

# IKEA HACKS

# Ed 2023



INTERIOR DESIGN  
TRENDS 2023  
from a Scandinavian POV

HOME TOUR  
with BHG stylemaker  
Cecilia Moyer

FLIP YOUR FURNITURE  
on a budget with  
affordable tips

**NORSE** INTERIORS

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## ABOUT US

At Norse Interiors, we've made it our mission to liberate people from cookie-cutter furniture and make custom furniture accessible to everyone by hacking IKEA. We make fronts, panels, and hardware compatible with the most popular IKEA series, to allow design enthusiasts to create custom pieces without breaking the bank (or a nail).

You buy the frame from IKEA and add fronts, panels, and hardware in a design and color of your choosing. In the best of worlds, you already have an IKEA piece at home, and instead of throwing it out, you breathe new life into it and increase its lifespan.

All our products are made of sustainable material in the US by local artisans using local wood.

**Be your own furniture designer.**

A larger, mounted storage cabinet could be the storage solution you've been waiting for. Recreate the look with Marie doors and Kristina chrome knobs on two triple Besta frames from IKEA.





# INTERIOR DESIGN TRENDS 2023

Predictions for a design-forward year by Sara Silfwersvard, Design Director at Norse Interiors.

New trends usually hit the fashion industry first, so it's a great indicator to foresee home décor trends. In 2023 we can get excited about stronger contrasts, architectural structures in design, and more textures to home decor.

Along with a growing trend of embracing pre-loved items, we'll see lilac and darker colors in that scale, like purple, burgundy, and even brown. We'll also experience an uptick in glass art and decorating with fewer items, allowing them to take up more space.

**For those who don't know you, could you tell us what you do at Norse Interiors?**

I'm the Design Director at Norse, which means I'm responsible for our patterns, colors, and overall fit and functionality. I usually say that I provide the components and our customers are the "real" furniture designers. I love seeing their creativity by combining different pieces and incorporating them into their homes.

**What trend/s will we see in 2023?**

I think we'll see even more colors and stronger contrasts. Lilac was one of Pantone's colors in 2022, and we could see it on the runways already in the spring and summer of 2021. New trends usually hit the fashion industry, so it's a great indicator to foresee home décor trends. I think we'll see even more lilac and contrasting bold colors like burgundy – not on whole walls but in decorative pieces or even some larger pieces like sofas.

Another trend from the runway is textural materials which are being transferred to home décor, like boucle chairs, shag rugs, and faux fur throw pillows. We'll see more architectural arches in doorways and round structural shapes in furniture like sofas, armchairs, kidney-shaped tables, etc.

**What trends are going away in 2023?**

To each their own, but I'm personally over the industrial black-bars glass wall or doors – I think that trend has run its course. Additionally, I'm a fan of living plants, but I completely understand the challenge of keeping

them alive, so life-like plants also work. However, I think dried flower arrangements are going away.

**Norse is dedicated to sustainability; have you seen any new sustainability hacks or trends lately?**

"Pre-loved" - that's the new expression I've been hearing lately, and I think it's fantastic. It's really about putting value to older pieces and making it more desirable to buy second-hand. More services are entering the market to make buying and selling used furniture and other items easier, everything from websites to pick-up and home delivery services. By making it easier, I hope more people will consider "pre-loved" and take a step back and consider whether I need something new or can I revamp something I already have. I recently recycled an old, worn media console into a bookcase kids' bedroom by simply painting it yellow and removing the legs.

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*Take a step back and consider whether you need something new or can you revamp something you already have.*

**You've recently moved into a new home; what was your biggest inspiration for furnishing and decorating it?**

Yes, that's correct – I moved into a newly-built house in 2022, which felt very cookie-cutter, so my main focus was to make it feel more unique, warm, and cozy, despite having a very modern framework. I introduced colors on the walls, and since I wanted to make it feel more personal and less cookie-cutter, I flirted with other eras like the 60s and 70s. I incorporated a lot of wood for warmth and removed big white surfaces for the same but opposite reasons.

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*Flirting with older eras is a great way to give a space soul and avoid everything looking brand new.*

The new apartment also had a great view which I wanted to make the most of. I added glass doors to separate some of the rooms to give the view maximum exposure from every room and angle. I added curtains that could be closed for more privacy, but most of the time, we keep them open to let the light flow through the space.

**When it comes to accessorizing your home, what is your guiding light this year? Are there any dos and don'ts?**

Accessorizing with fewer pieces but letting them occupy more space and be more expressive. Instead of the industrial trend of arranging multiple clear lightbulbs where you see the wiring, hide the bulbs behind white glass or opt for more of a statement lamp.

We'll see a big upswing in glass art, presented in various shapes and colors. Right now, it's still quite expensive and high-end, but new methods will be developed to make it more affordable and commoditized.

**Which materials should we invest in or focus on in the new year as we refresh our spaces?**

Like last year, wood is still going strong when it comes to furniture and textures in fabrics. I would also invest in more expressive pieces with memorable patterns and colors rather than many smaller items; rugs can be almost a piece of art in 2023. Instead of doing a gallery wall, I recommend investing in a larger, chunkier piece.



Sara Silfwersvard

Make a credenza for all-sized eating areas by customizing an IKEA Besta frame. Achieve the look by adding Norse's Eleanor doors and panels in charcoal black.





# THE PERFECT CONSOLE

FOR YOUR TV SIZE

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When choosing the right size media console, the basic rule is to ensure it's at least a few inches wider than the base of your TV. This gives your TV enough clearance to sit comfortably on top. Leaving room for decor and styled objects makes your media setup look more visually balanced.

The size of both the TV and the console plays a considerable part in visual aesthetics. At Norse, we use the Besta series from IKEA to make completely custom media consoles because of its unmatched versatility.

You can select how many doors you need, the height, finish, design, legs, and hardware. TVs smaller than 43" wide look best with a double-door unit. A triple-door unit looks most proportional with TVs between 50" and 70". Opt for a 4-door unit or longer if you have a TV larger than 75" in width.

Working with a small or irregularly shaped room doesn't mean you have to sacrifice the TV of your dreams. Even if you mount the TV independently of a stand, a wall console helps add storage capacity to the room.

# OUR DESIGN SERVICE



Norse has a team of design advisors helping customers elevate their homes with pieces tailored to their lifestyles.



Consultations are complimentary for people seeking advice on designs, shopping lists, and assembly.

**SCHEDULE YOUR CALL**





Create stylish commercial spaces with customized IKEA storage. These Marie doors in luxe green look perfect on two mounted Besta frames with Cornelia black pulls.



# H O M E T O U R

BETTER HOMES & GARDENS  
STYLEMAKER, CECILIA  
MOYER

## CREATE SPACES YOU LOVE & NEVER WANT TO LEAVE

### Could you tell us about your best DIY project?

I have a long list to tackle this year, but my favorite so far was when my husband and I transformed our master closet. We had wire shelving originally, but we took those out and put in a closet system that fit our needs. The closet system consisted of drawers, which has been such a game changer. It is more functional and aesthetically pleasing with wood shelves and wood drawer accents.

### Do you have any do's and don'ts for accessorizing a home?

People are spending a lot more time in their homes, so you want a space they can work in and wind down at the end of the day. Don't be afraid to mix and layer materials to create a cozy and calming space. Add textured rugs and throw pillows for added depth, or add rattan, leather, or cane accents to break up the uniformity. Try not to match items but instead coordinate pieces.





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*My motto is that it doesn't matter what size house you live in, we can all have magazine worthy homes... one project at a time.*


**How did you get into design and home decor?**

I took a home interiors class my senior year of high school which I loved. I decided to pursue design, and in 2006, I received my bachelor's degree at University of Northern Iowa, majoring in Interior Design. After college, I worked as a commercial interior designer. but the recession at that time affected client budgets and affected what I was able to do creatively. I decided to take photos and document our home projects and home decorating on social media. Our family did a lot of moving from Iowa to Minnesota and back to Iowa. With every home we moved into, we always tried to make changes to make it feel like home and update it so it fit our modern style.

**If you should splurge on one item, what would that be?**

Lighting!! A light fixture can draw your eyes and be a statement piece in a room. It can elevate the look and mood of a room depending on the fixture and the number of bulbs it has. I love a room with various textures, and choosing a light fixture with either fabric or rattan, for example, can give a space a comfortable, warm, and cozy vibe. One of the first things we did when we first moved into our home was to swap out light fixtures. A room can look outdated because of the lighting, so changing it up can make a home look fresh and up-to-date.





**How important is sustainability when buying home decor?**

There is always room for improvement when it comes to sustainability in home design. I always try to reuse pieces that I already have in my home. I also love moving pieces around from one room to another throughout the year. It's like shopping but in your home and you don't have to spend any money! Sometimes, all an item needs is a little makeover, such as new paint or a new finish.



### **How do you stay organized with a large family?**

Having a "home" for almost every item in the house! From the fridge to the pantry, books, toys, chargers, etc. Containers, bins, and baskets are a must in our house to hide clutter! When I purchase furniture, I make sure I can also use it for storage. For my TV stand, for example, I decided to use two units in one to accommodate our large tv, but I also wanted a place where I could store items that I easily access all year long. Don't forget to use your walls! Use shelves to store books, and trophies and even showcase those toys. Use hooks to get items off the floor, such as backpacks, coats, medals, etc.



### **Moving into a new space can be overwhelming, so where do you recommend people start?**

First, I would paint the walls if you aren't happy with the existing paint color. Second, lay out your existing furniture. This will help you determine what pieces to keep, donate, or transform. Then, determine what size of rug you need. My advice is not to rush into decorating. The last thing you want to do is purchase a bunch of items just so the space is decorated and then soon later regret your purchases. It's ok to live in the home for a few days, weeks, or months and figure out what's missing, what you like, or what you don't like.

Redefine hallway storage with a narrow IKEA Section frame, perfect for the hard-to-decorate spaces. Recreate this look with charcoal black cane doors, panels, and black Marlen knobs.





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*"As an interior designer I LOVE Norse Interiors. I have used several of their pieces in my projects and they look absolutely stunning, the upgrade is immediate. It is a great solution for any furniture piece (not only IKEA), makes it look like a million bucks. Great quality, great finish, exactly as pictured."*

– Alexa M. from Florida

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## What is the NORSE TRADE PROGRAM

We love collaborating with interior designers, stylists, architects, and other interior enthusiasts. Together we can help customers achieve their dream home or office.

As a trade partner, you get preferred access to a broad range of products and our design concierge, who will help create furniture that appeals to clients' styles, needs, and budgets.

You also get 10% off on all Norse products and the opportunity to get featured across our social media channels with close to 100k followers. Our design advisors assist you with shopping lists and anything else you might need during your design process. The program is free, and the application takes two minutes.

**JOIN OUR PARTNER PROGRAM**



## Our pledge to nature.

At the core of Scandinavian design are simplicity, functionality, and cherishing nature's raw material. We go the extra mile with our products because we want them to last you a long time, and we want to protect the planet's limited resources.

We only use MDF wood that is SFI (Sustainable Forestry Initiative) certified, which assures sustainable forestry sourcing. We chose white oak and walnut for our natural wood collections not only based on their beauty and durability but on the fact that they grow locally. We manufacture and source locally to limit our environmental footprint.

According to the Environmental Protection Agency, Americans throw out more than 12 million tons of furniture and furnishings yearly. Our mission is to reduce our carbon footprint by upcycling and expanding the furniture's lifespan.

Every November, replacing a Black Friday sale, we also partner with One Tree Planted to plant one tree for every product we sell. This year we donated the equivalent of two acres of reforestation in areas affected by forest fires - that can't recover a healthy ecosystem on their own. Each tree donated is carefully selected and planted to restore the local ecosystem, re-establish wildlife habitat, and reduce the likelihood of future fires.



Create a moody bedroom scene with darker tones of classy navy and walnut on two 25" Besta frames, finished with black Agnes pulls and black legs.



# STYLING YOUR SIDEBOARD

Whether starting from scratch or just looking to change things for the season ahead, our experts have listed their favorite tips for styling a sideboard.

## Getting started

How you style your sideboard will depend on what room it lives in. Start with your color scheme so you can choose items that reflect the different shades within the room – this is particularly useful if you are styling an open-plan, as it can help to tie the zone to the rest of the space.

## Art as a focal point

Art can be an eye-catcher that frames the entire space and is complimented by your other decor. Whether wall-hung or propped on your sideboard, designers often recommend picking artwork around two-thirds of the sideboard's width. This gives a visually pleasing proportion while also working to invigorate the space.

## Create interest and balance

Playing with heights and layers is essential. To make your sideboard decor ideas feel curated, don't be afraid for your objects and anchoring pieces to 'overlap.' An easy rule of thumb to follow is to choose things varying in size, so you end up with a good mix of heights and shapes.

## Keep the rule of three in mind

The magic number is three to make an impact with a decorative display. Grouping three objects is a technique the top interior designers frequently employ to make the items they collect together worth feature attention. The power of a group of three is that it's appealing to the eye.





Bring back the roaring 20s with doors and panels that give a Gatsby age aesthetic. This elongated white Eva doors look perfect on IKEA Sektion frames with black Agnes pulls.

FUNCTIONAL STORAGE NEVER LOOKED SO GOOD

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# SEKTION

## OFFICE SPACE

IKEA's Sektion wall cabinet turns into the ideal sideboard for the high-traffic spaces you want to keep clutter-free. Elevate the frame measuring 30x14 3/4x40" with Norse doors, panels, and hardware. This featured Marie piece joins three frames together for a longer, multi-use office sideboard.



FUNCTIONAL STORAGE NEVER LOOKED SO GOOD

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# BESTA

## DINING ROOM

Take your dining area to the next level by adding floating cabinets above your sideboard and creating hutch-style storage. This combination piece maximizes the vertical space with medium Eleanor triple doors and small Amelia triple doors on bare white IKEA Bestas, finished with chrome Agnes and Cornelia pulls.



FUNCTIONAL STORAGE NEVER LOOKED SO GOOD

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# MALM

## WAITING AREA

Nothing says 'put together' like sleek storage. Dressers and chests aren't just for the bedroom. Give commercial spaces a beautifully cohesive look by adding Norse dresser fronts to IKEA's Malm series. Design on-brand pieces for your business, leaving people wondering how you stay organized.





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## REIMAGINING BESTA

### WALNUT 01

One of Besta's superpowers is that you can connect the frames horizontally or vertically to create whatever type of storage is needed. That means you can use it as a sideboard, credenza, TV stand, office furniture, nightstand, and even an entryway storage bench storage.

By combining the 25" and 15" Besta, you can create a functional piece of furniture that looks stunning. Here is an example of our small walnut triple doors combined with a set of medium Rosa double doors.

The rich, dark brown walnut wood makes it feel sophisticated and luxurious. It's a durable and long-lasting wood that grows locally in the U.S.

### WHITE OAK 02

White oak is a staple in Scandinavian design with its light color and golden honey-toned hue. It's a very hard and dense wood resistant to wear and tear, making it perfect for a storage bench.

While walnut wood has a straight grain pattern, white oak has a more distinctive and pronounced grain pattern, with prominent rays and flecks that give it a decorative look.

To make the bench more comfortable, add a cushion and throw pillows in various sizes, as in the pictures. This configuration gives you ample storage for you to hide shoes or other knickknacks behind closed doors to declutter the entryway.



Redefine living room storage with a longer IKEA Sektion sideboard. Norse's artisan Astrid fronts and chic circular knobs give the former kitchen cabinet new life.



A floating cabinet has endless possibilities in any room of the house. Recreate this sleek look with charcoal black Frida doors, and chrome Agnes pulls.



# FLIP YOUR FURNITURE ON A BUDGET

BREATHE NEW LIFE INTO AN OLD PIECE

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If you find you're becoming restless with your furniture but don't want to invest in completely new items, sometimes all it needs is some fresh accessories. As far as affordable furniture flips go, there's no better method than to add new legs and hardware.

Luckily, for those of us who aren't super handy, it's easy to change out your old hardware. Ranging in price, knobs, and pulls are readily available online and at most home decor shops and hardware stores.

Simply grab a screwdriver and carefully remove the screw from the backside of the drawer or cabinet. Replace it with the new, and re-screw!

At Norse, our stunning legs and hardware in various finishes can glam up any IKEA piece you're dealing with. Our statement hardware is universal and pairs beautifully with our leg options.

*[For more tips and inspiration, visit Norse Interior's blog.](#)*

Create this two-toned dresser by using white lace Eleanor fronts on a Malm chest from IKEA with Elisabeth brass knobs.  
Photo from Visitbatch NYC.



# CUSTOMER SPOTLIGHT

Lauren, the genius behind the successful Farmhouseish blog, used our charcoal black Astrid doors and Ilse black legs in a home office makeover. She went above and beyond with this beautiful DIY project by adding built-in shelving next page). Check out *@Farmhouseish* on Instagram to see the complete transformation.



***"Love love love! I got the Astrid doors and Ilse legs for my office cabinets, and they completely transformed the look and feel of the room! So worth it!"***



## LAUREN | FARMHOUSEISH

Professional DIYer, digital marketer, girl-mom, wellness enthusiast, and much more.



## DOUBLE SETS OF DESKS

It all started with a sketch and turned into a functional home office with two desks and ample storage to accommodate Lauren's go-go lifestyle.



## CLOSE UP OF ASTRID

On her Instagram, Lauren walks through the process and how she settled on our beautiful charcoal black finish in the timeless Astrid design for her 6-door unit.

Lauren from @Farmhouseish's finished home office project with handmade built-ins, Norse Astrid Sektion doors, and two DIY desks.



# SCANDINAVIAN MAKEOVER

## OF IKEA CLASSICS

Scandinavian interior design is characterized by minimalism and features clean lines, and a neutral color palette focused on functionality. It is timeless and easy to achieve.



## CANE 01

Natural materials, like cane, are a staple in Scandinavian design. They add a grounded, natural look to your home and have the ability to provide ventilation, which is perfect for hiding eyesores like media equipment behind closed doors.

## WALNUT 02

Another beloved natural material to focus on is walnut wood. It's one of the best ways to transform a cookie-cutter piece - no one will ever believe it's IKEA. It also plays well with others, which allows you to combine it with other materials like painted tops and panels.



# SCANDINAVIAN MAKEOVER

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To give your home a Scandinavian makeover, let nature be the influencer and add simple, organic forms and natural materials. This design style is known for its cozy, comfortable feel and emphasis on simplicity and practicality.



## BRASS 03

With a simplistic approach, you can still add a bit of glam, and brass hardware like handles and legs is a great option. Brass gets more beautiful with time and can elevate an otherwise quite plain sideboard.

## MINIMALISM 04

Less is more in Scandinavian design. Think clean, uncluttered lines and focus on functional, practical elements. Stay within a narrow color palette, use minimalistic furniture and accessories, and enhance natural light to the extent possible.



## Customize your IKEA furniture

Designed in New York. Made in Kentucky.



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