

SPINE

Press release

FOR IMMEDIATE RELEASE

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Introducing Spine, a music shelf for the streaming age

A 28 inch wall-mounted display that turns a streaming library into a shelf of album art you can browse, arrange and play. Launching on Kickstarter this autumn from £849, against a retail price of £949. Shipping to the UK.

The story

Music used to take up space. You scanned the spines, pulled something out and studied the cover while the first track played. Friends stood in front of the shelf and pulled out records they'd never heard of. That was how people found new music.

Streaming gave us access to everything and made our collections invisible at the same time. The albums are still there, saved and followed and loved, but they're buried inside an app. Spine puts all of it back in the room. It reads your streaming library and renders it as album art you live with rather than album art you scroll past.

Something changes when a collection is visible again. You notice a record you haven't played in a year. People come over and pull out something they'd never have gone looking for. The music you love stops being a list inside a phone and becomes part of the room.

The product

Spine connects to a streaming library and renders it as album spines, lined up edge-on the way records and CDs used to sit. The shelf scrolls under your hand. Pull an album forward and the cover fills the panel.

Setup happens once, in the Spine Music app on iPhone or Android. Sign in with Apple Music or Tidal and the library populates the shelf automatically. Spotify collections come across with a one-time import, since Spotify doesn't allow hardware to read a library directly. Curation stays on the phone: choose what goes on the shelf, arrange it by artist, by decade or by hand, and the wall updates.

Tapping an album plays it through the phone, on whatever the listener already owns. Sonos, a hi-fi, a HomePod, headphones. On Apple Music playback starts the moment you tap. On Tidal and Spotify it is confirmed on the phone first.

Built to feel like beautiful furniture

The front is matte etched glass that cuts glare and reflection, so covers read like print rather than like a screen. An ambient light sensor reads the room and moves the brightness with it through the day, so the panel sits at the level of everything else on the wall instead of glowing across a dark room.

The body is brushed aluminium in gunmetal, with the weight and close-up finish of furniture rather than consumer electronics. It measures roughly 76 centimetres wide, 19 tall and 8 deep, and comes in at around 7 kilos. A single cable powers it. It can hang on a wall or sit on a shelf, so nobody has to drill anything to live with it.

What it is not

Spine is a display, not a player. There is no audio hardware inside it and none is planned. The aim is to do one thing properly, which is to put a music collection back on the wall, and then leave people to play it through the equipment they have already chosen with care.

Key facts

Spine launches on Kickstarter this autumn, with backers paying from £849. After the campaign Spine is £949. Pledges can be split into three interest-free monthly instalments.

The campaign ships to the United Kingdom only. Direct orders open in Europe and the United States in 2027; an international waiting list is at spinemusic.com.

A fully refundable £25 reservation at spinemusic.com/reserve gives first access to the campaign and its lowest pricing.

28 inch bar-format display, 1920 x 360. Matte etched glass front with ambient light sensor. Brushed aluminium body in gunmetal. Approximately 76 x 19 x 8 cm and around 7 kg. Single cable power. No audio output. Wall mounted or free-standing. Apple Music and Tidal connect directly, Spotify by one-time import. Spine Music app on iPhone and Android. Designed in London, UK.

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Press images and video

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For further information, please contact

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About Spine Music

Spine Music was founded in London in 2026 by Ricardo Amorim. Before Spine he spent twenty years building products and brands, in advertising in São Paulo, then at R/GA London, then at AllofUs where he was Partner and which was acquired by BCG, then at BCG itself. His work has been recognised at D&AD and Cannes Lions. Spine is the first product that is his own. Industrial design is by Aetha Design, led by Tom Parsons, formerly of Dyson.