



›LOOKS LOVELY, SOUNDS SUPERB‹

**TURNTABLE LABS NY**

›BEST HOMEWARE‹

**MONOCLE**

›BEST A/V KICKSTARTER PROJECT‹

**WHAT HI-FI?**

›ONE OF EUROPE'S 100 HOTTEST STARTUPS‹

**WIRED UK**

›RARE TO FIND VALUE PROPOSITION‹

**VENTUREBEAT**

## PRESS RELEASE

Stockholm's acclaimed industrial design agency, PEOPLE PEOPLE launches PEOPLE Products - bringing customers closer to the products and collaborations from (as Wired puts it) one of Europe's hottest Start ups.

With Transparent Speaker firmly under its belt, countless column inches of press and a rapidly expanding fan base in all the right places, PEOPLE PEOPLE's focus returns to its roots - addressing the needs of real people. In this case it's with the launch of its new brand, PEOPLE Products.

"We're flattered to still be receiving messages about Transparent Speaker, but the focus has turned from whether we'll put it into production to where people can actually pick one up," notes Martin Willers, PEOPLE PEOPLE co-founder.

PEOPLE Products carries two main functions; the first to let people get their hands on PEOPLE PEOPLE's work. The second, to let the public link up with the rest of the PEOPLE Products community; to form a meeting place for the agency and those who love what it does and want to be a part of it.

With its website and e-store launching September the 5th at Stockholm's Tech Fest, PEOPLE Products' first offering is the Transparent Speaker, perhaps one of the most iconic pieces of audio design of the streaming generation, featured in music videos by Robyn, Britney Spears, Snoop Dogg and one of the hyped Kickstarter projects in its history.

[www.peopleproducts.co](http://www.peopleproducts.co)

#transparenspeaker on instagram

## ABOUT THE SPEAKER

Transparent Speaker represents what the PEOPLE PEOPLE team believe is how a speaker for today should look and perform; slotting seamlessly into our lives. Stemming from PEOPLE PEOPLE's Lab work, its original intention was to be a provocative blog comment on issues of sustainability in the home electronics field.

Such was the response that the team chose to investigate further the possibilities of bringing the concept to life, eventually settling on Kickstarter as the medium for funding. What followed was an unprecedented level of hype from consumers and press alike and a driven journey into developing a product and experience that has surpassed all expectations.

Transparent Speakers diminutive size belies an unparalleled acoustic heft, balancing industrial design with premium components, a heavy dose of progressive sustainability considerations and an aesthetic intended to blend in with our ever-changing lives yet always be a bountiful talking point.

"Transparent Speaker goes beyond current standards in a really progressive way. It's something that the people have expressed a genuine interest in having, and an item that's true and authentic to how PEOPLE PEOPLE operates and thinks as a collective, " says Per Brickstad, Transparent Speaker's lead designer.

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