

ARSK

LOOK & SOUND DIFFERENT





001 High fidelity, Silver tinted aluminum
240 Watts RMS | 108 dB SPL

Most Powerful Ultra-compact Nomad Speaker in the World

ARSK 001, The absolute ultra-compact nomad speaker. An object with uncompromising toroidal aluminum design with an exceptional finish engineered for both indoor and outdoor use, it's water, dust, and shock-resistant. An high-power system with unthinkable clarity, precision and ultra-deep bass that restores the purity and texture of sounds. With an industry-leading 40-hour battery life, using advanced electric vehicle battery technology & features a smart revolutionary cooling system. A pure and essential form of sound entirely in recycled aluminum, a sustainable product that respects the environment, which incorporates the latest wireless sound technologies, to listen to your playlist, your recordings, your podcasts, your HD TV, completer by a modular magnetic pedestal with a wireless charger.

Foundation

Serge Kokkinis & Anthony Ribout,

Co-founders of ARSK, a duo of French designers with atypical backgrounds.

In the '80s, **Serge Kokkinis** was Artistic Director of a large French consumer electronics group. The opportunity of a transfer to Asia, made him discover the electronics manufacturers of the first generation of «Asian Tigers». He settled there and created his Design Agency in Hong Kong and, in order to manufacture his own products in China, a Development Company. As part of his studies in design, **Anthony Ribout** met **Serge Kokkinis** in Asia. In 2008, a young graduate in Industrial Design, **Anthony Ribout** flew to China. He joined the team to become today the Head of Creation and Development.

After having designed and conceived of audio electronic products for major international brands, this pair of creators, **Serge Kokkinis** and **Anthony Ribout**, passionate have enhanced their mutual knowledge with the assistance of a team of qualified engineers, to create their brand.

ARSK « Look & Sound Different »

A cross between Haute Couture and Ready to ware. The beauty of sound. The quintessence of sound. A line of products recognizable by its aesthetics and quality.

Our philosophy « The demand of a premium brand »

- The realization of a creative object, with its identity, its style, its recognizable line to become a belonging. The beauty of form for a tribute to the sound.
- The quality and finish of a high-end product in the demanding choice of materials.
- The design of a unique audio devives to offer high-fidelity sound.
- Quality at a controlled cost for a wide audience.
- A measured ecological impact with a sober, durable, repairable object, manufactured with recycled materials for a reduced carbon footprint.

The result « ARSK 001, a smart nomad speaker »

Although compact size but imposes itself, the world's most powerful ultra-compact speaker features a durable toroidal aluminum design that is water, dust, and shock-resistant. Its innovative, contemporary, and sculptural form makes a bold statement, transforming spaces with exceptional sound quality and performance. Delivering unmatched clarity, deep bass, and an impressive 40 hrs battery life, it's crafted from recycled materials and comes with a sleek wireless charging pedestal. Filling spaces with its remarkable sound and unique performance, it is truly a mind-blower.

Anthony Ribout

Industrial Designer



Serge kokkinis

Architect Designer & Art Director



Our Milestones

The Idea

After extensive research, Serge Kokkinis and Anthony Ribout have designed the perfect compromise between a compact design and powerful sound by creating a new generation of speakers. This innovation combines modern aesthetics with audio performance, delivering an immersive sound experience without taking up too much space.



Prototype

We are thrilled to announce the launch of our first prototype, which represents a true revolution in audio design and offers an unprecedented emotional experience. We are now entering the refinement phase, focusing on the finishing touches, as well as the adjustment of sound and design. This allows us to fine-tune every detail to deliver a product that exceeds all expectations



Audio Nomad

The fusion of a portable speaker and an ultra-powerful indoor speaker has given birth to the most powerful portable speaker in the world in its category. With unparalleled battery life for a speaker with these acoustic features, it stands out as a globally unique product in the industry.



Design Award:

Our amazing ARSK 001 has been chosen as a winner at the 2024 European Product Design Award, 2024 International Design Awards, 2024 Communication Exhibition for Asia-Pacific Visual Arts & 2024 IAA AWARDS. These awards celebrate our creativity, innovation, and hard work. Our project is part of an inspiring collection of designs shaping the future of our industry, and we're thrilled to showcase it.



The Brand

The definition of our identity reflects our mission to offer products that combine aesthetics and performance. ARSK embodies advanced acoustic design and a unique vision of audio design. Our slogan, "Look & Sound different", underlines our commitment to creating unique user experiences, combining distinctive style and exceptional sound.



Re-think

Following all our tests and our first presentation, we have gathered all the necessary information to rethink our product and fully meet expectations. In this new era, we have identified a solution that aligns better with users' preferences, needs, and experiences regarding sound quality. This is our new starting point.



World Consumer Electronics Show

After months of development, we had the opportunity to present the first model of the ARSK 001 series in Hong Kong at the world's largest electronics trade show during the autumn edition. This event brings together the entire profession in the field of audio, as well as the key players and influential brands in the industry.



Pre-Order

To launch the ARSK 001, we have decided to associate it with a crowdfunding marketing agency specialise for campaign on Kickstarter and Indiegogo. The goal is to gather an enthusiastic wave of enthusiasts from around the world around this ambitious and innovative project. Through these platforms, we invite you to pre-order the product or contribute to the funding in exchange for a gift featuring the ARSK logo.