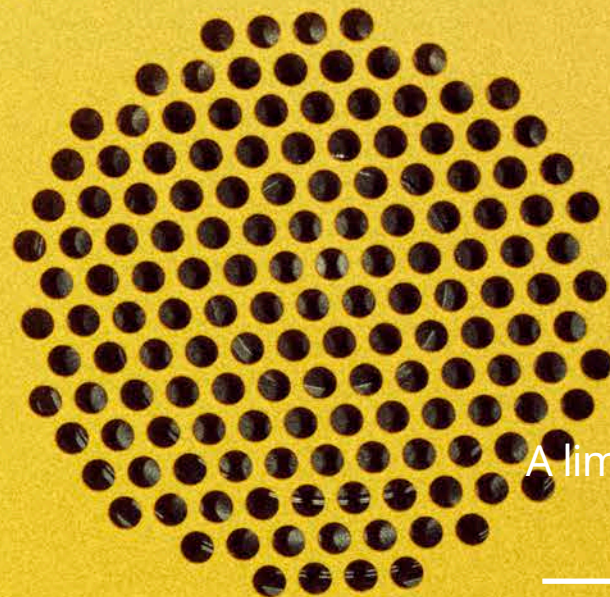


IKEA®



FREKVENNS

A limited collection in collaboration
with teenage engineering

February 2020

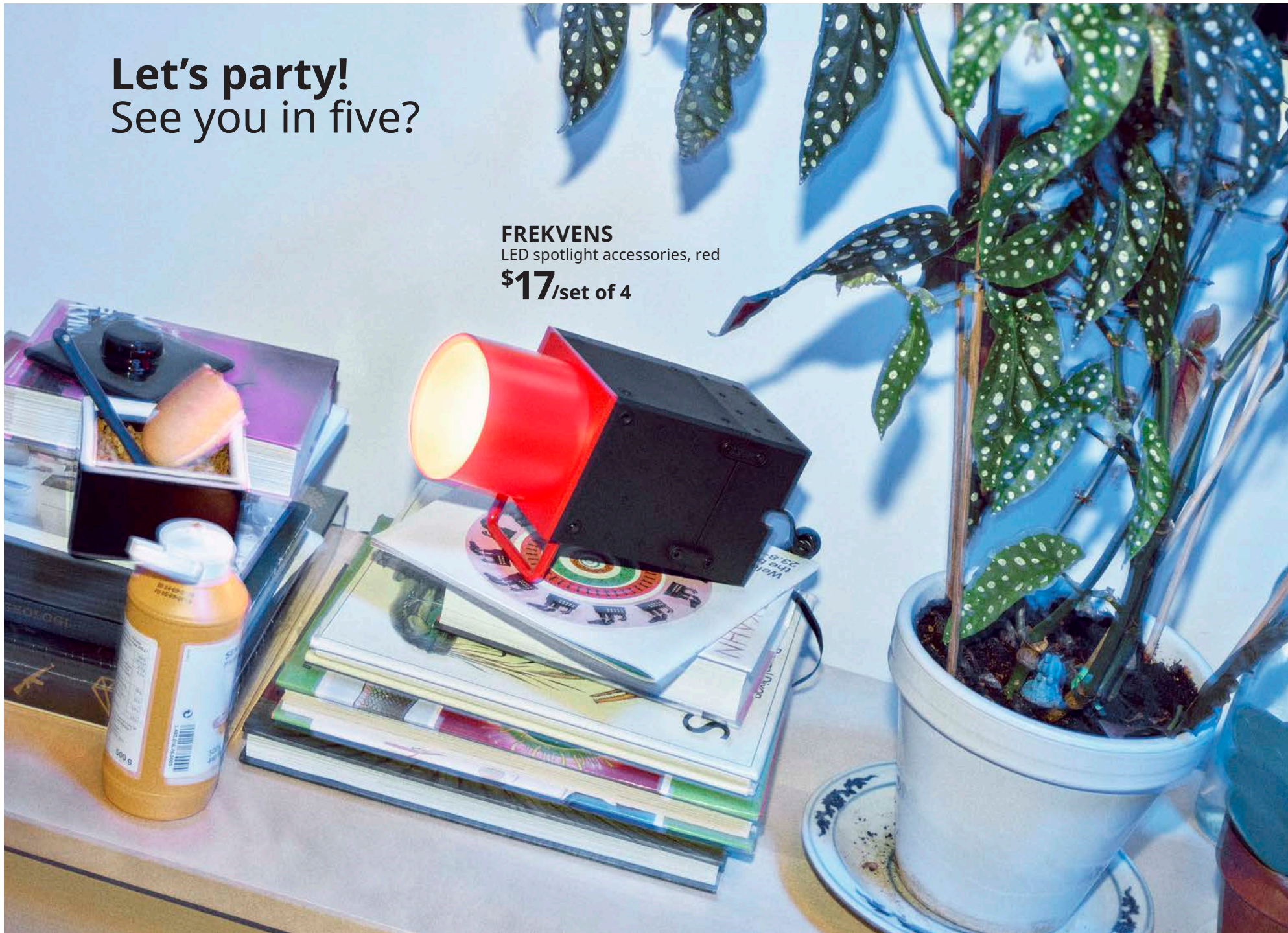




FREKvens
The ultimate home party

Let's party! See you in five?

FREKVEN
LED spotlight accessories, red
\$17/set of 4



No music, no party, right? Music is one of the most powerful and uniting cultural forces in society. It is something that unites people and amplifies emotions. Social life in homes are often centered around music, so having good sound in every room of the home has become a dream for many. This inspired a limited collection called FREKVEN.

FREKVENs brings the party
you bring the dance moves



Modular music

"It is very simple, fun, playful. You will become like a home roadie. Setting up your own sound system and light show. It's good enough that you can set up a party, that day. People will appreciate that."

— **Jesper Kouthoofd**
*Head of design and founder
teenage engineering*

Sales starting February 2020, FREKVENS limited collection consists of products that allow you to start a party easily in your home, or somewhere else. Wherever the music takes you.

The core of the collection, a portable music system was created with the creative collective teenage engineering. Inspired by the movement and ambience of a party, the solitaire speakers have modular possibilities allowing you to turn them into a sound system. Then just attach some LEDs, spotlights and choose your spotlight accessories for a totally unique party.



Get to know teenage engineering

It's a Stockholm-based creative collective made up of engineers and programmers that share the love for making music and electronics.

"We've wanted to make something that feels like IKEA, and at the same time challenge how we perceive them today. It's exciting to explore new territories, push the boundaries and challenge each other. IKEA is furniture, meatballs and soon... Party"

— **Jesper Kouthoofd**
*Head of design and founder
teenage engineering*



FREKVEN

Speaker with subwoofer
W12xD4xH8". Black

\$149



**"I can tell you three things that make a good party,"
Jesper says with a smile. "Great friends and interesting
people with good energy. Music. And something else
to enjoy - food, drink, whatever."**

— **Jesper Kouthoofd**
*Head of design and founder
teenage engineering*

Wearable sound

FREKVENS
Portable speaker
W2×D1×H4". Black
\$19⁹⁹



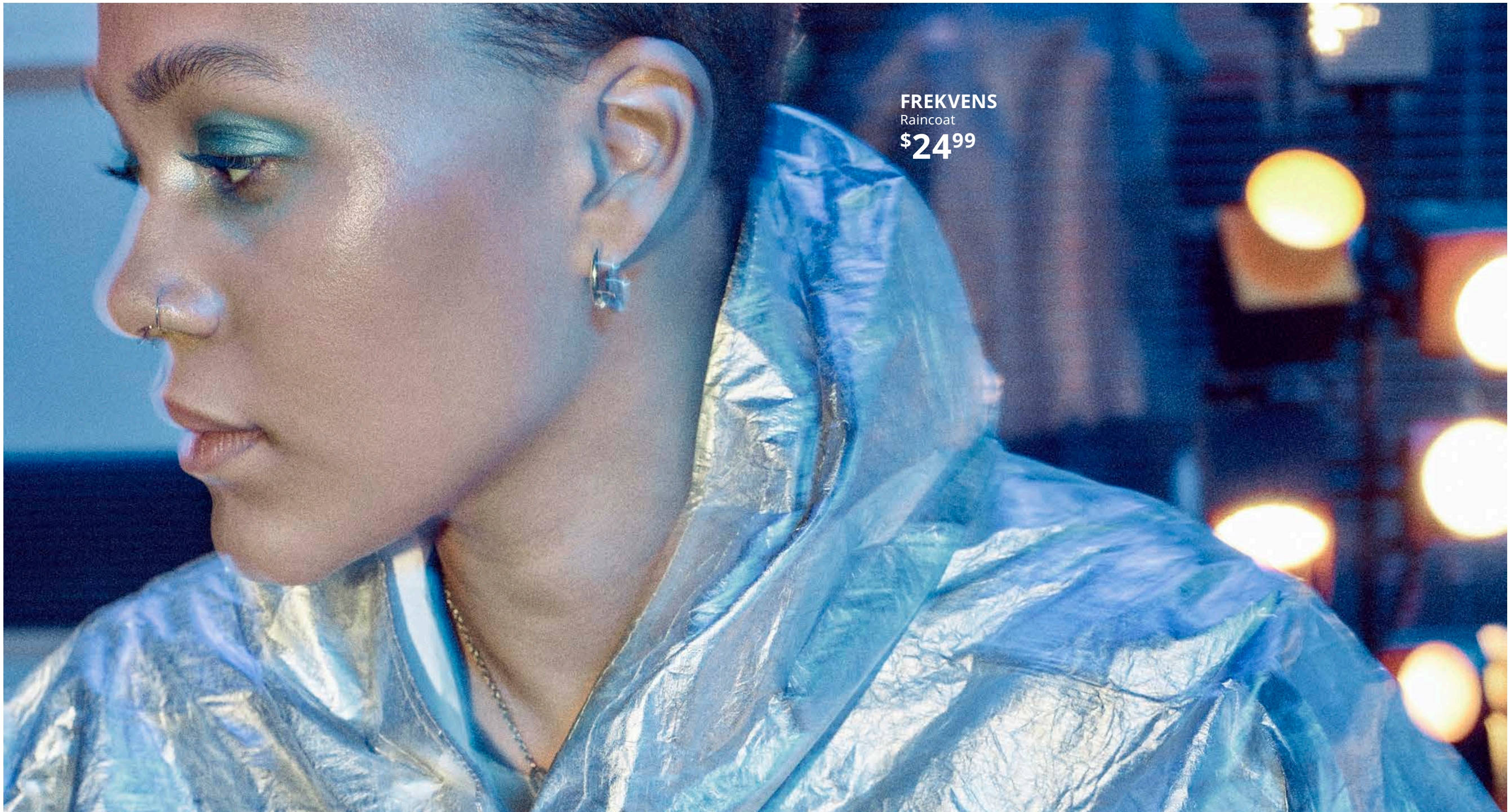


FREKVEN
Side table
L26×W12½×H19½".
Black
\$29⁹⁹



FREKVEN
Ottoman
Vansta black
\$149

We know that music brings people together. The core of collection is light and sound but what else do you need to throw a great party? FREKVEN also provides a few other essentials for example, water repellent cushion covers and modular and stackable tableware, perfect for party food. FREKVEN gives you much of what you need to throw a really good party, wherever you are.



FREKVEN
Raincoat
\$24⁹⁹

Spontaneous sprees

FREKvens

Bar stool with
backrest, in/outdoor

\$75



“We look forward to introducing FREKvens to people around the world. It’s a playful collection that you easily scale up or down to suit your needs. Apart from looking super nice, it sounds great – so it’s definitely the perfect reason to throw a party!”

— Michael Nikolic
*Creative Design Leader
IKEA of Sweden*



FREKVENS
Tripod black
\$59⁹⁹



FREKVENNS
Speaker
W8×D4×H4". Black/red
\$69⁹⁹

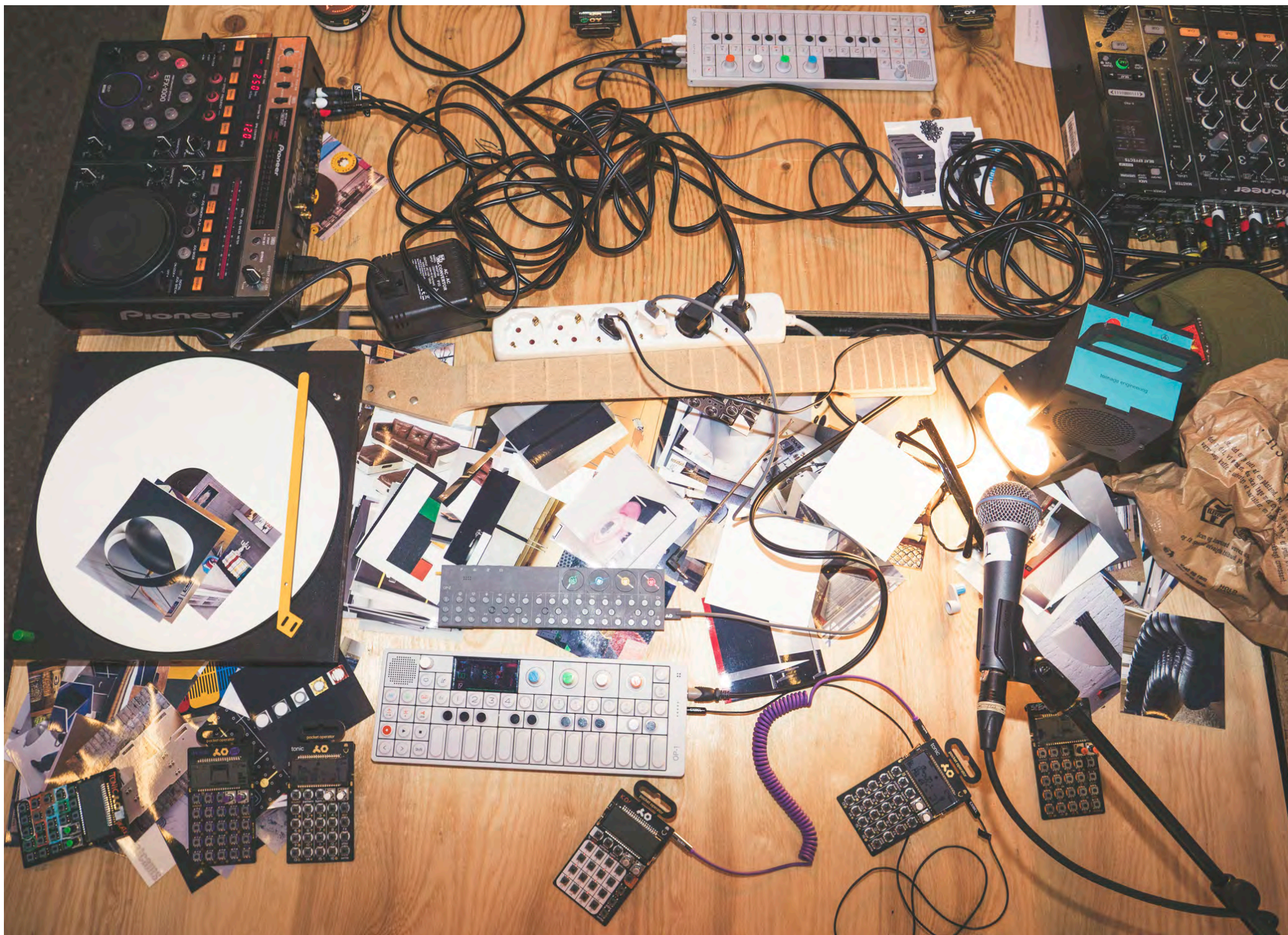


"I hope it will give music and light, connecting people with happiness. We always make a better world, together."

— **Michael Nikolic**
Creative Design Leader
IKEA of Sweden



FREKVEN
Cups
\$9⁹⁹ /4pk



“A prototype is worth a thousand meetings.”

These are the familiar words of Ingvar Kamprad, founder of IKEA. They certainly rang true with FREKVEN'S creative process.

“The collaboration started more or less open. Basically no limits,” says Jesper Kouthoofd. “The only thing that was said was ‘how can we introduce sound in to the home in a new way.’ After that, we went home and built loads of random stuff for three weeks. Then we drove down to IKEA, Älmhult, and put it all on the table. That’s how we like to work. Around 50 items,” says Jesper.

Since they are engineers, he believes it’s easier to build something than try to explain a concept.

“The Items got narrowed down towards sound. What we said was ‘why do you have to hide speakers. They are furniture in their own right.’ Sounds should not to be hidden,” says Jesper.

“So when you start to build a modular system and add fronts and accessories on, it’s a more fun way to think about sound,” he concludes.



In dialogue with the designers

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.

IKEA is always looking for new ways of doing things, and the FREKVENS limited collection is no exception to the approach.

FREKVENS encourages spontaneity, creativity and mobility when it comes to sound around the home. The name, FREKVENS, meaning 'frequency' is perfect to describe the heart of the collection. With FREKVENS, we celebrate sound, we encourage togetherness and we enable people to throw the ultimate home party.

Spontaneous sprees

Insights of how important music is in young people's life was the starting point in the FREKVENS collection, where IKEA has engineered new solutions for having fun, together with 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 needed to have a good party at home? That's what we wanted to investigate with FREKVENS. Together with teenage engineering, we have explored the possibilities of taking the party with us," says Michael Nikolic, Creative Design Leader at IKEA of Sweden.

"The light and sound collection builds on teenage engineering aesthetic value, high sound quality and well designed products for people who love music. It is unlike anything IKEA has done before," Michael says.

"FREKVENS is a collection with its own personality - one very recognizable to teenage engineering enthusiasts. Throughout the collaboration we joked that teenage engineering knew us better than we did! They added their rebellious touch to the IKEA identity which made it feel even more IKEA. That's why we love it!" Michael says and laughs.

"The collection introduces something new for IKEA. A sound collection with simple bluetooth technology and stacking ability let's you create your own configuration for a great party, anywhere in the home. The other bonus is the collection has all the other things you need to get the party started," Michael adds.

Engineering vs mass production

With so many great early ideas on the table, sadly we couldn't make them all. The development process of course had



its twists and turns.

“We did a lot of development on the factory floor directly with the electronic supplier. It was interesting to get so close to the manufacturing but it also brought challenges,” Jesper Kesper Kouthoofd, head of design and founder teenage engineering explains.

The challenge was that teenage engineering came with a lot of expertise in these products. The factory has fantastic ability but were required to learn the teenage engineering way of working. Some of the details were hard to implement.

“It is good to put the problems on the table. We enjoyed finding ways around the limitations. It was good for creativity and to test our thinking,” says Michael Nikolic, Creative Design Leader at IKEA of Sweden.

“We are unorthodox creative engineers and it is really hard to try to rewrite the way factories work. We want to be involved along the way so we can push things to the limit,” Jesper admits. He laughs and says, “but we got there in the end and we are really happy now it’s being launched!”

We are equally as happy that FREKVENS has received a Red Dot Award. It shows us that design can be bigger than just the design, that togetherness makes things better. With a party collection like FREKVENS, we encourage people to be together.

An unlikely pairing

“One thing we really appreciated in this collaboration was to see how IKEA works. We were curious of this big organization – how is the process and how is it to work with other people?” Jesper says.

The decision process is much shorter at teenage engineering so this was good for IKEA and teenage engineering to navigate and learn from unfamiliar landscapes.

“The most important thing I learned is to always work with people you like, and good stuff will come out of it. And it’s really good people at IKEA!” Jesper describes.

“Usually we do a little more niche products so I really appreciated working with a broader audience at IKEA – for the many people,” he concludes.

Surprise party

“I’m hoping people will start to create things with these objects and surprise us with how they use them, that’s what I want to see. Maybe using them in a context we haven’t thought about” Jesper comments.

The FREKVENS collection will be available in IKEA stores February next year. The only question you need to ask is “where shall we party, at your place or mine?”

Products - light & sound



PE770801
FREKVENSS Speaker with subwoofer \$149 Connect and play from your phone, computer or any other Bluetooth®-enabled device. Combine FREKVENSS speakers, lighting and accessories based on your needs and mood – and change them as often as you like. You can bring the music with you when you add BRAUNIT and ENEBY battery, sold separately. Designer: teenage engineering. W12×D4×H8". Black 604.226.53



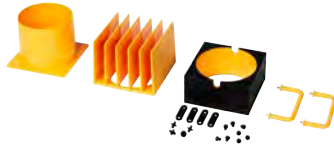
PE770804
FREKVENSS Speaker \$69.99 Connect and play your favorite tunes from your phone, computer or any other Bluetooth®-enabled device. Is your nearest wall socket far away? No problem, the battery will keep your FREKVENSS speaker powered up to 10 hours. You can easily carry the speaker with you and position it firmly in place since it includes one handle and a set of feet. Designer: teenage engineering. W8×D4×H4". Black/red 204.283.41



PE770514
FREKVENSS Speaker \$69.99 Connect and play your favorite tunes from your phone, computer or any other Bluetooth®-enabled device. Is your nearest wall socket far away? No problem, the battery will keep your FREKVENSS speaker powered up to 10 hours. You can easily carry the speaker with you and position it firmly in place since it includes one handle and a set of feet. Designer: teenage engineering. W8×D4×H4". Black/yellow 204.226.26



PE770490
FREKVENSS LED spotlight accessories \$17/set of 4 These accessories give you even more opportunities to customize FREKVENSS LED spotlights based on your own preferences and mood. The tube allows you to focus the light – and with the extension part you can turn the spotlight upwards and the handles help you to direct the light. Requires assembly. Designer: teenage engineering. Red 704.283.10



PE770640
FREKVENSS LED spotlight accessories \$17/set of 4 These accessories give you even more opportunities to customize FREKVENSS LED spotlights based on your own preferences and mood. The tube allows you to focus the light – and with the extension part you can turn the spotlight upwards and the handles help you to direct the light. Designer: teenage engineering. Requires assembly. Yellow 404.225.74



PE700498
FREKVENSS Portable speaker \$19.99 You can have your hands free and really let loose on the dance floor since the portable speaker has a belt clip on the back. Connect and play your favorite tunes from your phone, computer or any other Bluetooth®-enabled device. USB cable for charging the portable speaker is included. Designer: teenage engineering. W2×D1×H4". Black 204.226.12



PE770496
FREKVENSS LED spotlight \$30 This spotlight illuminates in three ways – as a fixed light, in sync with music or pulsating. The fixed light is also dimmable and you can easily control the light via the bottom on the spotlight's back. Designer: teenage engineering. Requires assembly. H4". Black/white 504.203.67



PE770494
FREKVENSS LED multi-use light \$40 Invite your friends over and transform your living room into a nightclub. This multi-use lighting responds to sound and has seven motifs that you can easily change by pushing the button on the lamp's back. Designer: teenage engineering. Requires assembly. L4×W4×H4". Black 504.203.53



PE770516
FREKVENSS Speaker base with light \$10 Requires 3-AAA batteries, sold separately. The speaker base with light fits perfectly under FREKVENSS speaker (4×8"), but you can just as easily place it somewhere else to create a cozy atmosphere. Designer: IKEA of Sweden. Requires assembly. W4×D4×H2". White 604.226.29



PE770505
FREKVENSS Tripod \$59.99 You can attach up to seven FREKVENSS LED spotlights to the tripod. The three brackets are adjustable, so you can easily direct the light where you want. Designer: teenage engineering. Requires assembly. L35½×W35½×H39¼-70¾". Black 104.283.46

Products - party



PE770488
FREKVENSS Bar table, in/outdoor \$69
Powder-coated galvanized steel. Requires assembly. Designer: Nikolai Wiig Hansen. L20%×W20%×H39". Black 904.203.32



PE770487
FREKVENSS Bar stool with backrest, in/outdoor \$75
Powder-coated galvanized steel. Requires assembly. Designer: Nikolai Wiig Hansen. W16%×D20%×H41". Black 504.203.29



PE770502
FREKVENSS Side table \$29.99
Powder-coated steel. Requires assembly. Designer: Jon Karlsson. L26×W12%×H19%". Black 604.283.44



PE770489
FREKVENSS Cajón drum \$29.99
A real boost to a party! When you sit on this Cajon drum and start playing, the party is sure to get going. Unfinished birch plywood. Nickle-plated steel. Requires assembly. Designer: Hanna Crondal. W11%×D12%×H16%". Plywood 404.202.97



PE770503
FREKVENSS Tray \$14.99
High pressure melamine laminate. Designer: Maria Vinka. Ø22". Gray 404.202.59



PE770501
FREKVENSS Serving plate \$24.99
Dishwasher safe. Stoneware. Designer: IKEA of Sweden. L12×W12×H2". Red 304.202.50



PE770507
FREKVENSS Serving set \$39.99/5pcs
Sauces, tapas, vegetables and pretzel sticks – with this set you can serve everything with a touch of style. And everything also fits on FREKVENSS side table. Dishwasher safe. Stoneware. Designer: IKEA of Sweden. Assorted colors 304.210.75



PE770491
FREKVENSS Cups \$9.99/4pk
Stackable to form a totem pole. Dishwasher and microwave safe. Stoneware. Designer: Maria Vinka. Ø3, H3". 12 oz. Assorted colors 104.202.94



PE771767
FREKVENSS Mugs \$9.99/4pk
Dishwasher and microwave safe. Stoneware. Designer: Maria Vinka. H5". 13 oz. Assorted colors 204.202.84



PE719881
FREKVENSS Blanket \$49.99
On this thick blanket you sit soft and dry on outdoor excursions thanks to the waxed underside. 100% cotton cover. Polyester wadding. 100% polypropylene filling. Imported. Designer: Maria Vinka. L83×W47". Black 704.203.09



PE770504
FREKVENSS Tote bag, large \$9.99
You will to be visible with this reflective tote bag over your shoulder – and if you want to protect the contents from rain and curious eyes, just tighten the opening by using the drawstring. Metallized 100% polyethylene. Imported. Designer: Maria Vinka. 21 gal. W17×D9%×H17%". Silver-color 704.202.34



PE770506
FREKVENSS Tote bag, medium \$7.99
You will to be visible with this reflective tote bag over your shoulder – and if you want to protect the contents from rain and curious eyes, just tighten the opening by using the drawstring. Metallized 100% polyethylene. Imported. Designer: Maria Vinka. Max load 33 lbs. 4 gal. W11%×D4×H14%". Silver-color 004.202.37



PE771771
FREKVENSS Raincoat \$24.99
The raincoat's reflective material protects against wind and light rain. Takes up little storage space since you can fold the raincoat into a flat package. Metallized 100% polyethylene. Imported. Designer: Maria Vinka. Silver-color L/XL 504.192.41 S/M 904.192.39



PE771771



PE719883
FREKVENSS Cushion cover \$5.99
Metallized 100% polyethylene. Imported. Designer: IKEA of Sweden. 19×19". Silver-color 504.241.72



PE770492
FREKVENSS Eating set \$17.99/3pcs
Dishwasher safe. Stainless steel. Designer: Nikolai Wiig Hansen. 004.203.17



PE770493
FREKVENSS Ottoman \$149
Waxed 100% cotton. Polyester fiber ball filling and polyester wadding. Imported. Powder-coated steel. Designer: Jon Karlsson. L35%×W35%×H14%". Vansta black 204.191.72

Join the party, you're invited!

#FREKVEN

#ULTIMATEHOMEPARTY



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