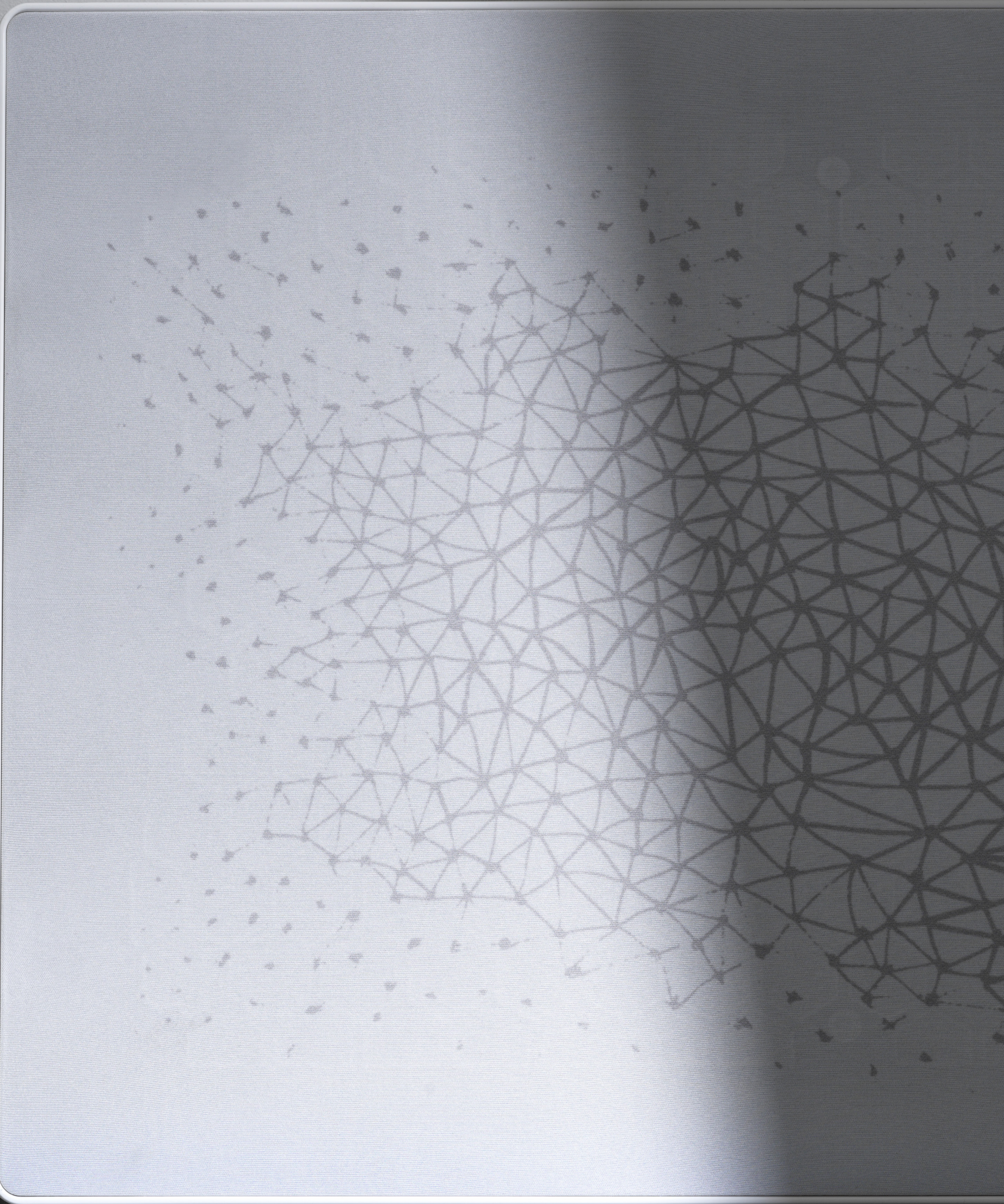


SYMFONISK

Press kit Launch July 2021

SONOS





**“You can personalize it; you can make
it your own. You choose your music;
you choose your art.”**

Jennifer Idrizi / Artist



Looks like music. Sounds like art

This season, we are pleased to introduce a new addition to the SYMFONISK family, a picture frame with WiFi speaker. In collaboration with audio experts Sonos, this smart speaker combines brilliant, room-filling sound with artistic vision. Available in a variety of interchangeable front panels with unique designs, there's a SYMFONISK speaker in tune with every mood and every kind of personality.

This new WiFi speaker continues the partnership between IKEA and Sonos, bringing our home furnishing knowledge and Sonos' expertise in sound and technology together. With this collaboration, perfect sound blends seamlessly into your home.

SYMFONISK picture frame with WiFi speaker #249. Black

Sound and vision

In perfect symphony

The SYMFONISK picture frame comes with a slim WiFi speaker that is fully compatible with the Sonos range as well as other WiFi speakers from the SYMFONISK family. The speaker is a perfect symphony of superb sound and beautiful, streamlined design.

A surprising speaker

“Room-filling sound from a place where you are not expecting it.” That’s how Stjepan Begic, IKEA product developer, describes the sound from this speaker. Easily connected to your home WiFi, it emits smooth sound throughout the home.

The meaning of ‘good sound’

According to IKEA designer, Andreas Fredriksson, the speaker was inspired by the idea: “furnishing your home with sound”.

“You don’t need to put the speaker on a high volume – you can put a speaker in each room and choose the music,” he explains. Music has the power to change the atmosphere of any space and good sound does that with ease, without you even noticing. “You don’t really have to think about good sound, it’s just there,” says Andreas.

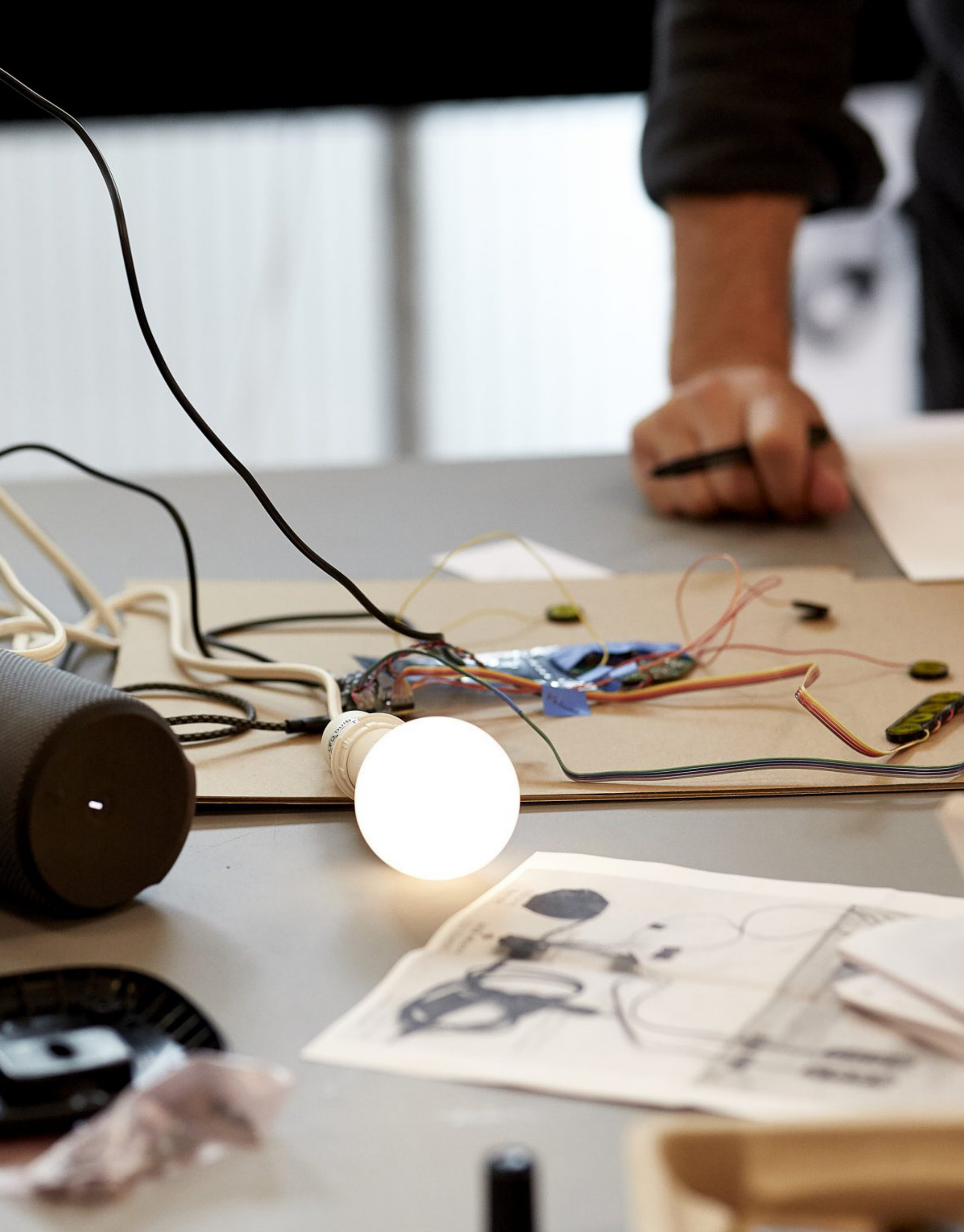
SYMFONISK panel for picture frame speaker \$20. Vinyl



“We had to make it into an IKEA product and make a speaker that’s more than just a speaker – we want something more at IKEA and bring it into the world of home interiors The idea has a strong design identity. It’s very much about personalizing it. The picture and good sound are put into focus.”

Andreas Fredriksson / Designer, IKEA of Sweden





“We really learned to lean on each other’s strengths and challenge each other to create the best product possible for customers.”

Sara Morris / Principal Product Manager, Sonos

A smart collaboration

Good sound is important in the home. It creates experiences and can enhance life at home instantly. When IKEA and Sonos came together, it was love at first sight – we united over a shared aim to democratise the home sound system.

Combining our expertise in home furnishings and design with their knowledge of sound and technology, the partnership brings sound into the home in a more subtle way by integrating smart speakers into furniture and art, seamlessly.

IKEA launched the first SYMFONISK WiFi speakers in collaboration with Sonos in 2019 to great success. Products such as the SYMFONISK table lamp and WiFi bookshelf speaker challenge our perception of technology and hi-tech aesthetics.

With this second collaboration, sound, art and home furnishings are integrated smoothly, solidifying the partnership between IKEA and Sonos.

“I envision the speaker blending in, on a picture wall, together with other picture frames. That was the key point of the design: we wanted the product to be handled much like a traditional picture frame, both in the way you hang it and how it fits with the other frames on a wall.”

Stjepan Begic / Product Developer,
IKEA of Sweden

SYMFONISK picture frame with WiFi speaker \$249. White







In sync with your home

The SYMFONISK picture frame with WiFi speaker is designed to blend seamlessly into your home. It comes with a magnetic hook so you can hang it horizontally or vertically. It also has rubber feet so you can stand the speaker on a table, shelf or even on the floor – like a sculpture but with sound.

SYMFONISK picture frame with WiFi speaker \$249/each Black and White





SYMFONISK picture frame with WiFi speaker \$249/each Black and White



At your fingertips

The SYMFONISK picture frame speaker connects over WiFi so you can create the sound system you want in your home. Simply plug in your speaker to the power outlet, download the SONOS S2 app and follow the step-by-step instructions. The sound is controlled through the app.



SYMFONISK picture frame with WiFi speaker \$249/each Black

Visualising sound

For the artwork on the black and white speaker fronts, artist Jennifer Idrizi was inspired by cymatics – the study of visual sound vibrations. The result is a hypnotic pattern that fades in and out from the centre to the corners. The design interprets the flow of sound as a meditative, abstract pattern. It is made to appeal to a wide variety of tastes.



SYMFONISK panel for picture frame speaker \$20/each Vinyl and Splash. SYMFONISK speaker sold separately.



*“The power of good sound
can take your body and mind
to any place, really.”*

Irya Gmeyner / Composer and Producer

The feeling of movement

Sweden-based composer, singer and music producer Irya Gmeyner created an atmospheric piece of original music for the SYMFONISK campaign film. The expressive composition captures the feeling of movement and living in the present. Of her music, Irya says, “I want people to be captured and carried away by my music. I want them to feel something, to get moved by it.”



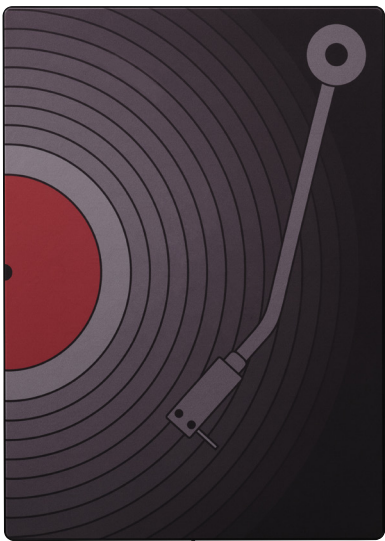
Product overview



PE816645
SYMFONISK picture frame with WiFi speaker \$249 100% polyester and ABS plastic. Designer: A Fredriksson/J Idrizi. W41×D6, H57cm. White



PE816631
SYMFONISK picture frame with WiFi speaker \$249 100% polyester and ABS plastic. Designer: A Fredriksson/J Idrizi. W41×D6, H57cm. Black



PE829243
SYMFONISK panel for picture frame speaker \$20 100% polyester and ABS plastic. Designer: Jennifer Idrizi. W40×H56cm. Vinyl



PE829247
SYMFONISK panel for picture frame speaker \$20 100% polyester and ABS plastic. Designer: Jennifer Idrizi. W40×H56cm. Splash

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