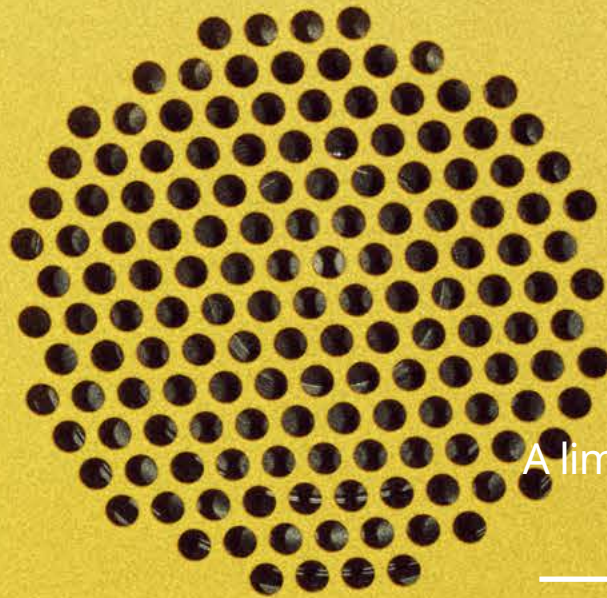


IKEA®



FREKVENNS

A limited collection in collaboration
with teenage engineering

Sales start February 2020





FREKVENS
The ultimate home party

Let's party!
See you in five?

FREKVEN
Spotlight accessory kit, red
19,99



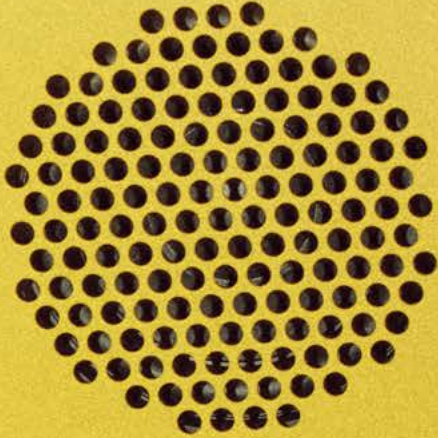
No music, no party, right? Music is one of the most powerful and uniting cultural forces in society. It is something that unites people and amplifies emotions. Social life in homes are often centered around music, so having good sound in every room of the home has become a dream for many. This inspired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

FREKVENS brings the party
you bring the dance moves



Modular music

IKEA®



“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*



FREKVENS
speaker w subwoofer
30x20 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
6x10 black
19,99



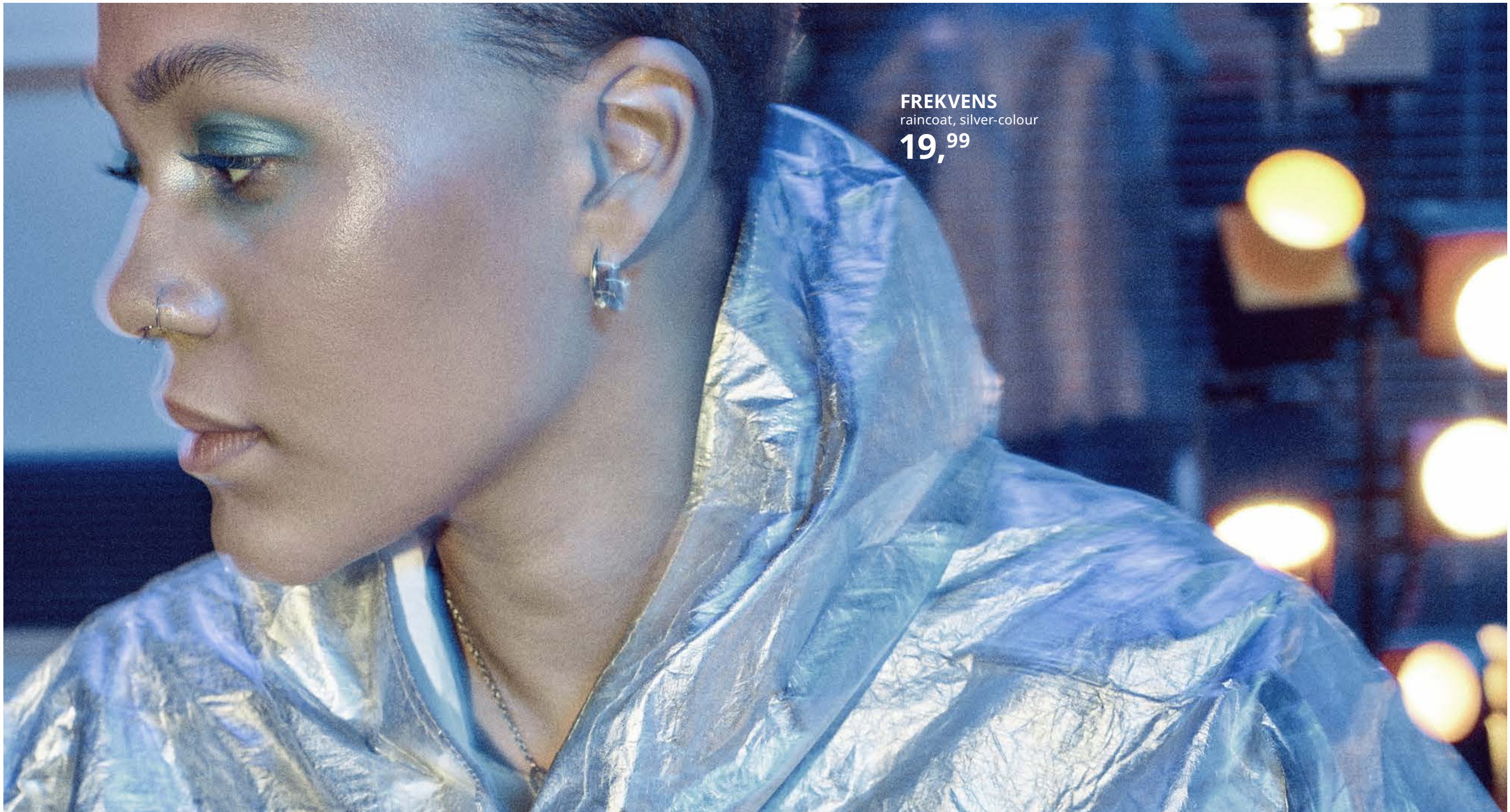


FREKVENS
side table 66x32 black
29,99



FREKVENS
footstool Vansta black
169,-

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? FREKVENS also provides a few other essentials for example, water repellent cushion covers and modular and stackable tableware, perfect for party food. FREKVENS gives you much of what you need to throw a really good party, wherever you are.



FREKVEN
raincoat, silver-colour
19,99

Spontaneous sprees

FREKVENS
bar stool/backrest
in/outdoor
69,99



“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
69,99



FREKVENS
speaker 10×20 black/red
69,99



“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



FREKVENS
cup 35 cl
assorted colours 4-p
39,99



“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 recognisable 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
**FREKVENS speaker w subwoofer
 30×20 black 149,-**
 Designer: teenage engineering
 80422647



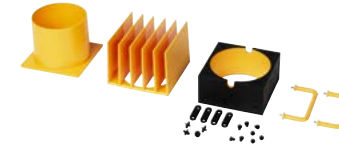
PE770804
**FREKVENS speaker 10×20
 black/red 69,99**
 Designer: teenage engineering
 40428335



PE770514
**FREKVENS speaker 10×20
 black/yellow 69,99**
 Designer: teenage engineering
 50422620



PE770490
**FREKVENS accessories LED spotlight
 s4 red 19,99**
 Designer: teenage engineering
 70428310



PE770640
**FREKVENS accessories LED spotlight
 s4 yellow 19,99**
 Designer: teenage engineering
 40422574



PE700498
**FREKVENS portable speaker
 6×10 black 19,99**
 Designer: teenage engineering
 40422593



PE770496
**FREKVENS LED spotlight black/white
 29,99**
 Designer: teenage engineering
 60420362



PE770494
**FREKVENS LED multi-use light black
 39,99**
 Designer: teenage engineering
 30420354



PE770516
**FREKVENS speaker base with light
 5×10 white 9,99**
 Designer: IKEA of Sweden
 60422629



PE770505
**FREKVENS tripod black
 69,99**
 Designer: teenage engineering
 10428346

Products - party



PE770488
FREKVENS bar table in/out 74 black
 59,99
 Designer: Nicolai Wiig Hansen
 90420332



PE770487
FREKVENS barstool/backrest in/out 74 black
 69,99
 Designer: Nicolai Wiig Hansen
 50420329



PE770502
FREKVENS side table 66x32 black
 29,99
 Designer: Jon Karlsson
 60428344



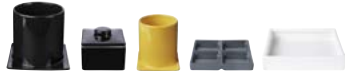
PE770489
FREKVENS cajón drum plywood
 39,99
 Designer: Hanna Crondal
 40420297



PE770503
FREKVENS tray 56 grey
 14,99
 Designer: Maria Vinka
 40420259



PE770501
FREKVENS serving plate 30x30 red
 24,99
 Designer: IKEA of Sweden
 30420250



PE770507
FREKVENS serving s5 assorted colors
 39,99
 Designer: IKEA of Sweden
 30421075



PE770491
FREKVENS cup 35cl assorted colors 4-p
 39,99
 Designer: Maria Vinka
 30421075



PE771767
FREKVENS mug 37cl assorted colors 4-p
 9,99
 Designer: Maria Vinka
 20420284



PE719881
FREKVENS blanket 120x210 black
 59,99
 Designer: Maria Vinka
 70420309



PE770504
FREKVENS tote bag large 80l silver
 9,99
 Designer: Maria Vinka
 70420234



PE770506
FREKVENS tote bag medium 16l silver
 6,99
 Designer: Maria Vinka
 00420237



PE771771
FREKVENS raincoat silver
 19,99
 Designer: Maria Vinka
 50419241



PE771771
FREKVENS raincoat silver
 19,99
 Designer: Maria Vinka
 90419239



PE719883
FREKVENS cushion cover 48x48 silver
 6,99
 Designer: IKEA of Sweden
 50424172



PE770492
FREKVENS eating s3 stainless steel
 19,99
 Designer: Nicolai Wiig Hansen
 00420317



PE770493
FREKVENS footstool VANSTA black
 169,-
 Designer: Jon Karlsson
 00419168

Join the party, you're invited!

#FREKVENNS

Image overview



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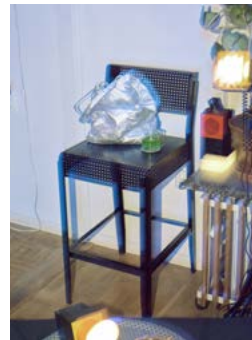
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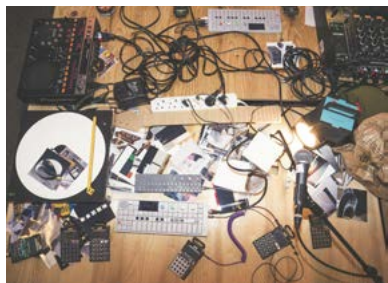
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