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This site is not affiliated with IKEA in any way. Part of what makes IKEA unique is their product names everywhere. This makes sense from an organizational sanity standpoint, but it deprives most of the world
of this particular joy. Until now!IKEA product names fall into a few main groups." Proper Swedish words. IKEA laughs at the 'rules' of human language! @ First names. Swedish, Danish, Norwegian or Finnish. Yes, there are patterns. Here
is a map of all 320 places *A few names that defy categorization.? Mystery names I haven't figured out... Currently 130 out of 1362 names. THIS SITE IS INCOMPLETE AND VERY MUCH UNDER CONSTRUCTION! Even the defined words can be incomplete (or wrong), since the words are deliberately ambigious, and several places have the same
name. Send feedback to ikea@lar5.com A ADMETE*name from Greek mythologyW AGAM"the Agama Agama lizardW AGEN*a city in France? AGNARYD*uninhabited place in Småland AKSDAL*town in west Norway W AKURUM*a kind of big bottle used by the Turkana people in east Africa AKUT"acute "emergency room ALG"alga (singular of
algae)W ALLAK*mountain in arctic Sweden ALLAMÅLA*place in Småland ALSVIK*place in Småland ALSVIK*place
ANDRUP*Danish village ANEBODA*part of Lammhult in Sweden ANNAMOA©Swedish girl name APELSKÄR*Swedish island on south east coast ARHOLMA*an island in the Stockholm archipelago ARILD*part of the city of Höganäs, Sweden ARRAK"Asian alcoholic beverage, used to make Swedish PunschW ARV"inheritance "heritage ARVINN©
Norwegian boy name ASKER*Norwegian city near Oslo ASPELUND*arctic Norwegian city ASPUDDEN*Stockholm neighborhood and subway station ASPVIK*'Aspen Bay'. In central Sweden ATNA*village in south east Norway W AUKRA*town in west Norway W B BAGIS"slang 1 Krona ($0.14)
 "slang the Stockholm suburb of BagarmossenW BALSER?No definition yet. Suggestions welcome at ikea@lar5.com BAND"ribbon "(recording) tape "(rock) band BEDDINGE*place in Denmark BENJAMIN©Swedish boy name BERGSBO?No definition yet. Suggestions welcome at ikea@lar5.com
BERNHARD©Swedish boy name BERTBY?No definition yet. Suggestions welcome at ikea@lar5.com BIGARRÅ"white-heart cherry BIGUM*Danish village, known for it's church BILLSTA?No definition yet. Suggestions welcome at ikea@lar5.com BISSA?No
definition yet. Suggestions welcome at ikea@lar5.com BJTIG*Strangely constructed word. Should mean 'bite-y', or condusive to biting. BJURSTA*part of Sollefteå in north Sweden W BJÖRKEFALL*Birch Fall'. Tiny place in south Sweden
BJÖRKUDDEN?No definition yet. Suggestions welcome at ikea@lar5.com BJÖRNHOLMEN*two lakes (Big Blanken and Small Blanken) in southeast Sweden. BLIXT"lightning "(camera) flash BLOMÖRT*Literally 'flower herb', but it looks
most like a misspelling of 'bolmört', which is the toxic plant 'stinking nightshade'W BLUNDA"to close one's eyes BOALT*small place in south Sweden BOLIDEN*gold mine in north Sweden W BOLLÖ*Ball Island'. In south Sweden. BOLMEN*lake in Småland W BONDIS"made up
-IS word 'Bonde' means 'farmer, so 'bondis' could mean 'farmer thingie' BONETT?No definition yet. Suggestions welcome at ikea@lar5.com BORRIS"made up -IS word 'Borr' means 'drill', so 'borris' could mean 'drill
thingie' BOÅS?No definition yet. Suggestions welcome at ikea@lar5.com BRALLIS"made up -IS word 'Bralla' is slang for 'pants', so 'Brallis' could mean 'pants thingie' "slang crotch BREDSKÄR*'Wide Island' in Finland BROMMÖ*an island in Sweden's largest
lake, Vänern BRUNKRISSLA" a flower apparently called 'Ploughman's-spikenard' in English BRÄDA" board "slang outcompete a rival BURS village on Gotland BURS village on Gotland BURS in English BRÄDA" board "slang outcompete a rival BURS village on Gotland BURS village on 
Småland BÅDALEN?No definition yet. Suggestions welcome at ikea@lar5.com BÅGVIK*Bend Bay'. Place in Småland BÅVEN*Swedish lake BÄRBY*village outside Uppsala, Sweden W BÖLSNÄS*tiny place in Småland C CECILIA®Swedish girl name CELEBER"famous/distinguished CYRIL®
Ancient Greek boy name D DACKE"The leader of the Dacke War rebellion of 1542-43W DALFRED?No definition yet. Suggestions welcome at ikea@lar5.com DEGERNES*village in south east Norway W DEKA"slang to deteriorate DELIKAT"delicious "delicate DETOLF?No definition"
yet. Suggestions welcome at ikea@lar5.com DILLING*a village in Østfold, Norway DOCKSTA*village in north Sweden W DOMSJÖ*town in north Sweden. Home of Peter Forsberg and other ice hockey stars. DRAGAN©Serbian/Croatian/Bosnian boy name DRAGON*Tarragon or dragon's-wortW DRAGÖR*Danish city W DRILL*mechanical practice
DRYCKJOM"older word for (mostly alcoholic) drinks DRÄLLA"slang 'muck around' or 'spill' DUDERÖ?No definition yet. Suggestions welcome at ikea@lar5.com DYNING"swell (long low wave) DÄNKA"to spray water on laundry E EDLAND*village in central Norway W EDSVIK*small fishing village on Swedens west coast EGBY*village on Öland in
Sweden EGEBY?No definition yet. Suggestions welcome at ikea@lar5.com EKBY*Oak Village in central Norway W EKARP?No definition yet. Suggestions welcome at ikea@lar5.com EKBY*Oak Ridge'. Part
of the city of Borås in west Sweden ELGÅ*village in east Norway ELISABET©Swedish girl name ELSFJORD*northern Nerwegian town W ELVERDAM*a camping site in Denmark EMSEN*a small village in central Norway ENJE?No definition yet.
Suggestions welcome at ikea@lar5.com ENSEN*lake in central Sweden ERSIUM*Erbium. The 68th element, discovered in Sweden ERSERUD?No definition yet. Suggestions welcome at ikea@lar5.com ERSLEV*village in Denmark EVABRITT®Swedish girl name F
FADO**a Portugese folk music genreW FAMNIG" famn' = embrace, so 'famnig' would mean 'embrace, y' if that concept made any sense. FANAHOLM**area outside Älmhult FANSTA**place in central Sweden FARUM**area outside FARUM**area outside FARUM**area outside FARUM**area outside FARUM**area outside FARUM**area ou
mind FEJKA"swenglish (to) fake FEJÖ*Danish island W FELICIA©Swedish girl name FEMMEN*lake in south Sweden FIALENA©Swedish girl name FIBBE?No definition yet. Suggestions welcome at ikea@lar5.com FIDJETUN?No definition yet. Suggestion yet. Suggest
"lane" "Swedish youghurt FILLSTA*place in north Sweden FINLIR" finesse play (sports) FINNVIK* Finn Bay'. In Norway FINTORP* a small place in arctic Norway W FJÄLLSTA*village in central Sweden FLAKSA* misspellling of
flaxa ('(to) flap'), or flaska ('bottle') ...? FLATEN\Swedish lake W FLOKATI"ancient macedonian wool rugW FLOKENES\place in Norway FLORÖ\Norways westernmost town W FLYGEL"grand piano "wing (of mansion) FLYN\atoma village in central Sweden
FLÅREN*lake in Småland FLÄNG"slang hurry/bustle "slang stupid FLÄRKE*3 different villages in Örnsköldsvik have this name FRYKEN*three lakes in west Norway FORSÅ?No definition yet. Suggestions welcome at ikea@lar5.com FRAKTA"to transport cargo FRANKLIN©English boy name FREDRIKA©Swedish girl name FRYKEN*three lakes in west norway FORSÅ?No definition yet.
Sweden (upper, middle and lower Fryken) FRÄJEN*lake in Småland FYLLEN*two lakes (North & South Fyllen) in Småland "(archaic) 'fill!' FÅBORG*ancient Danish city FÅVANG*town in central Norway W FÖRNUFT"reason (the capacity for rational thought) G GABBEH"a sort of Persian carpetW GATTEN*Danish village. Has a golf court.
GEDSER*the Danish city with the ferry to Germany W GIDEÅ*a village in north Sweden GRANEMO?No definition yet. Suggestions welcome at ikea@lar5.com GRANLIDEN?No definition yet. Suggestions welcome at ikea@lar5.com
GRANÂS?No definition yet. Suggestions welcome at ikea@lar5.com GRATINERA"(to) gratinateW GREVBÄCK*village in south Sweden GRIMSTAD*place in Norway
GROLAND?No definition yet. Suggestions welcome at ikea@lar5.com GRYBY*'Dawn Village in south Sweden GRÖNÖ*'Green Island'. A beach in Småland GULLIVER"Gulliver (the name) GULLUNGE?No
definition yet. Suggestions welcome at ikea@lar5.com GUNILLA©Swedish girl name GYLLEN?No definition yet. Suggestions welcome at ikea@lar5.com GÅSGRUND*'Goose Ground'. Tiny Finnish island GÖMMAREN*'The Hider'. A lake south of Stockolm W H HAGALUND*site of the landmark blue highrises near Stockholm W HAGAVIK*town in
west Norway HALLARYD*village in Småland HALSTED*Danish village with a golf court, a church and a monestaryv HAMNVIK*'Harbor Bay' in Norway HAROLA*town in west Finland HAVBRO*village in north Denmark HEAT"swenglish used in Swedish
only in the sports sense, as in 'heat 3 of the qualification round' HEDDA©short for Hedvig girl name HEIDAL*town in central Norway W HEIMDAL*town in north Denmark HELSINGÖR*Danish city. Hamlet's home town W
HEMNES*town in north Norway W HEMSJÖ*Home Lake', a church village in west Sweden HERAND*village in west Finland HENSVIK*subvillage in west Finland HENSVIK*s
Göteborg W HJÖRDIS©Swedish girl name HOO**this doesn't seem to mean anything. My guess is it's 'HOOD' with a D-octomy. HOSLE**neighborhood in the city of Bærum on south Norway HOVEN**town in Denmark W HOVET**a major ice hockey arena in Stockholm W HOVSKÄR?No definition yet. Suggestions welcome at ikea@lar5.com HOVÅS**a
part of Askim in Gothenburg, Sweden HULTET?No definition yet. Suggestions welcome at ikea@lar5.com HULTÖxIsland off the Småland coast HUSNES*Aluminium town in west Norway W HUSVIK*place in north Norway HUSÅ*'House Creek.
Swedish mountain village HUSÖN?No definition yet. Suggestions welcome at ikea@lar5.com HUTTEN"the shot (of alcohol) HYLLIS"made up -IS word 'Hylla' means 'shelf', so 'Hyllis' could mean 'shelf thingie' HYTTAN"an iron ore or glass furnace HÅBOL\small small village in west Sweden HÅVA"there seems to be no English word for using a landing net?
Anyway, the term is most used meaning 'raking in' HÄGG"the tree called 'bird cherry' or 'mayday tree' in English HÄSTVEDA*town in south Sweden W I IBESTAD*city in arctic Norway W IDEALISK"ideal (adjective)
IDELIG" (annoyingly) perpetual and repetitive IDGRUND? No definition yet. Suggestions welcome at ikea@lar5.com IKEA" the name comes from the initials of the founder, Ingvar Kamprad, his home farm Elmtaryd, and village and AgunnarydW ILSBO* village in north Sweden INDO? No definition yet. Suggestions welcome at ikea@lar5.com
INGO"nickname for 'Ingemar'. Mostly refers to boxing legend Ingemar JohanssonW INGOLF®Ancient Scandinavian boy name INNER"centre midfielder in footballW INSATS"contribution/stake IRJA®Russian/Finnish girl name ISTAD?No definition yet. Suggestions welcome at ikea@lar5.com IVETOFTA*parish in south Sweden J JABBA"(to) jab (boxing
term) JANSJÖxlake in north Sweden JAVNAKER?No definition yet. Suggestions welcome at ikea@lar5.com JERRIK®Ancient Scandinavian boy name JIGGA"to dance jig "to engage in jig fishingW JOKKMOKKxarctic Swedish town W JONDALxtown in west Norway W JONSBERGxparish in east Sweden JONSBO?No
definition yet. Suggestions welcome at ikea@lar5.com JUBILAR"person celebrating anniversary JYLLINGE*city in Denmark W JÄGRA?No definition yet. Suggestions welcome at ikea@lar5.com JÜBILAR"pier ®Swedish boy name KAJSASTINA®
Swedish girl name KAMRATER"friends "comrades KANIST?No definition yet. Suggestions welcome at ikea@lar5.com KARENS?No definition yet. Suggestions welcome at
W KARLSÖ*Charles Island'. In south Sweden. KATTRUP*danish village KATTUDDEN*Cape Cat'. place in west Sweden. KAUSTBY*town in Finland (the map shows the finnish name) KIBÄK*danish town W KILAN?No definition yet. Suggestions welcome at ikea@lar5.com KILBY*place in central Sweden KIRP*US professor and author David L. Kirp
is the ONLY remotely well known 'kirp' I can find...W KIVSTA*place in central Sweden KLAPPSTA?No definition yet. Suggestions welcome at ikea@lar5.com KLAVIATUR"(piano) keyboard KLAVSTA?No definition yet. Suggestions welcome at ikea@lar5.com KLAVIATUR"(piano) keyboard KLAVSTA?No definition yet. Suggestions welcome at ikea@lar5.com KLAVIATUR"(piano) keyboard KLAVSTA?No definition yet. Suggestions welcome at ikea@lar5.com KLAVIATUR"(piano) keyboard KLA
City in south Sweden. My mother is from Klippan. W KLOBO?No definition yet. Suggestions welcome at ikea@lar5.com KLUBBO*tiny place in north west Denmark KOLON*Colon (punctuation) KOPPANG*Norwegian city W KORPO*island town in Finland W
KORSFJORD?No definition yet. Suggestions welcome at ikea@lar5.com KRABB"choppy (sailor jargon) KRAMFORS*city in north Sweden W KRAMSNÖ"easily shapable snow (Swedes have as many words for snow as eskimos) KROBY?No definition yet. Suggestions welcome at ikea@lar5.com KRABB"choppy (sailor jargon) KRAMFORS*city in north Sweden W KRAMSNÖ"easily shapable snow (Swedes have as many words for snow as eskimos) KROBY?No definition yet. Suggestions welcome at ikea@lar5.com KRABB"choppy (sailor jargon) KRAMFORS*city in north Sweden W KRAMSNÖ"easily shapable snow (Swedes have as many words for snow as eskimos) KROBY?No definition yet.
KVISSEL*town in north Denmark KÅRABODA*place in south Sweden KÖGE*Danish port city W L LACK"varnish "slang angry LADE?No definition yet. Suggestions welcome at ikea@lar5.com LANSA?No
definition yet. Suggestions welcome at ikea@lar5.com LAUKVIK*arctic Norwegian fishing and tourist village LAVER?No definition yet. Suggestions welcome at ikea@lar5.com LAXEBY*'Salmon Village'. On Öland in south Sweden LEIRVIK*arctic Norway W LEKSVIK*a town in Central Norway W LEKSVIK*arctic Norway LENDA©Old Germanic girl name
LERBERG*'Mud Mountain'. Village in south Norway LERBACK*'Mud Creek. Village in central Sweden LERDAL?No definition yet. Suggestions welcome at ikea@lar5.com LEVANGER*Norwegian city W LIARED?No definition yet. Suggestions welcome at ikea@lar5.com LIATORP*attention of the company of the compa
village in south Sweden LIDAN?No definition yet. Suggestions welcome at ikea@lar5.com LILLBERG?No definition yet. Suggestions welcome yet. Suggestion yet. Suggestion yet. Suggestion yet. Suggestion yet. Suggestion yet. Suggest
definition yet. Suggestions welcome at ikea@lar5.com LILLÅKER*Smallfield'. small place in Småland LIMMAREN*Swedish lake LINDMON*place in west Sweden LINDSDAL*town in Småland W LINDVED*a Danish town LINNARP*an apparently uninhabited place in south Sweden LIUDA"to sound out each letter as
you write it LJUSDAL*a town in central Sweden W LJUSNAN*major river in central Sweden 
definition yet. Suggestions welcome at ikea@lar5.com LUMMIG"lush (about vegetaion) LUNS?No definition yet. Suggestions welcome at ikea@lar5.com LUNTA"tome "fuse (for explosive) LURÖY*town in north Norway W LUSY?No definition yet. Suggestions welcome at ikea@lar5.com LUMMIG"lush (about vegetaion) LUNS?No definition yet. Suggestions welcome at ikea@lar5.com LUNTA"tome "fuse (for explosive) LURÖY*town in north Norway W LUSY?No definition yet. Suggestions welcome at ikea@lar5.com LUNTA"tome "fuse (for explosive) LURÖY*town in north Norway W LUSY?No definition yet. Suggestions welcome at ikea@lar5.com LUNTA"tome "fuse (for explosive) LURÖY*town in north Norway W LUSY?No definition yet. Suggestions welcome at ikea@lar5.com LUNTA"tome "fuse (for explosive) LURÖY*town in north Norway W LUSY?No definition yet. Suggestions welcome at ikea@lar5.com LUNTA"tome "fuse (for explosive) LURÖY*town in north Norway W LUSY?No definition yet. Suggestions welcome at ikea@lar5.com LUNTA"tome "fuse (for explosive) LURÖY*town in north Norway W LUSY?No definition yet. Suggestions welcome at ikea@lar5.com LUNTA"tome "fuse (for explosive) LURÖY*town in north Norway W LUSY?No definition yet. Suggestions welcome at ikea@lar5.com LUNTA"tome "fuse (for explosive) LURÖY*town in north Norway W LUSY?No definition yet. Suggestions welcome at ikea@lar5.com LUNTA"tome "fuse (for explosive) LURÖY*town in north Norway W LUSY?No definition yet.
ikea@lar5.com LYCKSELE*town in north Sweden W LYDUM*a small parish in west Denmark with a 1000 year old church LÅGIS"made up -IS word 'Macka' is slang for 'sandwich', so 'Mackis' could mean 'low thingie' LÖKÖ*'Onion Island' in south Sweden. M MACKIS"made up -IS word 'Macka' is slang for 'sandwich', so 'Mackis' could mean 'low thingie' LÖKÖ*'Onion Island' in south Sweden. M MACKIS"made up -IS word 'Macka' is slang for 'sandwich', so 'Mackis' could mean 'sandwich thingie' LÖKÖ*'Onion Island' in south Sweden.
MAGASIN"magazine "storage unit MAJBY*9 people in Sweden have this last name. Nothing else seems to. MALMA?No definition yet. Suggestions welcome at ikea@lar5.com MANDAL?No definition yet.
MARIEBERG*part of central Stockholm MARKLAND?No definition yet. Suggestions welcome at ikea@lar5.com MATILDA©Swedish girl name METRIK?No definition yet. Suggestions welcome at ikea@lar5.com MATILDA©Swedish girl name METRIK?No definition yet.
yet. Suggestions welcome at ikea@lar5.com MIEN*a meteorite crater lake in Småland W MINDE*Neighborhood in the city of Bergen, west Norway W MIXTUR"mixture (older word) MJÄLLBY*fishing town in south Sweden MOLGER?No definition yet. Suggestions welcome at
ikea@lar5.com MONGSTAD*major oil port and refinery in Norway W MOSIPPA"the flower 'Anemone Vernalis' has no English name MOSJÖ*tiny village in north Sweden MOTORP?No definition yet. Suggestions welcome at ikea@lar5.com MUDDUS*a Swedish National Park W MYDAL?No definition yet. Suggestions welcome at ikea@lar5.com
MYKEN*remote lighthouse island in arctic Norway MYSKMALVA"the flower Musk-mallowW MÅNSTAD*'Moon City' town in west Sweden MÅSNAN?No definition yet. Suggestions welcome at ikea@lar5.com
MÖRRUM*city in south east Sweden W N NANDOR" a tribe of elves in the Tolkien world @Hungarian boy name NEGLINGE*part the city of Nacka, by Stockholm NIDELVA?No definition yet. Suggestions welcome at ikea@lar5.com NOJS?No definition yet. Suggestions welcome at ikea@lar5.com NOJS?No definition yet.
ikea@lar5.com NORBO?No definition yet. Suggestions welcome at ikea@lar5.com NORDANÖ*Northerly Wind Island. NORDEN"the north of the Swedish city on Avesta. Not an Island. NORDEN"the north of the Swedish city on Avesta. Not an Island. NORDEN"the north of the Swedish city on Avesta. Not an Island. NORDEN"the north of the Swedish city on Avesta. Not an Island. NORDEN"the north of the Swedish city on Avesta. Not an Island. NORDEN"the north of the Swedish city on Avesta. Not an Island. NORDEN"the north of the Swedish city on Avesta. Not an Island. NORDEN"the north of the Swedish city on Avesta. Not an Island. NORDEN"the north of the Swedish city on Avesta. Not an Island. NORDEN"the north of the Swedish city on Avesta. Not an Island. NORDEN"the north of the Swedish city on Avesta. Not an Island. NORDEN"the north of the Swedish city on Avesta. Not an Island. NORDEN"the north of the Swedish city on Avesta. Not an Island. NORDEN"the north of the Swedish city on Avesta. Not an Island. NORDEN"the north of the Swedish city on Avesta. Not an Island. NORDEN"the north of the Swedish city on Avesta. Not an Island. NORDEN"the north of the Swedish city on Avesta. Not an Island. NORDEN"the north of the Swedish city on Avesta. Not an Island. NORDEN"the north of the Swedish city on Avesta. Not an Island. NORDEN"the north of the Swedish city on Avesta. Not an Island. NORDEN"the north of the Swedish city of
ikea@lar5.com NORNA"one of the three destiny goddesses in norse mythologyW "the Calypso orchidW NORREBO?No definition yet. Suggestions welcome at ikea@lar5.com NORRSTEN*Northstone'. Swedish village NORVALD®Norwegian boy name NUTID"the present "present tense"
NYSTED*city in south Denmark W NÄSTVED*Danish city W NÄSUM*town in south Sweden O OBI?No definition yet. Suggestions welcome at ikea@lar5.com ODDA?No definition yet.
ikea@lar5.com ODDVAR®Norwegian boy name OLARP?No definition yet. Suggestions welcome at ikea@lar5.com OREXvillage in central Denmark ORGEL"organ (the keyboard instrument) ORMO?No definition yet. Suggestions welcome at ikea@lar5.com ORRLÖT*a resort outsidea@lar5.com ODDVAR®Norwegian boy name OLARP?No definition yet. Suggestions welcome at ikea@lar5.com OREL"organ (the keyboard instrument) ORMO?No definition yet.
Stockholm ORÖD*a tiny, unknown place in south Swedish west coast island '*Ox Island'. Small Swedish west coast island PATRICIA©Swedish girl name PELLO*town in arctic Finland W PETRONELLA©Swedish girl name
PILATORP*tiny village or far in south Sweden PIRO?No definition yet. Suggestions welcome at ikea@lar5.com PJÄS"piece "(theatrical) play PJÄTTERYD*parish in Småland where Ingvar Kamprad was born PLANK"wooden fence "plastic ice' or
'plasty' PRESTERA" perform produce PRÄKTIG" good/strong/reliable slang overly wholesome PUGG? No definition yet. Suggestions welcome at ikea@lar5.com PÄLLBO place in central Sweden RAJTAN" slang term for 'partying' RAMVIK Village in north Sweden. Known as the home of former prime minster
 Thorbjörn Fälldin W REBBENES?No definition yet. Suggestions welcome at ikea@lar5.com REDALEN*village in central Norway RENS*small Danish village by the German border RESA"travel "raise (a building) REXBO*(only map for now) RIBBA"bar (as for high jump) RIGEL"the brightest star in OrionW RINGSJÖN*lake in Småland. 'Ring Lake
RINGSKÄR*small rocky island on the east coast RINGUM?No definition yet. Suggestions welcome at ikea@lar5.com RIPE?No definition yet. Suggestions welcome at ikea@lar5.com RISTEN*Swedish lake RUGGA"(to) moult (for birds)W RUTBO*Part of the Swedish city of Avesta W RUTER"diamond (card suit) RÅÅN*creek in south Sweden. Should be a suit of the Swedish city of Avesta W RUTER"diamond (card suit) RÅÅN*creek in south Sweden. Should be a suit of the Swedish city of Avesta W RUTER"diamond (card suit) RÅÅN*creek in south Sweden. Should be a suit of the Swedish city of Avesta W RUTER"diamond (card suit) RÅÅN*creek in south Sweden. Should be a suit of the Swedish city of Avesta W RUTER"diamond (card suit) RÅÅN*creek in south Sweden. Should be a suit of the Swedish city of Avesta W RUTER"diamond (card suit) RÅÅN*creek in south Sweden. Should be a suit of the Swedish city of Avesta W RUTER"diamond (card suit) RÅÅN*creek in south Sweden. Should be a suit of the Swedish city of Avesta W RUTER"diamond (card suit) RÅÅN*creek in south Sweden. Should be a suit of the Swedish city of Avesta W RUTER"diamond (card suit) RÅÅN*creek in south Sweden. Should be a suit of the Swedish city of Avesta W RUTER"diamond (card suit) RÅÅN*creek in south Sweden. Should be a suit of the Swedish city of Avesta W RUTER"diamond (card suit of the Swedish city of Avesta W RUTER"diamond (card suit of the Swedish city of the Swed
really be named 'Råå-ån' (The Råå creek) RÄTTVIK*place in central Sweden. My father is from Rättvik. W RÖNNSKÄR*Island in north Sweden. Location of a major Smelter. RÖNÅS*place in central Sweden SALMI*place in central Finland
SALTSKÄR?No definition yet. Suggestions welcome at ikea@lar5.com SARALISA®Swedish girl name SAXÅN*'Scissor Creek'. Place in west Sweden SEBASTIAN®Swedish boy name SEMVIK?No definition yet. Suggestions welcome at ikea@lar5.com SIGNUM"signum (really a latin word) SILJAN*Major Swedish lake SINDAL*town in north Denmark
W SIRLIG"graceful & fragile SJÖVIK*'Lake Bay', village in west Sweden W SKALA"peel "scale (of a map) SKIR?No definition yet. Suggestions welcome at ikea@lar5.com SKUBB"slang can mean 'a run' and many other things SKÄR"cuts "tiny rocky island "pink SLITBAR"a
made up word that would mean 'something that wears well' if it existed SLUGGER"swenglish slugger SLUGIS"made up -IS word 'Slug' means 'sly', so 'slugis' could mean 'sly one' SLÄTTEN"the plain. Several tiny Swedish places have this name SLÄTTHULT?No definition yet. Suggestions welcome at ikea@lar5.com SMEDSTA*'Blacksmith City' in
north Sweden SMIDD"forged (in blacksmithing) SMÅDAL*'Small Valley'. Tiny village in west Sweden SMÅLAND"'Small Lands'. The province where IKEA was born. The IKEA kids play area has this name as a punny read of the word as 'land of the small'W SMÄRT"tall, thin & good looking SNITTA"(to) cut (flowers) SNODD"twisty string "slang stolenged (in blacksmithing) SMÅDAL*'Small Valley'.
SNÄRTIG"cutting (speech) "slender SNÖFLINGA"several snow flakes stuck together SNÖSTJÄRNA"individual snow flakeW SOLVAR@Norwegian boy name SOLVEIG©Swedish girl name SORLA?No definition yet. Suggestions welcome at ikea@lar5.com SPÄNN"slang 1 Krona
($0.14) STAVE*place in southwest Norway STEN"stone ©Swedish boy name STENSTORP*town in Central Sweden STIBY*village in south east Sweden STICKA"(to) knit "(to) leave "(to) stab STJÄLK"stalk (plant stem) STOCKHOLM*the capital of Sweden STICKA"(to) knit "(to) leave "(to) stab STJÄLK"stalk (plant stem) STOCKHOLM*the capital of Sweden STICKA"(to) knit "(to) leave "(to) stab STJÄLK"stalk (plant stem) STOCKHOLM*the capital of Sweden STICKA"(to) knit "(to) leave "(to) stab STJÄLK"stalk (plant stem) STOCKHOLM*the capital of Sweden STICKA"(to) knit "(to) leave "(to) stab STJÄLK"stalk (plant stem) STOCKHOLM*the capital of Sweden STICKA"(to) knit "(to) leave "(to) stab STJÄLK"stalk (plant stem) STOCKHOLM*the capital of Sweden STICKA"(to) knit "(to) leave "(to) stab STJÄLK"stalk (plant stem) STOCKHOLM*the capital of Sweden STICKA"(to) knit "(to) leave "(to) stab STJÄLK"stalk (plant stem) STOCKHOLM*the capital of Sweden STICKA"(to) knit "(to) leave "(to) stab STJÄLK"stalk (plant stem) STOCKHOLM*the capital of Sweden STICKA"(to) knit "(to) leave "(to) stab STJÄLK"stalk (plant stem) STOCKHOLM*the capital of Sweden STICKA"(to) knit "(to) leave "(to) stab STJÄLK"stalk (plant stem) STOCKHOLM*the capital of Sweden STICKA"(to) knit "(to) leave "(to) stab STJÄLK"stalk (plant stem) STOCKHOLM*the capital of Sweden STICKA"(to) knit "(to) leave "(to) stab STJÄLK"stalk (plant stem) STOCKHOLM*the capital of Sweden STICKA"(to) knit "(to) leave "(to) stab STJÄLK"stalk (plant stem) STOCKHOLM*the capital of Sweden STICKA"(to) knit "(to) stab STJÄLK"stalk (plant stem) STOCKHOLM*the capital of Sweden STICKA"(to) knit "(to) stab STJÄLK"stalk (plant stem) STOCKHOLM*the capital of Sweden STICKA"(to) knit "(to) stab STJÄLK"stalk (plant stem) STOCKHOLM*the capital of Sweden STICKA"(to) knit "(to) stab STJÄLK"stalk (plant stem) STOCKHOLM*the capital of Sweden STICKA"(to) knit "(to) stab STJÄLK"stalk (plant stem) STOCKHOLM*the capital of Sweden STICKA"(to) knit "(to) stab STJÄLK"stalk (plant stem) STOCKHOLM*the capital of Sweden STICKA"(to) knit "(to
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SVEJE?No definition yet. Suggestions welcome at ikea@lar5.com SVIND?No definition yet. Suggestions welcome at ikea@lar5.com SVLLING*village in south Norway W SÄTER*city in central Sweden W SÄVERN?No definition yet. Suggestions welcome at ikea@lar5.com SVILING*village in south Norway W T
TAFJORD*(only map for now) TAJMA"swenglish (to) time TALLVIK?No definition yet. Suggestions welcome at ikea@lar5.com TERTIAL"tertile (third of a year) THISTED*city in north Denmark
TJÖME*island village in south east Norway W TOBO*small town in central Sweden TOFTBO?No definition yet. Suggestions welcome at ikea@lar5.com TOLG*a village in Småland TOLGA*town in the forests near Norway. W TOSTARP?No definition yet.
Suggestions welcome at ikea@lar5.com TRANBY?No definition yet. Suggestions welcome at ikea@lar5.com TRANBY?No definition yet. Suggestions welcome at ikea@lar5.com TRANBY?No definition yet. Suggestions welcome at ikea@lar5.com TRANBY?No definition yet. Suggestions welcome at ikea@lar5.com TRANBY?No definition yet. Suggestions welcome at ikea@lar5.com TRANBY?No definition yet. Suggestions welcome at ikea@lar5.com TRANBY?No definition yet. Suggestions welcome at ikea@lar5.com TRANBY?No definition yet. Suggestions welcome at ikea@lar5.com TRANBY?No definition yet. Suggestions welcome at ikea@lar5.com TRANBY?No definition yet. Suggestions welcome at ikea@lar5.com TRANBY?No definition yet. Suggestions welcome at ikea@lar5.com TRANBY?No definition yet. Suggestions welcome at ikea@lar5.com TRANBY?No definition yet. Suggestions welcome at ikea@lar5.com TRANBY?No definition yet. Suggestions welcome at ikea@lar5.com TRANBY?No definition yet. Suggestions welcome at ikea@lar5.com TRANBY?No definition yet. Suggestions welcome at ikea@lar5.com TRANBY?No definition yet. Suggestions welcome at ikea@lar5.com TRANBY?No definition yet. Suggestions welcome at ikea@lar5.com TRANBY?No definition yet. Suggestions welcome at ikea@lar5.com TRANBY?No definition yet. Suggestions welcome at ikea@lar5.com TRANBY?No definition yet. Suggestions welcome at ikea@lar5.com TRANBY?No definition yet. Suggestions welcome at ikea@lar5.com TRANBY?No definition yet. Suggestions welcome at ikea@lar5.com TRANBY?No definition yet. Suggestions welcome at ikea@lar5.com TRANBY?No definition yet. Suggestions welcome at ikea@lar5.com TRANBY?No definition yet. Suggestions welcome at ikea@lar5.com TRANBY?No definition yet. Suggestions welcome at ikea@lar5.com TRANBY?No definition yet. Suggestion yet. Suggestion
like TROMSNES*a small Norwegian village/farm TROMSÖ*a city in arctic Norway. Home of Röyksopp W TRONDHEIM*one of Norway's biggest cities W TRONDHEIM*one of Norway's biggest cities W TRONES*area in the Norwegian city of Verdal TROSS"strong rope used on boats TRULS©Scandinavian boy name TRYTA"run short "be deficient TULLERÖ*an island in the Stockholm
archipelago TULLSTA?No definition yet. Suggestions welcome at ikea@lar5.com TVEIT*place in west Norway TYLÖSAND*An exclusive Swedish beach town. Home to Roxette star Per Gessle W TÄRNBY*Danish city near Copenhagen W TÄRSTA*'Tear Town'. Place in west Sweden TÄRNAN*'The Tern'. Lake in central Sweden. TÄRNÖ*'Tern Island
In south Sweden U ULDUM*Danish town ULSBERG*a place in Norway USTA?No definition yet. Suggestions welcome at ikea@lar5.com VANVIK*(only map for now) VALSUND?No definition yet. Suggestions welcome at ikea@lar5.com VANVIK*(only map for now) VALSUND?No definition yet. Suggestions welcome at ikea@lar5.com VANVIK*(only map for now) VALSUND?No definition yet.
for now) VEJMON*village in north Sweden VIKARE"something (or someone) that folds VIKIS"made up -IS word 'Vika' means 'to fold', so 'vikis' could mean 'fold thingie' VILSHULT*village and river in central Norway W VIREN?No definition yet.
Suggestions welcome at ikea@lar5.com VIRRE?No definition yet. Suggestions welcome at ikea@lar5.com VISEN*a lake in Småland VISTOFTA*place in south Sweden VITSKÄR*tiny godforsaken Swedish island VITTEN"19th centry small coin. Now only used in the expression 'not worth a vitten' VIVAN?No definition yet. Suggestions welcome at ikea@lar5.com VISEN*a lake in Småland VISTOFTA*place in south Sweden VITSKÄR*tiny godforsaken Swedish island VISTOFTA*place in south Swedish Sw
ikea@lar5.com VRETA?No definition yet. Suggestions welcome at ikea@lar5.com VÄGGIS"made up -IS word 'Vägg' means 'wall thingie' VÄGHULT*tiny place in Småland VÄNNA*place in west Sweden W Yaccome at ikea@lar5.com VRETEN*a station in the Stockholm subway W VÅLLÖ?No definition yet. Suggestions welcome at ikea@lar5.com VRETEN*a station in the Stockholm subway W VÅLLÖ?No definition yet. Suggestions welcome at ikea@lar5.com VRETEN*a station in the Stockholm subway W VÅLLÖ?No definition yet. Suggestions welcome at ikea@lar5.com VRETEN*a station in the Stockholm subway W VÅLLÖ?No definition yet. Suggestions welcome at ikea@lar5.com VRETEN*a station in the Stockholm subway W VÅLLÖ?No definition yet. Suggestions welcome at ikea@lar5.com VRETEN*a station in the Stockholm subway W VÅLLÖ?No definition yet. Suggestions welcome at ikea@lar5.com VRETEN*a station in the Stockholm subway W VÅLLÖ?No definition yet. Suggestions welcome at ikea@lar5.com VRETEN*a station in the Stockholm subway W VÅLLÖ?No definition yet. Suggestions welcome at ikea@lar5.com VRETEN*a station in the Stockholm subway W VÅLLÖ?No definition yet. Suggestions welcome at ikea@lar5.com VRETEN*a station in the Stockholm subway W VÅLLÖ?No definition yet. Suggestions welcome at ikea@lar5.com VRETEN*a station in the Stockholm subway W VÅLLÖ?No definition yet.
YNGSJÖ*coastal village in south Sweden YSBY*village in south Sweden YTTERLIG*additional "extreme Z ZITA*The patron saint of maidsW *\text{$ADAL*(only map for now)} ANN*place in north Sweden ARSTID*season (one of the four) ASARP*place in Småland ASELE*town in north
Sweden ÅSUNDEN*famous rauk site on Gotland Ä ÄLMHULT*city in Småland where the first IKEA store opened in 1958 W ÄNGA*rural place in central Sweden Ö ÖRESUND*the strait between Sweden and Denmark W ÖSTERBYMO*village in Sweden Sweden Sweden and Denmark W ÖSTERBYMO*village in Sweden 
ÖSTERÖ*East Island', Island in west Finland. Most customers are unaware of IKEA's 12000 product names' precise internal logic, which provides a window into Swedish terms. The names of bookcases are either boy's names (the
bestselling 'Billy' bookcase is named after IKEA employee Billy Likjedhal) or professions ('Expedit' meaning shopkeeper). Outdoor furniture is named after Scandinavian islands (Äpplarö is an island in the Stockholm archipelago and Västerön is in Åland). Bed sheets, comforters, and pillowcases are given the names of flowers and plants, while rugs are
given the names of cities and towns in Sweden or Denmark (Ådum, Stockholm, Silkeborg). Ingvar Kamprad, the founder of IKEA, came up with the guidelines for naming because he had problems recalling the sequence of numbers in item IDs due to his dyslexia. IKEA itself stands for Ingvar, Kamprad, Elmtaryd, which is the name of his family's farm,
and Agunnaryd (the village in Småland where he was raised). IKEA utilizes the same brand for its products in all of its markets to streamline inventories for its hundreds of locations across the world. The database is regularly checked for words that may have offensive meanings in other languages but sometimes things slip under the radar: in the
annals of unfortunate IKEA product names, 2004's 'Fartfull' children's workbench probably deserves the uncontested first place. Designers occasionally get to suggest original titles for their works, but the naming committee often follows a predetermined scheme. There are some exceptions: for example, some products have names that allude to their
function, as in the case of the 'Sladda' bicycle ('sladda' translates to 'skid' in Swedish). Here follow a few rules: Bathroom articles = Norwegian place names Bookcases = Professions, Scandinavian boy's names Bowls, vases, candle and
candle holders = Swedish place names, adjectives, spices, herbs, fruits and berriesBoxes, wall decoration, pictures and frames, clocks = Swedish place namesFabrics, curtains = Scandinavian girl's namesGarden
furniture = Scandinavian islandsKitchen accessories = Fish, mushrooms and adjectivesLighting = Units of measurement, seasons, months, days, shipping and nautical terms, Swedish place namesCuriosity: Lars Petrus compiled a (helpful, although
incomplete) Swedish-to-English dictionary of IKEA product names Read more on Qz.com and Readersdigest.ca Highest-ranking officer of an organization). A group of Fortune 500 CEOs in 2015 A chief executive officer (CEO),[1
also known as a chief executive or managing director, is the top-ranking corporate officer charged with the management of an organizations, including public and private corporations, nonprofit organizations, and even some government organizations (notably
state-owned enterprises). The governor and CEO of a corporation or company typically reports to the board of directors and is charged with maximizing the value of the business,[1] which may include maximizing the profitability, market share, revenue, or another financial metric. In the nonprofit and government sector, CEOs typically aim at
achieving outcomes related to the organization and the highest-ranking officer in the C-suite.[2] The term "chief executive officer" is attested as early as 1782, when an ordinance of the Congress of the Confederation of the
United States of America used the term to refer to governors and other leaders of the executive branches of each of the Thirteen Colonies.[3] In draft additions to the Oxford English Dictionary published online in 2011, the Dictionary says that the use of "CEO" as an acronym for a chief executive officer originated in Australia, with the first attestation
being in 1914. The first American usage cited is from 1972.[4] The responsibilities of an organization's board of directors or other authority, depending on the organization's structure. They can be far-reaching or quite limited, and are typically enshrined in a formal delegation of authority regarding business
administration. Typically, responsibilities include being an active decision-maker on business strategy and other key policy issues, as well as to the organization's management and employees. The decision-making role entails
making high-level decisions regarding policy and strategy. The CEO is responsible for implementing the goals, targets, and strategic objectives as determined by the board of directors. As an executive officer of the company, the CEO reports the status of the business to the board of directors, motivates employees, and drives change within the
organization. As a manager, the CEO presides over the organization's day-to-day operations, including those in operations, marketing, business development, finance, human resources, etc. The CEO of a political party is often entrusted with fundraising
particularly for election campaigns. The use of the CEO title may be used by for-profit or charitable organisations, such as the Wikimedia Foundation. In some countries, there is a dual board system with two separate boards, one executive board for the day-to-day business and one supervisory board for control purposes
(selected by the shareholders). In these countries, the CEO presides over the executive board and the chairperson presides over the supervisory board. This allows for clear lines
of authority. The aim is to prevent a conflict of interest and too much power being concentrated in the hands of one person. In the United States, the board of directors (elected by the shareholders) is often equivalent to the supervisory board, while the executive board may often be known as the executive committee (the division/subsidiary heads and
C-level officers that report directly to the CEO). In the United States, and in business, the executive officers are usually the top officers of a corporation, the chief executive officers are usually the top officers are usually the top officers of a corporation, the CEO) being the best-known type. The definition varies; for instance, the California Corporate Disclosure Act defines "executive officers" as the five most highly
compensated officers not also sitting on the board of directors. In the case of a sole proprietorship, an executive officer is any member, manager, or administrative partner. In the case of a limited liability company, an executive officer is any member, manager, or
officer. Main article: Corporate title Depending on the organization, a CEO may have several subordinate executives to help run the day-to-day administration of the company, each of whom has specific functional responsibilities referred to as senior executives, [8] executive officers or corporate officers. Subordinate executives are given different titles
in different organizations, but one common category of subordinate executive, if the CEO is also the president, is the vice president, each tasked with a different area of responsibility (e.g., VP of finance, VP of human resources). Examples of subordinate executive officers who typically
report to the CEO include the chief operating officer (COO), chief financial officer (CSO), chief marketing officer (CSO), c
CEO of Reputation Economy Advisors, it can also be seen as "simply another way to add emphasis to the role of a modern-day CEO - where they are both the external face of, and the driving force behind, an organization culture".[9] Brad D. Smith, former CEO of Intuit In the US, the term "chief executive officer" is used primarily in business, whereas
the term "executive director" is used primarily in the not-for-profit sector.[10] These terms are generally mutually exclusive and refer to distinct legal duties and responsibilities.[11] The CEO is the highest-ranking executive in a company, making corporate decisions, managing operations, allocating resources, and serving as the main point of
communication between the board of directors and the company.[12] In the UK, chief executive officer are used in local government, where their position in law is described as the "head of paid service",[13] and in business and in the charitable sector.[14] As of 2013[update], the use of the term director for senior charity staff is
deprecated to avoid confusion with the legal duties and responsibilities associated with being a charity director or trustee, which are normally non-executive (unpaid) roles. The term managing director is often used in lieu of chief executive (unpaid) roles. The term managing director is often used in lieu of chief executive (unpaid) roles.
(1839-1937) and even more successfully the corporate publicists for Henry Ford, promoted the corporate achievements, especially in the arena of manufacturing, are produced by uniquely talented individuals, especially the "heroic CEO". In
effect, journalists celebrate a CEO who takes distinctive strategic actions. The model is the celebrity in entertainment, sports, and politics - compare the "great man theory". Guthey et al. argues that "...these individuals are not self-made, but rather are created by a process of widespread media exposure to the point that their actions, personalities,
and even private lives function symbolically to represent significant dynamics and tensions prevalent in the contemporary business atmosphere".[15] Journalism thereby exaggerates the importance of the CEO and tensions prevalent in the contemporary business atmosphere".
that actually does the work. Hubris sets in when the CEO internalizes the celebrity journalists. [16] Research published in 2009 by Ulrike Malmendier and Geoffrey Tate indicates that "firms with award-
winning CEOs subsequently underperform, in terms both of stock and of operating performance".[17] Main article: Executive compensation & Controversy Executive compensation following a dramatic rise in pay relative to the average worker's wage. For example, the relative pay was 20-to-1 in 1965 in the US, but had
risen to 376-to-1 by 2000.[18] The relative pay differs around the world, and, in some smaller countries, is still around 20-to-1.[19] Observers differ as to whether the rise is due to competition for talent or due to lack of control by compensation committees.[20] In recent years, investors have demanded more say over executive pay.[21] Main article:
Gender diversity § In the boardroom Lack of diversity amongst chief executives has also been a source of criticism. [22] In 2018, 5% of Fortune 500 companies. [24] The reasons for this are explained or justified in various ways, and may include biological sex
differences, male and female differences in Big Five personality traits and temperament, sex differences in psychology and interests, maternity and career breaks, hypergamy, phallogocentrism, the existence of old boy networks, tradition, and the lack of female role models in that regard. [25][26][27] Some countries have passed laws mandating
boardroom gender quotas.[28] In 2023 Rockefeller Foundation awarded a grant to Korn Ferry to research strategies and then action a plan to help more women to become CEO's.[29] See also: Toxic leader There are contentious claims that a significant number of CEO's have psychopathic tendencies, often characterized by power-seeking behavior
 and dominance. These individuals can often conceal their ruthlessness and antisocial behavior behind a facade of charm and eloquence. Traits such as courage and risk-taking, generally considered desirable, are often found alongside these psychopathic tendencies. Tara Swart, a neuroscientist at MIT Sloan School of Management of the second second
individuals with psychopathic traits thrive in chaotic environments and are aware that others do not. As a result, they may intentionally create chaos in the workplace. [30][31] This perspective is explored in the book Snakes in Suits, co-authored by Robert D. Hare. However, Scott Lilienfeld has argued that the attention given to psychopathy in the
workplace by both the media and scholars has far exceeded the available scientific evidence. Emilia Bunea, writing in Psychology Today, has linked psychopathic traits in managers to workplace bullying, employee dissatisfaction, and turnover intentions. Despite this, Bunea cautions that excessive worry about supposed psychopathic managers could
discourage individuals from pursuing careers in corporations and deter employees from addressing issues with difficult bosses.[32] CEO succession CEO of public schools City manager Executive officers Occupational Information Network Prime minister United
States Department of Labor ^ a b Lin, Tom C. W. (April 23, 2014). "CEOs and Presidents". UC Davis Law Review. SSRN 2428371. ^ Westphal, James D.; Zajac, Edward J. (March 1995). "Who Shall Govern? CEO/Board Power, Demographic Similarity, and New Director Selection". Administrative Science Quarterly. 40 (1): 60-83. doi:10.2307/2393700.
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related to Chief executive officers at Wikimedia Commons Quotations related to Chief executive officer at Wikiquote Retrieved from "Bolmen, Järvfjället, Skärhamn, Kallax and Toftan. For years now the world has marvelled at and struggled to pronounce, IKEA product names*. What most don't realise is that the global furniture giant often names
their wares for real places in Sweden. Now Sweden wants to invite the world to visit these fantastic locations. What does a toilet brush and a beautiful Swedish lake have in common? They both share the same name, but for years Bolmen has been better known as a toilet brush sold by global furniture giant IKEA, INSTEAD of a picture sque lake in
southern Sweden. Sweden is campaigning to reclaim its fantastic locations across the country and help travellers discover the Originals. From stunning national parks to beautiful buildings, 21 iconic places across Sweden have inspired the names of well-known and loved furniture and household items. However, this has resulted in visitors to the
country missing out on experiencing the stunning gems of Sweden as online searches of these iconic spots reveals towels, sofas, and waste bins. With over two thirds (68%) of travellers seeking a European escape next year[1], Visit Sweden has taken action to reveal the truth behind these often-funny sounding Swedish product names to offer
travellers more opportunities to explore the country. "In Sweden, we are proud of IKEA and in a way, you can say that they helped us make Swedish places world-famous through the names they borrowed for their products. Now we want, with warmth and a twinkle in our eye, to show the originals behind the product names and invite the world to
discover the whole of Sweden," says Nils Persson, Chief Marketing Officer, Visit Sweden. With its varied and spectacular natural environment, nearly 270,000 islands and 95,700 lakes, generous Right of Public Access ('Allemansrätt'), rich culture and long history, Sweden offers a smörgasbord of destinations and memorable experiences. These
include everything from Viking monuments to picture sque towns, castles, and silver mines, with activities from white-water rafting to dog sledding, fly-fishing and ice swimming. One such place is lake Bolmen, located in a scenic corner of the province of Småland, not far from Agunnaryd where IKEA's founder, Ingvar Kamprad, grew up. Here visitors
have ample opportunity to enjoy the gorgeous natural surroundings canoe, hike and bike on trails, or pick mushrooms and berries. As a part of this campaign Bolmen is launching a new slogan: "Bolmen - more than an IKEA toilet brush". "We do appreciate that IKEA has named a product for our beautiful lake and that Visit Sweden is bringing global
attention to this. But now we would like to show the world that Bolmen is so much more than an item with which you clean your toilet. It is an incredibly beautiful place, much loved by us locals. We would like to invite the whole world to spend time in our wonderful, unspoiled natural environment, showing the same care we do and enjoying the
crystal-clear water." Says Magnus Gunnarsson, Chair of Smålands Sjörike and municipal council member in Ljungby. Other examples of places highlighted by this campaign include Järvfjället in Lapland, which offers grand outdoor experiences including hiking and cross-country skiing on trails alongside Lapland's unique fauna. The picturesque
fishing village Skärhamn, on the island of Tjörn, is where one can enjoy freshly-caught seafood and experience international art at Nordiska Akvarellmuseet. The coastal town of Kallax in Norrbotten, where you can cruise between thousands of small islands during summer nights lit by the midnight sun, as well as partake in one of Sweden's more
"aromatic" culinary traditions during the town's annual fermented herring parties. And lake Toftan in Dalarna, where art lovers can paddle a canoe the length of the lake before visiting the house on the lakeside in nearby Sundborn, once owned by artists Karin and Carl Larsson, known and loved for their impact on Swedish interior design. 21 places
reclaimed by Sweden; Bolmen, a large lake in the Småland region of southern Sweden (toilet brush) lärvfiället, a mountain in Swedish Lapland (gaming chair) Extorp, a suburb of Stockholm (sofa) Skärhamn, a fishing village on the island of Tiörn off the coast of West Sweden (door handle) Stubbarp, a manor house in the Skåne region of southern
Sweden (cabinet legs) Kallax, a coastal village near Luleå in Swedish Lapland (storage shelf) Höljes, one of the most sparsely populated areas in Sweden, a forest in the Dalarna region (waste bin) Mästerby, an historical battleground on the
island of Gotland (a step stool) Voxnan, a river with waterfalls and rapids in the Hälsingland region (shower shelf) Himleån, ravines in the Halland region (cabinet door) Ingatorp, A village where you'll find one of Sweden's oldest wooden buildings, in the Småland region
(extendable table) Misterhult, an archipelago of 2,000 islands near Kalmar in the Småland region (countertop) Björksta, a village close to the university town of Uppsala (picture with frame) Norberg, a small town in Västmanland region (folding table) Askersund, a small town
near Örebro in central Sweden (cabinet door) Rimforsa, a small village in the Östergötland region of east Sweden (work bench) Bodviken, a mountain lake in the UNESCO World heritage area of the High Coast in northern Sweden (washbasin) For more information and inspiration for the 21 reclaimed locations, click here.
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