



IKEA and Republic of Gamers introduce new range of furniture that puts gaming first

The new gaming products developed by IKEA in collaboration with Republic of Gamers (ROG) will be available at IKEA U.S. stores and online starting in October 2021.

September 16, 2021 – With over 2.5 billion gamers worldwide and a rapidly growing market, creating home furnishings for gaming was a natural step for IKEA, whose vision is to create a better everyday life for the many people – and the many gamers among them.

To create high-performing products and solutions for a gaming setup, IKEA partnered with experts in the world of gaming – Republic of Gamers (ROG). ROG, an ASUS sub-brand, is a leader in the gaming industry and designs high quality, innovative hardware and gear for gamers. ROG has in-depth knowledge of the gaming industry and wants to find new ways to blend gaming into the home.

“Gamers globally know and love the ROG brand, and they trust it to deliver the most exciting gaming innovations in the market”, says Kris Huang, General Manager of the ASUS Gaming Gear and Accessory Business Unit. “Our new partnership with the experts at IKEA will allow ROG to find new and interesting ways to delight gamers in and around the home”.

Combining the best of these two worlds, the collaboration’s goal is to democratize the gaming experience by creating relevant, functional, beautiful, and affordable products and complete gaming solutions to make it easier for everyone to create the desired gaming setup.

“We believe there’s a lot to be done to democratise the gaming experience”, says Ewa Rychert, Global Business Leader of Workspace, IKEA of Sweden. “Now, we take the first step on our gaming journey, and we do it by presenting affordable, high-performing gaming products and complete solutions that we hope reflect people’s personality and taste.”

In total, the new gaming range is comprised of over 30 products across furniture and accessories, offered at different price ranges to meet the needs of a variety of gamers. Furniture offerings include gaming desks, chairs and storage, and accessories include a mug holder, mouse bungee, neck pillow, ring light and more.

“We know a lot about gamer needs, pain points and expectations, and we want to design solutions for ultimate, immersive gaming experiences”, says Johnny Chan, designer at Republic of Gamers.

The new gaming range focuses on solutions for PC gamers and includes six product families: UPPSPEL, LÅNESPELARE, MATCHSPEL, GRUPPSPEL, UTESPELARE and HUVUDSPELARE.

IKEA and ROG designed all UPPSPEL products in close collaboration. The rest of the series has been developed by IKEA based on the insights and knowledge gained from the collaboration to meet the various needs of gamers on function, design, and price.

“We want our products to offer better ergonomics and functions so that gamers can become even better at what they do without wearing out their bodies – become better athletes, basically,” says IKEA designer Jon Karlsson.

The new gaming products will be available at IKEA U.S. stores starting in October 2021. For more information, please visit IKEA-USA.com/Gaming.

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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.

About Republic of Gamers (ROG)

Republic of Gamers (ROG) is an ASUS sub-brand dedicated to creating the world’s best gaming hardware and software. Formed in 2006, ROG offers a complete line of innovative products known for performance and quality, including motherboards, graphics cards, laptops, desktops, monitors, audio equipment, routers and peripherals. ROG participates in and sponsors major international gaming events. ROG gear has been used to set hundreds of overclocking records and it continues to be the preferred choice of gamers and enthusiasts around the world. Learn more about the choice of champions at <http://rog.asus.com>.