



PRESS RELEASE

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IKEA OMTÄNKSAM tables receives RED DOT Award 2019 for product design

IKEA has received a Red Dot Award: Product Design for the OMTÄNKSAM tables, designed by IKEA designers Marianne Hagberg and Knut Hagberg. Red Dot Award is an internationally organised competition which reviews the best products of the year. In addition, IKEA also received awards for SYMFONISK speaker, BRUSEN outdoor sofa, SVALLET work lamp, FOKUSERA extractor hood, FINSMÅKARE forced air oven and FINSMÅKARE microwave combi oven.

At IKEA, design is about making great design accessible to the many people. Because everyone deserves a good home with qualitative products that are beautiful, functional, sustainable and affordable. OMTÄNKSAM tables have been designed to offer a simpler, safer and more independent everyday life for anyone who needs a helping hand.

"We wanted to design tables with great design aesthetics and functions, putting some extra thought into inclusiveness and clever solutions. The table's material is chosen for the matte surface is easy on the eyes since the light reflection is low. It's also scratch resistant and easy-care. Another feature is that you clearly see the table's contour since the table top's surface and edge are in different materials and the organic shape of the table tops remove any sharp edges. Last but not least, the assembly is quick and easy thanks to each leg only having one fitting that does not require any additional tools. These are truly tables for everyone's everyday life" says IKEA designers Marianne Hagberg and Knut Hagberg.

The tables are part of the OMTÄNKSAM collection, where the starting point for IKEA was to explore the area of inclusive design.

"With OMTÄNKSAM, which means to care, we wanted to develop products that all our customers can benefit from, regardless of age or condition. People in general need built-in ergonomic, safety and smartness, says Britt Monti", Creative Leader at IKEA of Sweden.

This year, more than 5,500 products were submitted and the products entered were assessed individually by an independent and international jury of experts. The Red Dot Award is one of the world's largest international product competitions. OMTÄNKSAM will be presented in the Red Dot Design Museum, the largest museum for contemporary design and the awards ceremony will take place in Essen in July 2019.

"We are both happy and proud that IKEA has received these Red Dot Awards. They not only put the spotlight on great IKEA products, they also tell us that our design philosophy, working with Democratic Design enables good design for the many people. Regardless if it's about designing a lamp, sofa, kitchen appliances, table or speaker, we can accomplish great design quality and results when taking form, function, quality,

sustainability and affordability into consideration” says Evamaria Rönnegård, Design Manager at IKEA of Sweden.

About Red Dot Award

Red Dot Award, founded in 1955, is one of the most respected international design competitions in the world and organized by the Design Zentrum Nordrhein Westfalen in Essen, Germany.

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 AG in Pratteln, Switzerland, have the responsibility to develop, design, produce and supply IKEA stores and sales channels around the world with home furnishing solutions available to the many people. Each year IKEA Range & Supply introduces 2,000 new products. The total range is almost 10,000 products.