



**PRESS RELEASE**

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Älmhult, Sweden**

## **IKEA BRUSEN outdoor sofa receives RED DOT Award 2019 for product design**

**IKEA has received a Red Dot Award: Product Design for BRUSEN outdoor sofa, designed by Ola Wihlborg. Red Dot Award is an internationally organised competition which reviews the best products of the year. In addition, IKEA also received awards for SYMFONISK speaker, OMTÄNKSAM table, SVALLET work lamp, FOKUSERA extractor hood, FINSMAKARE forced air oven and FINSMAKARE microwave combi oven.**

At IKEA, design is about making great design accessible to the many people. Because everyone deserves a good home with qualitative products that are beautiful, functional, sustainable and affordable. With BRUSEN, the idea was to create a soft and inviting sofa for outdoor usage which can serve both as a solitary piece and in combination with other functions such as the outdoor dining area.

“When designing BRUSEN I thought of a durable and decorative sofa that fits perfectly in the outdoor environment. BRUSEN is both functional and beautiful. The open metal structure blends into the surroundings and can be personalised with pillows for added comfort” says designer Ola Wihlborg.

BRUSEN outdoor sofa is made of metal in a strong accent colour that will pop out as a solitary or add colour to the outdoor dining area. The design aims at combining function and aesthetics in a way that surprise while at the same time finding the maximum benefit from the material and manufacturing methods to create a unique and appealing product.

“We are both happy and proud that IKEA has received these Red Dot Awards. They not only put the spotlight on great IKEA products, they also tell us that our design philosophy, working with Democratic Design enables good design for the many people. Regardless if it’s about designing a lamp, sofa, kitchen appliances, table or speaker, we can accomplish great design quality and results when taking form, function, quality, sustainability and affordability into consideration” says Evamaria Rönnegård, Design Manager at IKEA of Sweden.

This year, more than 5,500 products were submitted and the products entered were assessed individually by an independent and international jury of experts. The Red Dot Award is one of the world’s largest international product competitions. BRUSEN will be presented in the Red Dot Design Museum, the largest museum for contemporary design and the awards ceremony will take place in Essen in July 2019.

### **About Red Dot Award**

Red Dot Award, founded in 1955, is one of the most respected international design competitions in the world and organized by the Design Zentrum Nordrhein Westfalen in Essen, Germany.

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

*IKEA Range & Supply, consisting of IKEA of Sweden in Älmhult and IKEA Supply AG in Pratteln, Switzerland, have the responsibility to develop, design, produce and supply IKEA stores and sales channels around the world with home furnishing solutions available to the many people. Each year IKEA Range & Supply introduces 2,000 new products. The total range is almost 10,000 products.*