



PRESS RELEASE

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IKEA SYMFONISK speaker receives RED DOT Award 2019 for product design

IKEA has received a Red Dot Award: Product Design for the SYMFONISK Wi-Fi book-shelf speaker, developed in collaboration with Sonos. Red Dot Award is an internationally organised competition which reviews the best products of the year. In addition, IKEA also received awards for BRUSEN outdoor sofa, OMTÄNKSAM table, SVALLET work lamp, FOKUSERA extractor hood, FINSMAKARE forced air oven and FINSMAKARE microwave combi oven.

At IKEA, design is about making great solutions accessible to the many people. Through extensive life at home research, IKEA knows that sound is important in the home as it creates meaning and experiences, and it can enhance the atmosphere at home instantly. By teaming up with sound expert Sonos, the SYMFONISK book-shelf speaker has been developed to bring people high-quality sound while saving space.

“Together with Sonos we wanted to combine our home furnishing knowledge with their expertise in creating great sound experiences for every room of the home. When designing the speaker we had to consider that you have to take up space in order to make sound, so we came up with the idea of a multi-functional speaker. The speaker can therefore be mounted on the wall, on almost any kitchen rail or be placed standing up or laying down in a bookshelf or as a solitaire, without compromising on the sound quality or user experience”, says Andreas Fredriksson, Designer at IKEA of Sweden.

The SYMFONISK book-shelf speaker, which has only been shown to media in prototype form is now a reality and will give customers a great connected speaker that enables a multi-functional usage in the home, at an affordable price.

“Both Sonos and IKEA believe in the power of design to elevate the quality of everyday life. With sound it is a lot about atmosphere, and we hope the SYMFONISK speaker will contribute to turning static spaces into living places. With its simplistic design and neutral colours it can blend in into many different homes and appeal to many different styles,” Tad Toulis, VP Design at Sonos.

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. SYMFONISK book-shelf speaker 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.

SYMFONISK book-shelf speaker will be available in IKEA from August 2019. If you are curious you are welcome to join us at Salone del Mobile, in Italy, where we will be playing around with sound and light at Via Tortona 32 in Milan 9-14 April (and you will get a sneak peek of the new SYMFONISK range, of course).

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.

About IKEA

IKEA offers well-designed, functional and affordable, high-quality home furnishing, produced with care for people and the environment. There are several companies with different owners, working under the IKEA Brand, all sharing the same vision: to create a better everyday life for the many people. IKEA was founded in Sweden in 1943. In the Range & Supply business, IKEA of Sweden AB is responsible for developing, designing and producing home furnishing solutions to address the everyday needs of the many people.

About Sonos

Sonos (Nasdaq: SONO) is one of the world's leading sound experience brands. As the inventor of multi-room wireless home audio, Sonos innovation helps the world listen better by giving people access to the content they love and allowing them to control it however they choose. Known for delivering an unparalleled sound experience, thoughtful home design aesthetic, simplicity of use and an open platform, Sonos makes the breadth of audio content available to anyone. Sonos is headquartered in Santa Barbara, California. Learn more at www.sonos.com

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.