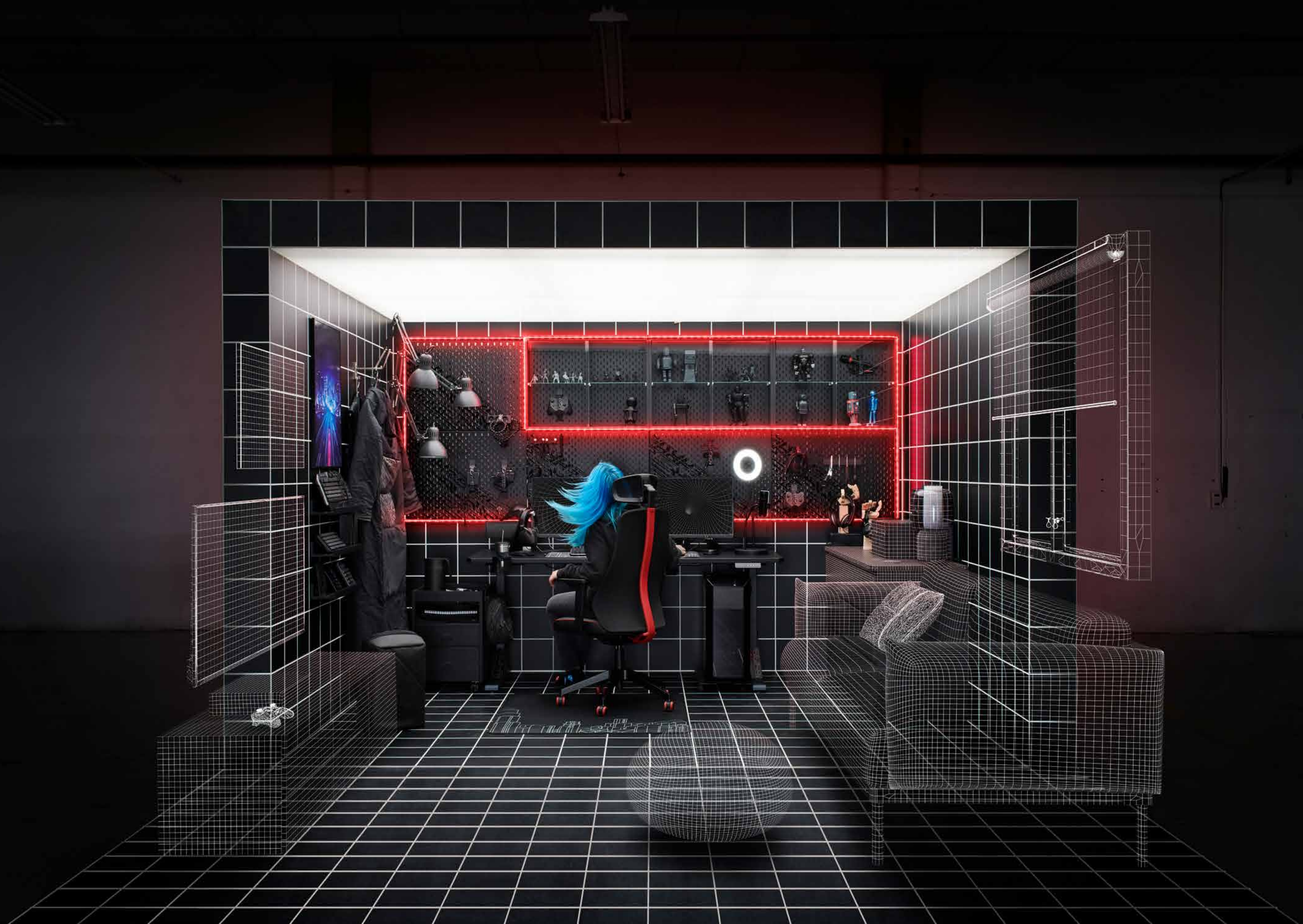


IKEA Gaming

Launching October 2021
In collaboration with Republic of Gamers



**Game.
On.**





Furniture that puts gaming first

Welcome to experience a gaming range made up by sharp-looking ergonomic furniture and fun, functional accessories, designed to make your gaming experience better – and to make gaming blend into the home in new ways.

Created by IKEA in collaboration with Republic of Gamers, ROG, this range will make it easier for you to create your dream setup and help you stay on top.



New

UPPSPEL
glass-door cabinet

2,490 THB

304.998.42

**New****MATCHSPEL**
gaming chair**4,990 THB**

504.969.46

“Gamers sit for hours, longer than most office workers. We want our products to offer better ergonomics and functions so that gamers can become even better at what they do without wearing out their bodies – become better athletes, basically.”

—Jon Karlsson

Designer IKEA

MATCHSPEL gaming chair is designed for great comfort – and to increase your gaming performance. There’s added flexibility in the headrest, and the armrests are adjustable to relieve strain on your arms and shoulders. Also, the chair is generous in size, it has built-in lumbar support and a mesh back that ensures a good airflow.

Developed in collaboration with pro-gamers

At IKEA, we know lots about clever home furnishing solutions, but we're novices at gaming. So, how did we go about developing a high-performing gaming range?

We turned to the professionals, of course. Together with gaming brand ROG, Republic of Gamers, we've created products and solutions neither of us would be able to come up with on our own.

ROG, Republic of Gamers, in short

A brand used by Asus since 2006, encompassing a range of computer hardware, personal computers, peripherals, and accessories oriented primarily towards PC gaming. Continuously ranked No.1 gaming brand from prestigious international media and fans. Has a big global follower base, and are involved in global gaming events and tournaments. They also have an e-sports club in China with 5 divisions in various leagues – Rogue Warriors.

PH180845.jpg

The IKEA gaming range includes six product families – **UPPSPEL**, **HUVUDSPELARE**, **UTESPELARE**, **MATCHSPEL**, **GRUPPSPEL** and **LÅNESPELARE**. The first, **UPPSPEL**, is designed in collaboration with ROG, the others are inspired by all we've learnt from the partnership.



New

LÅNESPELARE
accessories stand

790 THB

005.040.67



**“With the IKEA UPPSPEL designs,
we want to tighten the relationship
between gamers, gaming gear and
gaming space.”**

—Johnny Chan
Designer Asus Republic of Gamers

New
LÅNESPELARE
ring light with phone holder
990 THB
405.143.52

Improve your
next stream with
LÅNESPELARE
ring light with
phone holder.

New
LÅNESPELARE
mouse bungee
399 THB
405.078.27

Get ahead with the right accessories,
like **LÅNESPELARE** mouse bungee.

Tailor-made for you

The world's more than 2.5 billion gamers don't have identical taste and needs, it goes without saying. Whether you're a pro or an every-once-in-a-while gamer (or anything inbetween), we want to help you realise your dream setup.

With the new IKEA gaming range it's easy to create complete, personalised solutions – whatever you need to perform and whatever you think looks fabulous.

PH180805.jpg



New

LÅNESPELARE
neck pillow

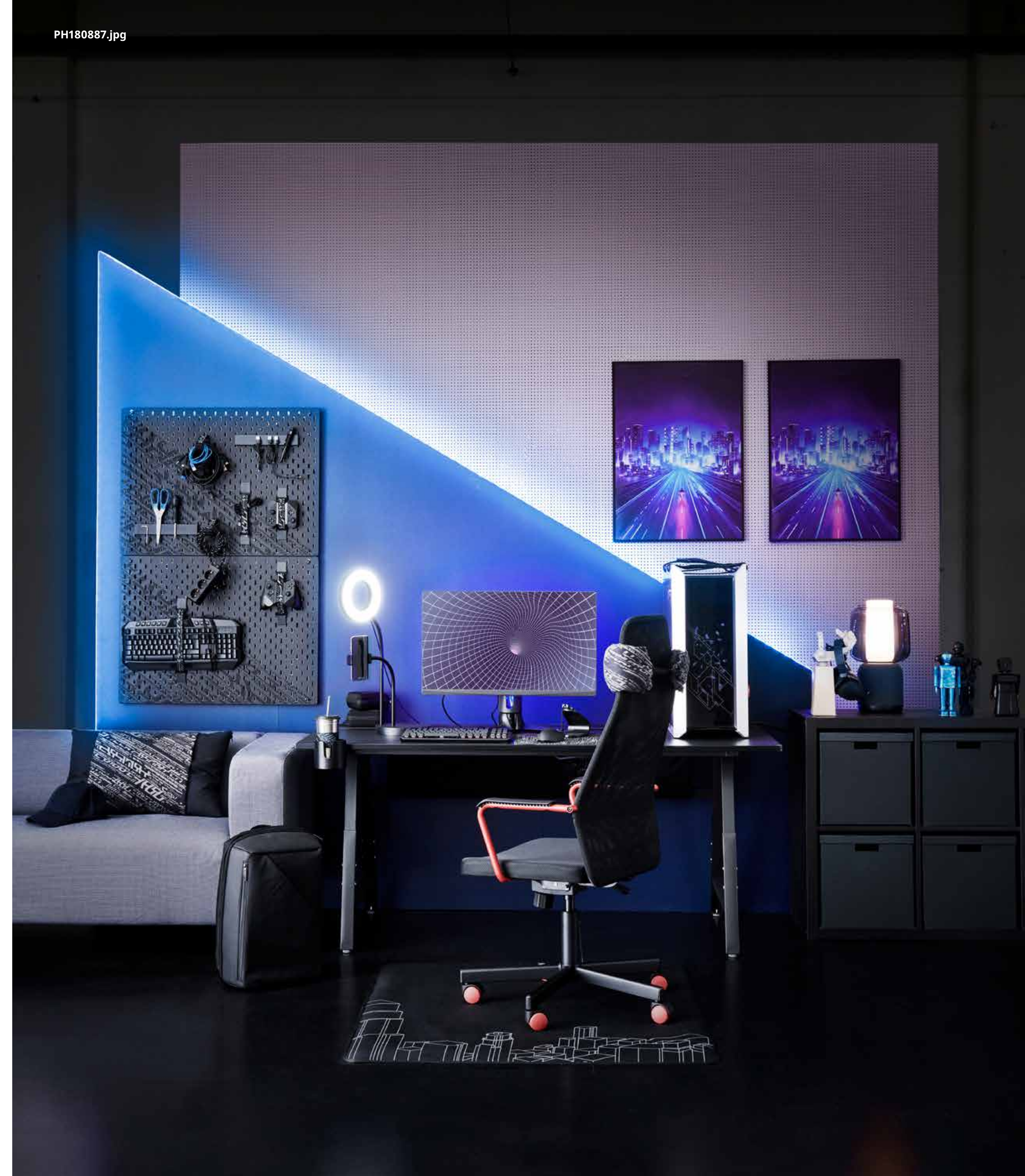
229 THB

805.040.68

“One of our starting points has been to ensure a simple, graphic design that will last. If the expression gets too much, we tend to outgrow it. You should be able to sit here and work during the day and then transform it into your battle station at night. It should stand the test of time.”

—Jon Karlsson
Designer IKEA

We believe it should be easy for everyone to create the right gaming setup and just as easy to go from game on to game off and back again. Lighting and clever organisation don't only keep you focused, they help to create a versatile solution that works whether it's game time or time for work.



New

UPPSPEL
table top**2,900 THB**L140×W80cm.
405.040.70

The best of two worlds

© Inter IKEA Systems B.V. 2021

IKEA and ROG partnering up is the meeting of two worlds and two different design languages. Right from the start, the aim has been to bring out the best in both – and to develop products that neither of us would be able to come up with on our own.

The UPPSPEL height adjustable gaming desk is a great illustration. Here, features such as the V-shape and the cyberpattern that are typical of ROG design language meet great ergonomics and clever functions deriving from the IKEA home furnishing knowledge.

The desk is every gamer's battlestation, so why not make sure it suits all your needs?

UPPSPEL gaming desk is versatile not only because you can adjust the height. You can use either side as the front using the V-cut for easy cable management or for a more immersive layout. Also, the desk comes in two sizes – if you go for the large one, you have room for all your gear on top.

You know the game. We help out with the rest.

Being all about the home, we believe that it should be possible for everyone, regardless of where and how you live, to create a great-looking and functional gaming space.

So. Small space? We've got gaming solutions that will fit anywhere and that doesn't make a huge hole in your savings. Sharing space? Try a gaming setup that blends into the home and that doubles as an office space. That way, even an unenlightened flatmate can enjoy it.

Create a better experience for you and your followers with a setup that's uniquely you. Our ergonomically designed furniture, solutions for lighting and sound, and fun add-ons won't just max your gaming performance – they will make you stand out on camera, too.

PH180882.jpg





New

UPPSPEL
4-piece pegboard
accessories set

299 THB

004.983.87

**“We know a lot about gamer
needs, pain points and
expectations, and we want to
design solutions for ultimate,
immersive gaming experiences.”**

—Johnny Chan

Designer Asus Republic of Gamers

New

LÅNESPELARE
multi-functional
cushion/blanket

690 THB

605.040.69

We call it **LÅNESPELARE** cushion/blanket, but really it's a cushion, blanket, and onesie – all in one. Use it when you're on the go, or have it close at hand for when you need a bit of extra support, or warmth, during a game.

“We believe there’s a lot to be done to democratise the gaming experience. Now we take the first step on our gaming journey, and we do it by presenting affordable, high-performing gaming products and complete solutions that we hope reflect people’s personality and taste”.

—Ewa Rychert

Global Business Leader
of Workspace IKEA

Sometimes it’s the smallest things that make the biggest difference. Like **LÅNESPELARE** mug and mug holder that make sure your drink stays where it should be, and that look just right thanks to the cyberpattern designed in collaboration with ROG.

New

LÅNESPELARE
mug with lid and straw

299 THB

205.040.66



Products



PE816538.jpg

New UTESPELARE gaming desk 3,990 THB
High-pressure melamine laminate and powder coated steel. Designer: Jon Karlsson. W160×D80, H68–78cm. Black 405.003.50



PE822969.jpg

New UTESPELARE gaming desk 3,990 THB
High-pressure melamine laminate and powder coated steel. Designer: Jon Karlsson. W160×D80, H68–78cm. Light grey 505.040.60



PE807697.jpg

New HUVUDSPELARE gaming chair 1,990 THB
100% polyester and powder coated steel. Designer: Jon Karlsson. Seat W46×D42, H43–53cm. Black 505.226.67



PE816716.jpg

New MATCHSPEL gaming chair 4,990 THB
52% polyester, 30% polyurethane, 18% cotton and powder coated steel. Designer: Jon Karlsson. Seat W54×D48, H47–59cm. Bomstad black 504.969.46



PE816717.jpg

New MATCHSPEL gaming chair 4,990 THB
52% polyester, 30% polyurethane, 18% cotton and powder coated steel. Designer: Jon Karlsson. Seat W54×D48, H47–59cm. Bomstad white 705.001.60



PE816424.jpg

New UTESPELARE gaming chair 3,990 THB
52% polyester, 30% polyurethane, 18% cotton and powder coated steel. Designer: Jon Karlsson. Seat W42×D43, H39–50cm. Bomstad black 905.001.59



PE816715.jpg

New UTESPELARE gaming chair 3,990 THB
52% polyester, 30% polyurethane, 18% cotton and powder coated steel. Designer: Jon Karlsson. Seat W42×D43, H39–50cm. Bomstad grey 905.076.22



PE812565.jpg

New LÅNESPELARE accessories stand 790 THB
Solid beech. Designer: Jon Karlsson. H34cm. 005.040.67



PE814322.jpg

New LÅNESPELARE mouse bungee 399 THB
Wood veneer, plastic and stainless steel. Designer: Jon Karlsson. L11×W9, H13cm. Black 405.078.27



PE814311.jpg

New LÅNESPELARE mug holder 299 THB
Wood veneer and clear lacquered aluminium. Designer: Jon Karlsson. Ø11, H9cm. Black 405.040.65
Mug is sold separately.



PE811258.jpg

New LÅNESPELARE mug with lid and straw 299 THB
Stainless steel and polypropylene plastic. Designer: Jon Karlsson. Ø9, H17cm. 500ml. 205.040.66



PE816417.jpg

New LÅNESPELARE multi-functional cushion/blanket 690 THB
Outer fabric 100% cotton. Filling: 100% polyester. Designer: Jon Karlsson. Cushion L40×W60cm. Blanket L150×W150cm. 605.040.69



PE816456.jpg

New LÅNESPELARE neck pillow 229 THB
Cushion cover: 100% cotton. Filling: 100% polyester - hollow fibre. Designer: Jon Karlsson. L76cm. 805.040.68

Products



PE811366.jpg

New UPPSPEL cpu stand with castors 499 THB
Powder coated steel.
Designer: Jon Karlsson.
W250×340mm. Dark grey
105.040.62



PE822999.jpg

New UPPSPEL drawer unit on castors 3,290 THB
Fibreboard, particleboard and powder coated steel.
Designer: Jon Karlsson.
W40×D50, H58cm. Black
704.998.40



PE816536.jpg

New UPPSPEL glass-door cabinet 2,490 THB Painted fibreboard, powder coated steel and tempered glass.
Designer: Jon Karlsson.
W76×D20, H56cm. Dark grey
304.998.42



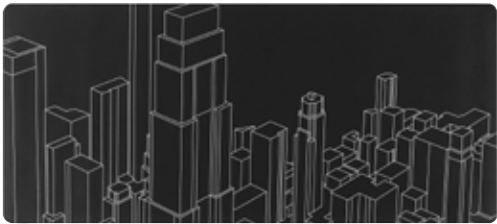
PE811367.jpg

New LÅNESPELARE ring light with phone holder 990 THB Built-in LED light source. Dimmable. Plastic and powder coated steel.
Designer: Jon Karlsson.
H60cm. 405.143.52



PE828390.jpg

New LÅNESPELARE floor protector 990 THB
Top fabric: 100% polyester.
Backing: 100% synthetic rubber. L110×W100cm.
005.157.68



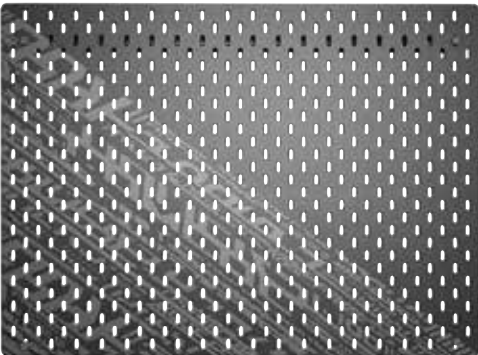
PE828400.jpg

New LÅNESPELARE gaming mouse pad 499 THB
Top fabric: 100% polyester.
Backing: Natural rubber. L90×W40cm. Patterned
205.157.67



PE816457.jpg

New UPPSPEL 4-piece pegboard accessories set 299 THB Comprises: 1 hook, 1 magnetic strip and 2 elastic straps. 68% polyester/32% elastane, powder coated steel and PET plastic.
004.983.87



PE816518.jpg

New UPPSPEL pegboard 790 THB Painted fibreboard.
Designer: Jon Karlsson.
W76×H56cm. Black
504.998.41



PE816551.jpg

New UPPSPEL poster 159 THB Paper. W70×H50cm. Neoriental
105.001.63



PE840447.jpg

New UPPSPEL gaming desk 19,990 THB Fibreboard and powder coated steel.
Designer: Jon Karlsson.
L140×W80, H72–120cm. Black
194.301.61



PE840453.jpg

New UPPSPEL gaming desk 20,990 THB Fibreboard and powder coated steel.
Designer: Jon Karlsson.
L180×W80, H72–120cm. Black
394.301.98



PE816438.jpg

New UPPSPEL underframe sit/stand for table top, electric 17,090 THB
Powder coated steel.
Designer: Jon Karlsson.
L140/180×W80, H72–120cm. Black
805.114.17



PE816444.jpg

New UPPSPEL table top 2,900 THB Fibreboard.
Designer: Jon Karlsson.
L140×W80cm. Black
405.040.70



PE816441.jpg

New UPPSPEL table top 3,900 THB Fibreboard.
Designer: Jon Karlsson.
L180×W80cm. Black
305.040.61

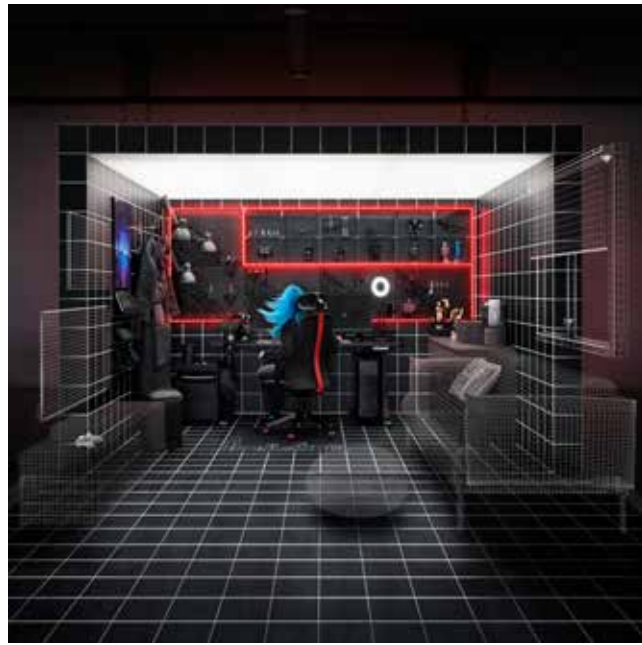
Image overview



PH180876.jpg



PH181098.jpg



PH181008.jpg



PH181009.jpg



PH180806.jpg



PH180804.jpg



PH180807.jpg



PH180805.jpg



PH180814.jpg



PH180817.jpg



PH180815.jpg



PH180818.jpg



PH180816.jpg



PH180844.jpg



PH180840.jpg



PH180843.jpg



PH180842.jpg



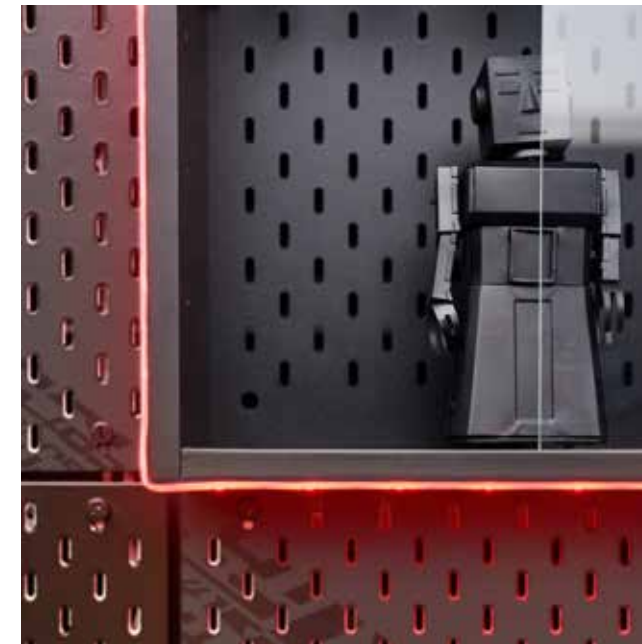
PH180846.jpg



PH180841.jpg



PH180845.jpg



PH180877.jpg



PH180879.jpg

Image overview



PH180878.jpg



PH180880.jpg



PH180881.jpg



PH180882.jpg



PH180883.jpg



PH180884.jpg



PH180885.jpg

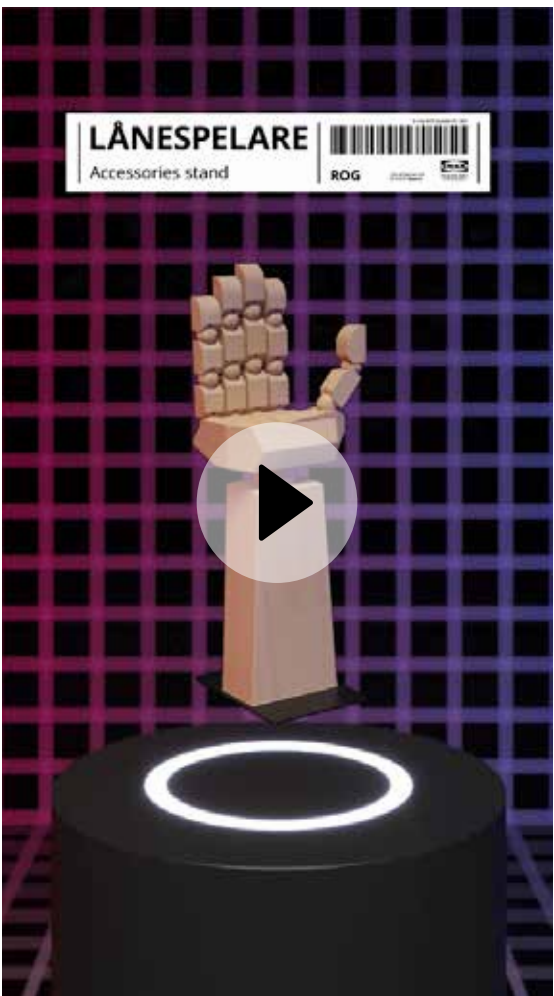


PH180886.jpg



PH180887.jpg

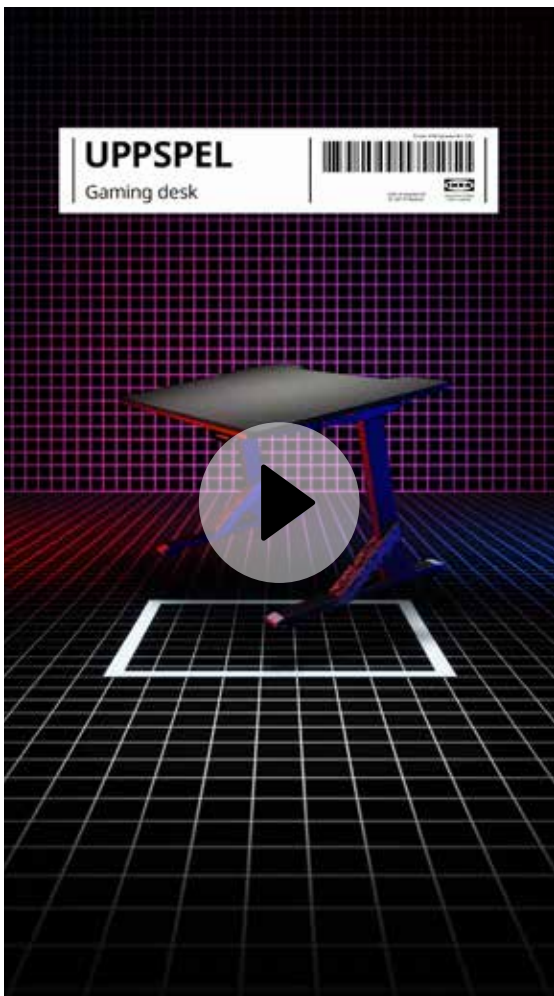
Video overview



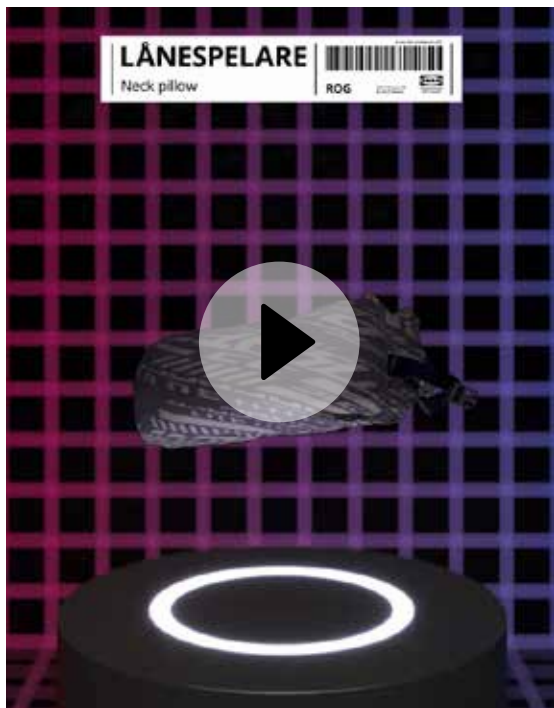
accessories_9x16_15sec



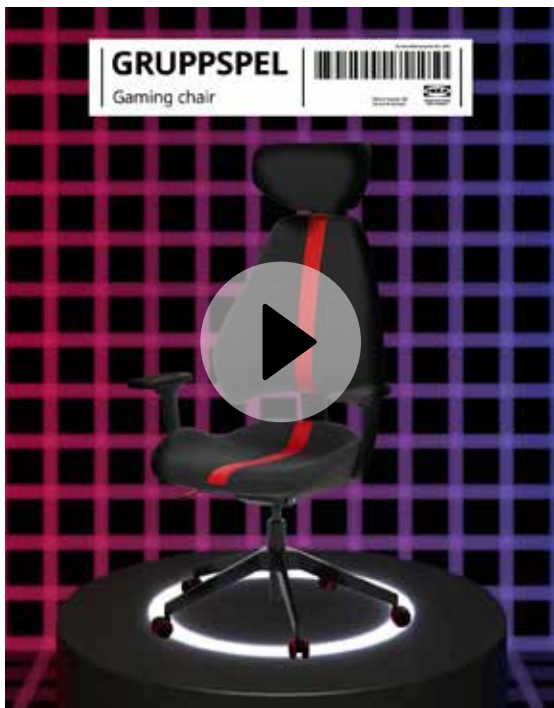
chairs_9x16_15sec



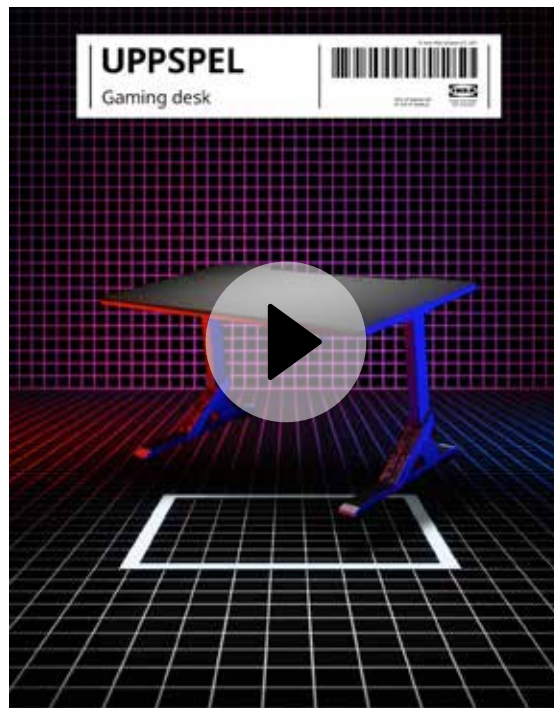
desks_9x16_15sec



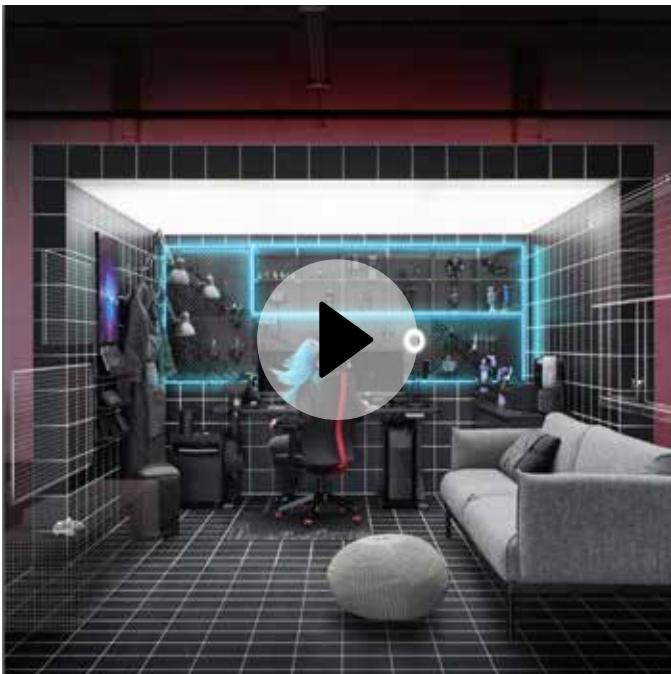
accessories_3x4_15sec



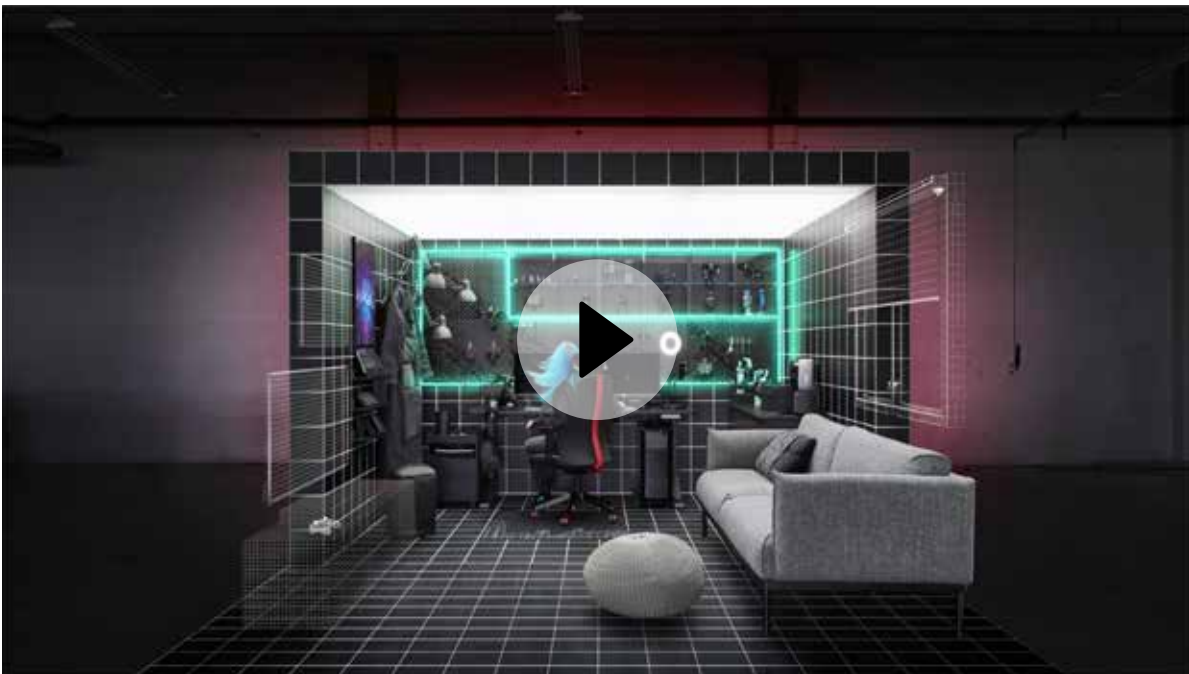
chairs_3x4_15sec



desks_3x4_15sec



mainsolution_1x1_15sec



mainsolution_16x9_15sec

Contact details

IKEA Thailand
Kamonporn Abhinoraseth
kamonporn.sr@ikano.asia
Phone: +662 708 7977

ABM
Jaruan Vorarakthananun
Email: jaruan.v@abm.co.th
Phone: +662 - 252 9871

