

INTRODUCING **FULLVIKTIG**: A NEW HANDCRAFTED COLLECTION BY IKEA AND SOCIAL ENTREPRENEURS IN THAILAND





## HANDMADE FOR A SOCIAL CHANGE

In the mountains of northern Thailand, the social enterprise Doi Tung Development Project is working to provide livelihoods for thousands of rural artisans and to protect the local environment.

The FULLVIKTIG collection was co-created by IKEA and artisans at the Doi Tung Development Project using traditional handicraft techniques and local raw materials. The collection includes hand woven textiles, hand-formed and finished pottery and handmade paper products.

For nine years, IKEA and Doi Tung have worked together co-creating handmade products. FULLVIKTIG is our fifth collection and is available at IKEA stores in Switzerland, Austria, Sweden, Singapore and Malaysia starting on October 2016.



# LATEST NEWS FROM OUR PARTNER DOI TUNG

The Doi Tung Development project is the flagship project of the Mae Fah Luang Foundation (MFLF). In addition to Doi Tung, the MFLF has 3 other Sustainable Alternative Livelihood Development projects in Thailand and 2 in Myanmar.

According to the MFLF, their work covers a total of 166 villages with 12,848 households and 63,167 people. Doi Tung alone works with 29 villages, 1827 households and 10,759 people.

In 2015, macadamia nuts grown by Doi Tung were chosen as a gift for leaders of member countries at the 70th session of the United Nations.





## FULLVIKTIG: INSPIRED BY SIMPLE EVERYDAY LUXURIES

Inspiration for the FULLVIKTIG collection comes from the simple everyday luxury of drinking tea, a ritual shared by people in different cultures around the world. The collection includes hand formed ceramic teapots, teacups, jars, bowls, plates and spoons in a warm natural palette of grey and coral. Also included in the collection are hand woven cushion covers and tea towels and boxes, notebooks, napkins and posters in handmade paper. Local artisans using traditional handicraft techniques from the region make all products in the collection by hand.

***"I think that small moments at home, like enjoying a cup of tea, are the best times of the day."***

Karin Gustavsson, Creative Leader, IKEA of Sweden





***"The skill that local people bring to this collection is the hand forming technique ... By using the hand forming technique, we can see textures and an uneven edge."***

**“Jim” Jakrayu Kongrai, Ceramic Designer, Doi Tung Development Project**

A person wearing a grey t-shirt and a white face mask is shown from the side, using a wooden-handled brush with light-colored bristles to smooth a large sheet of vibrant green handmade paper. The paper is laid out on a dark, textured surface, possibly a workbench. The lighting is soft, highlighting the texture of the paper and the person's focused action.

FULLVIKTIG MATERIALS:

# HANDMADE PAPER

*The ancient art of papermaking has existed in the Chiang Rai region for several hundred – some say over a thousand – years. As industrial papermaking increased during the 20th century, the craft tradition of papermaking began to disappear. In 1995 the Doi Tung Development Project re-introduced the craft as a way to provide new livelihood opportunities for the local people. Today papermaking at Doi Tung employs 42 artisans who have created the paper products in the FULLVIKTIG collection.*

Bark from the indigenous mulberry tree is collected by villagers in the region and sold to Doi Tung. The mulberry tree is abundant in the area with the number of trees increasing over the years after the reforestation efforts of the Doi Tung Development Project.

Harvesting does not harm the trees, as the trunk isn't cut. Only the stems and branches are used. A tree is productive for up to 20 years before replanting is needed.



The bark is soaked for up to 8 hours to remove impurities, then boiled to soften the fibres.

The fibres are ground into a pulp, which is passed through a screen and left to dry.



Watch a video of the handmade paper process at Doi Tung here:

<https://goo.gl/pK5fVJ>



***"I think the delicate handmade paper from Doi Tung is poetic. For the FULLVIKITIG collection we were inspired to create small notebooks for recipes and boxes and paper for decorating or for wrapping extra special gifts."***

Karin Gustavsson, Creative Leader, IKEA of Sweden



A close-up photograph of a person's hands working on a hand-formed ceramic pot. The pot is light-colored with horizontal ridges. The person is using a small tool to refine the rim. In the background, another person is working on a similar pot. The setting appears to be a workshop or studio with various tools and materials visible.

FULLVIKTIG MATERIALS:

# HAND-FORMED CERAMICS

*The Doi Tung Development Project introduced ceramic handicraft to the region during reforestation of the area. The local red clay was originally mixed with vetiver grass – a hardy species used to stabilise eroded soil – to create plant pots for the project’s nursery. The recipe for the clay has since been refined to withstand high firing temperatures allowing skilled artisans of Doi Tung to create beautiful high-quality designs like those found in the FULLVIKTIG collection.*



Because each piece is hand formed and finished, slight irregularities along the edge of the plates and bowls are part of the design.





FULLVIKTIG MATERIALS:  
**TRADITIONAL  
HAND-WOVEN  
TEXTILES**

*The Hill Tribe people of northern Thailand have a long tradition of producing hand-woven textiles to create their richly patterned traditional clothing. The textiles in the FULLVIKTIG collection are created using many of the same techniques.*





***"Natural, honest and casual. The colour tones of FULLVIKTIG are contemporary, but with a traditional handmade quality."***

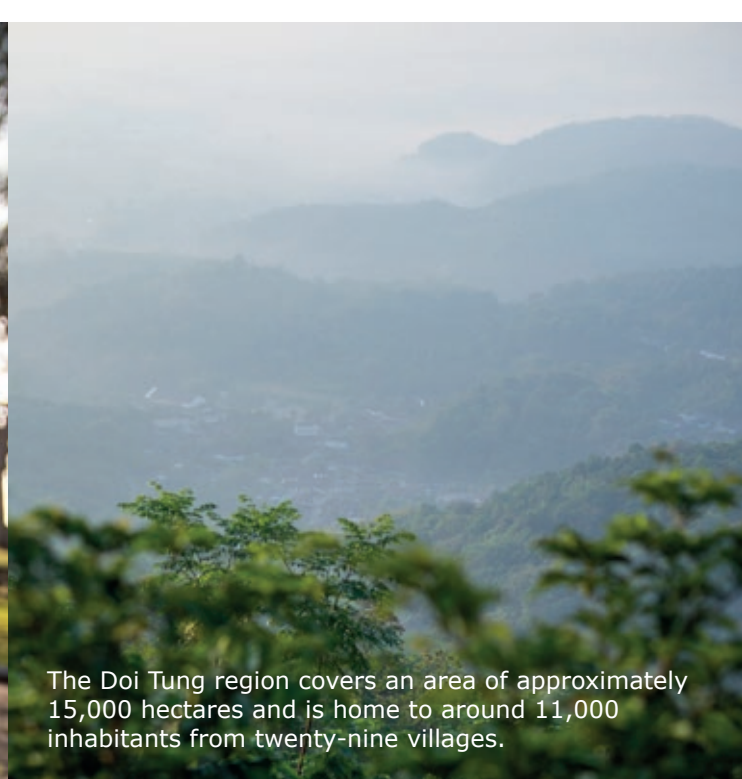
Karin Gustavsson, Creative Leader, IKEA of Sweden



# NEW LIFE IN NORTHERN THAILAND

The Doi Tung region covers an area of approximately 15,000 hectares and is home to around 11,000 inhabitants from twenty-nine villages. Doi Tung employs 293 people in their handicrafts business, 241 of which work with IKEA productions.

In addition to handicraft production, Doi Tung also grows crops such as coffee and macadamia nuts. The shells of the macadamia nuts are even used as a biofuel for the paper, ceramic and textiles productions, which reduces costs and waste to landfills.



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# REFORESTATION: A DRAMATIC CHANGE IN 26 YEARS

The Chiang Rai region of northern Thailand was part of the notorious Golden Triangle area where slash and burn cultivation was used for basic subsistence and to produce opium for the illegal drug trade.

Doi Tung Development Project was initiated in 1988 with a mission to enable the local people to become responsible for the environment and to be economically and sustainably self-sufficient. The IKEA partnerships with Doi Tung began in 2007.

To tackle the problems of poverty and the lack of legitimate livelihood opportunities, the Doi Tung Development Project began a programme of reforestation. Over 60% of the area was barren when reforestation began. Teak was planted in the lowlands and pine was planted in higher elevations. Over time Doi Tung shifted from mono-crops to a scheme of "forest replacement", an effort to replant the forest based on the species of plants and animals that existed there 50 years ago. Today the entire Doi Tung area has been reforested.

The Doi Tung Development Project has successfully transformed the region and has given the people new and positive livelihood options.

Watch the video about Doi Tung:  
<https://goo.gl/29ziDR>



*"I believe the amount of rainfall collected over the years has changed drastically. Rainwater is the source of household water usage and irrigation. An increase in rainfall benefits people within the project area and those who live in the low land significantly. The climate is also much cooler as compared to other areas of the same elevation."* Mr. Thavorn Samart, Chief of Kiln Department

*"The Doi Tung Development Project has made our life much better. Before the project started, we had a difficult life; the roads were in a bad condition, we didn't have nationality so we couldn't work, couldn't go anywhere. Some people even traded their daughter for money."*

**Come Takcomesing**  
Artisan, Doi Tung Development Project



Watch the video: [Link will be provided later](#)

*"We believe that if the forest provides benefits to the community, the community will protect it"*

**Khunying Puangroi Diskul na Ayudhaya**  
CEO, Mae Fah Luang Foundation



Watch the video: [Link will be provided later](#)





# SUPPORTING PEOPLE AND COMMUNITIES

Forming long-term partnerships with social entrepreneurs is one of many ways we are working to tackle the social and environmental challenges facing people and communities where we work.

IKEA currently has partnerships with social entrepreneurs in Thailand, India, Sweden, Denmark, Indonesia and the USA. Read more about how we are supporting people and communities online at

[www.IKEA.xx/peopleandcommunities](http://www.IKEA.xx/peopleandcommunities)

All profits from the sale of IKEA + social entrepreneurs co-created collections go towards supporting IKEA long-term partnerships with social entrepreneurs around the world.



***"There is not better route out of poverty than the opportunity for people to have a decent job. At IKEA, it's a privilege to be able to work with social entrepreneurs that are helping make society a little bit fairer."***

Steve Howard, Chief Sustainability Officer, IKEA.

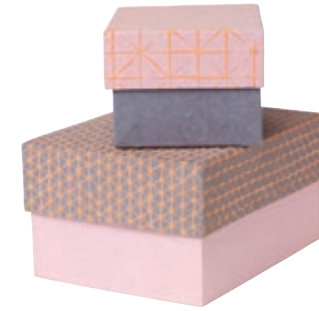
# THE PRODUCTS



00330331  
**FULLVIKTIG** jar/lid  
0.7 l, light grey



00331095  
**FULLVIKTIG** napkin  
45x45 cm, light orange 2-p



20330698  
**FULLVIKTIG** gift box  
set of 2, assorted colours



20330702  
**FULLVIKTIG** note-book  
18x26 cm, assorted colours



20331099  
**FULLVIKTIG** cushion cover  
40x65 cm, grey



30330693  
**FULLVIKTIG** teacup  
23 cl, assorted colours



30331094  
**FULLVIKTIG** tea towel  
50x65 cm, light orange 2-p



40331098  
**FULLVIKTIG** cushion cvr  
65x65 cm, grey



50331413  
**FULLVIKTIG** jar/lid  
0.3l, dark grey



60330328  
**FULLVIKTIG** plate  
21cm, assorted colours



60330696  
**FULLVIKTIG** teapot  
0.9l, dark grey



60331097  
**FULLVIKTIG** cushion cvr  
50x50 cm, assorted patterns



70330691  
**FULLVIKTIG** bowl  
15 cm, light grey



80330695  
**FULLVIKTIG** spoon  
20 cm, assorted colours 3-p



80331096  
**FULLVIKTIG** place mat  
45x35 cm, grey 2-p



90330690  
**FULLVIKTIG** bowl  
9 cm, assorted colours

