

CONSUMER ELECTRONICS

Bang & Olufsen focuses on design and art in latest film series

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B&O's Frieze film series. Image credit: Bang & Olufsen

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Danish electronics manufacturer Bang & Olufsen's B&O PLAY is vying for increased visibility in the art world with a special series celebrating the fundamental pillars of design.

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Publishing on Frieze's online hub, Bang & Olufsen is commissioning a video series in which craftsman in various forms of manufacturing discuss what design means to them. The series coincides with Frieze London Oct. 5-8 and puts a spotlight on experts in the design field.

"With over 170 million monthly unique viewers on Vimeo, Bang & Olufsen's content series at Frieze London has quite the audience. The amazing short films are open for anyone to view without a login and are equally fascinating and educational," said Marci Troutman, CEO of [SiteMinis](#). "Utilizing this venue to promote his films also allows users to share his films via social media.

"With the following of fans all over the world, 60,000+ at Regent's Park alone for a venue, the ability to capture, view and share these videos free via Vimeo is a smart play in our ever increasingly social planet," she said.

Design and film

Bang & Olufsen's "Design Matters" is a six-part Web series sponsored by the brand. Each episode features a different innovator in the design field.

The latest and third episode of the series looks at architect David Adjaye and his view on the use of materials in his career. "Material" touches on how to make smarter, more eco-friendly decisions while manufacturing.



Mr. Adjave on B&O's video

Mr. Adjave opens by discussing how architecture is simultaneously one of the most destructive industries on the planet as well as fundamentally the most important.

The architect explains that when humans are building structures they are planning for the building to be around for 50 years or 100 years, and they want it to be able to withstand this amount of time.

He then moves on to discuss how material and technology are very closely related right now, as technology is paving the way for new interpretations of material. Technology helps materials become smarter, more responsive and more ecological.

Mr. Adjave emphasizes the importance of thinking about the delicateness of the planet and searching for other options to give up bad lifestyle habits that are plaguing the earth.

He even discusses how, through the use of technology, mud can be used as a sustainable material for modern architecture.

In upcoming episodes, Design Matters will discuss "Communication," "Sound" and "Form," and the series has also discussed "Contact" and "Function."

Material: David Adjave from Frieze on Vimeo

Unique campaigns

In similarly unique campaigns, Bang & Olufsen weaved together consumers, music and technology in a campaign that allowed users to manipulate a music video in their own manner.

The interactive platform encouraged users who know how to code to make their mark on a specially created music video in their own interpretations. An online platform, put on by Bang & Olufsen, allows users to create their own version of the music video, showing how technology can create art ([see more](#)).

Bang & Olufsen also launched its recent headphone design with a campaign that personifies audio quality through personality profiles.

To debut its Beoplay H4 headphones, which promise a purity of sound, the brand told the stories of three individuals who live their lives #Unfiltered. For a digital audience that cannot personally experience the devices themselves through their screen, this effort allowed Bang & Olufsen to communicate intangible aspects of the product design ([see more](#)).