



**PRESS RELEASE**

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## **SLADDA awarded with 2016 GOOD DESIGN™ Award**

The IKEA bike SLADDA has been awarded with the 2016 GOOD DESIGN Award in the category of sports and recreation. GOOD DESIGN is one of the oldest, prestigious and most recognised programme for design excellence worldwide. SLADDA was launched in August 2016.

Each year, The Chicago Athenaeum presents the GOOD DESIGN Awards Program for the most innovative and cutting-edge industrial, product, and graphic designs produced around the world. The emphasis of the GOOD DESIGN program is on quality design of the highest form, function, and aesthetics a standard beyond ordinary consumer products and graphics.

– At IKEA we don't just do things, we use design to make things better. We work with Democratic Design, an IKEA unique take to provide products for the many people, by considering design, sustainability, form, and function without compromising on the low price. Awards like this shows that we are on the right track and that Democratic Design works. We are glad that our new sustainable transport system SLADDA, designed for the many people, gets this recognition, says Marcus Engman, Design Manager at IKEA.

An IKEA in-house design team has designed SLADDA together with Oskar Juhlin, Jan Puranen and Kristian Eke from Veryday design studio. The awarded bike is gender and activity neutral, and comes with an ingenious click-on knob system that distinguishes it from the competition. The click-on system makes it possible for each user to effortlessly customize their bike with accessories allowing the user to personalize SLADDA after the user's own taste, needs and demands. The IKEA bike SLADDA is not only beneficial for the user in the sense that it contributes to a healthier lifestyle, SLADDA also makes it easy to contribute to a more eco-friendly environment.

All winning products and graphics from GOOD DESIGN 2016 are now part of the museums prestigious permanent design collection and will be honoured at the official GOOD DESIGN Award Ceremony held in New York in January 2017. The jury, which consists of distinguished design professionals and leading industry specialists and design press, has selected the winners among over 900 new products and graphic designs selected from over 46 countries.

*IKEA is one brand and many companies. Around the globe, a large number of companies operate under the IKEA trademarks.*

*IKEA Range & Supply, consisting of IKEA of Sweden in Älmhult and IKEA Supply, have the responsibility to develop, design, produce and supply IKEA stores around the world with home furnishing solutions available to the many people. Each year IKEA Range & Supply introduce 2,000 new products in the IKEA stores. The total range is almost 10,000 products.*