



KID'S CONCEPT
SWEDISH DESIGN



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KID'S CONCEPT AUTUMN & WINTER COLLECTION 2022 // ENG EDITION

That was easy.

You do not have to be an interior designer to create a great looking playroom. In our concepts, we have collected both toys and children's furnishings that are both fun to play with and that also look fantastic together.

Many of us remember the feeling when we got to be involved in decorating our own bedroom for the first time. Whether it was the whole room or just a matter of picking a colour, eventually it became our very own little den. A child's room should stimulate both play and imagination, but at the same time be a place where they can feel safe and recharge their little batteries.





Kid's Hub - inspired by life.

A "hub" is the center or core of something. So, in the kid's world, their hub involves their family and home, but also everything they do in their immediate surroundings. It can be a visit to the doctor or going to the store on the way home from kindergarten. That's why we created Kid's Hub.

You'll find playful toys in miniature versions of things found in and around your home. Everything from a play shop and kitchen to a tool bench and doll's bed.

While your children play and have fun, they learn good habits: how to take care of themselves and others.





I'll do
cooking, and
the dishes.



Are you having your big family over for dinner soon? No worries. This play kitchen is fully equipped with a dishwasher, oven, sink, shelves, and an integrated cooker hood. Place some plates and cutlery in the dishwasher stand and put the tablet in the slot at the front. Turn the clicking button, and you're done. And there is a dish brush and soap for any tuff stains. The dishwasher also works as a storage box on wheels. And the space under the oven can also be used as practical storage when you're done playing.



Bad hair day?

Are you having a bad hair day? Or just keen on some new hairdo? This hair grooming set comes with seven different accessories: a mirror, a comb, a brush, a jar with a lid, a hair straightener, a hair-dryer with a push-button and a spray bottle with a pump function. Everything comes stored in a textile toiletry bag.





Do you like hot sauce or mayo?

What would a kitchen or shop be without play food? This set of five wooden bottles, jars, and cans is perfect for children who love to play shop or cook. Use your imagination to decide what they should contain. Maybe it's a jar of peas, a carton of orange juice, a bottle of hot sauce, a tube of ketchup and a bottle of mayonnaise, or what do you think?



Role the food with you.

Are you out for some shopping? Tired of carrying your milk in a bag? The solution is here! This shopping cart makes it easy to bring everything with you. It has a canvas bag to put your food in and is secured with a velcro closure in the front.



**Become a
cake master...**



**...or the
cleaning expert
of the house.**





It's all about the base.

It shouldn't be difficult to decorate a playroom. If you shop for toys and kid's furniture within the same concept, you can be sure that it matches. But with Kid's Base, you can get even more opportunities. Here we have collected basic furniture, storage and interior design elements that match our other concepts. For example, you can combine the rugs with the Neo concept. Or why not store the Edvin toys in our canvas storage? Let's take kids' rooms to the next level by mixing and matching your favourite concept with Kid's Base.



What's your favourite color?

Peekaboo! With a kid's tent, you can bring exciting stories to life with your friends. It can be a castle one day and a restaurant the next. With these kid's pop-up tents, you can also create a cosy corner where you can read a book or listen to a story.







Speed is my second name.

Let's Rock. Rocking is a fascinating experience for the little ones. It is the first step towards a fast-paced existence where they can gradually begin to set the boundaries themselves. This is the rocking scooter for children who loves speed and action. The scooter has anti-tip, footrests rails and sturdy handles to hold on to. A toy that is both fun and exercises balance.







Have some fun with 1, 2, 3.

Now it's even more fun to understand maths. With this educational wooden counting toy, there are endless ways to learn to count and play with numbers. Rotate the board 90 degrees to either get rows or columns, depending on how you want it. Then you can use the different tiles to make the math playfully easy. The circular pieces of wood can, for example, represent 1, 10, or 100, depending on what level you're at. These could just as easily be used to calculate how many apples mum and dad get each. Of course, there are also numbers and wooden tiles with signs that show what division, addition, subtraction, and multiplication looks like. When you're done calculating, the tiles can easily be collected in the accompanying cloth bag.





The classic sofa.

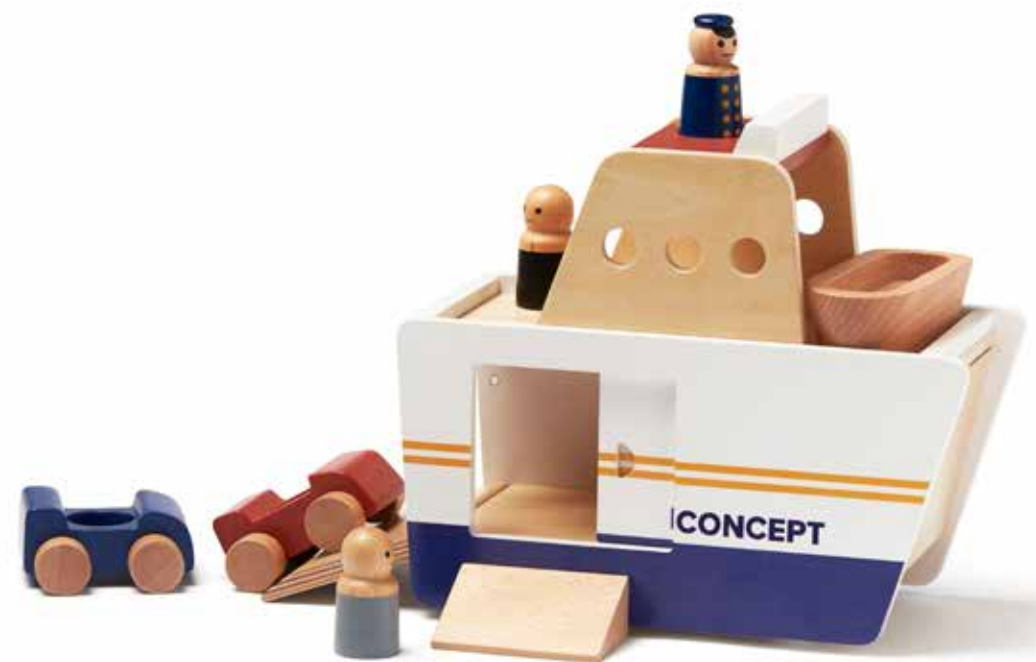
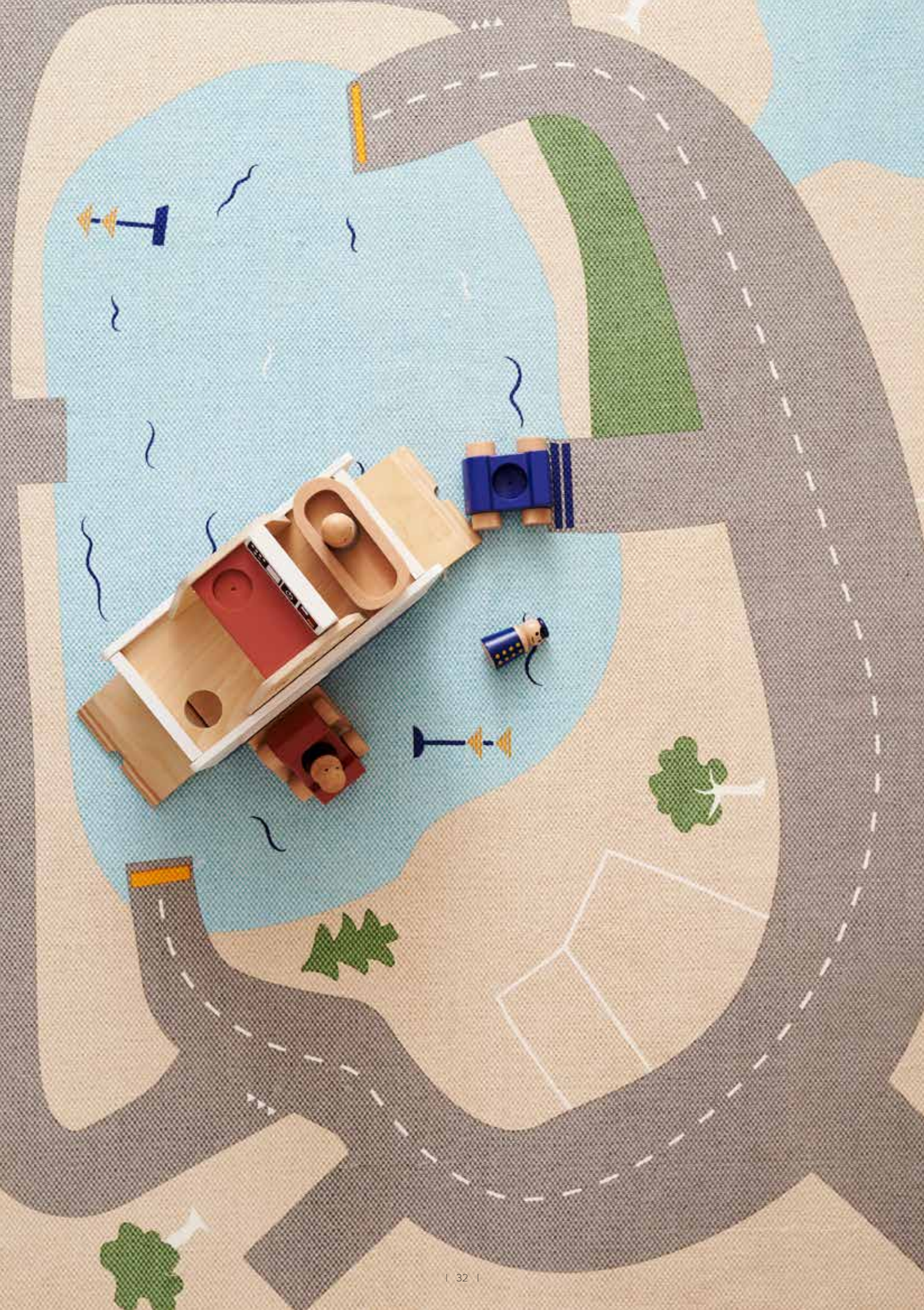
Sit properly and comfortably in this classic chesterfield-inspired sofa in a cotton canvas fabric. Just like a typical chesterfield sofa, it has slightly flared armrests that are as high as the backrest. It's also piqued with buttons in the same material as the sofa, for a timeless design. The children's sofa has round wooden legs, which make it easy to match with other wooden furniture. Place the sofa in the children's room or why not match your big sofa in the living room?

A small city with a big heart.

In the Aiden concept, there is life and movement for young and old. It's excellent for anyone who loves speed. Ambulances, fire trucks, buses, and small cars, yes, it will never be a quiet moment. But the toys also help to train the imagination. With hospitals, service centers, and studios, many thrilling stories can unfold.

You also get to practice fine motor skills when you puzzle the roads together, stack on the truck, or find which block should fit in the holes on the picking box. Here you can simply embark on exciting adventures with all your friends in Aiden City.





Ship ahoy!

The Aiden ferry boat is powered by the sun and therefore leaves no pollution in the sea. Captain Per gets so happy when the passengers enter the ferry to travel to the other side of the lake. He stands at the commando central, pushing the buttons for a smooth ride. The cars can enter both in the back and at the front of the boat. Pedestrian entry is at the side through a sliding door. A round passage between the decks makes it easy for passengers to reach their cars. And if the ferry ever hits a rock, there is room for everybody in the lifeboat.



No where to run, you're busted.

Wee-ooo-Wee-ooo! Aiden's police patrol hares around to catch the city's "less well-behaved" thief. The two police officers, Mika and Bim, bring justice, but at the same time they're happy to listen to the people and try to understand their problems. Usually everything goes well in the end, but even the most mischievous thief may have to sit behind bars from time to time to think about what they've done.

A durable wooden police car with seats for three people, who can be easily picked up and taken out through the open roof.



Ready to hit the beach.

A whole world on a mat? Not really, but at least part of the landscape in Aiden City. But now we have to hurry because the boat is leaving soon. Put on your seatbelt and drive down to the port where the ferry is waiting. Then you have to steer the ferry to safely take all the passengers over to the other side, where everything is ready for swimming and a picnic. This is the perfect play mat for children who love cars and boats. It has roads, trees, a green area, a beach, lakes, signs, and parking spaces that make for hours of fun playtime.



Tiny but ever so important.

Our EDVIN collection opens the door to a magical and fantasy-filled forest with lots of exciting animals who want to be your friend. Get to know Stella the hedgehog, Bo and Eda the moose, Lo the rabbit, Ed the fox, Tor the mouse, Bella and Max the bears and Owe and the other owls, who all live in the forest.

The focus this season is to highlight the ever so important small life in the Swedish lingonberry forest. Small creatures such as ants bees and bugs are important for our ecosystem. Say hello to My the ant, Bea the bee and Lars the ladybug.

All the animals love building, playing, and doing puzzles together. With the animal train, all the friends can travel around the forest to each other and tell stories about life in the wilderness – Choo choo!





Small life in the babyroom.

Look! It's My the Ant and Bea the Bee. And if you take a closer look, you'll see blueberries and lingonberries hidden between the leaves. Yes, the Edvin forest is full of exciting little creatures that can appear when you least expect it. A decorative wooden baby mobile, perfect for curious little babies who need something to look at next to the changing table or crib. The contrasts between the colours of the berries, and the leaves, as well as the animals and their legs, also give young ones an opportunity to practice focusing their eyes.





Follow me for an adventure.

The single dad Bo the Moose and his little calf Alf are out and about, walking in the Edvin forest. They're looking for beech leaves which are their favorite food. The single parent Bo and little Alf have soft felt horns that are pleasant to touch. Grab the cord and take the whole family on adventures around your home.







Activity toy to grow with.

A stroller to grow with and use for a long time. Remove the activity board and place it on a play mat at home for the smallest. An excellent way for the little ones to exercise their muscles and train their upper-body balance when they are lying on their stomach and playing. When it's time to learn to walk, the activity board can be hung on to the stroller, so that the child can push it around. The front wheels also have brakes, so you can regulate the speed.



A bold, classic concept.

We're very proud to have given the opportunity to create a Carl Larsson concept. Our hope is to pass on a bit of Swedish cultural heritage to future generations, in our own way.

Karin and Carl Larsson were a dynamic artist duo. Together, they created a beautiful and vibrant home in strong, bright colours, inspired by, among others, Swedish folk art. Aware that they were role models, they wanted to inspire and share their interior design style with the outside world and published several books. In essence, they were influencers.

We wanted to make an interior and toy collection that reflects Carl and Karin Larsson's home and at the same time coordinates to today's kid's rooms. Our Carl Larsson concept has a classic, timeless look using natural materials, bold colours and details from the Sundborn home.





Welcome to Swedens most famous home.

Karin and Carl Larsson's home was open to everyone in the family. There were no rooms closed off or "kept for best". This was a home where everyone was allowed to be themselves, play, work, and relax. This interior design ideal feels just as contemporary today and is one that we're only too happy to put our names to, just as we do when developing our toys and interior design details: playful, beautiful, and sustainable, in colours and patterns that both children and adults can love for generation after generation.

Karin and Carl Larsson were a dynamic artist duo. Both trained at the Royal Swedish Academy of Fine Arts before going to Paris, it was there they met, fell in love, and married. But in the midst of ongoing industrialisation and urbanisation, they both yearned to be close to nature, genuine craftsmanship, and a more down-to-earth way of life as they had enjoyed in France. And that's how they ended up at Lilla Hyttnäs in Sundborn.

The couple had eight children. Carl was a sought-after and busy artist. Karin was an independent and strong woman. Despite all the children she had around her, she also managed to forge her own life as an artist. She wove, embroidered, and designed furniture and textiles for the home. Her style was bold and idiosyncratic and she was probably Sweden's first designer in the modern sense of the word. Together, they created a beautiful and vibrant home in strong, bright colours,. Their interior design style was something completely new and unique that had never been seen before.



The rocking horse with a twist.

Did you know that the artist couple Carl and Karin Larsson had eight children? That's why you can find both toys and rocking horses in Carl's famous paintings. A classic yet modern rocking horse with many connections to Karin's design style. Modernistic and straightforward with a twist. The square design and colour of the legs are inspired by her modernistic rocking chair. The tying method through a hole used for the rocking horse's tail has been inspired by Karin's textiles. She often put pompoms and fringes on her canvases in exactly this way.





Protect your clothes the Carl Larsson style.

This apron is inspired by one of his most well-known works “The Kitchen” and how girls dressed in the late 19th century. In the painting, you can see his daughter Kersti portrayed in her striped white and blue apron. With the adjustable shoulder straps and buttons at the back you can adjust it as the child grows. It fits perfectly when you don't want to soil your clothes or when it's time to play in the kitchen. If you want to wear it Carl Larsson style, match it with a simple A-line dress.







The horse with the lucky symbol.

These lovely little pull-along horses reflect much of what is typical of Karin and Carl Larsson’s home, such as unexpected combinations of patterns and colours, and fine craftsmanship. The four-leaf clover is a popular decoration on the walls and furniture at Lilla Hyttnäs. There’s even a special mural where four of the children are depicted in one of these clovers. We couldn’t resist decorating the other horse with it, because everyone knows that the four-leaf clover brings good luck to its owner!





Pull along the things you hold dear.

Children have always loved to place their toys, dolls, pets, and other things they hold dear into a cart that they can pull along behind them. This is our Carl Larsson cart. It's a mini variant of the carts used at Lilla Hyttnäs. People used them to pull along the children, picnics, or bits and pieces for painting. Indeed, all the things they held dear.





Count me in.



Back to the old school.

Five blue plus nine green becomes fourteen. But what happens if each has to get the same number? Now it'll be both easy and fun to learn to count. In this abacus, there are eight rows with ten balls on each where the children can practice all four rules of arithmetic – addition, subtraction, multiplication, and division. Together with the combination of different colours, you have a fantastic educational tool for teaching the children numbers just as they did when Karin and Carl Larsson themselves were young.

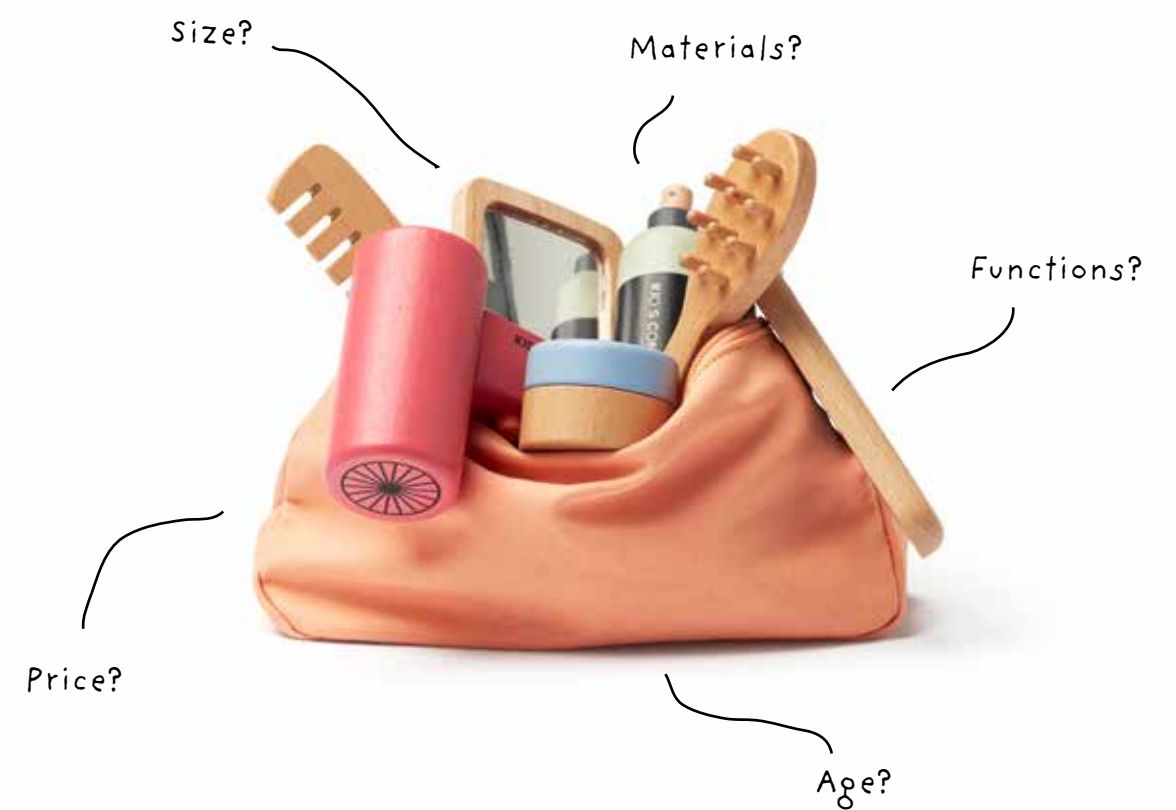


Let's roll the dice.

This classic wooden Ludo game with colours picked from Karin and Carl Larsson's house is equally relevant today as it were at the 19th century. The game comes with a block striped cotton textile bag for the checkers, inspired from the fabrics in his home.



**And now..
...do you
need some more info?**





1000718 Cake in layers KID'S HUB.
17x17 H 6,5 cm. FSC Wood. 3Y+.



1000717 Bottle and can set KID'S HUB.
4x3 H 11 cm. FSC Wood. 3Y+.



1000716 Hair styling set KID'S HUB.
22x8 H 12 cm. FSC Wood/textile. 3Y+.



1000715 Cleaning set KID'S HUB.
Ø 22 H 65 cm. FSC Wood/textile. 3Y+.



1000714 Shopping stroller KID'S HUB.
29,5x19 H 55 cm. FSC Wood/textile. 2Y+.





Put in the dishes.

1000713 Kitchen with dishwasher KID'S HUB.
60x34 H 58 cm. FSC Wood. 3Y+.





1000739 Rocking scooter white.
74x24 H 54 cm, FSC Wood. 18Y+.



1000721 Rocking scooter rust.
74x24 H 54 cm, FSC Wood. 18Y+.



1000722 Rocking scooter light beige.
74x24 H 54 cm, FSC Wood. 18Y+.



1000740 Rocking scooter light blue.
74x24 H 54 cm, FSC Wood. 18Y+.





1000730 Drum turquoise.
Ø 16,5 H 9 cm. FSC Wood. 18Y+.



1000729 Drum orange.
Ø 16,5 H 9 cm. FSC Wood. 18Y+.



1000731 Drum light green.
Ø 16,5 H 9 cm. FSC Wood. 18Y+.



1000737 Drum white.
Ø 16,5 H 9 cm. FSC Wood. 18Y+.



1000728 Drum light red.
Ø 16,5 H 9 cm. FSC Wood. 18Y+.





1000723 Kalaha.
48x14 cm, FSC Wood. 3Y+.



1000725 Pickup stick stripe.
24x5 H 4 cm, FSC Wood. 5Y+.



1000724 Calculus board.
26x26 H 1,5 cm, FSC Wood. 3Y+.





Place me in the play house
tent or on the floor.



1000707 Play mat foldable light green.
105x75 H 5 cm. Textile. 18Y+.

1000706 Play mat foldable light pink.
105x75 H 5 cm. Textile. 18Y+.

1000705 Play mat foldable beige.
105x75 H 5 cm. Textile. 18Y+.



1000689 Playhouse tent beige.
110x80 H 124 cm. Textile/FSC Wood. 3Y+.



1000691 Playhouse tent light green.
110x80 H 124 cm. Textile/FSC Wood. 3Y+.



1000690 Playhouse tent light pink.
110x80 H 124 cm. Textile/FSC Wood. 3Y+.





1000688 Pavilion tent light green.
Ø 122 H 142 cm. Textile/FSC Wood. 3Y+.



1000686 Pavilion tent beige.
Ø 122 H 142 cm. Textile/FSC Wood. 3Y+.



1000687 Pavilion tent light pink.
Ø 122 H 142 cm. Textile/FSC Wood. 3Y+.





1000693 Tipi tent light pink.
110x110 H 160 cm. Textile/FSC Wood. 3Y+.



1000692 Tipi tent beige.
110x110 H 160 cm. Textile/FSC Wood. 3Y+.



1000694 Tipi tent light green.
110x110 H 160 cm. Textile/FSC Wood. 3Y+.





A small tipi tent for
your dolls and soft toys.



1000698 Tipi tent mini beige.
53x53 H 75 cm. Textile/FSC Wood. 3Y+.



We fit in the tipi and in
the pavilion tents.



1000703 Play mat light green.
Ø 98 cm. Textile.



1000702 Play mat light pink.
Ø 98 cm. Textile.



1000700 Tipi tent mini light green.
53x53 H 75 cm. Textile/FSC Wood. 3Y+.



1000699 Tipi tent mini light pink.
53x53 H 75 cm. Textile/FSC Wood. 3Y+.



1000701 Play mat beige.
Ø 98 cm. Textile.



1000704 Play mat grey.
Ø 98 cm. Textile.



1000732 Sofa chesterfield small red.
83x43 H 39 cm. Textile/FSC Wood.



1000753 Sofa chesterfield small beige.
83x43 H 39 cm. Textile/FSC Wood.



1000733 Sofa chesterfield small pink.
83x43 H 39 cm. Textile/FSC Wood.





1000709 Activity walker EDVIN.
34,5x32 H 51 cm. FSC Wood. 12M+.



1000636 Baby mobile EDVIN.
Ø 22,5 H 50 cm. Wood/textile. 0M+.



1000712 Pull along moose family EDVIN.
23x7,5 H 12,5 cm. FSC Wood. 12M+.



1000711 Hammer bench EDVIN.
20x10 H 12 cm. FSC Wood. 12M+.



1000710 Stacking rings EDVIN.
Ø 10 H 19 cm. FSC Wood. 12M+.





1000735 Rug AIDEN.
170x130 cm. Textile.

Wheels under for
a smooth ride.



1000720 Car ferry AIDEN.
30x14,5 H 27 cm. FSC Wood. 3Y+.



1000719 Police car AIDEN.
17,5x10 H 11 cm. FSC Wood. 3Y+.



Adjustable shoulder straps.



1000749 Apron 3-6Y CARL LARSSON.
30 H 68 cm. Cotton.



1000742 Abacus CARL LARSSON.
30x6,5 H 25 cm. FSC Wood. 3Y+.



1000750 Ludo game CARL LARSSON.
20x20 H 1 cm. FSC Wood. 3Y+.



1000744 Doll wagon blue CARL LARSSON.
45x22,5 H 52 cm. FSC Wood. 2Y+.



1000743 Doll wagon dark red CARL LARSSON.
45x22,5 H 52 cm. FSC Wood. 2Y+.





1000747 Rocking horse orange red
CARL LARSSON.
74x24 H 50 cm. FSC Wood. 18Y+.



1000746 Pull horse pink CARL LARSSON.
16x7,5 H 11,5 cm. FSC Wood. 12M+.



1000745 Pull horse stripe CARL LARSSON.
16x7,5 H 11,5 cm. FSC Wood. 12M+.





We love to see how you enjoy our products.

We're followed by inspirational mothers and fathers all over the world. We love to see people playing and decorating with our products. Do you follow us? If not, click the links below to follow us on our social channels. Tag your pictures and videos with #yesKidsConcept.

#yesKidsConcept

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