SPINE

Press release

FOR IMMEDIATE RELEASE

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Introducing Spine, the music shelf for the streaming age

A 28 inch wall-mounted display that turns a music library, from streaming or your own collection, into a shelf of album art you can browse, arrange and play. On Kickstarter now until Tuesday 24 November 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. Streaming gave us access to everything and made our collections invisible at the same time. The albums are still there, but they're buried inside an app.

Spine brings all of it back, as album art you live with rather than album art you scroll past. 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 music 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 in the Spine Music app on iPhone or Android. Sign in with Apple Music, Tidal or Spotify and the library populates the shelf automatically, then keeps itself up to date. Curation stays on the phone: choose what goes on the shelf, arrange it by artist, by decade or by hand, and the wall updates.

For the music people own, Spine works with Roon. Ripped CDs, downloads and hi-res files in a Roon library appear on the shelf, and Roon fixes patchy tags and missing covers along the way. It needs a Roon subscription and an always-on computer or network drive to run Roon.

Tap an album and it plays with no phone tap: straight to a Sonos on any of the three services, through Roon to the speaker chosen there, or on Apple Music with an iPhone. On Spotify or Tidal without a Sonos, one tap on the phone starts it. Either way, the sound comes from whatever the listener already owns: a hi-fi, a HomePod, headphones.

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.

The body is brushed aluminium in gunmetal, with the weight and close-up finish of furniture rather than consumer electronics. 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 is on Kickstarter until Tuesday 24 November at 10pm UK time, with backers paying from £849. After the campaign Spine is £949. Pledges can be split into three interest-free monthly instalments.

Kickstarter has awarded Spine its Project We Love badge, which it gives to only around one in ten projects: “the best and brightest projects, handpicked by our team”.

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.

28 inch bar-format display, 1920 x 360. Matte etched glass front. 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, Tidal and Spotify, synced automatically. Your own music through Roon. Plays straight to Sonos. 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.