



PRESS RELEASE

9 June 2022

What does art sound like? IKEA invites people to *hear* three famous paintings for the first time ever.

IKEA is delivering a brand new way of experiencing sound, through interpreting some of the most famous artworks. With the launch of the new SYMFONISK picture frame speaker art panels and the interpretations of them, you can enjoy art and sound in a completely new way.

Music and art can instantly change the atmosphere in a home. Combining both can be even more powerful. Different sounds can change how we feel and act at home, but also fuel our imagination and help us discover new things. That is why IKEA is launching a new way of experiencing three of the most famous pieces of art through sound. Together with a sound artist, the images in the new SYMFONISK picture frame speaker panels – *Mona Lisa*, *Starry Night* and *Tree of life (fulfilment)* – have been interpreted, allowing you to *hear* the paintings for the first time ever.

“We want to bring great sound experiences to people across the globe, in intriguing new forms. By giving three famous paintings a new dimension, we hope to bring new life to these pieces of art and let people experience them like never before”, says Johanna Nordell, Business Leader at IKEA Home smart. “Sound can help shift our mindset and focus and we believe this unique combination of art and sound will let people experience the art in a new way”, she adds.

The SYMFONISK picture frame speaker serves as a piece of art that can both blend into the home or adds a personal touch to your home, and was introduced to the IKEA range in 2021 as part of the long-term partnership with Sonos. The range of eye-catching front panels now introduces some of the world’s most famous artworks: Leonardo da Vinci’s *Mona Lisa*, Vincent van Gogh’s *Starry Night* and Gustav Klimt’s *Tree of Life (fulfilment)*. Each image has inspired a unique soundtrack, that allows the listener to experience these famous art pieces in a completely new way.

“We want to inspire and enable the many people to enjoy and enhance everyday moments in the home through sound. That is why we have engaged a soundscape artist to create soundtracks to suit a range of activities, often happening in the home: falling asleep to *Starry Night*, having dinner with *Mona Lisa* or relaxing at home with *Tree of Life (fulfilment)*. We hope these new products and sounds will encourage people to explore how senses can help us to make the most of our time in the home”, says Stjepan Begic, Product owner at IKEA Home smart. “Sound and art combined not only add a personal touch to your homes, but can actually enrich our lives for the better”, he adds.

The soundtracks will be available on YouTube from June 6
Mona-Lisa: https://youtu.be/qsDbM_DzpBc, Starry nights: https://youtu.be/dCLdk0o_y78, Tree of life (The Fulfilment): <https://youtu.be/1CeMGWksvXA>



PRESS RELEASE

9 June 2022

Starting from July, 2022, the three new front panels for the SYMFONISK picture frame speaker will be available in IKEA stores and on IKEA.com.

About Franz Edvard Cedrins

Franz Edvard Cedrins is a sound artist and composer based in Stockholm, Sweden. His work combines music with conceptual art, site-specific installations, architecture, performance art, VR and film.

A profound interest in why, where and how people experience music and sound drives Franz Edvard Cedrins to create experiences for his audiences that are both unexpected and challenging. His work has been shown in a variety of contexts including ballet performances, operas, film and theatre productions; fashion shows, art galleries, interior design settings and public venues around the world.

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 the IKEA franchise system

The IKEA retail business is operated through a franchise system with franchisees that are authorised to market and sell the IKEA product range within specified geographical territories. Inter IKEA Systems B.V. is the owner of the IKEA Concept and worldwide IKEA franchisor, who also assigns different IKEA companies to develop the product range, supply products and deliver communication solutions. Today, 12 different groups of companies have the right to own and operate IKEA sales channels under franchise agreements with Inter IKEA Systems B.V.

About Ingka Group

Ingka Group (Ingka Holding B.V. and its controlled entities) is one of 12 different groups of companies that own and operate IKEA retail under franchise agreements with Inter IKEA Systems B.V. Ingka Group has three business areas: IKEA Retail, Ingka Investments and Ingka Centres.

Ingka Group is a strategic partner in the IKEA franchise system, operating 392 IKEA stores in 32 countries. These IKEA stores had 657 million visits during FY21 and 4.6 billion visits to IKEA.com. Ingka Group operates business under the IKEA vision – to create a better everyday life for the many people by offering a wide range of well-designed, functional home furnishing products at prices so low that as many people as possible can afford it.

About Inter IKEA Group

Inter IKEA Group includes Inter IKEA Systems B.V., IKEA of Sweden AB, IKEA Supply AG and IKEA Industry AB related businesses. Inter IKEA Holding B.V. is the holding company for the Inter IKEA Group.

IKEA is one brand and many companies. Around the globe, a large number of companies operate under the IKEA trademarks.



PRESS RELEASE

9 June 2022

Press contact:

For questions regarding the IKEA range: how we design and develop our products, including the IKEA food offer, and questions regarding how we source and distribute them, please contact us here:

pressoffice.rangesupply@inter.ikea.com

+46732321300