HJÄRTELG cushion cover £12/2 pack

100% linen. Designer: Maja Ganszyniec. L50×W50cm. Golden-brown/light brown-pink 504.111.60



PE660833

### HJÄRTELG cushion cover £12/2 pack

100% linen. Designer: Maja Ganszyniec. L50×W50cm. Blue/green 904.111.58



PE660830

### HJÄRTELG throw £25

100% linen. Designer: Maja Ganszyniec. W120×L180cm. Natural 604.050.07



PE662577

### HJÄRTELG bed canopy £TBC

To be completed with EKORRE hooks. Canopy fabric: 58% linen, 42% cotton. Frame: Powder coated steel. Designer: Maja Ganszyniec. L200×W200, H135cm. Natural 904.079.53



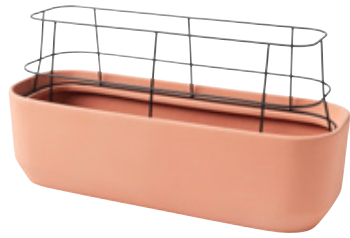
PE660954

### HJÄRTELG hanger £4/3 pack

Handmade by skilled craftspeople, which makes every product unique. Clear lacquered rattan. Designer: Andreas Fredriksson. W43cm. 904.024.27



**OVERVIEW: COLLECTION STILLS**



PE660920  
**HJÄRTELIG plant pot with trellis £16**  
 Red clay and powder coated steel. Designer: Maja Ganszyniec. Fits flowerpots up to 12 cm in diameter. L46xW16, H23cm. Terracotta 204.116.61



PE660918  
**HJÄRTELIG plant pot with trellis £10**  
 Red clay and powder coated steel. Designer: Maja Ganszyniec. Fits flowerpots up to 17cm in diameter. Ø22, H29cm. Terracotta 804.116.58



PE661949  
**HJÄRTELIG unscented block candle, set of 2 £6**  
 Comprises: 1 block candle (H7.5cm) and 1 block candle (H10cm). Paraffin/vegetable wax. Designer: Maja Ganszyniec. Grey-beige/grey-green 904.082.31



PE660815  
**HJÄRTELIG vase £12**  
 The glass vase is mouth blown by a skilled craftsperson. Glass and copper-plated steel. Designer: Maja Ganszyniec. Ø20, H29cm. 204.063.39



PE660825  
**HJÄRTELIG scented candle in glass £7.50/2 pack**  
 Glass and scented paraffin/vegetable wax. Designer: Maja Ganszyniec. Ø10, H7cm. Herbs 304.082.29



PE660947  
**HJÄRTELIG carafe with glass £8**  
 Comprises: 1 carafe (1l) and 1 glass (14cl). Each carafe is mouth blown by a skilled craftsman. Glass. Designer: Maja Ganszyniec. 704.104.85



PE670372  
**HJÄRTELIG yoga rug £15**  
 100% cotton. Designer: Maja Ganszyniec. L62xW183cm. Grey 604.160.01



PE660614  
**HJÄRTELIG yoga strap £3**  
 93.5% cotton, 6.5% polyester. Designer: Maja Ganszyniec. W4xL250cm. Natural 304.049.62



PE660615  
**HJÄRTELIG yoga block £13/2 pack**  
 Cork. Designer: Maja Ganszyniec. L23xW12, H7cm. 203.940.82



PE660616  
**HJÄRTELIG yoga bag £10**  
 100% cotton. Designer: Maja Ganszyniec. W44xH41cm. Natural 104.049.58



PE660586  
**HJÄRTELIG basket £19**  
 Each basket is woven by hand and is therefore unique. Clear lacquered seagrass. Designer: Maja Ganszyniec. W38xD38, H18cm. 804.024.18



PE660613  
**HJÄRTELIG basket with lid £29**  
 Each basket is woven by hand and is therefore unique. Clear lacquered seagrass. Designer: Maja Ganszyniec. Ø50, H17cm. 704.024.14



PE660813  
**HJÄRTELIG decoration box, set of 2 £7**  
 Comprises: 2 boxes (H8.5cm), 1 lid (Ø8cm) and 1 trellis (H8cm). Stoneware and powder coated steel. Designer: Maja Ganszyniec. Black 304.116.65



PE660622  
**HJÄRTELIG glass cone with base £12**  
 The glass cone is mouth blown by a skilled craftsperson. Glass, stoneware and cork. Designer: Maja Ganszyniec. Ø22, H30cm. Black 504.063.33



PE660821  
**HJÄRTELIG jewellery bowl £3**  
 Glass. Designer: Maja Ganszyniec. Ø7, H5cm. 904.063.50



PE660817  
**HJÄRTELIG jewellery cone, set of 3 £7**  
 Comprises: 1 cone (Ø3,5, H7cm), 1 cone (Ø7, H10cm) and 1 cone (Ø11, H5cm). Glass. Designer: Maja Ganszyniec. Yellow-brown 204.063.44



PE660819  
**HJÄRTELIG jewellery dish £12**  
 Glass. Designer: Maja Ganszyniec. Ø23, H2.5cm. Yellow-brown 304.063.48



