

Press release

May 3rd 2023

Swedish artist makes his mark on Audio Pro limited edition speaker.

Swedish speaker manufacturer Audio Pro is launching a design collaboration with acclaimed Swedish artist, Peter Eugén. The Audio Pro x Peter Eugén T3+ is an exceptional wireless speaker in a subtle sand colourway, accented by sandblasted matte gold elements and a luxurious trim.

It's been 45 years since Swedish speaker manufacturer, Audio Pro, started operating. Elsewhere in 1978 Sweden, Peter Eugén was born, a self-taught and talented artist who became famous for portrait paintings of well-known icons. His work has been recognized by many art dealers and celebrities around the world, such as Bruce Springsteen, Sean Connery, Phil Collins and Danny Trejo to name a few. Now these two Swedish artisans are uniting for a Audio Pro x Peter Eugén collaboration: a limited edition version of the bestselling T3+ portable Bluetooth speaker, with unique design elements.

Jens Henriksen, CCO at Audio Pro says "We think it's great that Peter Eugén has left his mark on one of our speaker creations. He is a talented man, who has over 60 exhibitions under his belt, and it is easy to understand why when you see his artwork. He has both playful and socially critical motives and often very interesting messages. His sense of color and design makes him an obvious candidate for such a design collaboration."

Peter Eugén's unique design touches include "Mr Nobody", a figure that frequently appears in his work, crafted in gold-coloured aluminum on the side of the speaker. Peter also chose to have the control panel, grille and leather handle mounts made of this sandblasted gold color.



Audio Pro has become known for releasing small, limited editions of different color versions of its speakers. For a limited time, consumers can choose a slightly different color that is not part of the regular range. Something that has become very popular and often sells out quickly. Now they have gone a step further and offer not only a different color, but a speaker with special details in sandblasted matte gold.



Peter Eugén, who is also a designer with his own clothing brand, says that he felt it was a great honor to have the opportunity to collaborate with Audio Pro. "As an artist and designer, I am very proud to put my stamp and design on one of their speakers. I feel that Audio Pro has a clear mindset when it comes to design and quality and when I got the chance to present my brand with them, I never hesitated. After many conversations, ideas, thoughts, sketches and changes, we finally landed on a simple but luxurious design that I think symbolizes both my brand and Audio Pros. It is small details that are of great importance and the entire product feels stylish and accurate. Luxurious yet artistic."

Jens Henriksen at Audio Pro says that he is looking forward to the release of this speaker on the market. "This time it is not just a unique color that we are releasing, but a speaker with more unique design features, and with a clear stamp of Peter Eugén. It will be very interesting to follow how the market receives this news."



Jens Henriksen, Chief Sales & Marketing Officer
+46 (0)705 - 43 83 00 jens.henriksen@audiopro.se



Maria Tullgren, Press Contact
+46 (0)739 - 95 91 91 maria.tullgren@audiopro.se

audio pro
SOUND OF SCANDINAVIA

About Audio Pro

Audio Pro is a Swedish company with strong roots in the early HiFi industry. The company has designed, developed and manufactured speakers since 1978 and is today available in over 55 countries globally. Audio Pro launched in the 70's a range of active speakers with advanced technology and high sound quality, that have become milestones in the history of speakers. Today Audio Pro is still a strong and innovative company, managed with high entrepreneurial spirit, and the active speakers have now been equipped with wireless, multiroom and smart voice-control features. Since 2012 the company have also entered the commercial segment with a range of products for retail and hospitality. The brand Audio Pro Business offers wireless speaker systems for stores, restaurants, hotels etc. In recent years, Audio Pro has increased its focus on more sustainable solutions, by e.g. prolonging the life span of its products.

