

Ikea launches its Africa-design collection Överallt

Swedish furniture and home accessories creator Ikea officially launched its Överallt limited edition collection at day one of the 2019 Design Indaba in Cape Town.







The collection is centred on African design.

Ikea approached Design Indaba to learn more about the creative doers in several cities across Africa. After which, Design Indaba chose 10 designers, who were then teamed up with five Ikea designers to create the range.

Major pacemakers in African design such as Issa Diabaté, Selly Raby Kane, Naeem Biviji and Bethan Rayner, Bibi Seck, Mariam Hazem and Hend Riad, Renee Rossouw, Sindiso Khumalo and Laduma Ngxokolo were chosen to represent this growing industry.

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