



PRESS RELEASE

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IKEA SVALLET work lamp receives RED DOT Award 2019 for product design

IKEA has received a Red Dot Award: Product Design for the work lamp SVALLET, designed by IKEA designer Henrik Preutz. 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, OMTÄNKSAM table, 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. SVALLET is a work lamp with a minimum of 20% recycled plastic, that adds personality to your desk. The simplicity in the design makes it fit many different styles and homes.

"I wanted to design a true friend for your work desk. A simple, yet good looking lamp with character and personality. The construction is also designed with accessibility and sustainability in mind. With only two parts, it is easy to assemble and efficient to transport, making the lamp truly affordable to the many people" says IKEA designer Henrik Preutz.

The construction of SVALLET consists of a shade that snaps nicely together with a base which also holds the cable in place. An E14 bulb provides both directed and diffused light. The secret behind the extraordinary price of SVALLET is a number of components and strong teamwork throughout the whole value chain.

"To achieve a really affordable work lamp with character and an iconic design, it is core to work together, cross competences. This was a quite difficult brief with a lot of limitations, but this forces you to be really innovative and think outside the box. Together we calculated on how much plastic we could use in the product, the number of pieces we needed on a pallet and how we could minimize the packaging material. We also succeeded in making the lamp in recycled plastic, minimizing the carbon footprint. All in all this is a smart product fulfilling all dimensions of democratic design as well as having a lot of IKEA identity!" says Anna Granath, Product Developer 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. SVALLET 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.