

CONSUMER ELECTRONICS

Bang & Olufsen pop-up provides audio immersion for “music lovers”

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The Music Box by Bang & Olufsen. Image credit: Bang & Olufsen

By STAFF REPORTS

Danish electronics and audio company Bang & Olufsen is taking inspiration from music for a pop-up in New York's SoHo neighborhood.

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The Music Box, located at 121 Spring St., brings together the brand's collections in a conceptual environment designed to be photogenic. Offering an alternative to traditional retail, the temporary space looks to engage through exploration and experiences.

Audio environment

Bang & Olufsen's pop-up features a number of vignettes.

Near the entrance is a display of the brand's Bronze Collection multi-room speakers. In this space, a pendulum swings to generate music audible through a Beoplay A9 speaker.

Consumers can also explore a living room outfitted with Bang & Olufsen products and a room dedicated to the Beosound Edge wireless speaker.

At the farthest point in the pop-up, Bang & Olufsen has installed a jazz club in honor of its Late Night Blue collection inspired by the live music scene in New York.



Bang & Olufsen's jazz club within The Music Box. Image credit: Bang & Olufsen

Along with showcasing the blue hued special-edition speakers and headphones, the space will serve as a venue for live music performances.

On Dec. 20, the brand is hosting a free event with cocktails and a concert by a jazz quintet from The Julliard School.

Bang & Olufsen has previously explored the intersection of its products and music. For instance, the brand wove 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, allowed users to create their own version of the music video, showing how technology can create art ([see story](#)).

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