

## **Studio design submission 1**

Billys bookshelf

Bioregion, planet level

City , region

Local , individual

Billys Bookshelf was designed

The Billy bookcase is perhaps the archetypal Ikea product.

Designed in 1978 by an Ikea designer called Gillis Lundgren. Now there are 60-odd million in the world, nearly one for every 100 people - not bad for a humble bookcase

Billy bookcase is made of particle board, a cheap alternative to pure wood, particleboard is made from recycled wood and sawmill waste – a very sustainable material sourced from Swedish paper mill factories.

### **Kättilstorp, Sweden**

Billy is manufactured for IKEA by Gyllensvaans Möbler at their factory in **Kättilstorp, Sweden**. They manufacture around 18000 bookshelf per day. And around 35 trucks leave the factory everyday to be shipped globally.

### **Gothenburg port**

The truck will transport the bookshelf to Gothenburg port where it will travel by boat to **Port of Barcelona**

Where it will be transported by a truck to Ikea's warehouse and store in **Badalona**.

I will purchase it there and drive it back with car to **Diagonal Mar**

**Total countries travelled: 2**

**Total km travelled: 4445km**

**Total Co2 emissions: 4.35 kg**

Is it a conscious choice for them to keep their one of their flagship product manufactured in Sweden? Good branding. Many other products are manufactured in China and Poland

[http://www.gyllensvaan.se/downloads/Gyllensvaans\\_Mobler\\_Hallbarhetsrapport\\_2020.pdf](http://www.gyllensvaan.se/downloads/Gyllensvaans_Mobler_Hallbarhetsrapport_2020.pdf)