



PRESS RELEASE

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Make some noise and get the party started with upcoming collection FREKVENNS – IKEA and Teenage Engineering in collaboration

What is needed in order to throw a great party at home? That is what we want to explore together with Teenage Engineering, a collective of creatives known for making music, designing electronic instruments like synthesizers and speakers.

Music is today a natural part of our everyday life. You hear it on the subway, in stores and out on the streets – music is everywhere. When we asked people what sound they associate with their homes, most mentioned things like the sound of voices or children playing, and for many it is music. 65% of all Millennials¹ (18-29 year olds) said that they play music to get a “homely feeling” meaning that music is important in the home. And we also know that it is great music that gets the party going.

Insights of how important music is in young people's life will be the starting point in the upcoming collection FREKVENNS, where IKEA will explore how to engineer new solutions for having fun, together with Jesper Kouthoofd from Teenage Engineering.

“We know that for younger people spontaneity is key. The idea of gathering some friends could become a reality in minutes. What is then needed at home? Or maybe you want to bring along the party somewhere else? Together with Teenage Engineering we want to explore the possibilities of bringing the party with you and what else you need for a great party.” says Michael Nolic, Creative leader at IKEA Range & Supply.

The collection FREKVENNS will consist of products such as an electronic choir, vinyl player, party lighting and everything else you need in order to throw a really good music party wherever you are.

“When you are younger you usually come up with the idea of a party the same day and I think a lot of people uses IKEA that way. ‘I’m going to have a party, I need some glasses, napkins, candles and stuff and will go to IKEA to get it.’ For us, it is about finding a reason to make and play some music. Thinking about the totality of what you need for a party is a good start.” says Jesper Kouthoofd, head of design and CEO at Teenage Engineering.

The collection will be in stores globally by February 2019.

For future behind the scene stories about this project, please visit our blog, www.ikea.today

¹ Life at home report 2016 <http://lifeathome.ikea.com/home/>

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 introduces 2,000 new products in the IKEA stores. The total range is almost 10,000 products.